

ENA Board Meeting Minutes

January 7, 2015

Present: Tiffani Roltgen, Jamie Meise, Justin Martin, Isaac Semrow, Faye Reber, Rod Genrich, Betsy Winterhack, Mike Digman, Charles Donaldson, guests: Community Policing Team Officers Derrick Jones and Thai Xiong, Alder Denise DeMarb, neighbor Mona Everett

Call to Order: Tiff called the meeting to order at 6:59 pm.

Word on the Streets: As usual, the board started the meeting by discussing anything they had heard about or saw going on in the neighborhood over the past month. Mike mentioned that several neighbors recently posted on Facebook regarding plumbing issues. Isaac mentioned that home sales have been steady. Faye said she received a lot of positive feedback regarding the Holiday Lights Contest.

New Board member: A motion was made by Justin and seconded by Tiff to welcome Charles Donaldson to the board as a new Director at Large.

Police Update: Officers Jones and Xiong attended the meeting to address the following neighborhood safety concerns:

- A couple drug-related arrests in the neighborhood were noted and discussed. For more information, please contact a member of the ENA Board or East District Madison Police Department.
- The officers also discussed issues with open drug deals on the PDQ property which can take place at any time during the day. When police have intervened in drug deals at PDQ, the perpetrators are typically not from the neighborhood area and are unarmed.
- In regards to speeding concerns, Officer Jones recently patrolled on Buckeye and found the average speed to be 33mph with the fastest speed being 37mph; he believes the radar sign has helped to significantly reduce the speed in that area.
- Five new officers designated as neighborhood resource officers will be starting on February first, one of which will be assigned to the east district.

Secretary's Report: The ENA website and Facebook pages are up to date. Jamie will work on Secretary's column for the Echo. Board members are reminded to review minutes and provide feedback monthly.

Treasurer's Report: Expenses over the past month included Echo printing and mailing, Holiday in the Park supplies, Turkey Trot supplies, and the storage unit fee. The only income received was a small amount of Echo advertising. We are beginning 2015 with about a \$13000 balance. If finances in 2015 are similar to those experienced in 2014, we could consider investing additional money into our events or other community initiatives. We could also consider allocating funds to a CD for our upcoming 50th anniversary.

Echo: The next Echo deadline is January 15 for the February/March Echo. Betsy will put together a small blurb on behalf of the Elvehjem Elementary PTO asking neighbors to collect and donate Box Tops. The

board weighed the cost and benefits of increasing the length of the Echo from 6 pages to 8 pages when we have more content because in previous editions lower priority content had to be cut based on space restrictions. A motion was made by Mike and seconded by Betsy to increase the Echo budget allotment to accommodate up to 8 pages for each bimonthly Echo newsletter at the editor's discretion. Motion carried. Mona suggested looking into printing a teaser in the white space of the mailer to entice people into opening and reading the newsletter.

Advertising- Mike presented our current advertising rates and showed how they are significantly higher than those of our surrounding neighborhood associations. He proposed reducing our current rates in order to be more competitive with the belief that the lower rates will allow us to sell more ads and make up the lost income. A motion was made by Justin and seconded by Rod to approve Mike's proposed advertising rates for 2015. Rod proposed a friendly amendment that we revisit the rates at the end of 2015. Justin accepted the friendly amendment. Jamie raised the concern of this leading to too many advertisements and turning the neighbors off. Justin proposed an additional amendment that as part of the rate decrease we will increase our budgeted ad income by \$50 per issue. Motion carried. Tiff requested more communication between the board members of which businesses have purchased advertising packages so we can personally thank the businesses for their support.

Technology: The Wordpress Hackathon went well. Board members are wrapping up entering content and we are now looking for technical expertise to guide us through the transition from the current website to the new website. Justin will contact Ryan Mckee and see if he has any advice and Faye will look for referrals from the UW Madison DoIT.

Old business

Holiday in the Park: This event was a huge success this year, we had a great turnout and nice weather. The fire truck that dropped off Santa was able to stay for a while so the kids could climb in and check it out. The sleigh rides started after the fire truck left and while there was a somewhat long line at the beginning, everyone that wanted a ride was able to have one. EBNA handled the fire from start to finish and while it was a bit smaller than last year it was still quite impressive and very warm. We ran out of Santa gifts and homemade treats a little over halfway through the event and ran low on cups. If the weather looks nice again next year we will need to plan for the larger crowd and have more treats, Santa gifts, and hot cocoa supplies. Thanks to everyone who attended and especially those that volunteered to help with setup and cleanup.

Holiday Lights Contest report (Faye) The winners were posted on Facebook and prizes have been delivered. We received a lot of great feedback on the contest this year. Thank you to Mona for posting pictures on Facebook. Faye will put together a summary blurb for the Echo.

Club reports:

Cookie Exchange-Mona Everett reported that while attendance was a smaller than expected, the event was still fun and successful. Our Saviour's Lutheran Church was very friendly and accommodating allowing us to use their space, kitchen, and even appliances. Platters of cookies were donated and delivered to The Madison Police Department and Fire Department.

Book Club-The new neighborhood book club organized by Cristi Carlson held its first meeting in January with about 10 participants to discuss the novel Change of Heart. The group is now reading And The Mountains Echoed for their second meeting which will be later in January.

Running Club-The Wooden Steps Running club crushed their original goal of running 4000 miles in 2014 with over 7000 miles logged. Thanks to everyone who walked or ran miles for the cause!"

Articles of Incorporation electronic vote and Survey Monkey proposal (Betsy)- Voting on the change to the Articles of Incorporation closed on December 31 with over 150 votes. Since we received over 100 votes, Survey Monkey requires a paid membership to view the additional votes. A motion was made by Mike and seconded by Isaac to pay \$26 for a one month membership to Survey Monkey so we can view all the results of our survey. Motion carried. Betsy will purchase the membership, view the results, and save a copy of all votes to Dropbox.

Neighborhood Bowling Party updates (February 8, Dream Lanes, 12-2 p.m.) The event was advertised in the Echo and is now on Facebook and the ENA website. Faye will print coloring sheets for the kids and award certificates. Jamie will contact Rosie's Bakery to ask if they are willing to donate a platter of cookies.

Alder Denise DeMarb District Update: Alder DeMarb presented the following updates on our district:

- She addressed the tension on Blossom Lane and explained that there has been some activity largely due to one landlord who is neglecting his property.
- Another alder suggested adding body cameras into the budget for Madison police officers to wear; a decision was made for an Ad Hoc committee to research the benefit and legal repercussions of body camera usage.
- The Capital Budget is planning for Fire Station 14 to be built on Femrite Rd in 2016.
- Five new police officers are starting this year to serve as Neighborhood Resource Officers and will each be assigned a district.
- Yahara Quarry was found to be illegally blasting in land encroaching the interstate that is not covered by their grandfather clause. City and county officials will schedule a meeting with neighborhood leaders and residents to update them on next steps in addressing this violation."
- The City of Madison purchased the unbuilt and foreclosed lots in the Owl Creek neighborhood development and is putting out an RFP for a developer to develop the lots of which 6 will be used to build a park.
- Glendale is having their 50th anniversary this year; they are planning a bash and applying to the city for a grant to be used for an art installation in the neighborhood."
- Denise is currently gathering information for a new leadership academy and has received a lot of positive support from city leaders; she is now ready to go to the next phase which is forming a loose committee of neighbors to present the concept to the city.

Easter Egg Hunt team lead (April 4, Droster Park, 9:30 a.m.)-Isaac volunteered to lead this event. Due to time constraints the board will discuss further details of this event at the February meeting.

Apartment manager meeting updates (Faye, Tiff, Justin)- Faye met with Meadow Grove apartment manager- independent senior living apartments. She was really excited to hear from us and looks forward to working with us and promoting our events to her residents. Justin was able to contact the Villages apartment manager and she is supportive of us putting a pamphlet in her new resident folders and also possibly giving it to the current residents; Justin will work on putting a draft brochure together using our current promotional materials but tailoring it more toward temporary residents. Tiff has not received a response from the Leo Drive apartments yet.

Adjournment: Tiff adjourned the meeting at 9:03pm.

Announcements:

Next Meeting: The next ENA Board Meeting is Wednesday, February 4 from 7 to 9 p.m. at the East District Police Station, 809 S Thompson Drive.

Echo Deadline: The next Echo Newsletter deadline is January 15 for the February/March Echo. Please save articles to Dropbox in the appropriate folder—Tier 1-Paid Ads, Tier 2-Important, Tier 3-If Space Allows.

Submitted by Jamie Meise