

# ENA Board Meeting Minutes

Wednesday, June 10, 2015

**Present:** Justin Martin, Tiffani Roltgen, Jamie Meise, Isaac Semrow, Charles Donaldson, Stacy Wellford, Mike Digman, neighbors Abby Abernathy and Marilee Cronin.

**Absent** Rod Gennrich, Faye Reber

**Call to Order:** Justin called the meeting to order at 7:04 pm.

**Word on the Streets:** As usual, the board started the meeting by discussing anything they had heard about or saw going on in the neighborhood over the past month. Jamie mentioned that there has been a lot of talk about the neighborhood fox. Justin met with Denise DeMarb and Elvehjem Elementary principal Larson prior to the board meeting to discuss traffic safety around the school. Principal Larson will set up an additional meeting with the PTO to discuss ideas and concerns.

**Secretary's Report:** Jamie sent a thank you note to Fired Up Pottery for hosting our fundraiser, and reported that we raised \$149.40! The Garage Sales and Fourth of July Celebration are now on Facebook and the ENA website. Board members are reminded that as we collect donations for the Fourth of July Celebration we are each responsible for sending personalized thank you notes to our donors. Also, in the future if we run out of room in the Echo Jamie will try to include the content in the Secretary's Corner. Jamie will include a Fired Up Pottery Fundraiser recap in the August/September Echo.

**Treasurer's Report:** Stacy presented the balance sheet and profit and loss summary for review. Current membership for this year excluding board members is 254 households. We currently have a strong cash balance and advertising income is up for this year.

**Echo:** The current edition included 2 full pages of paid advertisements for around \$370 of advertisement income. The electronic mailing of the current Echo was successful.

**Technology:** Justin has been working through kinks in the transition to our new website. Over the past week our forwarders stopped working which caused the membership form on our website to stop working. Also, during a system upgrade our database was wiped clean including the membership and mailing lists so Justin is working on rebuilding and reconfiguring it from spreadsheets.

## **Old business**

**501(c)(3) application update:** We received approval for 501(c)3 status! Justin will scan a copy of the file and save it to Dropbox. Membership dues paid after our application date in late April are eligible for tax exemption. Stacy explained the rules for when we are required to provide receipts. Justin will make a Facebook announcement to inform the neighborhood of our new tax status.

**2015 Membership Drive:** We are about halfway to our goal of 500 households and quite a bit lower than we were last year after our membership drive. We will need to make a couple more pushes to encourage additional memberships. The board discussed the possibility of next year moving the start date of the membership drive earlier to April 15<sup>th</sup>. Tiff also suggested putting a bright document on the

outside of the packet to draw attention and signify that it is an ENA membership packet. Mike suggested having a membership sign up table at the Fourth of July Celebration and offered to take a shift. For the membership drive incentive, Tiff drew a winner from a hat with the addresses of all households that joined or renewed by May 31<sup>st</sup> and the winner is 1206 Bay Ridge Rd. Justin will deliver the prize.

**Apartment brochure distribution-** Mike ran into trouble printing the brochures due to the chosen gradient. Justin will revise the brochure to use less ink. Aubrey Hellenbrand will continue to work on creating a Spanish translation.

**Madison Parks Adopt-a-Tree update:** Charles put ribbons on the 5 trees eligible to be adopted in our neighborhood parks and will put signs up this weekend. The approximate cost to adopt and treat a tree ranges from \$160-240.

**Let's Eat Out!** The Let's Eat Out food cart events are off to an excellent start! A couple weeks ago Jason Moon put on a performance. Last week the Fit 2 Go van supplied activities for the kids and Dream Bikes did free mobile bicycle repairs. The Thursday of Neighborhood Week Out will be Police and Fire Night with Mounted Patrol from the police department and a fire truck. Sarah is taking the lead with putting out the sign, setting up the bubble station, and making Facebook events. We will have 5 carts until further notice, attendance has been steady over the past weeks but the wait time is acceptable.

#### **Fourth of July Celebration planning (Justin)**

Raffle/silent auction-Board members are reminded to continue following up with businesses and requesting donations. Donations can be dropped off with Isaac. We are in decent shape for the silent auction.

Kids' activities- Jamie organizing simple carnival games. Each kid will get a game board so they can check off after they play each game and turn in their completed game board in for a participation prize. We will also award a grand prize to each age group 3-5, 6-8, 9+. Kids who wish to be eligible for the grand prize will need to record the points they earn at each game. Kids are welcome to play multiple times but should only record their top score. We will plan to have prizes for 150 kids. Jamie will purchase stuffed animals from the dollar tree, \$10 grand prizes for each age group, and temporary tattoos. A motion was made by Mike and seconded by Justin to allow up to \$100 to spend on prizes for the carnival games. Justin made a friendly amendment to raise the dollar amount to \$200. Motion carried. There will also be a toddler area with a water table, ball pit, toddler slide, and bubble station.

Bean bag tournament: Charles plans to have bean bags set up and available for people to play but isn't planning to organize a tournament.

Permits and rental equipment: Mike submitted the parade permit and a request for the tent and bounce house with the fire department. He still needs to obtain a certificate of liability from our insurance company and a street use permit for the race. Mike will plan to pick up the Bounce house on Friday and return in on Monday.

Firecracker 5K/2 Mile Walk/Kids Fun Run-The Kids fun run will start at 8am, all kids who participate will receive a medal. The race/walk will begin at 8:30; it will be much more informal this year with prizes only for the first male and female to cross the finish line.

Bike parade- Line up for the bike parade is at 10:45. The Black Knights from the VFW on Cottage Grove Rd and a fire truck will lead the parade which starts at 11am.

Ice cream social-Schoep's has agreed to provide 96 badger malt cups for our event and is able to lend us a portable freezer. Justin will be in contact closer to the event to arrange pickup details. We will also have water and soda available.

Shed run/inventory-Isaac volunteered to do the shed run that morning to get the supplies. Mike will do an inventory this weekend. Justin will update the signs.

Bounce house-PIH agreed to sponsor the bounce house.

Music logistics-Jason will be bringing his amplifier and equipment, we will provide power with the generator and extension cords.

**Blog post and Facebook contests-** Audra did her first blog post and started doing a couple Facebook posts to drive traffic to our website. She also started the 700<sup>th</sup> member contest.

**Bylaw revisions:** Mike is still working on bylaw revisions.

**Neighborhood Garage Sales:** We currently have 12 sales signed up and are expecting more last minute sign ups. Mike will drop the signs off at Justin's house and Justin will put them up for the sales.

### **New business**

**Make Music Madison event:** A neighbor on Deerwood Drive is planning to have live music performances on June 21 from 1-8pm with free food.

**Website/database outages-**Justin will continue to work through database issues and will research other solutions with more professional support.

**Neighborhood sign mowing and mulch-** The board discussed the ongoing need for volunteers to care for our neighborhood signs. We are in need of someone to mow around the signs regularly.

**Adjournment:** The meeting was adjourned at 8:59pm.

### **Announcements:**

**Next Meeting:** The July ENA Board Meeting will take place on Wednesday, July 8, at President Justin Martin's house (1213 Ellen Ave). Bring a dish to pass!

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

Submitted by Jamie Meise