

ENA Board Meeting Minutes

August 6, 2014

Present: Tiffani Roltgen, Jamie Meise, Mike Digman, Justin Martin, Isaac Semrow, Lynn Munsinger-Brown, Rod Gennrich, Faye Reber, Betsy Winterhack

Absent: None

Call to Order: Following dinner at the Roltgens, Tiff called the meeting to order at 7:14pm.

Word on the Streets: Neighbors have continued to voice concerns about speeding cars throughout the neighborhood. Neighborhood Night Out was a success with lots of different gatherings including stroller strolls, trunk treats, free plants, bonfires, and ice cream socials.

Secretary's Report: Board members are reminded to finish getting thank you notes out to donors from the Fourth of July silent auction/raffle.

Treasurer's Report: We are in good financial shape. The membership drive reached its target numbers and cost less than last year, and we had a successful Fourth of July celebration. We have over \$14k balance currently; by the end of the year we should still be carrying a balance of \$10k, which is the amount recommended by the Budget Committee, since our annual expenses are approximately \$8k. A portion of our reserves is currently in the money market account, which earns \$.20 per month in interest; in the future we could look into other more profitable options. We reached our membership drive goal of 450 members and are now shooting for 500 members by year end. Justin has the documents ready for the financial audit and will work with Mike and Scot Whitney to get the process started.

Echo Report: Rod has 25 extra copies of the Echo for sponsors. Rod will send out an email, and board members will arrange to deliver copies to their businesses. Going forward, we email the Echo newsletter to businesses for which we have email addresses. Each board members will send Justin the email addresses to be added to this list.

Technology: Faye and Mike are now set up with Dropbox. Justin explained a new free database management program which would solve our current issues for managing all the different lists but requires Wordpress format. Lynn and Justin will work together to get it up and running. Lynn discussed the current status of the mock Wordpress website and recommended setting a deadline for entering content and going live. The board set a soft rollout date of December 1. Tiff will send out an email to board members with content assignments.

Old Business:

Board member(s) recognition gifts- Scot's thank you gift has been delivered. Mike still has Steve's gift certificate and will coordinate delivery. The board gave a huge round of applause and thank you to Lynn for her hard work over the past three years. We will work include a thank you for the outgoing board members in the Echo.

Rhythm and Booms beverage sales report- We had 4 volunteers working the table who reported that the attendance was very slow. ENA made a profit of \$9. If ENA plans to participate in the Rhythm and Booms

event again, Isaac suggested selling items other than water and soda because many attendees, especially those at the park earlier in the day, brought their own coolers. Ideas include snacks, glow-in-the-dark necklaces, etc. The board discussed whether or not to participate in the future and will make a final decision as next year's event details fall into place. It was noted that customers were appreciative of the reasonable beverage pricing and the idea of the eastside neighborhood associations working together; it was also a good "team building" activity among the associations.

Fourth of July debrief and survey results- The current practice of having a BBQ lunch has a huge risk depending on weather, attendance, etc. We have been fortunate the past two years and managed to keep the books in the black, but in the past, we have lost a significant amount of money. It also requires a lot of volunteer work prior to the event with permitting and coordination as well as on event day to sell and serve the food. Of the 33 neighbors who took the post-event online survey, many suggested having a pot luck in place of the BBQ lunch, but the general board consensus was that we should keep the potluck model for the Taste of Elvehjem. Another idea was to encourage people to bring their own picnic lunches and then provide free ice cream. This idea would free up volunteers to organize more activities. Another consideration is moving the date to a weekend, but this could detract from our Independence Day themed activities unless it was held in conjunction with Rhythm and Booms. Rod brought up the possibility of purchasing a bounce house, rather than renting, which could save us money over time. Rod will continue to look into liability, lifespan, etc. and report back. Tiff also mentioned the possibility of eliminating the Firecracker race and focusing volunteer and financial resources on the Turkey Trot.

501(c)(3) application-The first step is to get a membership vote to update the articles of incorporation to include government required language. Betsy will look into determining whether we will need to call a special meeting, wait until the annual meeting, or conduct an online election. She will report back at the next meeting with the information.

New Business

Taste of Elvehjem (Sunday, September 14, 11 a.m. – 2 p.m.)- This takes place at the community garden (1202 Painted Post Drive), and everyone is asked to bring a garden fresh dish to pass. It is open to the entire neighborhood not limited to gardeners. Mayor Paul Soglin will be reading a story to the children followed by lunch. From 1-2 p.m., there will be organized activities. Lynn will look into getting the blender bike again, ask Diane about rock painting, and bring supplies to make a scarecrow. Faye and Justin will organize a scavenger hunt. Volunteers are need for set up (9:30-10:30 a.m.) and clean up (2-3 p.m.).

Mayor's Conference (Saturday, September 13, 8 a.m. – 4:30 p.m.)-This is a neighborhood leader training event with different sessions. Registration materials are not out yet. Justin, Mike, Tiff, Isaac, and Faye plan to attend. A motion was made by Justin and seconded by Betsy to authorize a subsidy of \$100 to support board member participation in this professional development conference. Board members will report back to the neighborhood what they learned. Motion carried.

Fall Slow Down Campaign (Tuesday, September 2 – Friday, September 12)- Gail Good is looking for volunteers to help coordinate the event to find volunteers, make assignments, assemble signs, and deliver them. Justin will take the lead, Faye and Mike will assemble signs, and Betsy and Jamie will help put up signs.

Sign watering and mulch for Buckeye signs- Valerie, Fran, and John maintain the neighborhood signs and are in need of mulch. A motion was made by Faye and seconded by Lynn to approve \$30 to purchase mulch for the neighborhood signs. Motion carried. Isaac will work with the volunteers to purchase and deliver the mulch.

Droster Park playground installation, bench, and rocks-The playground and bench are installed. Rocks for a rock circle are scheduled to be delivered; we need a committee to determine which rocks we would like and where to place them. Tiff will also look into having a couple rocks delivered to the community garden.

Alder updates—Cottage Grove Road Corridor Study, Sentry building, Pinney Library, Acewood Bike Path, quarry, dump trucks, Stoughton Road, Royster Clark Development-See Alder Denise's updates in the Echo. Mike noted appreciation for her updates on Facebook and excellent communication with the neighborhood.

2015 elections and role of ENA- In the recent past, we have not endorsed political candidates; however, in the distant past, we have taken a strong position. Traditionally we offer a forum where candidates can come and speak at a prescheduled meeting. Isaac is working on scheduling a happy hour meeting with mayoral candidate Bridget Maniaci at the Great Dane to help her get to know the neighborhood. Incumbent Paul Soglin will have the opportunity to meet neighbors at the Taste of Elvehjem.

Board binders-Tiff is working on binders with fresh bylaws, board contact info, etc.

Neighborhood bowling party-Jamie and Faye will meet with Dream Lanes to discuss other pricing options and potential dates.

Good Neighbor Day (Sunday, September 28) and Costco neighborhood day proposal- Tabled until September meeting

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

Echo Deadline: The next Echo Newsletter deadline is September 15 for the October/November Echo. Please save articles to Dropbox in the appropriate folder—Tier 1-Paid Ads, Tier 2-Important, Tier 3-If Space Allows.

Next Meeting: The next ENA Board Meeting is Wednesday, September 3, from 7 to 9 p.m. at the East District Police Station, 809 S Thompson Drive.

Submitted by Jamie Meise