

ENA Board Meeting Minutes

May 6, 2015

Present: Tiffani Roltgen, Jamie Meise, Justin Martin, Isaac Semrow, Charles Donaldson, Mike Digman, Stacy Wellford, Faye Reber, Rod Gennrich, Neighbor Audra Johnson

Call to Order: Tiff called the meeting to order at 7:01pm.

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. Justin was contacted by a resident concerned about traffic on Dondee Rd and has been corresponding with Officer Jones; the police department has put up a speed board to address the issue. Also a squad car was parked at Painted Post and Ellen today probably because of the complaints regarding school traffic issues. Justin has a meeting next Wednesday with the school principal and Alder DeMarb to brainstorm ideas to address school traffic safety. Faye will coordinate a Slow Down Sign pickup opportunity for interested neighbors during an upcoming Let's Eat Out evening.

Secretary's Report: Jamie will prepare the secretary's column for the next Echo. Nothing else to report.

Treasurer's Report: Justin paid for the new insurance policy with Philadelphia, Tiff will follow up to ensure our previous policy has been cancelled. Membership drive forms are starting to come in. Justin and Stacy will meet to discuss the transition of treasurers.

Echo: Deadline coming up May 15. Rod predicts that we will need to print another 8 page edition due to the amount of advertising.

Leadership transition: Board members updated several forms in the Board Position Binders. We currently have 2 open seats on the board and a handful of neighbors who have expressed interest in joining the board. The board discussed past practices regarding officer elections and discrepancies within the bylaws. It was agreed that while the board did not follow the written process for electing officers at the previous meeting, it did not change the outcome of the election. A motion was made by Faye and seconded by Rod to certify the results of the election. Motion carried.

Old business

501(c)(3) application filing: Stacy completed a draft of the application for review and is ready to submit it. If our application is approved, donations made to our association will be tax deductible for the donors. It will not give us exemption from sales tax immediately; we will need to submit another application to the state. A motion was made by Justin and seconded by Mike to spend \$400 to file the federal application for 501(c)(3) status. It was noted that if our application is denied, the \$400 will be refunded. Motion carried.

Annual Meeting recap: Overall attendance at the annual meeting was around 40 people including board members. This was the first time we switched to the new format of inviting political guests for a meet and greet social with neighbors instead of allotted time for each to speak in the agenda. Board members

agreed that this change allowed the board to focus on neighborhood information and announcements without running out of time. Thanks to Faye for taking the minutes.

Neighborhood Pottery Day Fundraiser recap: The Pottery Painting Fundraiser went well, we are still waiting to hear back from Fired Up Pottery in regards to the final donation. It was noted that the success of this event is largely dependent on a volunteer being present during the fundraiser to "work the crowd" by inviting attendees to have a snack and consider directing a portion of their purchase to "Elvehjem Neighborhood" when they check out at the cash register. This allows us to collect 30% of all sales, not just neighborhood residents in attendance. Fired Up Pottery approves and encourages this dialogue with customers. Thanks to Justin and Stacy for helping Jamie out with running the fundraiser.

2015 Membership Drive: The prize drawing for the membership drive incentive will take place during the June board meeting. Open blocks include Ferris (31), Fleetwood(20), Meredith and Marg(22), Thompson 1(25), Thompson 2(29), Emma(16), Edna (7). Tiff volunteered to take Emma and Edna, Justin will take T1, Audra volunteered to take T2, Charles and Jamie will follow up with a couple leads. Tiff will put up a Facebook post.

Apartment manager meeting updates: Justin sent a copy of the brochure to the Villages apartments and the manager requested 50 copies to provide to new tenants. He will follow up again to request providing it to current residents as well. Charles' fiancé will work on translating the brochure to Spanish. Mike volunteered to print the brochures.

Madison Parks Adopt-a-Tree update (Droster-21, Elvehjem-4, Acewood-20) Charles is scheduled to meet with Craig from parks next Tuesday at noon to identify the ash trees focusing around the playgrounds. All ash trees in city parks will be cut down unless sponsored for treatment.

Let's Eat Out!

Sarah O'Callaghan has been working to plan events to go along with the Let's Eat Out! food carts which will be set up at City Church every Thursday (weather dependent) from 5:30 to 7:30 throughout the summer. For opening night this Thursday, May 7, 15% of food sales will be donated back to Elvehjem Elementary School and the Elvehjem Strings will be performing at 6pm. Other upcoming activities include Bike Night, live music by Jason Moon, and a Neighborhood Business Bazaar. A motion was made by Justin and seconded by Rod to budget \$50 towards accompanying activities throughout the summer at Sarah's discretion. Motion carried.

Fourth of July Celebration planning

Raffle/silent auction- Isaac and Justin will work together to organize the raffle. Board members should continue to collect donations and update the spreadsheet accordingly.

Kids activities- Jamie proposed doing backyard carnival games for the children's entertainment. The board discussed the number of volunteers and amount of supplies needed to organize the carnival. Jamie will move forward with planning and recruiting volunteers.

Bean bag tournament-Charles volunteered to organize an impromptu bean bag tournament for the adult entertainment.

Permits and rental equipment- Mike and Justin will work together to acquire necessary permits.

Firecracker 5K-the race will be a much more informal fun run this year.

Bike parade-Tiff is in contact with the fire department to move the parade to 11am instead of our usual 12pm.

Ice cream social-Faye will contact her neighbor who is a distributor with Shoepps regarding an ice cream donation.

Bounce House-Tiff will contact Pure Integrity Homes to see if they would like to sponsor the bounce house in exchange for us allowing them to set up their balloon.

New business

Bylaws- Mike volunteered to review the bylaws to work on the wording discrepancies.

Modified Slow Down Campaign- Faye will organize a Slow Down Sign pickup opportunity coinciding with an upcoming Let's Eat Out! Food cart evening.

Online presence- Neighborhood resident Audra is interested in volunteering to use her marketing and social media experience to grow our online presence. A few of her ideas include creating online photo albums, writing a neighborhood blog and updating it on a scheduled basis, and creating a mystery picture game. She will move forward with brainstorming ideas and a list of possible blog topics.

Storage shed project- Justin will contact the community garden leaders to determine if they would be on board with a storage shed project but will postpone further discussion until after the Fourth of July.

Request for equipment- Tiff requested to borrow the ENA Coolers, sandwich board, and roasters for her housewarming party. The board approved the request.

Adjournment: The meeting was adjourned at 9:00pm.

Announcements:

Next Meeting: The June ENA Board Meeting date, time, and place will be announced by Justin Martin.

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