

ENA Board Meeting Minutes December 3, 2014

Present: Tiffani Roltgen, Jamie Meise, Mike Digman, Justin Martin, Isaac Semrow, Faye Reber, Rod Genrich, guests: neighbor Mona Everett, Madison Library Planner Catherine Duarte

Absent: Betsy Winterhack,

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. The Great Dane East is still closed after experiencing a fire. Mike visited Papa Bears before it closed to thank them for their support over the years. Cuco's has been very appreciative of being able to post to our Facebook group. The Habitat for Humanity Restore opened in its new location on Monona Drive.

Secretary's Report: Board members are reminded to continue sending feedback on the meeting minutes and secretary's column and help promote upcoming events by liking and posting comments on Facebook.

Treasurer's Report: In November we experienced a net income of \$185. Income included a total of \$691 in donations from the Turkey Trot which helps to cover the additional insurance and other expenses for the event. We also had one new membership. Expenses included Holiday in the Park and PO Box renewal. We are still on track for \$13,000 by year end, which is above the \$10,000 goal recommended by the Budget Committee to ensure we remain financially solvent.

Echo: The electronic Echo went out on December 1. Rod and Justin will investigate why the email went out from Isaac's email address and correct it for future editions. Due to space limitations some material was left out of this edition but Rod was able to prioritize content based on the predetermined tiers. Mike suggested requesting a price quote for the cost of including an extra page on occasion when we have more content. New local business Harley's liquor submitted a request for advertising information; Mike will follow up.

Technology:

Wordpress Hackathon (December 14, 4-6 p.m. or 5-7 p.m.) (December 17, 6-8 p.m.): The board rescheduled the Wordpress Hackathon for December 17 from 6-8pm. Tiff will confirm with Lynn and determine the location.

Pinney Library Update: Catherine Duarte, (cduarte@madisonpubliclibrary.org) attended the board meeting to introduce herself and explain her new role with the Madison Public Library system. She was recently hired on as a library planner to take a look at the whole system of Madison libraries with a focus on the East side. She will be studying the area to design a comprehensive plan for sustained public engagement and library expansion. Pinney Library will be moving from its current location to its planned location at Royster Corners. The new location will have twice the current square footage so she will be

working with the community to determine how to use the additional space including expanding the children/teen section.

Old business

Articles of Incorporation electronic vote: The online link was sent out and the ballot was included in the Echo.

5K Turkey Trot & 2 Mile Walk report: There were about 100 participants at the 5th annual Turkey Trot. Despite the chilly weather there were only a few no shows. Channel 27 interviewed race director Emily Leas.

Cookie Decorating for Littles (December 5, 4721 Steinhauer Trail, 10 a.m.) Neighborhood mom Sarah O'Callaghan is hosting a cookie decorating event in her home and will be donating cookies to the Holiday in the Park event.

LVM Cookie Exchange (December 13, Our Saviour's Lutheran Church, 11 a.m. – 1 p.m.) Neighbor Mona Everett is leading a cookie exchange. The event has been posted on Facebook, advertised in the church bulletin, and listed in the Neighbor Corner in the Echo. Some of the cookies will be set aside to make platters for the Fire Department and Police Department. Faye volunteered to deliver the platters. Tiff will share the event invite with the East Side Coalition.

Holiday in the Park updates (December 6, Orlando Bell Park, 4-7 p.m.) Everything is set for the event. Santa will be arriving on a fire truck at about 4pm and visiting until 6pm. Sleigh rides are also scheduled for about 4-6pm. The bonfire itself will go until 7pm. Betsy, Faye, and Jamie volunteered to bring treats and a neighbor will also be donating decorated cookies. Jamie and Rod will arrive at 2:30 to set up and decorate the shelter with lights.

Costco Neighborhood Shopping Days updates (December 19-21) Costco placed a paid ad in the Echo for a neighborhood weekend during which Elvehjem neighbors who are not Costco members can shop without purchasing a membership. Mike will create a Facebook event.

Neighborhood Bowling Party updates (February 8, Dream Lanes, 12-2 p.m.) The date for the bowling party has been changed to February 8th due to a conflict with Dream Lanes. We are now confirmed and have 20 lanes reserved for our group. When it gets closer Jamie and Faye will post on the website and facebook and look for a business to donate treats.

Annual Meeting date and format: Due to feedback in 2014 the Annual meeting was pushed into April with the membership drive scheduled for the month of May.

2015 Calendar of Events E-Committee report and calendar draft: The board reviewed the draft calendar of events and determined that it is a living document which we will continue to add events and details to throughout the year. Noted areas of change compared to 2014 include removing the slow down campaigns, adding the kickball game, extending the Neighborhood Night Out to Neighborhood Week Out, and revising the format of the Fourth of July Celebration.

New business

Adopt a Camper request: Guidance Counselor and Elvehjem neighbor Nicky Najacht from Sennett Middle School sent a request for ENA to “Adopt a Camper” and sponsor a student to attend the annual outdoor adventure camping field trip for a cost is \$100. The board discussed the opportunity and Justin noted that there is room in the budget to give back to the community. A motion was made by Mike and seconded by Isaac to establish a budget line item for up to \$300 per year for scholarship and sponsorship within our community. Motion carried.

ENA Shutterfly account: Tiff set up a free Shutterfly account to store all of ENA’s pictures online. Event leads should upload pictures after events.

LVM Book Club Neighbor Cristi Carlson started a book club and is hosting the first meeting to Discuss Change of Heart on December 15. The club information was included in the Echo and posted on Facebook.

Apartment manager meeting: The committee that evaluated the calendar of events suggested scheduling a meeting with the neighborhood apartment managers to make introductions, share information about the association, and promote outreach. Isaac suggested creating a general document with information about our events to disperse to the apartments during our membership drive and Faye suggested to ask if the managers could also include it in new resident packets. Justin will contact The Villages East and West, Tiff will contact the Leo Drive apartments, and Faye will contact the Acewood and Meadow Grove apartments. Tiff will contact the PD regarding contact information for the Blossom Lane apartment managers.

2015 Membership Drive: Mike volunteered to lead the membership drive and has started updating the playbook.

Adjournment: Tiff adjourned the meeting at 8:48pm.

Announcements:

Charles Donalson will be joining the board next month, and has already been added to the email distribution; Isaac will be his mentor.

Next Meeting: The next ENA Board Meeting is Wednesday, January 7 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.