

ENA Board Meeting

December 6th, 2017 @ 7:15-9:15 p.m. at Alice's House, 4710 Academy Drive

- I. **Welcome: 15 minutes (7:15-7:30)**
 - a. Call to order (Charles)
 - i. Meeting start at 7:24pm
 - ii. Present: Jared Marker, Crystal DeGrote Heppe, Audra Johnson, Charles Donaldson, Jim Ramsey, Jacob Wright, Marilee Cronin, Abby Abernathy, Alice Pulvermacher, Jamie Meise
 - iii. Absent: Kim Bolinder
 - b. Approval of agenda (All)
 - i. Agenda approved
 - c. "Word On the Streets" (All)
 - i. Acewood Park Meeting Recap (Jacob, Crystal)
 1. There will be a bigger fence, structure going back, the current fence is non-compliant on Acewood because it is not high enough
 2. The final structure approved is mostly option #1 with features from #2 added
 3. There will be wood chips on under the structure vs. rubber
 4. Playground equipment installed summer 2018

- II. **Reports: 15 minutes (7:30- 7:45)**
 - a. Secretary's report (Audra)
 - i. None to report
 - b. Treasurer's report (Jacob)
 - i. Jacob has completed a profit and loss statement
 - ii. Year to Date 2016 vs Year to Date 2017 were compared
 - iii. Fundraising was much higher in 2017 due to 2017 MGE grant for 50th anniversary
 - iv. Report does not include 2017 Holiday in the Park fundraising
 - v. Website hosting payment line item was in 2016 but not in 2017
 - vi. Reconciliation matched up 100%
 - vii. Board approves using Profit and Loss statement to budget for 2018
 - viii. Jacob reports that he is up to date on cash entered
 - ix. Jacob will collect donation receipts if we get them from delivering food to food pantries
 - c. Echo report (Audra)
 - i. Moving forward Audra to collect edit feedback and send separate email to notify Jared the Echo is ready for printing
 - ii. Audra to add a 50th logo or indicator for 50th anniversary on masthead Feb/March 2018 issue
 - iii. Audra to use correct numbering convention for Volume and Issue moving forward
 - iv. Advertising (Jim)
 1. Jim will follow up with current advertisers before January 15 deadline

2. The amount of paid ads will be limited to 4 to 6 based on the amount of important regular content in the Echo
 3. Jim to decide to contact new advertisers issue by issue
 4. Jim and Jacob to work together to send an invoice to Monona Grove Nursery School
- d. Technology report (Jared)
- i. Web Hosting is the vendor paid for 2017 to Host Gator, paid through Pay Pal by Crystal

III. Recent Event Recaps: 20 minutes (7:45-8:05)

- a. Turkey Trot (Jamie)
- i. There were 183 participants
 - ii. Marilee mentioned safety concern regarding traffic turning quickly from Cottage Grove Rd onto S Thompson where there was no sidewalk for participants. The board discussed possibly using traffic cones to alert traffic of the race and protect participants. Jamie will bring the concern to the race directors to consider for next year
 - iii. There was 139 pounds of food donated
 - iv. \$1010 was raised in donations during online and race day registrations to offset the cost of insurance and other race expenses. ENA also received a generous \$100 sponsorship from the Hoffman family to cover the Porta-a-potty and \$30 sponsorship from the Stone family to cover the race bibs.
 - v. Additional donations included \$100 for Porta potty and \$130 donated in addition
- b. Holiday in the Park (Alice)
- i. There were over 300 hot cocoas served by 6pm, all treats were gone by 5pm
 - ii. Alice estimated 350 - 400 attended
 - iii. Next year Santa will cost \$200 for event
 - iv. We will create a "please take one" sign for the treat table in 2018 and reserve treats to replenish the table rather than putting all the treats out at the beginning of the event.
 - v. The raffle drawing winner offered to be block captain on S Thompson for 2018 membership drive
 - vi. Alice spent the same amount of money in 2016 and 2017
 - vii. Candy canes are well received for kids gifts, we will buy more in 2018
 - viii. More lights on the playground requested by parents for 2018

IV. Upcoming Events Planning: 10 minutes (8:05-8:15)

- a. Holiday Lights Contest, December 4-23 (Audra)
- i. Audra to share the entries with the 50th anniversary videographer who wants to shoot them for the documentary
 - ii. Board approves calling it a Holiday Showcase of Lights vs. a Contest in order to encourage more entries
 - iii. Audra to add photo submission and prize information to website
- b. ENA New Years Eve Runathon (Charles)

- i. Jaren posted the route on Facebook
- ii. The event is added on the calendar

V. Committee Reports 30 minutes (8:15-8:45)

- a. LVM Elementary Update (Jamie)
 - i. Negative Lunch Accounts Fundraiser results are in
 - 1. \$1970 total raised from donations
 - 2. \$1688 was needed originally, now its over \$2000
 - 3. \$1000 donation check came from donor wishing to be anonymous
 - ii. Hats and Mittens Drive November 1-December 15
 - 1. Emptied the bin a few times to make room for more donations
 - 2. Collection sites include Holiday in the Park, Turkey Trot collections, Alice collecting at her work location
 - iii. Classroom restock in February
 - 1. Jamie will try to get wish lists for 1/15 echo deadline
- b. 50th Anniversary Project and Celebration update (Marilee)
 - i. The next documentary project meeting will be in February
 - ii. Light of the World church has been interviewed for documentary
 - iii. Goal is to complete all documentary interviews by end of year 2017
 - iv. Audra to review documentary outlines or storyboards that exist
 - 1. Audra to also sit in editing suite
 - v. Marilee will include an item about 50th Anniversary that asks for voice over talent for documentary in the next Echo
 - 1. Marilee to include a Challenge for donations to 50th Anniversary project \$1 for each year you live in LVM in the next Echo
 - vi. Jim offered to write part of the documentary script
 - vii. Marilee will hand off to Alice 50th anniversary celebration party planning for October 2018
 - 1. Cost to rent the VFW for October 2018 50th Anniversary event is \$200 to a VFW member in the neighborhood
 - 2. Crystal and Alice will coordinate the event
 - 3. Alice will connect with a VFW member and contact VFW for availability
 - viii. Next board meeting select a date and time for October event
 - ix. Marilee to set a deadline for documentary with videographer to have final ready by August
- c. Financial Audit update (Crystal/Abby/Jacob)
 - i. Crystal Abby and Jacob will meet next quarter to review financial audit

VI. ENA Housekeeping: 30 minutes (8:45-9:15)

- a. Membership Drive Thank you letters (Crystal)
 - i. Crystal sent the 2017 thank you out and they were received
- b. 2018 Calendar of Events (All)
 - i. Annual Meeting, Membership Drive, 50th Anniversary Celebration
 - ii. Decide on dates and ownership of events in January 8 meeting
 - 1. Alice to hand off Holiday in Park to focus on 50th event

2. April 14 is annual meeting
 - a. Block captains are selected in advance
 - b. Membership drive kicks off April 15
 - c. Prize drawing should be June 1
3. Board will cancel Taste of Elvehjem
 - a. Charles motions to cancel, Audra seconded, board approves
4. The request was made to light of the world church about holding Halloween Bonfire there in 2018, but no answer yet
 - a. The event will stay on October 31st
- c. ENA Facebook Group discussion (All)
 - i. Crystal will write up parameters to post
 - ii. The board wants the group to be a neighborhood driven page and less a board owned and operated page
- d. Reminder:
 - i. Second Monday of the month meetings start next month
 - ii. January 8 meeting will be at Alice house
 - iii. February will be at the Great Dane
 - iv. Marilee will put this on Google calendar
 - v. Audra to put this on Facebook and Web site

VII. Adjournment 9:23pm

Announcements

- The next ENA Board Meeting is Monday, January 8th from 7-9pm at East Side Great Dane
 - First Monday (Jan. 1st) is New Year's Day
- Future meetings will be on first Monday's of the month
- The next Echo Newsletter deadline is January 15 for the December/January Echo.
- Echo Assignments:

- President's Column-Jamie
- Calendar of Events-Jamie
- Treasurer's Report-Jacob
- Secretary's Corner-Audra
- Member Corner-Charles
- 50th Anniversary Project -Marilee
- LVM Update- Jamie
- Event Recaps:
 - Holiday in the Park- Alice
 - Holiday Lights Contest- Audra
 - ENA New Years Eve Runathon - Charles
- Upcoming Events
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