

# ENA Board Meeting

November 1, 2017 @ 7-9 p.m. at Jamie's House due to Great Dane cancellation

## I. Welcome: 10 minutes (7:00-7:15)

- A. Present Board Members - Jamie Meise, Audra Johnson, Charles Donaldson, Kim Bolinder, Jim Ramsey, Jacob Wright, Alice Pulvermacher, Crystal DeGrote Heppe, Abby Abernathy, Jared Marker
- B. Absent Board Members: Marilee Cronin
  - a. Call to order (Jamie)7:10pm
  - b. Approval of agenda (All)
    - i. Agenda approved
  - c. "Word On the Streets" (All)
    - i. Negative comments were made about holding the Halloween bonfire on weekday, some prefer to do weekend before
    - ii. If neighbors dispute sidewalk markings and charges they should contact the City of Madison directly

## II. Reports: 20 minutes (7:15- 7:35)

- a. Secretary's report (Audra)
  - i. None to report
- b. Treasurer's report (Jacob)
  - i. Jacob purchased online Quickbooks and is caught up enough to do a P&L in December
  - ii. Crystal and Jacob are putting the bank account in Jacob's name on 11/6
  - iii. There will be an audit discussion between Abby and Crystal and Jacob soon
  - iv. Membership checks are not deposited yet, but will be on Monday 11/6 after Jacob enters them in Quickbooks
    - 1. There should be two signers on bank accounts, so Crystal will use her name as back-up for Jacob
  - v. Lesson learned to avoid treasurer officer transition during membership drive time
    - 1. Elections for officers would need to be rescheduled to avoid this
    - 2. The board will look for a way to get the membership drive process and elections timing improved
- c. Echo report (Audra)
  - i. Jo Mercurio contacted advertising@ email about Watersedge Photography as new advertiser
    - 1. Jim will invoice her and let Jacob know what the totals are for each ad
    - 2. Jim will Confirm the size of ad eighth or quarter size ad
    - 3. Jo Mercurio asked if Echo could include public service announcement (PSA) ad about Governor candidate forums for progressives
    - 4. Jim will relay to Jo that space is too tight, and can't fit PSA ads
  - ii. Distribute the ENA newsletter week of 11/27 with or without Turkey trot recap

1. Tiffany Roltgen will post Turkey Trot recap on Facebook and in Echo in February
2. Goal is to get December/January Echo in homes by 11/30
- iii. Jim asked when should advertisers be approached for placing ads in 2018
  1. Timing requests is up to new coordinator, Jim, to schedule
  2. Jim will ask advertisers when he is coordinating ads for December/January Echo issue or in January for February issue
- d. Technology report (Jared)
  - i. New members of board have emails and are included on email group list
  - ii. Crystal and Jacob both get treasurer@ emails
  - iii. Advertising@ emails goes Audra, Jamie, Jacob and Jim
  - iv. Php on website Wordpress is updated
  - v. Jared is checking on Wordpress Website logins to determine who has access or not
    1. Jacob and Crystal both have admin access to Wordpress
  - vi. Jamie is working on a Wordpress how-to manual

### **III. Recent Event Recaps: 10 minutes (7:35-7:45)**

- a. Kindness Rock Painting Party on October 14 at 10am at Our Saviour's Lutheran Church (Marilee)
  - i. Marilee not here to report, but Crystal and Jamie said it was good turnout
  - ii. There was wide range of ages attending not just very young kids there were older kids like tweens and teens
- b. Halloween Bonfire on Tuesday, October 31 at Elvehjem Park from 6-8pm (Charles)
  - i. Slow to start then about 50 people came
  - ii. Recent new welcome committee family attended
  - iii. Jaren won pumpkin carving again
  - iv. Treats were very big hit, lights worked great
  - v. Parks charged extra \$87, and no access to bathroom/ wrong key
  - vi. Two cocoa canisters were left over
  - vii. Jim who starts the bonfire each year said this year is last year
  - viii. We could hold it outside of Halloween and call it Fall Bonfire Event
  - ix. The event is hard to see from Academy trick or treaters
  - x. For next year alternate locations could be Droster park, Acewood Park, or the church on Academy

### **IV. Upcoming Events Planning: 20 minutes (7:45-8:05)**

- a. Turkey Trot on Thursday, November 23 at Droster Park at 8:30am SHARP (Jamie)
  - i. Tiffany Roltgen and Joel are organizing
  - ii. The Port o Potty will be there whether or not they get donations for it
  - iii. Volunteers still needed for the morning, to sign up use the sign-up genius on Facebook, ENA website or Echo to register
  - iv. Race starts at Droster park and ends at Droster park

- v. Audra to drop off two prizes at Jamie's house
  - 1. \$25 Glass Nickel gift card and \$25 Will Street Co-op card
- b. Holiday in the Park on Saturday, December 2 at Orlando Bell Park from 4-7pm (Alice)
  - i. Sign up genius will be used for volunteers to bake treats, helping with rides or passing out treats
    - 1. 2 volunteer shifts with 4 on snacks and cocoa, 4 on sleigh loaders, 8 people to bake treats
  - ii. Alice will ask Light of the World if they will volunteer
  - iii. Insurance certificate is received
  - iv. Scott and Jeff from Buckeye Neighborhood are getting prizes for raffle drawing
  - v. Alice will check on supplies for event at shed
  - vi. Hot water will come from Gaylords, same Santa will appear, Nabisco will donate treats, music sound system donated as well
  - vii. Candy canes will be the kid's gifts
  - viii. No fire trucks just horses bringing Santa for arrival
  - ix. Lights might be in the shed for the treat area
- c. Holiday Lights Contest, December 11-22 (Audra)
  - i. Collect pics 12/5-12/15, Facebook vote 12/16-12/23 announce winner 12/24
  - ii. Prizes are \$25 \$20 \$10 gift cards
  - iii. Audra to start promoting on Thanksgiving weekend

**V. Committee Reports 20 minutes (8:05-8:25)**

- a. LVM Elementary Update (Jamie)
  - i. ENA will donate money for Bobcat Bucks
  - ii. Negative Lunch Accounts Fundraiser brought in \$575
  - iii. Hats and Mittens Drive November 1-December 15
    - 1. Donation box will be at LVM Elementary front door, Turkey Trot and Holiday in the Park
    - 2. All ENA board members comment about the drive on facebook as much as possible
    - 3. Alice needs a donations flyer for her work donation collection
  - iv. Cory will need to relay the dates of classroom restock drives in 2018
  - v. Lunch buddies and reading buddies volunteers are always needed
- b. 50<sup>th</sup> Anniversary Project and Celebration update (Marilee)
  - i. Jamie is relaying information for Marilee
  - ii. East Side Club costs \$700 to rent and \$750 bar minimum
  - iii. VFW is \$200 for the space if ENA has a VFW member who can reserve the space, food has to be purchased through catering
  - iv. ENA will match MGE \$1000 grant
  - v. Madison City grant request for \$1500 will be sent in early 2018
  - vi. There's a \$7000 total 50th Anniversary budget pending city of Madison grant

1. \$1000 is set aside for event in the original budget plan
- vii. ENA Board should add another fundraiser to membership drive and another Culver's night fundraiser
- viii. We need a 50th anniversary celebration event date on the Calendar in time for membership drive to include in membership drive collateral
- c. Financial Audit update (Crystal/Abby/Jacob)
  - i. Annual audit will involve looking at line item variances
  - ii. Quarterly bank statement checks need to be performed
  - iii. Abby can do the annual audit, Crystal can do quarterly audits
  - iv. Kim can also help with quarterly audit
  - v. Jacob to create P&L and 2018 indicative budget in December

**VI. ENA Housekeeping: 35 minutes (8:25-9:00)**

- a. Membership Drive Thank you letters (Crystal)
  - i. Letters not in the mail, but the label Excel sheet is created for envelope labels
- b. 2018 Calendar of Events (Jamie, all)
  - i. Make Music Madison, Taste of Elvehjem, 50<sup>th</sup> Anniversary Celebration
  - ii. Dates for membership drive are good, maybe change annual meeting kick off to a different location
  - iii. Light of the World church is a potential location for 2018 Halloween bonfire, Alice will ask while coordinating church volunteers for Holiday in the Park
  - iv. Crystal will volunteer to lead Earth Day clean up if it is on a Sunday
    1. Set Earth Day Clean Up start time at 1pm on Sunday 4/22
  - v. Possibly cancel 2018 Taste of Elvehjem so only event in September is 50th Anniversary Celebration
  - vi. Alice to check on Holiday in the Park coordination with Buckeye Neighborhood for 2018 since their representatives will not be available in 2018
- c. ENA Facebook Group discussion (All)
  - i. This is tabled for another board meeting

**VII. Adjournment (9:07pm)**

**Announcements**

- The next ENA Board Meeting is Wednesday, December 6 from 7-9pm at Alice's house.
- The next Echo Newsletter deadline is November 15 for the December/January Echo.
- Echo Assignments:
 

● President's Column-Jamie	● Member Corner-Charles
● Calendar of Events-Jamie	● 50th Anniversary Project –Marilee
● Treasurer's Report-Crystal/Jacob	● New Board Member bio- Kim
● Secretary's Corner-Audra	● LVM Update- Jamie

- Event Recaps:

- Rock Painting Party- Marilee
- Halloween Bonfire- Charles

- Upcoming Events

- Holiday in the Park- Alice
- Holiday Lights Contest- Audra





