

ENA Board Meeting Minutes

Wednesday, August 5, 2015

Present: Justin Martin, Jamie Meise, Stacy Wellford, Mike Digman, Rod Gennrich, Audra Johnson, Isaac Semrow, Charles Donaldson, Neighbors Bonnie Benson, Abby Abernathy

Absent: Faye Reber, Tiffani Roltgen

Call to Order: Justin called the meeting to order at 7:01pm.

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. The board agreed that the streets have been pretty quiet the past month but there has been the usual chatter about traffic and the neighborhood foxes.

Secretary's Report: Board members are reminded to send personalized thank you notes to each business they obtained donations from for the Fourth of July Celebration as soon as possible. Isaac requested promotion of Walk and Roll on the website and Facebook.

Treasurer's Report: Membership drive update: we currently have 355 member households which is still short of last year's total and our goal of 500 households. Stacy is working on the State of Wisconsin tax exemption certificate which would exempt ENA from sales tax. Since the board is unfamiliar with tax exemption rules and protocol Stacy will work on putting together a FAQ list and thank you note templates to send to households that make donations in addition to their regular member dues as well as business donors at the end of the year.

Echo: The electronic version of the Echo was sent out however it was noted that some of the board members received it and others did not so we are still experiencing problems with our mailer. The paper newsletters are at the printer. Justin will take over Tiff's current pre-press Echo responsibilities going forward.

Welcome Committee: The Welcome Committee has had a busy year! Isaac has replenished his welcome packet bags and copies. Mike and Stacy will bake cookies for the next couple weeks.

Technology:

Database: Justin is still working through issues with the membership database and looking for solutions. Over the next month he will see contact other neighborhoods associations to see what systems they are using, he will look at getting free or paid help with our current systems, and will investigate further into the capabilities of Quickbooks.

Dropbox: Some board members have been having issues with running out of space in Dropbox but will experiment with inviting new users to get more space.

Blog updates: Audra is looking for ideas for her upcoming blog posts and Facebook contests. For our Halloween Decorating Contest Audra suggested having the judges circulate the neighborhood to narrow

down the list of finalists and then post pictures on Facebook so the neighborhood could vote for the winner. The board also discussed the idea of doing a virtual Halloween Costume contest where parents would post pictures of their kids in their costumes to an online Facebook album and neighbors would vote through likes.

Old business

Neighborhood Week Out (August 3-7) Neighborhood Week Out Continues through this Saturday. There have been several events throughout the week but there seems to be less participation from the neighborhood than last year possibly because we spread the event throughout the week. The board will consider returning to the original single day event next year.

Let's Eat Out! The food carts continue through August; unfortunately interest seems to be waning through the end of summer. We are hoping for a good turnout this week for the Mounted Patrol and Firefighter Fun Day as well as for the final day of the summer.

Adopt-a-Tree

Jamie and Tiff were able to raise enough money through their respective bake sale and lemonade stand efforts to adopt one of the Droster park ash trees. Charles' family also adopted a tree in Acewood Park. Charles will make one more announcement on Facebook showing the trees remaining that are eligible to be adopted before being cut down.

Sunset Music Series at East Side Club- August 13 will be ENA night at the Sunset Music Series. Volunteers from Elvehjem Neighborhood will be serving beer in the beer tent and all tips would be donated to our association. Bonnie Benson, Gail Good, Rod, and possibly Isaac and Jamie volunteered to beertend and will split shifts between 5:30-9pm. Justin will continue to look for more volunteers and put a post on Facebook. We will also have neighborhood promotional materials including pamphlets and a map.

Neighbor Outreach-The board recognizes that our Facebook posts and email blasts are not reaching everyone in the neighborhood and is continuing to look for ways to reach out and include older residents. Justin will work on putting together a survey to gauge interest and will work with Alder DeMarb to obtain a mailing list of residents over a certain age. While we are stretched with volunteer hours we could help facilitate activities such as a monthly card night or movie club, etc. Justin and Mike are continuing to work together to get the apartment brochures printed.

New business

Storage- Our storage shed is getting full and somewhat disorganized; the board discussed sorting through and getting rid of things we haven't used in a while and agreed to replace the heavy wooden tables. Mike will get a quote for a new tables and send it out over email so we can make a decision and have the new tables in time for The Taste of Elvehjem. The board discussed the possibility of collaborating with the community garden to build a storage shed on the garden site. We are waiting to review the lease and will need to work with the city before we move forward.

Walk and Roll (August 30, 10AM – 2PM) This year the event will be held in Elvehjem neighborhood. While this event is put on by the Madison Parks Department, Isaac volunteered to help with the event and be a neighborhood contact. The board decided against setting up a neighborhood table.

Taste of Elvehjem (September 13, 11AM – 2PM) Kate Strom is leading the event and will attend our September meeting with details. Abby, Jamie, Isaac, and Stacy volunteered to help with set up and clean up, Isaac will do the shed run.

Mayor's Neighborhood Roundtable (October 24, 8AM – 12PM)- Event leaders are still in the planning stages and looking for input from neighborhood leaders. The event will take place at the Warner Park community center.

Madison Out-of-School Time (MOST) - ENA was asked to help publicize this new searchable database for after school and summertime resources to help address the opportunity gap. The board agreed to offer space in the Echo Newsletter closer to the launch of the database.

Board recognition: Tiff will be leaving the board after the September meeting. A motion was made by Justin and seconded by Isaac to spend up to \$35 to purchase a gift card for Tiff in recognition of her service to the board. In recognition of her length of service, dedication, and outstanding leadership above and beyond the call of duty a friendly amendment was made by Isaac to increase the amount to \$50. Motion carried. Stacy will pick up a gift card.

New Board Member- A motion was made by Justin and seconded by Jamie to add Abby Abernathy to the board. Motion carried. Welcome Abby!!!

Eat Wings Raise Funds: Isaac shared a fundraising opportunity presented to us by Buffalo Wild Wings where we would earn a percentage of sales during a certain time period. The board is generally in favor of the event, Isaac will ask for more details.

Adjournment: The meeting was adjourned at 8:55pm.

Announcements:

Next Meeting: The July ENA Board Meeting will take place on Wednesday, September 2 from 7-9pm at the East District Police Station 809 S Thompson Drive.

Echo Deadline: The next Echo Newsletter deadline is September 15 for the October/November 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