

ENA Board Meeting Minutes

March 4, 2015

Present: Tiffani Roltgen, Jamie Meise, Justin Martin, , Rod Genrich, Isaac Semrow, Betsy Winterhack, , Charles Donaldson, Mike Digman, guests: Stacy Wellford, Sarah O'Callaghan

Absent: Faye Reber

Call to Order: Tiff called the meeting to order at 7:00pm.

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 that the Big Boyz Rimz was recently in the news for being a front for drug dealing. Also, a neighbor on Ellen Ave approached Tiff looking for assistance with snow shoveling. Tiff talked with a couple other neighbors who may be able to help out and Facebook was mentioned as another way to match a volunteer to the household in need.

Secretary's Report: Board members are reminded to send feedback on the monthly minutes to Jamie. Event leads are reminded to create Facebook events and post information on the website for the upcoming Easter Egg Hunt and Annual Meeting.

Treasurer's Report: Expenses over the past month included the Echo printing and mailing. Income included Echo advertising and one new membership. Justin provided an overview of the proposed budget for 2015 which shows a surplus based on increasing our membership by 50 households and also reflects reduced expenses for the Fourth of July Event due to the changed format. A motion was made by Justin and seconded by Betsy to approve the proposed budget. Motion carried.

Tiff explained a breakdown of our current insurance coverage with a total annual rate of \$925 and then presented a new quote through Philadelphia for \$781. Tiff will verify with the parks department that the new policy meets the city's requirements. The board will review and make a decision regarding switching insurance providers at the April meeting.

Echo: The deadline is March 15 for the April/May edition.

Advertising We currently three quarter page ads and one half page ad for the next edition. The Dane County Humane Society also sent information regarding an upcoming event featuring deeply discounted rates for ID tags and chipping which we hope to fit in.

Old business

501(c)(3) application next steps The application has been submitted to the WI Department of Financial Institutions to make the change to our Articles of Incorporation official. The next step will be to complete the application to the IRS to change our tax status. Betsy will work on preparing the IRS application and agreed to continue helping the board through the application process after she completes her term on the board. Stacy, also volunteered to review the application prior to submittal as she is a CPA and familiar with tax language.

Neighborhood Bowling Party: The turnout for this event was less than we expected based on Facebook RSVPs. Everyone who attended had a fun time but due to lack of interest outside the board we do not recommend repeating this event next year.

Easter Egg Hunt (April 4, Droster Park, 9:30 a.m.) Isaac ordered plush chicks to be given to all participants, he will be asking Metro Market to donate a healthy snack, and Officer Jones is rounding up badge stickers to go in the goodie bags. Issaac will create a Facebook page. Betsy, Rod, Stacy, Justin all volunteered to help set up. Rod will bring a couple cases of water. We are still looking for a volunteer to be the bunny and a transportation for the bunny. The WSRC requested to borrow the bunny costume for an Easter morning run which the board approved. Jamie will set up the sandwich board sign. Mike will put the banners on the neighborhood signs.

Annual Meeting (April 11, Messiah Lutheran Church, 10-11 a.m.) Tiff will post the event information on the website and Facebook. The room is booked at Messiah; Mike has a meeting scheduled to see how to hook up our computers and do a test run of the presentation. Tiff has a request in with Willy Street Coop for refreshments and is awaiting response. Several elected officials are confirmed for the meet and greet time.

Neighborhood Pottery Day Fundraiser (May 3, Fired Up Pottery, 11 a.m.-3 p.m.) Jamie volunteered to lead the event and will create an ad for the Echo.

2015 Membership Drive (May 1-31) and Block Captain Training We currently have 6 district coordinators and are still looking for 4. Mike updated the documents that go in the packet; he will send them to the board for review when they are completed. Mike is aiming to have the documents sent to print by the last week of March and stuffed the first week of April in order to be ready by the Annual Meeting.

Apartment manager meeting updates Tiff is attending the monthly meeting at Meadow Grove apartments tomorrow since the meeting last month was cancelled. Justin created a draft pamphlet for apartment managers to include in new resident folders; the board provided feedback which Justin will incorporate and bring a final version to the next meeting.

Madison Parks Adopt-a-Tree (Droster-21, Elvehjem-4, Acewood-20) Charles reported there are quite a lot of ash trees around the playground equipment at Acewood park and the actual application process to adopt a tree is complicated. Tiff and Denise worked with Parks and arranged to have playground trees identified in May which we will then mark with a green ribbon and note that the tree will be cut down if not adopted and treated. Charles will mark Acewood park trees, Justin will mark Droster Park trees, Betsy will mark Elvehjem Park trees. Charles will contact Eastmorland to learn from their experience.

Fourth of July Celebration planning- Jason Moon is booked for entertainment at the Fourth of July Celebration and also agreed to perform a night with the Let's Eat Out Foodcarts. Jamie will put together a list of businesses for the raffle/silent auction donation drive and bring a signup sheet to the April board meeting. Lana has volunteered to be the race director for the Firecracker 5k and will keep the board updated with her plans for the race.

New Business

Volunteer thank yous: The board discussed thank you gifts for outgoing volunteers including outgoing webmaster Tom Murray for his service since 2007 and outgoing social coordinator Mona Everett for her service over the past year. A motion was made by Isaac and seconded by Rod to give Tom a \$100 gift certificate for his service to the board and Mona a \$15 gift certificate for her service to the board; going forward the thank you gift will be determined on a case by case basis taking in to consideration of length and depth of service provided. Motion carried.

Let's Eat Out!— A site in Elvehjem neighborhood on Buckeye Rd at City Church was chosen to host the rotating Let's Eat Out! food carts weekly on Thursday nights from 5:30-7:30pm throughout the summer. There will be a 20 cart rotation to offer variety of food cuisines changing each week. The first night of sales 15% of sales will be donated to the local schools. Let's Eat Out! recommends organizing activities to draw attention to the food carts and build community strength. Sarah O'Callaghan volunteered to lead the activity organization and presented several possible ideas including a neighborhood resource fair, neighborhood business fair, swap shops, music festival, healthy dessert potluck, school club night, craft, health night with group exercise/fun run or health screening, and a game night. Tiff will share a google calendar with dates and ideas for possible themes and activities. The board will help to advertise the events and help out as able.

Yahara Quarry Update: At the recent appeal meeting it was confirmed that the quarry was operating outside their boundaries; the next step for the county will be to take legal action. The county is reconsidering the terms of Yahara's concrete permit and evaluating the request to reroute truck traffic east on Ab rather than through our densely populated residential neighborhood.

Technology: The new wordpress website is ready to be launched, Justin will continue to work on background databases.

New Board Member: A motion was made by Justin and seconded by Isaac to add Stacy Wellford to the board as a director at large. Motion carried. Stacy is interested in taking on the role of treasurer should it become available. Welcome Stacy!

Adjournment: Tiff adjourned the meeting at 9:06 pm.

Announcements:

Next Meeting: The next ENA Board Meeting is Wednesday, April 1 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