

# ENA Board Meeting

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

## Allocation: 20 minutes (7:00-7:20 p.m.)

- I. Call to order (Jamie)
  - a. 7:05 p.m. start
  - b. Jamie Meise, Marilee Cronin, Jared Marker, Alice Pulvermacher, Audra Johnson, Charles Donaldson, Abby Abernathy, Crystal Heppe Absent: Jaren Christianson
  - c. Guest Attending: Barb who is moving to a house on Timothy Ave.
- II. Approval of agenda (All)
  - a. Approved
- III. "Word On the Streets" (All)
  - a. Positive interactions on Facebook lately
  - b. Staph infection bounce house risk post - we'll check that our rental is clean for Fourth of July celebration
- IV. Secretary's report (Audra)
  - a. None to report
  - b. No results from food cart fundraiser yet
- V. Treasurer's report (Crystal)
  - a. Membership Drive resulted \$9000 raised, which exceeds last year's total
  - b. 380 households joined this year, which is less households from the year before
    - i. Therefore less people are joining, but giving more money
  - c. Crystal needs Quickbooks upgrade for her Mac which is \$200
    - i. Board approved to buy the upgrade
- VI. Technology report (Jared)
  - a. The website is backed up and WordPress plug-ins are updated
  - b. Echo Newsletter went out successfully
  - c. Crystal needs backend PayPal access to record street address information for people who used PayPal to pay for memberships
  - d. There is much more room on ENA Dropbox since Jamie's archived older files on her dropbox account
- VII. Echo report (Audra)
  - a. Jared will approve the final proof from the printer, no need to send it around for approvals again
  - b. Advertising ad coordinator duties still open

## Allocation: 50 minutes (7:20 -8:10 p.m.)

- VIII. Old business
  - a. Fourth of July Celebration Planning (All)
    - i. Crystal, Jamie, Audra and Marilee will be at the event
    - ii. Kids Fun Run and Firecracker 5k/2 Mile Walk (Jamie)
    - iii. Promotion (Jamie)
      1. Event is posted on ENA website, Facebook, and in June Echo
      2. Board members area asked to help promote on Facebook with comments and likes
      3. Jamie will take down garage sale banners after the sale and hang Fourth of July Banners

- iv. Permits and Insurance (Jamie)
  - 1. Permit Application and Insurance renewal submitted 5/15/17
  - 2. Jamie will notify Alder DeMarb of the event, contact parks supervisor, and contact diggers hotline
  - 3. Volunteer needed to pick up restroom and gate key 1 week prior
  - 4. Gaming permit renewal (Crystal)
- v. Music (Charles)
  - 1. Oak Street Ramblers hired for 11am-1pm for \$300
  - 2. Charles and Crystal to arrange payment
  - 3. Supplies needed: extension cords, shade canopy
- vi. Raffle/Silent Auction (Audra)
  - 1. Donation check in (All)
  - 2. Audra to collect donations and hold until event
    - a. Jamie and Audra to meet to inventory and assign prizes to raffle or silent auction
  - 3. Audra will set up and attend raffle and silent auction tables including printing silent auction bid sheets and winner slips
    - a. Supplies needed: 4 tables, tickets, labeled jars, bid sheets, pens, prizes, winning slips
    - b. Audra to Advertise/Promote big ticket items for raffle on Facebook
    - c. Audra will create thank you sign at event & thank you for sponsors/donors on Facebook
- vii. Bike Parade (Marilee)
  - 1. Marilee submitted the Parade Permit on 5/12 and is waiting for reply from VFW and MPD. Medals have been ordered from Amazon.
  - 2. Supplies needed: Medals, Megaphone, Wire parade route sign holders (placed at Academy/Ellen, Ellen/Painted Post, and into park entrance).
    - a. Sign holders recruit from crowd gathered or church
- viii. Face painting (Jamie)
  - 1. Stephanie Manthey will bring her own supplies and face paint from 11am-1pm for \$100
- ix. Kids Games (Jamie)
  - 1. Jamie will organize kids games and order prizes and grand prizes, a group of 6-10 from Light of the World Church will help with running the games on event day
  - 2. Supplies needed-2 tables, signs, all supplies needed for games, prizes, grand prizes, entry slips, tickets, temporary tattoos, Selfie Station supplies
    - a. Ring toss, tin can throw etc
    - b. Selfie station supplies in warehouse
- x. Refreshments (Jaren)
  - 1. Jaren to purchase ice cream, soda, lemonade mix, cups, for 250 and ice for 10 coolers or solicit donations.
  - 2. Supplies needed 3 igloo water coolers (Jamie, Stacy, ENA) for

water and lemonade, 10 coolers for ice cream and soda (ENA/?),  
2 tables

- a. ENA has 4 coolers, Audra has 2 coolers, Jamie has 1
- b. Crystal will buy ice that morning
- c. Jamie will get a trailer for unpacking shed one or days in advance

xi. Bounce House (Alice)

1. Alice rented 14x14 clubhouse bounce house for \$260 including delivery/pickup
  - a. Alice is checking on disinfectant for the bounce house
  - b. Generator will be picked up on 7/3 and needs to be dropped off 7/5 from A to Z
  - c. Alice needs to get the payment to bounce house
  - d. Pure Integrity Homes will sponsor and reimburse ENA \$300 for bounce house + permit
  - e. End of the event deflate the bounce house and leave it because they will pick it up

xii. Tot zone (lead?)

1. Supplies needed: sign, shade canopy, tot activities
  - a. Possible activities : kiddie pool with ball pit balls, slide, water table with toys and extra water, bubble machine

xiii. Welcome Table

1. Marilee and Crystal will attend the welcome table during the event
2. Supplies needed: card table and 2 chairs, Join ENA sign, membership forms, incentive drawing materials (sign, jar, tickets, prize)?, red slow down sign, pens, raffle tickets, cash drawer and change, paypal swiper, updated sponsors sign, sandwich sign with schedule, example ENA shirts and order forms
  - a. Crystal will print membership form and t-shirt form

xiv. Yard Games

1. Buy games at WalMart for adults football and bocce balls  
Frisbees, hoola hoops
  - a. Jared will buy with \$100 budget
2. We can use them at Taste of Elvehjem as well

xv. Schedule:

8:30am: set up begins

10:45am: Bike Parade Line-up, Parade to begin at 11am and bring participants around to Elvehjem Shelter

11:00am: Celebration begins!

12:45pm: Silent auction closes, kids grand prize drawing closes

1pm: music ends, announce winners of silent auction, raffle, and kids grand prizes, Need NOT be present to win

1:30pm: clean-up begins

b. Membership Drive Recap (Crystal, All)

- i. Next year we should do the drawing at the end of the month at the end

- of the membership drive
  - c. ENA T-shirt update (Jamie)
    - i. Need to repost and like to get more attention on Facebook, promoted on website and Echo
  - d. 50<sup>th</sup> Anniversary Project and Celebration update (Marilee)
    - i. There are a handful more interviews scheduled with former board members
    - ii. Madison East Side Club is open in the fall but no reservation secured yet
    - iii. Project fundraising is half way to goal
    - iv. Marilee will apply for City of Madison Grant in 2018 because you have to apply the year event is held
    - v. Funds will be raised from T-shirt sale and Sunset Music Series tips from beer sales
  - e. Droster Park Playdates (Crystal)
    - i. 1<sup>st</sup> and 3<sup>rd</sup> Wednesday mornings from 10am-noon
      - 1. There was a good turn out on 6/7
      - 2. We are expecting more to attend once school is out
    - ii. We'll add 2<sup>nd</sup> and 4<sup>th</sup> Wednesday evenings from 2-4pm
  - f. Facebook Censorship Policy update (Charles)
    - i. Don't call people out by name or street address
- IX. Let's Eat Out - recap
- a. K-9 unit wasn't at the 6/1 event
  - b. Since cart was in the street the church didn't expect cars in their yard
  - c. Fit to Go will not be coming this year

**Allocation: 50 minutes (8:10-9:00 p.m.)**

- X. New business
  - a. ENA Garage Sales June 15-17
    - i. Diana Winter organizing the sales, registration deadline is June 12, Jamie will hang banners
  - b. Make Music Madison 6/21
    - i. Elvehjem Park Shelter band plays
    - ii. Your Mom plays 6-6:45pm
    - iii. Julia plays music in between
    - iv. Getaway drivers will play 7:15-8pm
    - v. ENA should sell t-shirts and refreshments like watermelons
    - vi. ENA will also encourage people to bring their own treats and drinks
  - c. Neighborhood Night Out- Tuesday, August 1
    - i. Marilee will be lead for this event
    - ii. No further event planning will be made for this event, keep it as it is
  - d. Sunset Music Series ENA Fundraiser Night at the East Side Club on Thursday, August 10 (Jamie)
    - i. There are two shifts to collect tips from beer sales
      - 1. Audra and Jared 1st shift 5:30-7pm, Marilee and Abby will take 2nd shift 7-9pm
    - ii. We need to bring newsletter copies and wear ENA board t-shirts
  - e. Neighborhood Kickball Game- September 24 at 2pm (Jaren)

- i. Jared can lead the event that day
  - ii. We should pre-promote the event in the Echo
  - iii. To coordinate the event we will see who shows up then divide them into two teams
- f. Block Captain/Volunteer Appreciation event ideas
  - i. We will list block captain names in the Echo as a thank you
  - ii. Alice will pick a date to host an event at her house
  - iii. Jamie will invite 4th of July volunteers to her house on July 12
- g. 4<sup>th</sup> of July & Membership Drive thank you letters
  - i. There are thank you letters drafted
  - ii. Templates are created and saved in Dropbox for you to update with your custom information
  - iii. Some donors need a format with tax info
  - iv. 4th of July donors bring them to the August meeting
  - v. To create membership thank you notes for people who donated \$25 and over Crystal will do a mail merge like Stacy did

XI. Adjournment 9:01pm

#### **Announcements**

- The next ENA Board Meeting is Wednesday, July 12 from 7-9pm at Jamie's house 1614 S Thompson Drive.
- Family is invited to join us for a potluck cookout from 5:30-7pm, please bring a dish to pass
- The next Echo Newsletter deadline is July 15 for the August/September 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
- Elvehjem Elementary Section-Jamie
- Event Recaps:
  - Fourth of July
- Upcoming Events
  - NNO (Lead?)
  - Taste of LVM (Jamie/Kate)
  - Sunset Music fundraiser (Jamie)
  - Kickball Tournament (Jaren)