

ENA Board Meeting Minutes

May 1, 2013

Present: Greg Goke, Lynn Munsinger Brown, Scot Whitney, Ted Perttunen, Tiffani Roltgen, Jamie Meise, Steve Johnson, Christina McKee, Mike Digman, Guests: Betsy and Chris Winterhack

Absent: Justin Martin

Call to Order: Tiff called to order at 7:05pm.

Secretary's Report: The April minutes were approved electronically prior to the meeting. Jamie explained the process for approving and editing the minutes to the board. Jamie reported on the plan for the raffle/silent auction for this year's 4th of July celebration. Board members will sign up for businesses to contact and begin asking for donations. This year we will be using a bucket system for the raffle where each item will have a bucket and people will decide where they want to put their raffle tickets.

Treasurer's Report: Financial sheets were sent electronically and approved prior to the meeting and will be placed on file for audit. Scot and Mike Roltgen have agreed to be auditors for the Quarterly Audit in June. Thank you letters are being sent to members who gave extra donations with their membership dues.

Old Business:

Membership Drive- Tiff made motion to approach the Membership Drive in 3 phases, 1-papercopy, 2-electronically, 3-door to door. Phase 1 is complete; Phase 2 is in process throughout May. The board discussed ways to promote electronically-through Facebook, email, sign on banners stating that PayPal is now available, Thermometer showing latest numbers. Tiff will do Facebook and blast emails. Betsy said she paid her dues electronically and it went very smoothly and will put a testimonial on Facebook. Chris discussed the idea of creating a business page for ENA so updates show up in newsfeed. Mike discussed ideas for Phase 3, suggested having block captains hang envelopes on doors, and discussed blitzing every home vs. determining which houses have not already joined. Tiff suggested targeting specific blocks with low membership. Phase 3 will begin in Mid June. Motion to approach the Membership Drive in three phases was seconded and motion carried.

Spring Slow Down Campaign- set for May 6-17 when we will blanket the neighborhood with red slow down signs. Gail Good is our volunteer coordinator leading the effort. Sign pickup is May 5. Betsy volunteered to cover Painted Post, Lynn will find a volunteer for Dondee, Scott will take Academy. As the host neighborhood, we will have a press conference on Monday May 13 at 10am at Acewood Park about summer safety. Tiff will send the blast e-mails; Gail will post on Facebook

Neighborhood watch info meeting-Survey respondents have expressed interest in having a neighborhood watch, an informational meeting will hopefully be set up for September to learn about the requirements, etc. Steve will work with Gail and the police department to get more information.

Make Music Madison-Scheduled for Friday June 21, music will be going on throughout the entire city of Madison, it is free and open to everyone to promote music. Chris volunteered to coordinate the event. He has connections with popular bands and already found 4 bands that are willing to play and is in contact with

others. He would not need any money or volunteers, people can come and go as they please, cookout, etc. The board discussed initial thoughts, Elvehjem Park seems to be the best location, but parking could be an issue. The board agrees to move forward with the event and Chris will lead the effort.

New Business:

Board Mentors-Board mentors are set up for all the new board members, Mike-Scot, Justin-Steve, Lynn-Betsy, Tiff-Jamie. Checklists are provided for mentor to go over with mentee.

Dropbox Security- discussed security of Dropbox now that PayPal is set up and questioning where to store passwords. Tiff will contact Ryan for his recommendation.

Election of new board member: Greg made motion to add Betsy to the Board, motion carried.

Fourth of July Assignments: Based on previous year's comments, we need to have team leads for specific areas to help organize the event and allow board members more time to talk and welcome neighbors. Board members will take responsibility for an area and report back to the board as needed. Greg will be in charge of setup and teach others how to set up the tent, all board members will help. Ted, Lynne, Matt Poster will work together on the kids games. The board discussed rental needs; Greg will make arrangements with A to Z Rental. Tiff and Mike Roltgen will organize the bike Parade, Scot will cover the silent auction, Lynn will work with Betsy on decorations, Justin will be the cashier, Jamie will handle the raffle, Scot will do the Silent Auction, Tiff will talk to Justin about phone app to take credit cards for food service and silent auction, Mike is working on permits, Emily is working on the Firecracker 5k and fun run. Board members will be wearing the Firecracker 5k shirts the day of the celebration. Mike and Tiff will contact businesses for corporate donations and recognition as sponsors of the event. Ted suggested the idea of having businesses sponsor specific games/smaller aspect of the event. Tiff will talk to elected officials to see if they are available to attend and possibly volunteer.

Event Leadership- there are still opportunities for board members to take a leadership role in events. Mike volunteered to lead the Day at the Zoo. Jamie will lead Neighborhood Night out on Tuesday August 6. Lynn and Tiff will work on Taste of LVM.

Reports:

Easter Egg Hunt –Ted followed up and personally thanked the Easter basket sponsors, Tiff updated the playbook.

Earth Day Cleanup- Tiff reported that there were 6 adults picking up litter, 11 working on invasive species.

Joint Association meeting is coming up; there will be in a doodle set up to plan a specific date in September.

Garden-Lynn reported success for opening day; it was a great community building event. Currently 25 plots are taken and we are full for the year, there will be space to grow for next year. We are still working on water. We are a little over budget this year but future years we should be able to add shed, fencing, etc.

Garage Sales-Christina will put an ad in the Echo.

Well-V-M committee is up and running and will be meeting this month.

Bylaws Committee-Mike will lead the committee with Tiff and Betsy, committee will meet in August.

ECHO Deadline: The deadline for submissions of articles and advertisements for the June/July ECHO is May 15th.

Next Meeting: The next ENA meeting will be Wednesday, June 5 at 7 p.m.

Adjournment: The meeting was adjourned at 9:00 p.m.

Submitted by Jamie Meise