

# ENA Board Meeting Minutes

Wednesday, September 2, 2015

**Present:** Justin Martin, Jamie Meise, Stacy Wellford, Mike Digman, Rod Gennrich, Isaac Semrow, Abby Abernathy, Tiffany Roltgen, Audra Johnson

**Absent:** Faye Reber, Charles Donaldson,

**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. Isaac participated in the Madison Parks Department's Walk N Roll event which was held in Elvehjem Neighborhood and he stated that it went well with no major issues. Justin mentioned that Facebook was very active on event day with both negative and positive comments. There were some complaints regarding the detours and traffic barriers but overall it was a well-attended event.

**Secretary's Report:** The Taste of Elvehjem event is advertised on Facebook and the ENA website. The Board discussed the City News and County News tabs and decided to eliminate the tabs rather than appoint someone to keep them up to date. Audra will update her bio in the "Meet the Board" tab when it is ready. Board members are reminded to send feedback or approval of the minutes each month.

**Treasurer's Report:** Stacy reported that we currently have 371 member households year to date which is still down about 70 households from last year; however, we have received more additional donations per household which helps to offset the difference.

**Echo:** We have 2 pages of advertisements in the next edition. In hopes of solving our previous mailer issues, Justin set up a new mailer account with MailChimp and will use it to send out the next Echo. The board discussed article assignments and added the following assignments to the list: Stacy-Taste of Elvehjem, Sarah-Let's Eat Out, Isaac- Walk N Roll.

## **Old business**

**Taste of Elvehjem (Sunday, September 13, 11 a.m. – 2 p.m.)-** Plans are well underway for The Taste of Elvehjem. This year we will have a Western Theme so attendees are encouraged to dress accordingly and bring a garden fresh dish to pass. The city is going to move picnic tables and trash cans up to the garden. Isaac will do the shed run. Rod and Stacy will help with set up at 10am. Jamie, Audra, Abby, and Stacy will help with cleanup. Jenna and her dad will volunteer for the event and help where needed. Justin will pick up the bike blender, set up a neighborhood table with membership packets, and set up the sign. Throughout the event volunteers will assist as needed with the food tables and games. Our celebrity guest star is news anchor Dannika Lewis.

**Neighborhood Week Out-** The board discussed the lack of neighborhood involvement this year with the weeklong event and is considering going back to a single night event.

**Let's Eat Out!** Sarah reported that the food carts had a great start but that attendance decreased throughout the summer. Some possible reasons for the decline in interest are competition with other events, rain, and expense. We do not yet know what Let's Eat Out! is planning for next year.

**Sunset Music Series-** Volunteers from Elvehjem Neighborhood served beer at the Sunset Music Series and raised \$217 for ENA. Justin reported that he had a great time and would like to participate again in the future.

**Neighbor Outreach-** Justin has an updated brochure ready for Mike to print for the apartment buildings; he is still working on putting together a survey.

**Dropbox Update:** Several board members are unable to access ENA documents on Dropbox due to not having enough personal space. Rod will look into alternative options including Google Drive and the board will consider purchasing a business level account from Dropbox.

**Folding Tables-** Mike is continuing to shop for new folding tables to replace our current tables.

### **New business**

**Buffalo Wild Wings fundraiser-** Isaac presented a fundraising opportunity with Buffalo Wild Wings where Elvehjem Neighborhood can earn 10% of sales either on a single night or during a 3 month period. The board decided to go ahead with the fundraiser; Isaac will complete the paperwork.

**Neighborhood School-Related Safety-** Several neighbors have voiced concern regarding safety surrounding Elvehjem Elementary School. Justin met with Alder DeMarb, Principal Larson, and the PTO to discuss the concerns but did not come up with any solutions. One concerned neighbor petitioned other households and was able to gain enough support to warrant a traffic study on Amsterdam. Unfortunately we as a neighborhood association do not have power to make changes; neighbors need to report their concerns to the police department and city.

**Facebook policy review/reaffirmation-** After several negative threads on Facebook Justin made a post reminding people to be civil in their discussions. The board is hesitant to police the group and ban people or remove posts. If a post violates our policies board members can delete posts but will confer before removing or blocking members.

**Halloween Bonfire-** Stacy volunteered to lead the event and will consult the playbook and obtain the permits. Mike and Jim will tend the fire. Rod volunteered to help with set up.

**Halloween Decoration Contest and Halloween Virtual Costume Contest-** Audra will lead these events and put together a teaser to the Echo.

**Holiday in the Park-** Jamie will contact EBNA and begin planning the event.

**Donation Drive schedule for 2016-**The board discussed moving the donation drive to the beginning of the year rather than just before the Fourth of July to help even the workload throughout the year.

**Turkey Trot-**Peggy Hoffman is the race coordinator this year. The race will start at 8:30am on Thanksgiving morning at Droster Park. Joel Stone is planning the route. Justin will get the registration

link ready in time for advertisement in the Echo. Stacy, Rod, and Justin volunteered to help. Jamie is unsure if she will be able to help with the event but will make a healthy snack.

**Board Resignation:** Rod submitted his resignation as of the end of the year; however, he is still willing to help out with the Echo and volunteer at events.

**Adjournment:** The meeting was adjourned at 9:01pm.

**Announcements:**

**Next Meeting:** The next ENA Board Meeting will take place on Wednesday, October 7 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.

**SAVE THE DATE!** The next Eastside Neighborhood Association Coalition (ENAC) Meeting will be held on Tuesday, October 27 from 7-9 p.m. at the East District Police Station.

Submitted by Jamie Meise