

# ENA Board Meeting

January 8, 2018 @ 7-9 p.m. at Alice Pulvermacher's home

- I. **Welcome: 10 minutes (7:00-7:15)**
  - a. Call to order (Jamie)
    - i. Meeting starts 7:09pm
    - ii. Present: Jamie Meise Jared Marker, Crystal DeGrote Heppe, Audra Johnson, Jim Ramsey, Marilee Cronin, Abby Abernathy, Alice Pulvermacher, Kim Bolinder, Neighbor Shane Corcoran
    - iii. Absent: Jacob Wright, Charles Donaldson
  - b. Approval of agenda (All)
    - i. Agenda is approved
  - c. "Word On the Streets" (All)
    - i. None to report
  
- II. **Reports: 15 minutes (7:15- 7:30)**
  - a. Secretary's report (Audra)
    - i. Audra to put 2018 Event calendar on website and Google Calendar after calendar is finalized
  - b. Treasurer's report (Jamie on behalf of Jacob)
    - i. Jacob will coordinate an executive officer 2018 budget review
      1. Jacob is preparing the 2018 budget for the executive committee to review at a separate meeting prior to presenting it to the rest of the board
  - c. Echo report (Audra)
    - i. Audra will add a 50th anniversary ribbon vs. older image header
    - ii. Jim says we are in good shape for advertisers for the next Echo and 2018
      1. MGE and Pure Integrity Homes purchased an annual ad buy
  - d. Technology report (Jared)
    - i. Jared fixed the Paypal button on the ENA website for accepting donations for the 50th Anniversary Project.
    - ii. Jared will update the Paypal account information as Justin Martin is still listed as the contact person
  
- III. **Recent Event Recaps: 10 minutes (7:30-7:40)**
  - a. Holiday Lights Showcase (Audra)
    - i. 4710 Academy won 1st place, 2nd place 1709 Vondron, 3rd place 4713 Meredith
    - ii. Audra will investigate new voting options next year
  - b. NYE Run-a-thon (Jamie)
    - i. Thank you to former board member Jaren Christianson for organizing this fun event
    - ii. Despite the subzero temperatures the event was a success with 27 participants who completed 180 laps of the course for a total of 165 miles
    - iii. No expenses for the board to reimburse
  
- IV. **Committee Reports 10 minutes (7:40-7:50)**
  - a. LVM Elementary Update (Jamie)
    - i. February Classroom Restock Drive
      1. In addition to classroom supplies, cash and gift card donations will also be gladly accepted.
      2. Teachers and staff each have lists to fill out for their requests
      3. Their lists will be posted on website
    - ii. Hat and Mittens drive was a success, thanks to everyone who donated!

- iii. Trivia night fundraiser is February 10 - teams of up to 8 to 10 can participate and it is open to the public
- iv. Jump Rope for Heart fundraiser event is January 16 - 19
- v. Fun Fair is March 2
- b. 50<sup>th</sup> Anniversary Project Update (Marilee)
  - i. Steve is working on video documentary script and outline
    - 1. Jim will help with script and outline
    - 2. Audra is assisting with editing
  - ii. Anticipated running time is one hour
    - 1. The ENA Board will preview the documentary one month before the premiere
  - iii. Alice to work on City of Madison grant to finish video
  - iv. \$500 Fundraises, \$1000 ENA match, \$1500 neighborhood grant
  - v. Alice will apply for City \$1500 grant to finish the documentary
  - vi. A grant of \$1000 from MG&E was awarded to this project

**V. Upcoming Events Planning: 50 minutes (7:50-8:40)**

- a. 50<sup>th</sup> Anniversary Celebration (Alice)
  - i. Location: The board discussed options and agreed it would be best to hold the event in doors at a venue rather than outdoors at a park. Possible venue options include The East Side Club, the VFW, and Olbrich Gardens
  - ii. The East Side Club costs \$700-800 to rent the space with an additional \$750 bar minimum. We can order food from a list of approved caterers. Crystal will follow up on questions regarding room choices, capacity, and outside access.
  - iii. The VFW is \$150 to rent the space if we find a neighborhood member. We can bring in outside catering.
  - iv. Olbrich Gardens costs \$290 to rent the space and the theater has capacity for 200 people. We can order food from their caterers list.
  - v. Depending on venue availability we plan to hold the celebration this fall in September or October.
  - vi. We plan to have a social hour with food provided and a cash bar for drinks prior to showing the hour long historical video.
  - vii. The board is considering hiring a local band to perform during the event. Marilee will look in to bands after the date is set.
  - viii. A save the date with preliminary details will be included in the Membership Drive packets with a postcard invitation mailed to every household closer to the event date
  - ix. The initial budget for the celebration was set at \$1000 however the board agrees ENA can contribute additional funds given our strong financial position.
  - x. Assign Easter Egg Hunt lead, Saturday, March 31, 9:30am Sharp at Droster Park
    - 1. Kim volunteers to lead
    - 2. Need a volunteer to wear bunny costume
    - 3. Jared updated playbook and Kim has Dropbox access to review
    - 4. Kim to write the 'Upcoming Event' for February/March Echo
- b. Block Captain Training, Annual Meeting, and Pizza Social Saturday April 14
  - i. Schedule: 8am set up, 9:15-9:45 Block Captain Training, 10-11am Annual Meeting, 11-noon Pizza Social
  - ii. Jamie to follow up with Our Saviors for event space
  - iii. Same location in the church and same program as last year
  - iv. Board to sit up front and leave the tables for guests
  - v. Jamie will ask Domino's for 12 pizzas
  - vi. Board review power point presentation for 2018
  - vii. Jared will buy or get donated ready-made coffee

viii. Jamie will ask Rosie's if they will donate pastries again this year

- c. Membership Drive: April 15-May 15, join by May 31<sup>st</sup> to be eligible for incentive drawing on June 15
- i. Jamie presented District Coordinator Training Powerpoint presentation. All district coordinator resources are saved on Dropbox under Membership-2018-District Coordinator Resources
  - ii. District coordinator assignments are as follows: Red - Kim Bolinder, Orange - Jim Ramsey, Yellow - Kate Strom, Green - Jared Marker, Blue - Crystal Heppe, Black - Alice Pulvermacher, Purple - Audra Johnson
  - iii. Jared and Jamie will work together to create the list of households in each district with member information and send to district coordinators. Jamie will reach out to Joe Voell to see if he can still provide a list of addresses with all property owners from tax records.
  - iv. District Coordinators are to begin recruiting block captains in February. The goal is to have block captains determined by end of March. Recruit by asking former block captains first, then current members, then reach out to nonmembers via Facebook or personal connections.
  - v. Membership Dues will remain at \$15 per household or \$12 at the Annual Meeting
  - vi. Our goal is 450 membership households out of about 1500 total households in the neighborhood. We ended 2017 with 427 member households.
  - vii. Jamie updated membership packet documents and requests all board members review the documents and provide feedback and suggestions. Marilee and Alice will create a special 50<sup>th</sup> Anniversary project and invite insert.
  - viii. All households who join by May 31<sup>st</sup> will be eligible for the incentive drawing. Jim will contact Metro to see if they will donate a gift card again this year.
  - ix. Shane suggested having a small ENA giveaway such as can cozies for neighbors who join right away at the door. Shane will look in to options and prices for the February meeting. Potentially we could also use the giveaway at the 50<sup>th</sup> Anniversary Celebration

**VI. ENA Housekeeping (8:40-9:00)**

- a. Finalize 2018 Calendar of Events, assign event leads
  - i. Crystal will lead Earth Day
  - ii. Kim will lead Easter Egg Hunt
  - iii. Jared will lead Halloween, the event will stay on October 31
  - iv. Jim will lead Holiday in Park
  - v. Audra will lead Holiday Lights
- b. ENA Exec Elections/ Transition plan
  - i. The board needs to elect a President and Vice President before annual meeting
- c. ENA Board member recruitment ideas
  - i. Three board members are needed
  - ii. Marilee motion, Audra second to add Shane Corcoran as board member
    1. Abby Abernathy will step down and pass off her binder to Shane
    2. Thank you Abby!
    3. Welcome to the board Shane

**VII. Adjournment 9:18pm**