

ENA Board Meeting October 4, 2017 @ 7-9 p.m. at the Great Dane East

- I. Welcome: 10 minutes (7:00-7:10)
 - A. Attending: Jamie Meise, Audra Johnson, Charles Donaldson, Marilee Cronin, Kim Bolinder, Jim Ramsey, Jacob Wright, Alice Pulvermacher
 - B. Absent: Crystal DeGrote Heppe, Jared Marker, Abby Abernathy
- II. Call to order (Jamie)
 - A. 7:05 start
- III. Approval of agenda (All)
 - A. approved
- IV. "Word On the Streets" (All)
- V. Secretary's report (Audra)
 - A. none to report
- VI. Treasurer's report (Crystal)
 - A. ENA Board discusses Quickbooks license online vs purchasing hard copy
 - 1. Jacob researched Peachtree vs. Quickbooks
 - 2. Main concern is determining need for budget software vs accounting software
 - 3. Quickbooks works well with Excel
 - B. Crystal has until October 10, 2017 to return license she bought
 - C. Jacob motions to buy the Quickbooks online subscription version vs. desktop
 - 1. Online Quickbooks is \$35/month for 6 months then \$50/month
 - 2. The Quickbooks essential subscription is \$24/month promo rate goes to \$35/month after 6 months
 - 3. A 12 month Quickbooks subscription is \$192 per year paid up front, it will be \$320 per 12 months after the first year
 - 4. We can have 3 log-ins from anywhere with online subscription version
 - D. Jacob will ask if there are separate bank accounts for 50th Anniversary apart from main account
 - E. Motion for ENA to pay for Quickbooks essentials 12 month online subscription - Jamie second, ENA board votes to pass - Jacob abstain
 - F. Jamie Motions to accept Crystal's request to step down from Treasurer and transition to Director at Large, ENA board votes to pass - Jacob abstain

- G. Jamie Motions for Jacob to take over Treasurer duties per Crystal's request - ENA Board votes to pass, Jacob abstain
 - H. On October 15, Stacy Wellford will do Quickbooks tutorial with Crystal and Jacob on status of accounts
 - I. Jacob anticipates getting audit done by end of 2017
- VII. Echo report (Audra)
- A. Everything submitted was in the Echo except for Joe Parisi article and MGE extra article
 - B. Jim will take over ad coordinator duties from Jamie
 - C. November 15, 2017 is the next deadline
 - D. Jim will follow up with Echo advertisers one week before deadline
- VIII. Technology report (Jared)
- A. Charles will give WordPress access and Marilee will give Dropbox access to Kim
 - B. Jim still needs ENA email address
- IX. Recent Event Recaps: 5 minutes (7:35-7:40)
- A. Taste of LVM recap (Jamie)
 - 1. Slow start, then people came later on
 - 2. Brats and hot dogs went well not much left over
- X. Upcoming Events Planning: 35 minutes (7:40-8:15)
- A. Mayor's Neighborhood Roundtable on Saturday, October 7 from 8am-noon (Jamie)
 - 1. Charles isn't going, Jared may go
 - 2. Jim might register online and go
 - B. Kindness Rock Painting Party on October 14 at 10am at Our Saviour's Lutheran Church (Marilee)
 - 1. 35 rocks have been purchased
 - 2. Marilee will buy brushes at Hobby Lobby
 - 3. Marilee will post on Facebook about it to get RSVP attendance count
 - 4. Advance interest seems to be variety of ages
 - C. Halloween Bonfire on Tuesday, October 31 at Elvehjem Park from 6-8pm (Charles)
 - 1. Facebook event posted and fire permit is applied for

2. Park permit fee was waived
 3. Carving contest planned again
 4. Audra will check for 3 equal amount prizes will let Charles and Jamie know
 5. Charles will check supplies in Holiday in Park bags to use those
 6. Charles will see if there are Halloween Bonfire banners for the street signs
- D. Turkey Trot on Thursday, November 23 at Droster Park at 8:30am SHARP (Jamie)
1. Sign-up genius is in the Echo for bringing snacks and volunteer sign-up
 2. Joel Stone is organizing volunteers
 3. Peggy Hoffman organizes online registration
 4. No shirts this year
 5. \$5 and \$10 donations will be accepted for entry fee
 6. Food barrels to will be out at the race collect food
 7. Registration is also on the website
 8. Audra to check prizes what is reserved for male and female 1st place and a youth prize
- E. Holiday in the Park on Saturday, December 2 at Orlando Bell Park from 4-7pm (Alice)
1. Alice met East Buckeye Neighborhood board members Jeff and Scott
 2. The Horse and carriage are reserved by East Buckeye Neighborhood
 3. Donations will be received again from Nabisco and water for hot cocoa
 4. Jamie is promoting the event on Facebook and Echo
 5. The same Santa will attend
 6. Barrels for hats and mittens will be placed at the event
 7. Volunteers for two shifts food table and helping people ride the carriage
 - a) Four for carriage, four for food
 - b) Two each for set up and clean up
 8. Alice will purchase candy canes and hand them to kids
 9. Seven neighbors baking treats and the Nabisco treats were plenty for everyone
- XI. Committee Reports 15 minutes (8:15-8:30)
- A. LVM Elementary Update (Jamie)
1. Negative Lunch Accounts Fundraiser runs through October 15

- a) We are at \$405 donated as of 2 weeks ago
- 2. ENA has \$100 set aside in the budget for donations
 - a) Last year \$100 was donated to buy items for Bobcat Bucks purchases
 - b) Jim will post about this on nextdoor.com
 - (1) Anytime Facebook posts Jim is welcome to copy and paste information with link to website on Nextdoor.com
- 3. School re-supply drive will take place in January 2018
- 4. Hats and Mittens Drive is November 1-December 15
 - a) Donation bins will be at LVM School, Turkey Trot, Holiday in Park, and Alice will ask about a donation drive at her work
- 5. Other volunteer opportunities at school: Book Room, Lunch Buddies, Reading Buddies during school hours volunteer, lunch and reading
- 6. Jamie will post on Facebook as events come along
- B. 50th Anniversary Project and Celebration update (Marilee)
 - 1. Central storage warehouse owner wants to be interviewed from Green Bay about butter fire
 - a) Possibly receive a financial donation from him
 - 2. Date of 2018 event East Side Club has not been scheduled
 - a) VFW on Cottage Grove Rd. for 50th Anniversary Event is a potential plan B
 - 3. One or two documentary narrators are needed
 - 4. Audra and Marilee to meet about creative direction documentary
 - 5. The documentary budget is made up of \$1000 from ENA / \$1000 from MGE / \$200 from Sunset Music Series and donations
 - 6. ENA should include a box in 2018 ENA membership drive form to donate to 50th Anniversary project
 - 7. Marilee to apply for City of Madison grant in 2018 for 50th anniversary project
- C. Financial Audit update (Crystal/Abby/Jacob)
 - 1. This timeline is pending depending on transition from Crystal to Jacob
- D. Welcome Committee (Charles)
 - 1. Charles has 20 new neighbors to get to and needs treats
 - 2. More people are needed to join Welcoming Committee and split duties
 - 3. Jim and Kim offered to drop off packets

- a) Charles will reach out to neighbors to help with treats
- b) The welcome packet could be the same as membership drive packets

XII. ENA Housekeeping: 30 minutes (8:30-9:00)

- A. Membership Drive Thank you letters (Crystal/Jamie)
 - 1. Letters need to go out for 501c3 tax purposes by December 31, 2017
 - 2. Marilee and Jacob and Kim will help Jamie stuff envelopes
- B. Meeting schedule and location changes (Jamie)
 - 1. Beginning in January 2018 ENA Board will meet the 2nd Monday of the month from 7-9pm
 - a) The board approves change of location
 - 2. Alternate locations needed for December 2017, January 2018, December 2018 Great Dane because of Great Dane Holiday party schedule
 - a) Alice can host December 6 and January 8 meeting, and Charles will do the agendas for those meetings
 - b) July meeting should either held and president's home or cancelled due to 4th of July holiday and event
- C. Wordpress/ENA Website update
 - 1. Jamie has been updating the website, she needs to delegate duties to other board members
 - 2. Audra will update the meeting dates locations times
 - 3. If Board members are leading an event they should create the blurb for Echo, then paste the copy on ENA website and Facebook
 - (1) Remove information when event is over
 - 4. Budget tab on ENA website should get updated by Jacob
 - 5. Meet the board and contact us page that lists board members updated by Jared
 - 6. Jamie will create a how to WordPress manual for board members
- D. 2018 Calendar of Events (Jamie, all)
 - 1. Jamie made a copy for board members to review
 - 2. The board is asked to send feedback, questions or changes
 - 3. Add 50th anniversary date if when it is confirmed

- a) ENA board needs to confirm by the time 2018 membership drive materials are handed out
 - 4. Question about adding Make Music Madison and committing to it
 - a) Alice will follow up with Julia Deerwood if we can secure an approved park
 - 5. ENA was supposed to get food cart proceeds for 50th anniversary
 - a) Jacob & Alice reach out to contacts about changing locations
 - E. ENA Facebook Group discussion (All)
 - 1. The settings could be changed to anyone can ask to join but not everyone can see content
 - 2. Jamie suggests reserving future meeting time to discuss changing access or posting rules
 - 3. Jacob suggests the board focus on discussion goals for Facebook use
 - F. Charles is taking a 2 or 3 month leave from ENA board around annual meeting
- XIII. Adjournment 9:20pm,

- The next ENA Board Meeting is Wednesday, November 1 from 7-9pm at The Great Dane East.
- The next Echo Newsletter deadline is November 15 for the December/January Echo.
- Echo Assignments:
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 - President's Column-Jamie
 - Calendar of Events-Jamie
 - Treasurer's Report-Crystal/Jacob
 - Secretary's Corner-Audra
 - Member Corner-Charles
 - 50th Anniversary Project –Marilee
 - New Board Member bio- Kim
 - LVM Update- Jamie
 - Event Recaps:
 - o Rock Painting Party- Marilee
 - o Halloween Bonfire- Charles
 - Upcoming Events
 - o Holiday in the Park- Alice
 - o Holiday Lights Contest- Audra

