

# ENA Board Meeting

August 2, 2017 @ 7-9 p.m. at the Great Dane East

## Allocation: 30 minutes (7:00-7:30 p.m.)

- I. Call to order (Jamie)
  - a. 7:06pm start
  - b. Present - Jamie Meise, Audra Johnson, Charles Donaldson, Jared Marker, Marilee Cronin, Crystal DeGrote Heppe, Abby Abernathy
- II. Approval of agenda (All)
  - a. Approved
- III. "Word On the Streets" (All)
  - a. From 4th of July suggestion box - someone said ENA should organize a craft night for adults
    - i. The board should encourage neighbors to host and organize events like this
  - b. Facebook seems like a lot of comments about crime
    - i. Jamie emailed Heather ENA Madison P.D. neighborhood liaison
    - ii. The board should promote knowing your neighbors
    - iii. Hopefully Heather can give real statistics about crime to address the perception of crime occurring
  - c. Facebook comments about the bad smell
- IV. Secretary's report (Audra)
  - a. Next 4th of July document who wins what prize and amounts earned from auction at the event
- V. Treasurer's report (Crystal)
  - a. She doesn't have Quickbooks software yet because liscense transfer
  - b. Current desktop Quickbooks version is only available for 2 years
    - i. If the board purchases monthly online software subscription it is \$96 per year
    - ii. Both Mac and PC can use it
  - c. Abby motioned to purchase online Quickbooks instead of software
    - i. The board accepted
  - d. \$1200 was earned from silent auction and raffle at 4th of July Celebration
  - e. The Firecracker Run earned \$253
  - f. Website domain renewal was paid through Paypal, increased from \$83 to \$107
    - i. Jared will watch for next year's renewal notice
  - g. Expenses reimbursements
    - i. Please text or email Crystal in advance to collect reimbursement avoid showing up at her house unannounced
    - ii. Best practice bring expense receipts and reimbursement forms to the monthly meeting
      1. Fill out the reimbursement form from on the dropbox
      2. Crystal willing to work with you on reimbursement
- VI. Technology report (Jared)
  - a. Crystal is making the domain registration payment for the year

- b. Updating contact information on subscriptions to Jared Marker instead of Justin Martin
- c. Echo mailing filter emails out of the list to email or mail
- d. Jared continues to get new home sale list updates
- e. Dropbox sent email that no one logged in for a year on account no one recognizes
  - i. 19 people have access to our drop box
  - ii. [Webmaster@elvehjemneighborhood.com](mailto:Webmaster@elvehjemneighborhood.com) has a login but we don't know who it is or password

VII. Echo report (Audra)

- a. Crystal will let Jamie know that advertising ad payments come in
- b. Audra will shuffle and mix in ads with content in the future
- c. Jamie is marking advertising payments in the spreadsheet
  - i. Jamie knows when new ads are coming
- d. New advertisers like Good Food contacted Jamie to place a new ad
- e. Advertising duties still open to take over from Jamie

**Allocation: 60 minutes (7:30 -8:30 p.m.)**

VIII. Old business

- a. Membership Drive Thank you letters (Crystal)
  - i. People who donated prizes valued \$25 and up get Thank You letters
  - ii. Crystal will do a mail merge with Donation list to send the Thank You Letters
  - iii. Crystal will send letters before the end of the year for charitable donation claims on taxes
- b. Block captain appreciation ideas
  - i. If the amount of people going to a party exceeds a certain amount, Alice doesn't feel comfortable hosting
  - ii. We put a Thank You notice in the Echo
  - iii. Each District Coordinator should send a personal thank you note
- c. ENA Garage Sales Debrief (Jamie)
  - i. No issues, Diana continues to take care of advertising
  - ii. About 30 people signed up for garage sales
  - iii. Crystal got the payments
  - iv. Thursday was added this year and some didn't know they were on the list to be open
  - v. Richmond Hills had flags for their homes, maybe ENA should do this next year so garage sale homes are easier to spot
- d. Make Music Madison Debrief (Jamie)
  - i. This continues to be a good event !
- e. Fourth of July Celebration Debrief and thank you letters (All)
  - i. Everyone is sending out thank you letters to donors
  - ii. Oak Street rambler's music group love to coming to the event
  - iii. Firecracker Run went well
    1. We need to know how to project National Anthem singing next year
    2. Runners participating was a good turn out

- iv. There was a Bike Parade miscommunication about distance and positioning
  - 1. Fire truck always needs to be in front
  - 2. There are many medals left over and available for use in future events
- v. Overall event observations was that there could be more carnival game prizes
- vi. Kids don't realize there is a drawing at the end, this drawing is probably unnecessary
  - 1. Light of the World volunteer church group was a great help at kids games
- vii. Drink and ice cream supplies were perfectly planned, we ran out 15 minutes before end of event
- viii. Schedule timing was good for set-up and readiness
  - 1. Bounce house set up before 8am
  - 2. It was great to have it delivered and cheaper than previous company we used
- ix. Raffle players complained about not mixing up tickets in jars before drawing winning tickets
- x. Not as many bids or money earned from silent auction items this year vs. last year
  - 1. Facebook or Echo should tell people to bring cash money and be ready to bid next year
- xi. Suggestion to buy a tent for the membership signup greeters at garage sales
- xii. Board members go to Fourth of July playbook and write them down
- f. ENA T-shirt update (Jamie)
  - i. Only 5 orders for t-shirts
  - ii. No one ordered green, only gray
- g. 50<sup>th</sup> Anniversary Project and Celebration update (Marilee)
  - i. Three interviews for documentary scheduled this week
    - 1. Interviewing person who created the playground at playground
    - 2. Abby to ask her neighbors who are long term residents to do interviews
    - 3. Trying to get new neighbor voices in addition to older residents too
    - 4. Crystal knows 3rd generation residents who might be willing to participate in documentary interviews
    - 5. Some participants didn't realize it was video interview at beginning, Marilee is much more clear about this now
  - ii. Some people have contacted Marilee from Echo ad about photos from past events
    - 1. Photos from past are still needed
  - iii. Still trying to contact East Side Club about reservation for the celebration event in the fall of 2018
- h. Neighborhood Night Out recap (Marilee, all)
  - i. More interest and participation from neighbors this year

- ii. Some confusion about whether Association is officially organizing events
    - 1. Need to be clearer about neighbors organizing their own events
  - iii. We need to remind everyone to organize something
- i. Sunset Music Series ENA Fundraiser Night (August 10 5 - 9 pm at the East Side Club) (Confirm volunteers)
  - i. Abby can't attend the shift
  - ii. Jared and his wife Kate can attend the whole event
  - iii. Audra will do the 5:30 -7pm shift and Marilee can do the 7-9pm shift
  - iv. Start promoting about it now
  - v. We should display a frame with information about tips going to the 50th celebration
- j. Neighborhood Kickball Game in September (Lead needed or cancel)
  - i. Jaren left the board and can not organize
  - ii. This event is canceled
- k. Taste of LVM on Saturday, Sept. 9 at 11am at Elvehjem Community Garden (Kate/Jamie)
  - i. No special guests lined up yet
  - ii. Brats and hot dogs will be cooking
  - iii. We have reserved the shelter in case of rain
  - iv. Marilee volunteered to set up, Abby volunteered to clean up

**Allocation: 30 minutes (8:30-9:00 p.m.)**

- IX. New business
  - a. IDEA-- buy yard signs for "membership drive going on now"
    - i. Marilee will check cost of yard signs at STAPLES
  - b. IDEA -- Facebook live selected events in the future
  - c. Board member recruitment
    - i. We are down three board members
    - ii. Jacob and one other is interested but couldn't make it tonight
      - 1. Marilee and Crystal remind Jacob and send him the agenda for September meeting
      - 2. The situation is not desperate now, but by the time of membership drive we will need more board members
      - 3. Suggestion of different monthly night for meeting instead of Wednesday, maybe Monday night instead
      - 4. The commitment for ENA is two years for board member, and one year for executive office holder - recommended
        - a. It is encouraged to give notice about resigning
      - 5. Jamie and Abby both give notice their term on the board will end in December
  - d. Crosswalk flags proposal
    - i. Neighbors concerned about pedestrian crossing on Cottage Grove Rd
    - ii. We are not going to launch a flag program
  - e. LVM Elementary Update
    - i. Cory just met to talk about Welcome Back Picnic
    - ii. LVM wants to do classroom restock drive again
      - 1. We need to adjust dates for our support

2. Last year ENA matched \$100 for a Bobcat Box for supplies
  - iii. Cory didn't know if they need winter supply drive again this year
  - iv. IDEA-- ENA could match donations for lunch debt pay off
    1. We need to check with lunch lady collecting donations
    2. ENA could match up to certain amount
  - f. Confirm event leads for Halloween Bonfire and Holiday in the Park
    - i. Alice will do the Holiday in the park
    - ii. Charles will do Halloween Bonfire
- X. Adjournment
- a. 9:05pm

#### **Announcements**

- The next ENA Board Meeting is Wednesday, September 6 from 7-9pm at The Great Dane East.
- The next Echo Newsletter deadline is September 15 for the October/November Echo.
- Echo Assignments:

- President's Column-Jamie
  - Calendar of Events-Jamie
  - Treasurer's Report-Crystal
  - Secretary's Corner-Audra
  - Member Corner-Charles
  - 50th Anniversary Project -Marilee
  - LVM Update
- Event Recaps:
    - NNO-Marilee
    - Taste of LVM-Kate/Jamie
  - Upcoming Events
    - Halloween Bonfire
    - Turkey Trot
    - Holiday in the Park