

ENA Board Meeting Minutes

December 4, 2013

Present: Tiffani Roltgen, Jamie Meise, Betsy Winterhack, Rod Gennrich, Steve Johnson, Lynn Munsinger-Brown, Mike Digman, Justin Martin, Scot Whitney, Ted Perttunen guest: Mona Everett (publicity volunteer), and neighbor Annie Anderson

Absent: none

Call to Order: Tiff called the meeting to order at 7:02pm.

Secretary's Report: Nothing to report.

Treasurer's Report: Financial activity over the past month: revenue included 5 new memberships as well as an additional donation; expenses included Santa and the Echo. Additional year end transactions will include \$150 for Holiday in the Park and a few items from Turkey Trot; we also received \$126 in donations at Turkey Trot. While we will end the year with a positive income we need to review our budget in order to remain sustainable long term; the fourth of July is a major component where we can just as easily incur a loss as earn a profit. Justin will continue to provide year to year comparisons as we make changes in the budget.

2014 Budget Committee report: In order to remain sustainable and maintain a 10k balance each year we need to have a surplus over the next couple years. Justin will start to include a Treasurer's corner in the Echo to explain our finances rather than attaching the balance sheet so neighbors are able to have a better understanding of our current financial situation. Committee recommendations include having a 2014 goal of 400 membership households post membership drive, discussing raising membership dues, and continuing to review the Echo schedule as it is a major expense. A motion was made by Justin and seconded by Lynn to increase membership dues to \$15 across the board with the reduced dues of \$10 at the annual meeting. The board discussed the risks and benefits of raising the dues. Motion carried.

Echo Report: A motion was made by Mike and seconded by Isaac to adopt the proposed Echo printing schedule as presented attached to the agenda. Motion carried.

Advertising- We have two ads already submitted for the next Echo edition. Mike has not solicited any additional advertising because the 2014 Echo printing schedule was not finalized until this meeting.

Printing cost research: Isaac has been in contact with 4 businesses and so far has received 2 formal quotes. He will continue working and report back.

Technology report: Justin is working on creating a database structure to get all our data synched. It is still in the initial stages.

Old Business:

Board attendance and participation: If board members are going to be absent from a meeting or event, please notify Tiff in advance.

2014 Membership Drive: The Membership Committee consisting of Mike Digman, Tiff Roltgen, Kate Strom, and Sue Richgels adopted new district boundaries that are visually less complicated. There are ten districts, each contains somewhere between 120 and 190 households. The districts with higher numbers of households are 'compact' (with regard to density) and therefore should not 'necessarily' be more difficult to manage. However, we are open to adjusting the boundaries and District coordinators are encouraged to help out their 'neighbor' districts! A timeline for the 2014 Membership Drive is included with the agenda for tonight's meeting. Board members received their assigned districts and will work on finding block captains for the January meeting.

Final consideration ENA Bylaw revisions: Betsy will send the board an updated draft of the bylaw revisions.

Holiday in the Park (Saturday, December 7 from 4-9pm at Orlando Bell Park): Everything is set with the only concern being the cold weather. The event will be free and each donation will be entered to win one of two \$40 gift certificates donated by The Great Dane. Volunteers are needed to help set up between 2-3 as well as throughout the event. Rod will deliver the chair for Santa.

Final consideration 2014 ENA Calendar: The following neighborhood events will be held as follows: March Board Meeting March 4, Garage Sales June 20-21, and Solskinn August 9.

Website: As an example of the capabilities of shared content management, Lynn created a mock Wordpress website. Board members should take a look at the website to familiarize themselves with the concept and provide feedback to Lynn.

Turkey Trot Report: The race was a success with over 100 attendees and we were even featured on the news. Thanks to all the volunteers who helped make it possible.

New Business

Droster Park playground equipment meeting: Tiff, Jamie, and Mona Everett attended the neighborhood meeting regarding the replacement of the equipment at Droster Park. A landscape architect presented options for the new playground equipment, location, and surfacing. The neighbors in attendance inquired about the option of building a natural playground and also indicated an interest in discussing an overall plan for improving the park following the mayor's Placemaking initiative. The landscape architect explained there is money set aside in the budget only for the replacement of the equipment and was not able to discuss further plans. Tiff and Alder Denise DeMarb will follow up with Kay Rutledge, Parks Planning and Development Manager, regarding starting a master plan for the park; however, a champion from the neighborhood will be needed to see the project through.

Annual meeting (March 15 at Messiah Lutheran Church 10am-12 noon): Board members should email Tiff with suggestions for speakers.

Echo Deadline: The next Echo Newsletter deadline is January 15 for the February/March Echo.

Next Meeting: The next ENA meeting will be on Wednesday, January 8 from 7 to 9 pm at the East District Police Station

Adjournment: A motion was made by Lynn and seconded by Ted to adjourn the meeting at 9:05pm. Motion carried.

Committee Reports: Reports made electronically prior to the board meeting:

Community Garden: Lynn reported that Chris Brockel mentioned that there is a “few” hundred dollar grant that the garden might apply for, if ENA and its not-for-profit status would be able to sponsor the grant. The committee are waiting for an email with details from Chris.

Eastside Coalition: Tiff reported that the Coalition will meet again in January 2014 hosted by Rolling Meadows Neighborhood Association. In the future, the ENA Board may want to consider a "lending policy" and/or fees if area associations wish to use our equipment such as the tent or sandwich board sign. The fireworks will be shot over Lake Monona on Saturday, June 28, 2014. Several members of the Coalition are interested in working on an eastside neighborhood celebration to be staged at Olbrich Park. There may be significant financial incentives involved if this event grows, so the general consensus seems to be that someone will host an eastside festival if the Coalition does not jump at the opportunity. Tiff has stressed that the Coalition itself does not exist to plan events or fundraisers; this concerted effort needs to come from a dedicated sub-committee of the Coalition. The committee now has a Coalition Facebook page for idea sharing, as well as an e-mail contact address that goes to twelve eastside neighborhood and community association presidents: eastsidecoalition@elvehjemneighborhood.org The coalition is also using a Google doc to share information and resources.

Elvehjem PTO: Lynn reported that she has encouraged the PTO to post event updates and requests for donations to the Elvehjem Facebook page instead of adding them to the Echo.

Elvehjem → Wellvehjem: Tiff reported that we are in the middle of Turkey Trot madness with over 80 pre-registrations! Wellvehjem and ENA Board members are providing healthy treats for the finish line refueling table. The committee is working on upcoming events including a gardening workshop, Woodman's nutrition/shopping tour, ski trip, documentary movie night, and healthy treats for Easter Egg Hunt. Tiff is beginning to prepare materials for grant reimbursement and reporting. Tiff spoke at a Madison Area Home Economists meeting on Saturday, November 23, and shared a mid-grant report of our Elvehjem to Wellvehjem project. There were several students from UW-Madison's Community and Nonprofit Leadership program who were very interested in the committee's work and would like to attend one of its upcoming events.

Safety: Tiff reported that Alder Denise DeMarb meets with Captain Mary Schauf at the East District Police Station every six weeks; Tiff has requested to receive neighborhood updates from the meetings to keep us in the loop and ahead of potential issues. Also, Gail Good (ENA Safety Coordinator), Isaac, and Tiff have submitted paperwork for a Ride Along with the Madison Police Department.

Submitted by Jamie Meise