

ENA Board Meeting Minutes

Wednesday, July 8, 2015

Present: Justin Martin, Tiffani Roltgen, Jamie Meise, Isaac Semrow, Charles Donaldson, Stacy Wellford, Mike Digman, Rod Gennrich, Audra Johnson

Absent: Faye Reber

Call to Order: Justin called the meeting to order at 7:16 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. Mike said he received very positive feedback at the Fourth of July Event. Justin noted that there has been less fox chatter on Facebook but that a fox was hit by a car near the Great Dane. Stacy brought up concerns regarding our neighborhood sign maintenance including finding volunteers to help with mowing, weeding, and watering. This has been a recurring issue as we have limited volunteers; Justin will bring up the topic at the Eastside Coalition Meeting this month to see what other neighborhoods are doing and Rod will put a blurb in the next Echo to recruit new volunteers.

Secretary's Report: Board members are asked to send personalized thank you notes to each business they obtained donations from for the Fourth of July Celebration within the next two weeks. Our website and Facebook page are up to date with Neighborhood Week Out and an updated photo header with pictures from 2015 events.

Treasurer's Report: Our income is currently under budget due to less than expected membership drive income. We presently have around 320 memberships but are hoping to continue to receive steady memberships through the year to reach our goal of 500 households. Also the income from the Fourth of July Celebration has not yet been entered including the race donations, check from ReMax for their bounce house sponsorship and the \$250 corporate donation from Habaneros.

Echo: Board members received their Echo assignments, due by July 15. The next edition will have 1.75-2 pages of paid advertisements.

Technology: Justin is continuing to work through the database issues and look for alternative solutions after our database was inadvertently wiped clean. All information is backed up in spreadsheets but still needs to be put into a database to be user friendly. Jamie has been keeping the website up to date however all board members are able to make updates and changes as needed.

Old business

Fourth of July debrief (all)

Kids Run and Firecracker 5k/2-Mile Walk-We had 23 kids participate in the kids run, the official race bibs and medals were well received. Lana organized the Firecracker 5k/ 2 Mile Walk which had about 50 participants. It was a more casual race this year with no numbers but prizes were awarded to the first three male and first three female runners to cross the line. It was noted that

the registration information could have been released earlier to the neighborhood to possibly increase participation. We received \$241 in donations from the race.

Bike Parade-The Fire station and VFW both enjoy participating in the parade and are able to accommodate our earlier 11am start time. The parade was well attended, the children were happy to receive medals while adults enjoyed leis and mini and flags. Mona volunteered to organize a canine unit for next year.

Kids Games- The games were a hit! We were able to use prizes from the shed and only ended up spending \$35 on grand prizes, table clothes, and poster board. We had about 60 kids turn in completed game boards and the toddler area was also enjoyed by the littles.

Ice Cream social- Attendees enjoyed free ice cream and refreshments! The board appreciated the ice cream sponsorship from Schoep's but was embarrassed to find out that the donated malt cups were past their expiration. The traditional chocolate, vanilla, and strawberry cups purchased by ENA seemed to be better received than the Badger Malt Cups. Justin will mention the expiration date to Schoep's when he returns the freezer. The board discussed the possibility of working with alternate ice cream vendors in the future such as Sassy Cow or The Chocolate Shoppe.

Music- The music was also a big hit! The board will plan to have music again next year and could either invite Jason Moon back or find another band such as the No Name String Band. A couple considerations for the future are to set the picnic tables a bit further from the speakers so picnickers could listen to the music while still enjoying their lunch and also to have the kids games closer to the music if the performer will be trying to engage with children in the audience.

Raffle/Silent Auction- Due to confusion regarding our usual raffle ticket prices the raffle tickets were sold for \$1 each/6 for \$5 when rather than \$3 each or \$4 for 10. Raffle ticket sales amounted to \$326 and Silent Auction income was \$560. The board agreed that we had too many raffle prizes and in the future we will consolidate prizes and save more prizes for other events including the holiday decorating contests. Justin suggested the idea of having 2 levels of raffle prizes rather than a raffle and silent auction. Jamie will put together sponsor recognition piece for the Echo, Website, and Facebook. Rod will plan to print 25 extra Echos to distribute so our larger sponsors.

Volunteers-It was noted that we could have used more volunteers with set-up, running the raffle/silent auction, and cleanup. Next year we will push for more volunteers and possibly use sign up genius again. Jamie is working to put together a volunteer database for future reference.

Location- Mike suggested moving the event back to the shelter so we would be closer to the restrooms.

Adopt-a-Tree next steps- Charles will be hanging signs on the eligible trees in the next couple days. Jamie's family is planning to do a bake sale fundraiser and Tiff's family is planning to do a lemonade stand to raise money to save a Droster Park tree.

Apartment brochure distribution update- Justin sent a revised version of the brochure to Mike which Mike will be printing this week.

Welcome Committee update- The Welcome Committee has been busy with already around 40 homes sold this year. Isaac will be putting a call out on Facebook for more volunteer bakers.

Let's Eat Out! Update- The Food Carts continue through the end of August. On August 6 during Neighborhood Week Out the Madison Police Department Mounted Patrol and Station 5 will be in attendance for Police and Fire night.

Blog Posts and Facebook contest update- Audra is planning to feature the neighborhood foxes in her next blog post. Other future ideas include the open letter to the neighbor from a long term resident, a feature on the neighborhood community garden, a virtual costume contest for Halloween, and a virtual neighborhood landscaping contest. The 700 member contest was successful and the prize was delivered to the winner.

Neighborhood Garage Sale results- Income from the garage sales was \$205 while expenses were only \$45. It was noted that the ENA Registered Garage Sale signs were a nice addition.

New business

Review/discussion of board member expectations- Faye requested to take a hiatus from board for personal reasons; she plans to return this fall pending an open seat on the board. A motion was made by Justin and seconded by Stacy to add Audra Johnson to the board. Motion carried. Welcome Audra!!!

Neighborhood Week Out (August 3-7)- Due to the overwhelming response to NNO last year we have expanded the event to last an entire week. We are once again encouraging individual residents or businesses to do something to get outside and meet your neighbors. The event is already posted on Facebook and the website and Jamie will put together a blurb for the Echo.

Activities for Seniors- The board continues to brainstorm ideas of ways to reach out to older residents. Justin suggested sending out a paper survey to find out what type of events or services would appeal to the older age group. Justin can get a mailing list from Alder DeMarb of residents over specified age levels. Additionally, the board will start to collect stories from long term residents for the 50th Anniversary Celebration.

Fundraiser: Sunset Music Series at East Side Club- Nate Baker presented a fundraising opportunity for ENA with the Sunset Music Series at East Side Club on July 23 where volunteers from Elvehjem Neighborhood would serve beer in the beer tent and all tips would be donated to our association. Betsy and Chris Winterhack, Isaac and Julie Semrow, and Justin Martin have already volunteered. If the event is successful there are other dates we could do it again.

If Time Allows:

Taste of Elvehjem (Sunday, September 13, 11AM – 2PM)-Kate Strom is leading this event, more information to come.

Adjournment: The meeting was adjourned at 9:00pm.

Announcements:

Next Meeting: The July ENA Board Meeting will take place on Wednesday, August 5 from 7-9pm at the East District Police Station 809 S Thompson Drive.

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