

ENA Board Meeting Minutes

April 1, 2015

Present: Tiffani Roltgen, Jamie Meise, Justin Martin, Isaac Semrow, Betsy Winterhack, Charles Donaldson, Mike Digman, Stacy Wellford, Faye Reber, Neighbors Bonnie Benson and Mona Everett

Absent: Rod Gennrich, Betsy Winterhack

Call to Order: Tiff called the meeting to order at 7:02pm.

Secretary's Report: Facebook and the ENA website are up to date. Board members are reminded when they lead events to send personal thank you notes to businesses who sponsor the events.

Treasurer's Report: We have \$180 in memberships so far this year which is lower than last year at this time due to the later membership drive. The new advertising rates are showing positive results with significantly increased advertising income.

Insurance policy quote: The board has been considering alternative insurance brokers and received a very competitive quote from Philadelphia through Bradley Dillman, an insurance agent who lives Heritage Heights Neighborhood.. The proposed policy has three main differences when compared to our current plan. The proposed quote offers significant cost savings but includes a couple scenarios where we would not be covered. First, if someone sells a weapon at their garage sale we would not be covered however he would expect the association would be dropped from the suit. Second, if we ever host a fire that does not follow regulations we would not be covered; however, we will be covered as long as we follow the fire code and get a permit for our bonfires. A motion was made by Justin and seconded by Isaac to purchase the new insurance policy with Philadelphia. Motion carried. Tiff will move forward with purchasing the policy.

Echo:

We are currently experiencing issues with emailing our Echo newsletter, the mailer provides confirmation that all emails were sent successfully however many people are not actually receiving the message, as our open rate is 10%. Justin will continue to investigate the problem and consult Ryan McKee. In the meantime Justin will post the electronic Echo link on the ENA website and Tiff will post to the Facebook group.

Mike Faye, and Jamie volunteered to take over as new Echo editors.

Advertising- Due to space constraints in the current Echo we were unable to run the ad for A to Z Rental, this is a free ad in exchange for equipment rental for the Fourth of July Celebration and they agreed to run the ad in another edition.

Leadership transition

Officer elections- The following officers were elected for the 2015-2016 year: Justin-President-elect, Isaac-Vice President-elect, Stacy-Treasurer-elect, and Jamie-Secretary-elect. All motions were made,

seconded, and carried unanimously. Tiff, Mike, Charles, Rod, and Faye will serve as directors at large. We now have 2 open positions on the board.

Old business

501(c)(3) application next steps- Stacy is currently reviewing the application process and our amended articles of incorporation in order to verify that we do qualify for 501(c)(3) tax status as there is a \$400 filing fee to submit our application. In order to do so, we need to prove that we are operating solely for charitable purposes. Reasons we would like to achieve the 501(c)(3) status include: exempt status on purchases, member donations become tax deductible, and the ability to qualify for certain grants. Board members discussed and agree that our purpose has been shifting in recent years to include increased amounts of community building, neighborhood improvement projects, and public events that promote wellness and neighborhood spirit.

Easter Egg Hunt (April 4, Droster Park, 9:30 a.m.) Isaac reviewed the schedule and volunteer assignments for the Easter Egg Hunt. Everything is all set for the event.

Annual Meeting (April 11, Messiah Lutheran Church, 10-11 a.m.)

Board members will meet to set-up at 8:15am. Justin will bring a copy of the budget, Tiff will bring the agenda and calendar, and Jamie will bring the 2014 minutes. Volunteer bakers from the Well-V-M committee will be bringing healthy snacks and Isaac will ask Walgreens to donate water. Mike will take care of coffee and supplies. We will take a board picture at 8:45am. Block captains will be trained from 9-9:30. From 9:30 to 10 there will be a neighborhood social time with snacks and political candidates have been invited to meet and greet neighbors. The neighborhood meeting will start at 10am. Faye volunteered to take the minutes because Jamie is not able to stay for the meeting.

Neighborhood Pottery Day Fundraiser (May 3, Fired Up Pottery, 11 a.m.-3 p.m.)- The event is scheduled with Fired up Pottery, advertised in the Echo and on Facebook, and will be put on the website when it gets a little closer. Jamie will bring snacks.

2015 Membership Drive (May 1-31) and Block Captain Training (April 11, 9-9:30 a.m.)

The board reviewed where they are at with block captain recruitment and shared leads.

Membership packet materials will include a letter to neighbors, reasons to join, an event calendar, the membership form, and important contacts. Mike will coordinate printing and stuffing the packets. Jamie volunteered to help stuff if needed.

Apartment manager meeting updates

Brochure next steps-Justin submitted two brochure drafts for feedback, Tiff will review Justin's drafts and send it back to him.

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

<http://www.cityofmadison.com/parks/services/forestry/pests/EAB/AdoptaParkTree.cfm> In May we

will get confirmation from the city as to which trees need treatment. We will likely choose a couple main playground shade trees on which to focus our efforts.

Let's Eat Out!

Sarah O'Callaghan is continuing to plan activities to go along with the Let's Eat Out! Food carts which will be stationed in our neighborhood on Thursday evenings throughout the summer parked at City Church. Tiff will ask her to create a flyer and Facebook announcement. Tiff put an article in the Echo.

New business

Fourth of July Celebration planning

Raffle/silent auction assignments-Board members signed up to contact businesses and ask for donations to the raffle and silent auction.

Activity assignments- Isaac volunteered to take over the raffle/silent auction and Jamie will lead kids' games. Faye will contact Shoepps to inquire about ice cream donations. Mike will research if we need a permit to scoop ice cream. Justin will get the raffle permit. Mike will take care of rental equipment, park use permit, and jump house permit.

One of our Echo sponsors, Pure Integrity Homes, asked if they might bring their 60-foot balloon to the Fourth of July Celebration. Board members were open to the idea and will get in touch with PIH to confirm their level of involvement with Fourth of July sponsorship and volunteers.

Yahara Materials update- At a recent Dane County Zoning and Land Regulation Committee meeting, it was determined that the conditional use permit requirements for cement plant were not followed, the motion to cancel the permit was postponed and discussion of amending the permit are in the works.

Rolling Meadows Shopping Center meeting report Justin attended the meeting and gave the following report: The Madison Board of Education, Madison School & Community Recreation (MSCR) signed a lease for the space currently occupied by Damascus Road Church, to establish an activity/education space similar to the space on the west side at Hoyt. This will enable MSCR to offer many more classes for all ages on the east side. The former Sentry space, which does not share an owner with the shopping center, would almost certainly require demolition and rebuild for any new tenant, due to the age and condition of the building. Any new facility would be subject to the city's updated zoning requirements and would also be subject to city approval for any conditional use approval. Given that this is a privately owned site, there are limited opportunities for the city or the public to prevent specific use types from occupying the space as long as they fit within the zoning scheme. However, public meetings would be held upon consideration of any demolition plans, and for applications for conditional use for such possibilities as a liquor license, drive through, etc. We as neighbors will be informed about these hearings if and when they take place, and would then have the opportunity to have our voices heard.

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

Announcements:

Next Meeting: The next ENA Board Meeting is Wednesday, May 6 from 7 to 9 p.m. at the East District Police Station, 809 S Thompson Drive.

Echo Deadline: The next Echo Newsletter deadline is May 15 for the June/July 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