

## **WARD PARKWAY HOMES ASSOCIATION BOARD MEETING MINUTES**

November 5, 2020

Held via G-Suite conference call\*

**Board members present:** President Nancy Bader, Vice President Richard Murray, Treasurer Gaye Tillotson, Maureen Hardy, B. Michael McFarland, Becky Schubkegel, Alison Baker

**Board members absent:** Secretary Amanda Rhodes, Alex DeMasi

### **Other attendees:**

Meeting was called to order at 7:01 pm by President Nancy Bader. A quorum was present.

**Guest Introductions:** none

Bader noted that the October minutes were sent out. Tillotson noted she needed them sent to her. McFarland re-sent them. No changes were requested. The minutes were complete and precise. Bader motioned to approve the minutes. Hardy/Schubkegel second. Minutes were approved unanimously. October board meeting minutes were approved.

Financial Report - Tillotson asked if there were any questions on the Nov financials. There are 3 more new memberships to add for next month. We are up members year over year. Bader recognized Tillotson for her hard work on getting the reports together for the last two months. No questions were presented for the financials. Bader announced the Finance Committee will meet in the coming month or so to review where the WPHA is financially.

Alison Baker joined the call at 7:08pm.

Security Committee - Bader asked McFarland to include the CPAC notes to the Nov Board Packet as an update for the committee.

Membership Committee - Murray reviewed the 2021 Calendar of Events. Murray included Baker's 2 updates - Holiday Homes Contest, changing Holiday Carols to Holiday Caroling. McFarland asked the Board if the WPHA should organize a Trunk or Treat. Baker mentioned that Hale Cook does it. We decided the WPHA will not do a Trunk or Treat due to lack of demand. Baker mentioned WPPC is currently not meeting and that the church is not being used. We will see what 2021 looks like relative to Trunk or Treat. Murray discussed an upgrade letter to the Gold members asking to upgrade to Platinum. Memberships are up year over year for Gold and Platinum. McFarland mentioned the benefits of Upgrade Letters in fundraising. Bader is going to personally reach out to a few neighbors that she knows directly to become members. Bader encouraged outreach by the entire board. Murray updated the Board on Welcome Kits. We are caught up in the distribution of Welcome Kits. Murray reminded the Board that Welcome Kits are sent out once a month at this time.

Beautification Committee - No report submitted for this month.

Communication Committee - McFarland asked if there are any questions regarding the Communication Report. Newsletter reads are up to about 600 clicks by 166 people. November Newsletter going out tomorrow. 2021 Events Calendar going out in December. Tilloston mentioned that Go-Daddy charged us for 3 charges that were not planned. McFarland is going to check with Go-Daddy ASAP to confirm the charges. Becky provided a volunteer committee update for the Nov Newsletter. Schubkegel would like to include an article in the December newsletter regarding the volunteer committee. Bader asked Schubkegel if she had a volunteer update for this month. Schubkegel would like to get the volunteer survey up on the website soon. Schubkegel will inform Bader prior to any future Board Meetings if she would like to be included in the agenda.

Events Update - Baker asked Schubkegel to touch base with her for the Holiday caroling. Holiday Homes decorating is 11-13. Judges are set up. Signs are getting updated. Holiday homes contest is moving along. Baker provided an update on caroling. Baker provided McFarland an update communication. Morphing caroling for 2021 due to COVID. She is setting up a contest. More detailed information will be sent out. Participants will be featured in a future newsletter. Hardy and Laura are part of the holiday committee. Jan 2 is the deadline for the contest. Baker is getting creative since there is no budget for this event. Baker provided an update on discount cards. She is very excited about the progress thus far. Laura, Hardy and Baker are working on the card together. Laura has 3 businesses set up, Baker has 2, and there are about 5 businesses in the pipeline. Version 1 of the card is getting put together in November with the goal of distributing the card by Q1 2021. There is significant progress and many local/Waldo businesses are signed up and potential partners. Baker is finalizing the Ts&Cs with each of the businesses. Baker wondered if the WPHA should highlight businesses and business owners that live in the neighborhood. Open questions from Bader - Who gets the card for 2021? How do they get distributed? McFarland offered to mail them. Baker suggested using Waldo Tower Homes Association Card as a template. Bader offered to launch in January to avoid holiday mail. Murray acknowledged that the cards are a great idea and the work has been worthwhile. McFarland recognized Baker for her hard work. Baker is excited about the card.

New Business - Bader suggested December Board Meeting be cancelled. Murray ok with not meeting. McFarland ok with not meeting. Baker ok with not meeting. Tillotson ok with not meeting. Hardy ok with not meeting. Schubkegel ok with not meeting. December Board Meeting is cancelled. Next Board Meeting is January 5, 2021.

Meeting adjourned at 7:55pm. Hardy seconded. Meeting was adjourned .

Minutes submitted by Richard Murray

**\*This meeting was held via G-Suite conference call pursuant to COVID 19 Stay At Home Order issued by Mayor Quinton Lucas on March 21, 2020.**