

ENA Board Meeting Minutes

October 1, 2014

Present: Tiffani Roltgen, Jamie Meise, Mike Digman, Justin Martin, Isaac Semrow, Rod Gennrich, and Betsy Winterhack, Faye Reber, guests: Neighborhood Safety Coordinator Gail Good, and neighbor Sarah O'Callaghan.

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

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. Isaac mentioned a new neighborhood realtor introduced herself on our Facebook page and is having an open house.

Secretary's Report: Board members are reminded to review minutes and send feedback. Rod will post the Halloween Decorating contest on Facebook and the ENA website.

Treasurer's Report: We experienced very little financial activity over the past month. Treasurer Justin purchased and installed Quickbooks Pro 2014. The only expense was the burn permit for the Halloween Bonfire. Justin estimates we will have about a \$13000 balance at year end.

Audit Status: The audit committee has reviewed the reconciliation documents and will double check against the bank statements. The audit should be completed within a couple days.

Echo Report:

Advertising: The board discussed how to handle requests from businesses who are asking for community interest announcements to be shared with our neighbors. It was determined that going forward we will invite interested local businesses to join our Facebook group where they can post with discretion for free to our neighbors but all advertisements in the Echo Newsletter should be paid.

Business contacts: The Barbershop is opening a new location on Stoughton Rd on November 1. The owners reached out to us and are very interested in forming a partnership with our neighborhood. In exchange for a short welcome to the neighborhood blurb on our Facebook page, they are interested in becoming sponsors of our Annual Fourth of July Celebration and will be donating a gift basket for the silent auction.

October/November issue: Rod is finishing up the October/November edition. Board members are reminded to send Justin business contacts who we would like to receive an electronic Echo.

Technology:

Website redesign check-in-All members are now able to login and have been working on entering content. Tiff will set up a doodle meeting request so we can schedule a time to meet and work through some of our questions together.

Facebook managers/designees: The board discussed the Facebook group and our policy regarding managing or censoring posts. Currently the board will remove posts with profanity but otherwise does not police the

page. Tiff will put together a blurb to be pinned at the top of the page stating the purpose, tone, and rules of the page and will send it to the board for review.

Other issues

Old Business

Fall Slow Down Campaign (Gail): The board discussed the recent Fall Slow Down Campaign. While the majority of the feedback has been positive over the years, there was quite a bit of negative feedback this year. A thread on Facebook from a neighbor upset about having a sign posted on his/her property escalated quickly. In addition, other people were seen removing all the signs from certain streets. After consulting with our alder, Madison Police Department, and the City, we clarified that current ordinance states that no signs can be placed on the boulevards (the area of grass between the street and sidewalk) at any time regardless of property owner permission. The board discussed ideas for the future of the slowdown campaign and other possible initiatives to direct our efforts including school traffic issues such as speeding, lack of stop signs at certain intersections, and parking. The board thanked Gail for all of her hard work on the slow down campaign.

501(c)(3) update-The board submitted feedback to Betsy regarding the draft email to be sent to neighbors with the link to vote on changing the Articles of Incorporation. There will also be a paper ballot included in the December/January Echo.

Mayor's Conference report: Members who attended the conference provided positive feedback regarding the sessions they attended. A full report will be included in the next Echo.

Taste of Elvehjem report-The event was a success with a great turnout. People seemed to be having fun and enjoying themselves. For next time, Rod suggested having fewer activities and possibly focusing on having one quiet activity such as the rock painting and one active activity such as a relay races.

Madison in Motion Transportation Meeting report- Sarah attended this meeting and provided positive feedback regarding the ideas presented to address some of the traffic issues on Stoughton Rd.

Chief Koval Meeting report-Tiff attended this meeting and reported that it was well attended. Chief Koval reminded neighbors to call in if they see a problem so the police can address it as they would prefer to have more calls than none at all.

Good Neighbor Day report-Neighbors gathered for an impromptu kickball game to celebrate Good Neighbor Day. It was a success with 25 adults playing kick ball at Elvehjem park after which they enjoyed a potluck dinner. The board discussed having this become an annual event.

5K Turkey Trot & 2 Mile Walk (November 27, Droster Park, 8:30 a.m. SHARP) This is the 5 year anniversary of the Turkey Trot so we are hoping for a big turnout. Parks is aware of the event this year. Emily has the ball rolling. We are looking for a volunteer to wear the turkey costume. We are looking for a volunteer to wear the turkey costume, among other one-hour tasks. Sign up to help at:
<http://www.signupgenius.com/go/10c0e45ada72c7-elvehjem>.

Winter neighborhood bowling party –Jamie and Faye are working with Dream Lanes to plan a neighborhood bowling party for January and will report back at the next meeting with more details.

Board binders –Tiff is continuing to work on the binders which should be done next month

Halloween Bonfire (Friday, October 31, Elvehjem Park, 6:30-8:30 p.m.)–Plans are well underway for the annual Halloween Bonfire: permits are all set, Betsy will check on supplies, volunteers are lined up, Justin will send the blast email, Betsy will advertise on Facebook.

New Business

East Buckeye Road crossing guard–We have been asked by a concerned neighbor to write a letter of support asking the city to continue to fund the crossing guard at the Buckeye Rd at Droster Rd crosswalk. The board supports the need for the crossing guard on this busy road, both for safety reasons, as well as encouraging healthy and environmentally conscious transportation choices. A motion was made by Mike and seconded by Isaac to write the letter of support requested. Motion carried.

Holiday in the Park –The East Buckeye Neighborhood Association is planning the Holiday in the Park for December 6 and asked if ENA would be interested in cohosting the event again this year which will include a bonfire, sleigh/hay rides depending on snowfall, visits with Santa, and hot chocolate. The board is waiting for final pricing before committing but is generally in favor of cohosting the event again.

Adjournment: Tiff adjourned the meeting at 9:05pm.

Announcements:

Next Meeting: The next ENA Board Meeting is Wednesday, November 5 from 7 to 9 p.m. at the East District Police Station, 809 S Thompson Drive.

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

SAVE THE DATE! Eastside Neighborhood Association Coalition (ENAC) Meeting— Hosted by Elvehjem October 28, 7-9 p.m. East District Police Station

Submitted by Jamie Meise