



Board Meeting Minutes

May 4, 2021

Held via G-Suite Conference Call

Board members present: President Nancy Bader, Vice President Richard Murray, Secretary Amanda Rhodes, Treasurer Gaye Tillotson, Alex DeMasi, Maureen Hardy, B. Michael McFarland, Becky Schubkegel

Board members absent: Alison Baker

Other attendees: Linetta Thurman, Drew Rogers

Meeting was called to order at 7:02 pm by President Nancy Bader. A quorum was present.

Guest Introductions: none

Minutes from the April 6, 2021 Ward Parkway Homes Association (“WPHA”) Board meeting were reviewed. Bader moved to approve the minutes, and Vice President Richard Murray seconded. The April 6, 2021 minutes were unanimously approved.

Next, Tillotson reported on financials, which were provided to the Board via email prior to the meeting. Member dues paid to date are \$10,181.86 (283 homes: 205 Platinum memberships and 78 Gold memberships) and Security Patrol dues paid to date are \$12,415.56. Total income over expenses for Fiscal Year 2020-2021 currently stands at \$10,600.08. Tillotson noted that since she prepared the financial report, she has received an additional Platinum membership. This brings the total number of Platinum memberships to 206. Tillotson further noted that she has mailed this new member a WPHA discount card.

Linetta Thurman then noted that her Security Committee report was provided via email prior to the meeting.

Maureen Hardy joined the call at 7:06 pm.

Next, Murray reported on Membership Committee activity. He noted that the Welcome Kit Committee consists of himself, Bader, Thurman, and B. Michael McFarland. Currently, the committee is working through approximately 25 addresses. He noted that the committee has delivered 15 kits and three of those homes have joined as members. This results in a 20% conversion rate. Bader expressed optimism that the welcome kit is yielding results. Murray concurred and noted that the welcome kits as currently structured are not as expensive as in prior years.

Bader noted that she did not have a Beautification Committee report for this month’s meeting.

Next, McFarland reported on Communications Committee activity, which was provided to the Board via email prior to the meeting. He reminded Board members to provide comments on the draft newsletter by Wednesday.

Events Update

Bader then reported on the Harvesters Food Drive, a summary of which was provided via email prior to the meeting. Bader thanked the many volunteers. Murray thanked Bader for her efforts and noted that the event was a huge success this year.

Next, Murray provided an update on several events. He noted that Thirsty Thursday has been canceled for May and that he will re-examine hosting the event in later months. He then noted that Dumpster Day has been moved to September and will now coincide with the Membership Drive. He stated that he is looking at hosting the event on September 18th or 25th and requested that Board members contact him if there is a preference for either date. Lastly, Murray reported that the Hawaiian Ice Truck event will be rescheduled as the provider now has a conflict on June 19th. Murray is working with the provider on a new date in June and will continue to practice social distancing at the event.

Hardy then reported on the Garage Sale. She noted that Dennis will put up the signs and that she has fielded phone calls from residents with questions. Murray noted that there is a feature in the upcoming newsletter and that McFarland will also publicize the event on the calendar, Facebook, and NextDoor.

New Business

McFarland then discussed the DEI Statement, which was provided to the Board via email prior to the meeting. He noted that the statement was crafted and discussed with the Executive Committee. He further noted that there are two statements: one for the Board (in conjunction with the mission statement) and one for residents. McFarland stated that the second statement will be standard in communications with residents. He further stated that the tagline will be used in E-communications and placed on the letterhead.

Hardy inquired as to when the WPHA will begin utilizing the DEI Statement. Bader responded that the intent is begin including the resident statement on communications with the new membership letters, however the Board statement can be adopted as soon as desired. Hardy expressed desire that the initiative continues beyond this next year. Murray noted that the DEI Statement will become a staple of the WPHA as the Board broadens the appeal of some of its traditional events (i.e., Easter Egg Hunt). Bader concurred and noted that the DEI Statement is not window dressing for the WPHA but is a value system.

Bader then inquired as to whether any Board members had concerns with the DEI Statement. No members expressed any concerns and the DEI Statement was adopted.

Next, Bader discussed the proposed WPHA logo re-design, which was provided to the Board via email prior to the meeting. She noted that upgrading the logo has been a consideration for a while. McFarland noted that he receives in-kind marketing from an organization in California, and a designer with that organization has offered to re-design the logo for a low flat fee (only \$600). He noted that he had discussions with prior Board

member, Julie Whitman, about how the logo is not distinctive and looks like a Monopoly house or the NextDoor logo. The plan is to change the logo but not the color scheme, which will remain blue and green.

Hardy inquired as to whether the full Board will vote on the logo. McFarland responded that the designer will likely provide three options, and he will let the Executive Committee decide how to move forward with discussions. Bader noted that while the Executive Committee has not discussed the approval process for the new logo, she expects the full Board to vote on the design.

Hardy inquired as to whether the Fourth of July budget is being reduced to move forward with the logo design. Murray noted that the committee is not expecting a large turnout this year with it being a Sunday and people resuming travel, so the event will be scaled down regardless. He further noted that the logo design is a reallocation of funds, not a new line item.

Hardy inquired as to whether this requires ordering new items (stationary, pens, etc). McFarland suggested working through the remaining items and noted that the WPHA does not do big bulk printing with the letterhead, so not much will be thrown away. He further noted that most of the logo merchandise (t-shirts, glasses, etc) have been distributed and a re-order is imminent. Murray concurred and noted that the Welcome Kit Committee will distribute the current items before re-ordering anything with the new logo.

Bader thanked McFarland for his efforts on this project.

Next, Bader discussed the proposed membership dues increase. She noted that the proposal can be voted on by any membership household participating in the call. She reminded those on the call that each household holds a single vote.

Bader noted that the proposal is the result of a year's worth of work by the Finance Committee. She then discussed the proposal. Alex DeMasi inquired as to who works the Security Patrol. Thurman noted that the Security Patrol is comprised of off-duty KCPD officers and is run by Sergeant Sebastien Hanriot. She further noted that it is a program through KCPD that the WPHA shares with three other area homeowners' associations. DeMasi inquired as to whether the cost could be reduced by hiring private security. Thurman noted that private security cannot pursue like KCPD or give tickets like KCPD but can give a "private citation" and then call KCPD. Tillotson noted that the WPHA has explored private security in the past, but it was more expensive than the KCPD program.

Drew Rogers inquired as to whether the Security Patrol provides reports on their activity. Murray noted that the WPHA receives periodic updates, particularly on traffic enforcement and pursuits. Rogers expressed discomfort with contributing the KCPD. Murray noted that the Security Patrol is important to members, as 205/290 contribute dues for this service. Hardy noted that she is happy with the vacation watch service provided by the Security Patrol.

DeMasi inquired as to the proposed increase in fees. Bader noted the price for a Gold membership will increase from \$50 to \$60 and the price for a Platinum membership will increase from \$110 to \$135. Rogers inquired as to last increase in fees. Murray responded

that the last increase was five years ago and the increase was split over two years. Rogers noted that it seems like a dues increase is necessary at this time.

Bader moved to increase the membership dues to \$60 for a Gold membership and \$135 for a Platinum membership. Hardy seconded the motion. Bader then proceeded with a roll call vote. All members on the call voted in favor of the motion.

Bader then discussed the new Diamond membership option and noted that since it is a new option, a vote is not required. Murray discussed the benefits of the Diamond membership and noted the value to a household will be around \$40. He noted that the Diamond membership dues will be directed to Security Patrol and any surplus will then go to a reserves fund to cover any potential future expenses.

Bader noted that she does not anticipate many Diamond memberships at first and that it will likely take a while to build the momentum and reserves fund. She further noted that this may be a valuable membership level for families given the added benefits of events. Murray then noted that the modeling around the membership pricing levels is based on the number of memberships today. Importantly, it does not rely on gathering additional members. He further noted that the budget only provides for 10 Diamond memberships in 2022. He stated that the Finance Committee has used conservative modeling in reaching these figures.

Meeting adjourned at 8:08 pm.

Minutes submitted by Amanda Rhodes.

*** This meeting was held via G-Suite conference call pursuant to the [Covid-19 stay-at-home order](#) issued by Mayor Quinton Lucas on March 21, 2020.**