



Board Meeting Minutes

July 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, Gaye Tillotson, B Michael McFarland, Melissa Quearry, Sarah Schlachter, Justin Hutman, Drew Rogers, Alison Baker

Board members absent:

Others present: Linetta Thurman

The July 1, 2025 meeting was called to order by Amanda Rhodes at 6:59. Rhodes requested any changes to the June minutes. Sarah Schlachter noted the unclear phrasing in the security section and the misspelling of her own first name on the submission line. B Michael McFarland motioned to pass the minutes. Justin Hutman seconded. The motion was approved.

Financials:

Gaye Tillotson referenced the financial report in the packet. She stated we have received three additional memberships - one diamond and two platinums. Tillotson noted that there were payment issues with one member and she has been working with that person on resolution. The WPHA credit card bill was roughly \$1800, with charges for storage, godaddy, google suite, and events charges such as Kona Ice and Thirsty Thursday.

Alison Baker asked if the new diamond member would receive the 2024 diamond gift or if they would pay a prorated amount for this year and expect a gift next year. Richard Murray responded that we have many remaining gifts and could give them the 2024 gift. Any late diamond memberships will be approached separately about proration and renewal for next year. PayPal is set to accept monthly only, but payments made at events have been by check for the full amount.

Security:

Melissa Quearry reported that there was not a CPAC security meeting this month, nor a WABA security meeting. She stated she emailed about meetings and has not received replies. Quearry anticipates attending the quarterly metro PD meeting soon. Murray and Rhodes recommended reaching out to our KCPD CIO (Community Interaction Officer). Linetta Thurman recommended looking at the website for recent area crime that Quearry could reference when reaching out. Murray emphasized the importance of having recent interactions with PD so we can share updates with members.

Membership:

Murray shared that we are nearing the next membership year and there will be targeted messages to each level of member. Murray stated that we know we will have increased expenses next year due to security and other increased costs, therefore he has reviewed numbers for membership increases at \$5 and \$10 at each level. The numbers were:

Raise \$10, but lose 10% of members: \$33,005
Raise \$10, but lose 5% of members: \$34,635
Raise \$5, but lose 10% of members: \$31,720
Raise \$5, but lose 5% of members: \$33,285

\$33,805 was raised this year from membership dues. Baker suggested that we raise \$10 to Gold and Platinum levels and not raise Diamonds as a means of possibly driving people to Platinum since the cost difference would then be small. Schlachter stated this could be seen as unfair, especially if there are no changes in benefits received. McFarland stated that he felt that a \$5 increase was not a worthwhile ask of our members and that he thinks it should be \$10 or no increase. Rhodes agreed and preferred asking for \$10 now and not for multiple, smaller increases. Drew Rogers stated that he also preferred an increase that keeps the WPHA solvent for a few years rather than asking again soon.

Baker asked how we might justify an increase in the membership campaign language; McFarland stated that he had not yet strategized for this, but that it would focus on WPHA's costs to offer security patrols. McFarland also noted that messaging could include an explanation that the WPHA has held prices steady since 2021, with the organization absorbing costs as much as possible, but now we need to ask for more to pay for what our neighbors have requested, which is security patrol and family events.

Hutman mentioned that he didn't think our membership would falter due to the increase. Murray confirmed that we did not see a decrease in memberships when costs were increased in 2021. Baker stated that she could see Gold members having issues with not receiving more benefits and that they may discontinue membership. Baker suggested increasing the Gold cost to \$75 but including vacation home watch at that level. Hutman noted that adding vacation home watch for Gold would decrease the attractiveness of Platinum level. Rogers stated that he thinks our neighbors understand the recent realities of inflation and the current economy. Quearry agreed that a \$10 across the board increase would make people feel less nickel and dimed than multiple, smaller increases.

Baker asked when the membership renewals would reach members and Murray responded it would be soon after Labor Day. Baker stated that she felt members would need special and early notification about upcoming increases in membership costs. McFarland stated it would not be possible to include a notice in this month's newsletter due to late notice, but it could be included in August. Schlachter stated that a special notification would be out of the norm for our communications as that this was not done in 2021 for the last increase.

Baker asked what expenses we anticipate needing to fund through increased membership costs. Murray shared that at minimum, we know security patrol hourly rates will increase to \$75 an hour. Schlachter noted that storage costs have increased and Rhodes noted that Spring Festival petting zoo has increased.

Rogers motioned for a vote on a \$10 increase across all membership levels for the membership year starting October 1, 2025 to September 30, 2026. McFarland seconded. The motion was passed with one nay from Baker.

Beautification:

Schlachter shared that the artificial ferns were added to the urns on the traffic islands and advised that they will likely need to be replaced after this season due to UV damage and fading color. Rhodes mentioned possibly re-coloring the ferns this fall with seasonal colors.

Schlachter will request that Red Roses do some weeding on Terrace island. Schlachter also noted that Mums Sale planning is underway; volunteers will be needed for the Sept 6 event.

Communication:

McFarland stated that the communication report is in the board packet. McFarland asked that members please send newsletter draft edits to him by end of day Wednesday so the newsletter can be updated and sent.

Hutman reported that he has performed updates on the Wordpress and GoDaddy platforms of the WPHA website on the back end. He has hit a snag where Wordpress and GoDaddy updates are conflicting with and preventing each other. He will reach out to Wordpress for assistance. Once all updates are complete, he can make the website backend function better, though this will not affect the visible front end.

Events:*Thirsty Thursday*

Murray reported that the June event was a success, with 5-6 new people and couples new to the neighborhood. One attendee expressed interest in the board; Murray will follow up with this person. The event had 45-50 total attendees. Murray noted the next Thirsty Thursday is July 10. Board members attending should please wear lanyard or WPHA shirt.

Kona Ice

Linetta Thurman volunteered at the event and reported a total of 56 attendees. She noted there was good weather and the Kona Ice employee was helpful and friendly.

New Business:*Strengthening the Health of the Neighborhood (STHotN)*

Murray shared that there was new programming and new speakers at the most recent session for STHotN. Murray and Thurman will return the contract to the organizers and we should receive funding soon.

Trivia Night

Murray reported that the Events Committee met last week and made the following progress: trivia host is booked, beverage plans and prize plan have been determined, food vendor arrangements are nearly finalized. The goal is 120 people this year at the event: 12 tables of 8, plus volunteers. Murray will ask for volunteers soon.

Neighborhood Night Out

Murray shared that we have been awarded \$10,500 for both events from the STHotN grant, which dramatically increases our spending ability. There will be a live band, a food truck, a dessert offering, and attractions (including face painting and bracelet making). We will have vendors/speakers including KC Health Homes and MOCSA. Last year's attendance was 175;

this year's attendance will likely come down to weather and any conflicting sports events. This event is open to the public and we will see if we can advertise in District 6 newsletter. We will need many volunteers for the event.

Historic Building Designation

Murray reported he saw no movement on the process of bringing historic designation to the Romanelli building. We will resurface this topic if there is any contact from individual members.

PIAC

Rhodes noted that the PIAC deadline is nearing and a previous Board member managed those submissions. Rhodes reviewed the site and the application process is very different from before, making this less of an undertaking to be spearheaded by WPHA. We will encourage individual residents to submit. Murray noted that multiple submissions from the same street are looked upon favorably. Murray noted that a potential new board member is interested in interfacing with the city on civic matters and could assist in this process.

Sixth District Meeting

No board members were able to attend the most recent meeting. The next Sixth District Meeting will be August 6th, watch emails for more details.

Wornall Road Community Improvements

Rhodes reported there will be an Open House meeting Wednesday July 16th at HJ's. The subject matter will be street improvements from Gregory to 63rd. Information will be in the newsletter.

Rhodes asked for any questions or issues.

Thurman reported that she attended a number of local city meetings as part of her STHotN service efforts. She reported that she attended the SAVE (Stand Against Violence Everyone/Everywhere/Everyday) KC meeting; that group is focused on violence intervention and will be featured at an upcoming national prosecutors meeting. The program is looking for more participants. Additionally, she attended a KCNAC meeting which discussed the Kansas City Spirit Playbook which will guide physical development over the next 20 years. This will be the go-to site for city planning information. The KCNAC meeting also discussed a text amendment regarding billboards and digital signage. Lastly, Thurman attended the Police Commissioners meeting and reported there is a 3rd assault unit to alleviate overworked groups. Few cities have this. KCPD is still low on staffing - at least 100 unfilled positions, and there are continued issues for response times on tier 1 and 2 calls.

Murray and Rhodes noted that there would soon be a Finance meeting and any are welcome to attend. Murray asked for any 2025 additional funding requests to be submitted before August.

Rhodes announced the next meeting date is August 5th.

McFarland motioned to adjourn. Hutman seconded. The motion was passed unanimously. The meeting was adjourned at 7:58pm.

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