



Board Meeting Minutes

June 1, 2021

Held via G-Suite Conference Call

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

Board members absent: Becky Schubkegel

Other attendees: Linetta Thurman, Drew Rogers

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

Guest Introductions: none

Minutes from the May 4, 2021 Ward Parkway Homes Association (“WPHA”) Board meeting were reviewed. Bader moved to approve the minutes, and Treasurer Gaye Tillotson seconded. The May 4, 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 \$10,250.66 (283 homes: 206 Platinum memberships and 77 Gold memberships) and Security Patrol dues paid to date are \$12,484.96. Total income over expenses for Fiscal Year 2020-2021 currently stands at \$9,638.28.

Tillotson noted that one member added Security Patrol, so that membership was moved from Gold to Platinum. Bader informed the Board that the 2022 Budget will be reviewed and approved by the Board at the September meeting. Bader requested that all budget requests be submitted to the Finance Committee no later than the August Board meeting, however she noted that it would be helpful to have the requests sooner than that for evaluation.

Linetta Thurman then noted that her Security Committee report was provided via email prior to the meeting. Murray thanked Thurman and Jim Anderson for consistently attending the Waldo Area Business Association (“WABA”) security meeting.

Next, Murray reported on Membership Committee activity, which was provided to the Board via email prior to the meeting. He noted the raise in 2022 dues and stated that there is a two-part specific communication plan. First, the WPHA will send an announcement letter to existing members. Second, the WPHA will send its annual Membership Drive letter. Murray noted the 2022 Membership Drive will begin on September 7, 2021.

Bader then 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 noted that Board members should expect a draft newsletter by tomorrow and requested comments by Thursday.

Events Update

Alison Baker provided an update on the Garage Sale, a report on which was provided via email by Maureen Hardy prior to the meeting. Baker noted that it was a rainy weekend and there were not many sales. Baker noted that Hardy supports holding the event in the future since it is free to the WPHA.

Murray then provided an update on the Hawaiian Ice Truck. He noted that the event is confirmed for June 26, 2021 and he will send additional information via email. He reminded the Board that it is being held at the Ward Parkway Presbyterian Church ("WPPC") and will be a one-hour event.

Next, Murray provided an update on the Fourth of July Picnic. Murray noted that the caterer has been confirmed and there will be an on-site grill. He further noted that he is anticipating a small, pared-down event this year. Murray requested that anyone available to volunteer please contact him. Murray noted that there will be significant alterations to the event for 2022.

Maureen Hardy joined the call at 7:26 pm.

Murray also provided an update on the Longtime Resident Appreciation event. He summarized the purpose of the event is to acknowledge residents of 30+ years. He noted that this will likely include a large high-risk population and inquired whether the Board is comfortable holding the event in 2021. After discussion, the Board agreed that the most prudent course of action is to postpone the event to 2022.

New Business

Next, Murray provided an update on the happenings at Hale Cook Elementary. He encouraged Board members to subscribe to the mailing lists for Hale Cook, WPPC, and WABA. He informed the Board that the Hale Cook Parent-Teacher Association summer picnic will be held this Friday. Murray and McFarland are donating bottled water and chips on behalf of the WPHA, and Murray stated that Board members may contact him if they would also like to contribute.

Bader then discussed upcoming meetings. She noted that the WABA conference room is now available for in-person meetings. The Board then discussed whether to resume in-person meetings. Secretary Amanda Rhodes noted that there are no legal concerns with continuing virtual meetings so long as they remain accessible to all residents. After discussion, the Board agreed that the best approach is a hybrid model, where members may be in-person at WABA and others may be present via a video conference. Bader and Murray will further discuss the hybrid model. Murray also inquired as to whether the Board would prefer an earlier meeting time. After discussion, the Board agreed to table the matter and revisit it later.

Next, Bader discussed the upcoming improvements to Wornall Road. She noted that a report was provided to the Board via email prior to the meeting. Bader stated that Terri Hage attended on behalf of the WPHA, and she expressed her thanks to Hage. Bader further stated that if any Board member has questions on the report, please send the questions to Bader and she will discuss the matter with Hage.

Baker then discussed the Discount Card. She noted that the committee has started to think about next year's card. She further noted that the card will be issued in the fall with the Membership Drive and will incorporate the new logo. Baker stated that one item of feedback she has received is that there is not significant use of the card at vendors. She noted that she would like to publicize the card more in the newsletter. She inquired as to whether Board members have used the card. A few Board members noted that they often forget the card. Rhodes noted that she attempted to use the card at a vendor and there was an issue.

Murray stated that he believes the Board should consider whether the effort on the discount card is worth the return. Baker noted that it is a brand-new program and the WPHA has likely not seen the full return with Covid-19 concerns. Drew Rogers noted that he would like to join the committee and he will reach out to Baker.

Next, McFarland discussed the logo re-design. McFarland noted that the designs were provided to the Board via email prior to the meeting. After discussion, a majority of the Board agreed that logo option 2 was the best design. Bader thanked McFarland for his work on the logo re-design.

Meeting adjourned at 8:12 pm.

Minutes submitted by Amanda Rhodes.

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