

ENA Board Meeting Minutes February 4, 2015

Present: Tiffani Roltgen, Jamie Meise, Justin Martin, Faye Reber, Rod Genrich, guests: neighbors Dick and Karen Verhagen, Stephanie Fryer

Absent: Isaac Semrow, Betsy Winterhack, Mike Digman, Charles Donaldson

Call to Order: Tiff called the meeting to order at 7:03pm.

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. Neighbor Dick Verhagen discussed his concerns regarding traffic speed and safety on Amsterdam Ave near Elvehjem Elementary. Although he doesn't have an answer, he feels we need to look at the situation and discuss possible solutions including speed bumps. He has already talked with Alder Denise DeMarb and he plans to take a petition to the residents on Amsterdam to find out their thoughts and ideas. He will keep the board updated with his progress.

Secretary's Report: Nothing to report.

Treasurer's Report: The only financial activity over the past month includes the receipt of some advertising income. Justin will follow up with Mike regarding advertising invoices.

Echo:

Advertising: the current Echo edition features more total ad space than usual due to the large political ads for the upcoming elections. The current edition is at the printer and the electronic version has been sent to webmaster Tom Murray. Justin will follow up with Tom to verify that he has the correct login information after the recent PHP upgrade. At a recent executive meeting, the executive team discussed the concept of offering the first advertisers who commit to a year of advertising the opportunity to have a short business spotlight in an edition of the Echo. The board agreed to move forward with the concept on a trial basis with the first business being Monona Grove Nursery School in the April/May edition followed by Pure Integrity Homes in the June/July edition and Harley's Liquor in the August/September edition.

Old business

501(c)(3) application next steps: Since the vote to change the Articles of Incorporation passed, we are now able to apply for the 501(c)(3) tax status. Tiff will ask Isaac to submit our application and payment to the Department of Financial Institutions.

Neighborhood Bowling Party updates (February 8, Dream Lanes, 12-2 p.m.) Everything is ready to go for this event. Rosie's Bakery agreed to donate a dessert platter. Award certificates and \$5 Rosie's gift cards will be presented for Most Strikes, Most Gutterballs, Highest Youth and Adult Scores, and Best Bowling Shirt.

Easter Egg Hunt team lead (April 4, Droster Park, 9:30 a.m.) Isaac will lead the Easter Egg Hunt event. We are still looking for a volunteer to wear the bunny suit, please send leads to Isaac. The executive team proposed \$300 in the budget for goodie bags and costume cleaning. Jamie will look into Oriental Trading trinkets and send ideas to Isaac.

Annual Meeting (April 11, Messiah Lutheran Church, 10-11 a.m.) (Tiff) The schedule this year is as follows: 9-9:30am Block captain training, 9:30-10am volunteer social, 10-11am neighborhood meeting and police update. Rather than have an hour of speakers after the neighborhood section, this year we will invite the elected representatives to the social portion of the meeting.

Neighborhood Pottery Day Fundraiser (May 3, Fired Up Pottery, 11 a.m.-3 p.m.) (Tiff) Our annual pottery painting fundraiser where we receive 30% of sales is scheduled with Fired Up Pottery, we just need to start advertising as the date approaches.

2015 Membership Drive (May 1-31) and Block Captain Training (April 11, 9-9:30 a.m.) (Mike) Mike is currently working on organizing and ordering materials. District assignments will be discussed at the March meeting.

Apartment manager meeting updates (Faye, Tiff, Justin) The Leo Drive apartments are transitioning management so Tiff will follow up in the future. Tiff will attend the Meadow Grove community meeting on Feb 5 to meet the residents and share information about our upcoming events. Faye has not been able to contact the Acewood apartments manager but will continue to work on it. Justin will continue to work on putting together a pamphlet to share with incoming apartment residents.

New Business

Let's Eat Out: The Let's Eat Out Food carts would like to do a location in our neighborhoods possibly on Thursday nights at the Buckeye/Vondron intersection. More details to follow.

Madison Parks Adopt-a-Tree (Droster-21, Elvehjem-4, Acewood-20)

<http://www.cityofmadison.com/parks/services/forestry/pests/EAB/AdoptaParkTree.cfm> Due to the Emerald Ash Borer, the Madison Parks Department is going to start cutting down ash trees in the city. All parks trees that are not adopted and treated will be cut down. The cost to adopt and treat a tree is \$10-12 per inch of diameter for a total of about \$300 for an average tree and it needs to be retreated every two years. Healthy terrace trees not under a power line and over 10 inches in diameter will be treated but all others will be cut down. Ash trees on private property are the responsibility of the property owner. Tiff will contact the Parks Department for more information regarding the timeline and also will work with neighbor Joel Stone to determine if any of the key shade trees in our three neighborhood parks will be affected.

City of Madison Planning Department—Cottage Grove Road Corridor Study from Stoughton Road to Interstate The study which will begin this year is the first step towards the development of the Cottage Grove Rd Corridor. It will include traffic safety, pedestrian routes, and economic development.

Quarry meeting update The Yahara Quarry was issued a stop work order in November for blasting in an unapproved portion of their property close to the interstate. They have appealed and the appeal

hearing will take place on February 26. Currently the county has jurisdiction but at the end of the year the quarry will come into the city so they are currently working together.

Neighborhood grant program The program funds neighborhood projects that fall under two categories, beautification of a space such as a neighborhood sign and projects that builds capacity such as a leadership training. The Elvehjem community garden is considering applying for the grant to help fund projects including a sign, path, and library.. The board also considered the future opportunity to apply for the grant to help with our 50th year anniversary project.

Spring campaigns and school referendum- Political ads were ran in the Echo with the disclaimer that they were paid ads not endorsed by the association. Nonbiased information regarding the upcoming school referendum will be included in the next edition. The board agreed on the appropriateness so long as the association is only passing the information on to residents and not giving an endorsement.

Leadership transition: The board will be facing several leadership transitions in the coming months.

Betsy's term expires in April and she will be leaving the board after the annual meeting. Tiff's presidential term ends in May but she plans to stay on the board through the leadership transition. There will be an advertisement for a new treasurer in the upcoming Echo so Justin can transition into the open president slot. Board members will work on recruiting candidates for the board.

Fourth of July Celebration music proposal and format The board discussed the Fourth of July format and decided to keep the event on July 4 but move the bike parade earlier and follow it with an ice cream social and bring your own picnic lunch rather than the traditional catered BBQ lunch. We will still have the raffle and silent auction to help raise funds to cover the expenses. Without the risk and cost from the BBQ lunch the board discussed hiring music entertainment. Two possible options include the No Name String Band which quoted \$300-350 for one hour with the ability to sell CDS and have an active tip jar and neighborhood musician Jason Moon who quoted \$250 for 2-4 hours and is a one man acoustic show.

2015 budget: The proposed 2015 budget is saved on dropbox. It projects a net income of \$3676.40 based on an increase of 55 members over last year with similar additional donations. Major changes in the budget include increasing the budgeted amount for the Easter Egg Hunt and change the Fourth of July Celebration format.

Board member appreciation: Mike will get a restaurant gift card for Betsy and Tiff will get a gift for webmaster Tom Murray.

Technology

The wordpress website is ready to go live. There will be a transfer fee of \$18 to map our domain to the new Wordpress website. Justin will contact HostGator and set up a customer service call to work on making the transfer.

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

Announcements:

Next Meeting: The next ENA Board Meeting is Wednesday, March 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 March 15 for the April/May 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