



Board Meeting Minutes

April 1, 2025

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

Board members present: President Amanda Rhodes, Vice President Richard Murray, B Michael McFarland, Melissa Quearry, Sarah Schlachter, Justin Hutman, Drew Rogers, Alison Baker

Board members absent:

Others present:

The April 1, 2025 meeting was called to order at 7:04 p.m. by Amanda Rhodes. Rhodes requested any changes to the March minutes. An update was previously sent by email by Alison Baker. Justin Hutman motioned to pass the minutes. Melissa Quearry seconded. The motion was approved.

Financials:

Rhodes reported that Gaye Tillotson was not able to attend the meeting and provided an update. Rhodes reported that we have 282 members, and revenue a little over \$32k. She also noted that we are seeing spring festival expenses come in. Rhodes asked for questions to pass to Tillotson. Richard Murray mentioned that we may get the first round of funding from the Strengthening The Health of the Neighborhoods (STHotN) grant soon and that the grant would be discussed more later in the meeting.

Security:

Quearry reported that CPAC was rescheduled and that she was not able to attend the rescheduled meeting. She shared that Metro Patrol now hosts open houses for people to drop in and talk to police. The conversations tend to focus on property crime. The Police reported they are working well with the new Jackson County Prosecutor and that she has a task force to address property crimes. The Police also discussed typical issues including jail facilities, bus fare, and mental health. Murray requested that Quearry keep Jim Anderson in the loop for security meetings as he will have more availability to attend soon. Quearry asked if WPHA would want crime statistics that the police could provide. Drew Rogers said that the stats they could provide are often not helpful and are usually year-over-year figures.

Membership:

Murray reported we have received two more memberships since last month. Last Year But Not This Year (LYBNT) letters could go out soon, though we likely don't have many since we have more memberships this year than last year. LYBNT letters are typically a two-email blast with 1-2 weeks in between messages. Last year it pulled about five more memberships in. This year, we have many more diamond memberships, fewer platinums, and roughly the same amount of golds. Membership is in good shape.

Beautification:

Sarah Schlachter reported that Red Roses Lawn Services cleaned up the sidewalk on the

north side of 75th street between Ward Parkway and State Line. This work included clearing leaves, edging the sidewalk, and removing leaves. Red Roses also removed many layers of mulch on the Terrace island and put down a fresh layer of mulch. The 75th Street island was cleaned up for spring. Murray asked if the 75th street island should receive treatment for weeds in the lawn and/or fertilizing. Schlachter noted this was not needed last year and it was a costly expense. She will inspect the island for signs of weeds.

Communication:

B Michael McFarland referred to his report in the meeting packet. He noted that the latest newsletter is in progress and will be ready for draft review soon.

Murray noted that the WPHA will advertise the Ward Parkway Presbyterian Church's (WPPC) Fourth Friday event in the WPHA newsletter. He also noted that there is news about Jackson County property tax assessments which will be shared in the newsletter.

Events:

Spring Festival

Murray shared that this is the time of year when we are getting busier. Hutman, Schlachter, and Rhodes filled eggs this past Saturday for the Spring Festival, but ran out of supplies. The map for the Spring Festival event is revised based on new features including pickleball and a bounce house (in place of train) south of the petting zoo. Face painting and bracelet making will be in the big tent. Food and beverage will be closer to the Store and Welcome tents. We have additional volunteers to help cover the additional activities. The WPPC will be selling hot dogs and PB&Js. WPHA will offer free cotton candy and kettle corn. The Spring Festival is now bigger in terms of offerings; Spring may be the WPHA's signature event since the summer picnic is discontinued.

Harvesters Food Drive

Murray reported on the Harvesters food drive and that Nancy Bader will not be able to lead the event after this year. Murray hopes to recruit a new leader - long time resident Lindsay Mcanany - at Spring festival or soon after. Other volunteers are secured and we may ask Nancy to maintain her relationship with Harvesters in order for them to continue to send a van to our food drive. Nancy made adjustments to the flyers going on the donation bags.

New Business:

Strengthening the Health of the Neighborhood (STHotN)

Murray shared that the grant award this year is about \$10,500 for the full amount. WPHA will request that amount and make modifications to our events for this request. WPHA will hold Trivia Night in August, adding more tables and supplies, and will hold Neighborhood Night Out (NNO) in September, adding live music, an additional food truck (e.g. ice cream, funnel cakes), and purchased carnival/amusement games (to be reused at events). WPHA will increase marketing for these events and lean into the grant requirements for the award, including 30 minutes for speakers at Trivia Night (increased from 15min) and community tables at NNO.

Murray reported that there are now over 20 neighborhoods participating in STHotN. The program has a 2 hour training every month from now until December. The WPPC has asked WPHA for donations for use of their space; WPHA will donate \$250 for Spring Festival and \$250 for Trivia Night. These costs are covered by our budget. Rogers asked if using Hale Cook

for events would incur a cost. Rhodes shared that there is not a cost, but the application process is a significant burden.

Sixth District Meeting Recap

Rhodes reported that the Sixth District meeting was March 16th on Zoom. Council member Andrea Bough talked about the city budget process and the KCPS bond proposal. There was a presentation from Gary Jones on KC Common Good including programs they offer (KC 360, teen programs for internships/employment). Rhodes shared that there was a question about the KC City Manager who was, at the time, suspended. The City Manager has since been terminated and there is an interim City Manager. The next Sixth District meeting will be Saturday, April 12 in person; this conflicts with the WPHA Spring Festival event.

Area Development and Construction

Murray stated that the area development plan and Broadway 74 is back on schedule. The construction crew is using the North lot for equipment and this is problematic for the business owners. Business owners are getting resources for their lost revenue due to construction disturbances. Murray shared that the traffic calming poles/bollards along Gregory are due to be removed and replaced with permanent curbs.

Rhodes reminded the Board that there is an election next Tuesday, April 8.

Rhodes announced the next meeting date as May 6, and will send a meeting request.

Rogers motioned to adjourn. Hutman seconded. The motion was passed unanimously. The meeting was adjourned at 7:40pm.

Meeting notes submitted by Sarah Schlachter, Secretary, Board of Directors.