Board of Directors Meeting Minutes
December 4, 2025

Present (Via Zoom)
Qianna Decker, Dana DeLuca, Zach Ehmann, Steve Glista, Valerie Leith, Lanny Potts, Jim Ratliff, Craig Vaughan, Wilson Xu
Absent Lynn Lupini

Call to Order
The meeting was called to order at 5:50 pm by Wilson Xu, Board President.

Approval of Agenda
December 4, 2025 meeting agenda approved unanimously.

Approval of Minutes
November 6 meeting minutes approved unanimously.

Finance Report
Craig reported no changes to the budget since the last meeting. Cash balance remains the same. Craig still has Steve's $20 check. Wilson offered to pick it up from Craig and deliver it to Steve's mailbox. There were no questions from the Board regarding the budget as presented by Craig.

Discussion Items
Neighborhood Plan
Valerie presented the Neighborhood Plan as drafted by Valerie, Steve, and Jim with assistance from Dana noting that this is still a working document and not the final version that will be presented to the City. It will continue to be refined by Board feedback, committee work, and future listening session input. The Canva slide deck will provide broader background (Imagine Kalamazoo, city context, etc.) Zach noted that the goals fall into different categories (i.e. structural/relationship-building vs. volunteer-driven work) and raised questions about:

- Ownership and level of effort expected from the board vs. volunteers.
- Prioritization and implementation phase

The written plan will ultimately be refined for submission to the City. The Core priorities identified from the survey and prior meetings were Community Connections, Safety & Well-Being and Conduit of Information. The consensus was to use a shared Google Doc for version control and consolidated feedback to avoid scattered email threads.

Action Items:
Wilson will upload his edited version to the shared drive as a separate working copy.
All Board members will review the Neighborhood Plan and provide comments directly in the Shared Doc by the suggested date of December 18, 2025.The Neighborhood Plan Committee (Valerie, Steve and Jim) will meet after December 18 to revise and consolidate the plan based on feedback. Zach will document his observations about goal categories, ownership, and implementation in the Shared Google Doc (rather than email). Wilson recommended spitting "Safety & Well-Being into two separate priorities to reflect the neighborhood survey results.

Qianna/Lanny made a motion to separate "Safety" and Well-Being." Vote passed with no objections.

Valerie/Zach made a motion to set December 18 as the deadline for board feedback on the Neighborhood Plan in the shared Google Doc.

<u>Annual Meeting</u>
Wilson provided a draft of the Annual Meeting agenda which includes:

- Welcome and Introduction: brief history of WHNA's re-establishment status, mission statement, non-profit status
- Board introductions
- Financial Report: summary of 2025 income and expenses, current cash balance as of January 2026, and 2026 financial projection (including fixed expenses and anticipated costs)
- 2025 Year-in-Review
- 2026 Goals
- 2026 Financial Outlook
- Audience Feedback and Discussion
- Call to Action: Engagement and Financial Support

Wilson confirmed the date of the Annual Meeting as Friday, January 9, 2026, from 6-8 pm at Parkwood Upjohn gymnasium. Wilson submitted a facility use request via the KPS online system in November, but the status remains pending. Outreach and Institutional Partnerships for the annual meeting were discussed with the following suggestions presented:

- ENewsletter – Currently 235 contacts exist primarily from people who signed up, so likely more engaged
- Yard Signs – Use existing yard signs in the neighborhood and bring extras to the annual meeting
- Facebook – Use organic posts, paid ads also considered but mixed feelings exists (as ads may be cheap but are easily ignored)
- Direct outreach to businesses and institutions – Seen as important for relationship-building and event attendance

Action Items:
Wilson will call Parkwood Upjohn directly to speak with the relevant contact to inquire about the status of the facility use request. Steve will assist with escalation to KPS of Wilson does not receive a response. Wilson will draft 2026 goals and share via email for board input and prepare a 2025 Annual Report section for use at the annual meeting and on the website. Wilson will bring WHNA yard signs to the annual meeting. Qianna will send notes from the previous Parkwood Upjohn Planning Meeting to Wilson to inform the annual meeting content, visit at least 10 neighborhood businesses in the next 10 days to invite them to the annual meeting and raise awareness of WHNA, and contact Midtown Fresh to explore the idea of partnering on a multi-page flyer to local households which would include a small ad or insert about WHNA in their mailing. Lanny will contact Dan at Scholten's and Tom Moffit at Kalamazoo Kettle Corn/Heilman's Nuts about attending annual meeting. (PNC Bank and Girl Scouts also mentioned as other potential partners).

Annual Appeal Update
Dana shared that she obtained a direct mail quote from RiverRun Press for an annual appeal fulfillment which revealed:

- It would cost approximately $1,600 for printing. Fulfillment (letters, bounce back envelope and handling)
- Postage would cost approximately $775
- Total cost would be approximately $2,508

The concern was that an appeal would not raise that much given the current donor base and budget, so consensus was that a full-service paid print and mail appeal is not financially feasible at this time. Fundraising alternatives suggested were as follows:

- USPS bulk mail/Every Door Direct Mail mailing - the cost would be about $800 and WHNA would need to design and print postcards or letters and deliver them to USPS.
- Email based appeal – use the existing email newsletter list for a low cost donation ask that builds in call to action and link to Annual Report page on the website
- Build the email list – treat list-building as a long-term strategy by collecting emails at events, through QR codes, and on the website
- Event-based fundraising – Ask for donations at existing events (garage sale, national Night Out) possibly door-to-door at that time
- Manual mailing – print letters locally and stuff them ourselves to reduce cost, use non-profit postage

Action Items:
Dana will continue to work with Cee Maul to obtain the most updated resident mailing list for future planning. Wilson will develop an Annual Report section on the website and connect it via a QR code that can be used in future letters or flyers. All Board Members will support email list growth at events and encourage neighbors to subscribe.

New Business
None presented

Other
None presented

Adjournment
The meeting was adjourned at 6:40pm by Wilson Xu. **The next meeting will be held on Thursday, January 8, 2026 at the YMCA on Maple Street.**

Minutes submitted by Dana DeLuca, Secretary