

## **ENA Board Meeting**

August 3, 2016 @ 7-9 p.m.

The Great Dane East Upper Level Community Room

Jamie called the meeting to order at 7:08 PM.

In Attendance: Jamie, Charles, Abby, Jared, Alice, Nathan, Audra, Marilee, Charles, Justin

Absent: None

I. "Word On the Streets"

There was a lot of Facebook drama in the last month, once again. One of the individuals involved in the incident voluntarily left the group. The board decided those who have repeatedly violated the group rules and who have either left or been removed from the group will not be allowed to rejoin.

II. Secretary's report

Nothing to report

III. Treasurer's report

Finances are still doing well. Memberships continue to trickle in.

IV. Echo Report

We have been receiving pushback from Sup. De Felice regarding our free space offering. We will continue to offer up to a half page of free column space to our elected officials as long as the material submitted is not related to a political campaign and there is sufficient space in the Echo after paid advertisements and ENA business have been added. The Board has prepared a response to Sup. De Felice's latest complaint which will be sent to him from our Webmaster email address, cc to the ENA Board.

Jamie suggested interest in a redesign in the format of the Echo to develop a more consistent structure from issue to issue. This would involve creation of templates for each of our ENA sections including President, Secretary and Treasurer Columns, ENA Events, etc.

V. Individual and business thank you letters

Stacy brought stamps for posting thank you letters to donor businesses. Board members brought their own thank you letters prepared for the businesses with whom they were in contact. Stacy is preparing the thank you letters for the membership drive sponsor/donors.

VI. 50<sup>th</sup> Anniversary update

Culver's Night earned \$325, which was slightly lower than expected (likely due to construction on Cottage Grove Rd) but still amounted to a good deal of progress toward our goal. There is general agreement that if fundraisers are not able to meet the \$1,500 match amount for the \$1,500 grant, ENA is capable of meeting the difference. Marilee will go ahead and apply for the

grant at that amount. There are a wide variety of neighbors getting involved and bringing a lot of skills to the table. Marilee said that she expects that some interviews can start in September.

The Board is still discussing a possible 'placemaking' activity in coordination with the 50<sup>th</sup> anniversary. Justin will contact Chris Brockel about planting fruit trees near the community garden.

VII. Board T-Shirt update

The order for Board shirts has been placed with the logo developed by Karl Leas. Shirts will be white on sapphire. Jamie will ask whether he would be willing to add some color to the logo for use on the website. Once our logo is updated and added to the website, Abby will post a notice pointing out this new logo and express appreciation for Karl's generous contribution.

VIII. Neighborhood Night Out

Jamie, Nathan and Alice organized events, and we knew of two other neighbors as well. There seems to be little participation outside of Board members and we considered whether ENA should continue to promote it. We will likely continue to encourage neighbors to organize events but will also allow it to be more casual. The offering of a prize to a randomly selected neighbor who posted pictures did not generate much in the way of new events and so that will not likely continue.

IX. 3x3 Basketball Tournament

The event is scheduled for Saturday August 13, 9am at Droster Park. We only have one team signed up so far. The minimum needed in each division is 3, and so we are at least 8 short. We will step up our efforts in advance of the August 6 deadline, but flyers have already been distributed to YMCA and Door Creek Church, along with chalking, Echo ads, and Facebook updates. Board members were encouraged to distribute flyers widely throughout the community in hopes of generating more registrations. Jamie will discuss with Jonelle whether it would be better to reschedule or just cancel, in the event that not enough teams register.

X. Taste of Elvehjem

This event is scheduled for Saturday, September 10 at 11am. This involves a potluck at the Community Garden. Kate Strom Hiorns is leading the event again this year. We will have a surprise celebrity guest and dishes selected as judge's choice and people's choice will win gift certificates from Willy Street Co-op.

XI. Sunset Music Series fundraiser

ENA will be serving at the Thursday, August 11 concert from 5-9pm. Jared and Audra will work 5-7 and Alice and Nathan will work 7-9. Justin will email Audra the welcome pamphlet we prepared last year, and she will print some to have on hand. Jamie expects to have the Board shirts available in advance of the event.

- XII. Halloween Decorating Contest (October 23-30)  
Audra will organize the Facebook contest again. Submissions need to include a photo and address and voting will be done via Facebook. Entrants must be in the neighborhood, and we considered locking Facebook membership for the week to avoid ballot stuffing like last year. Given that the issue last year arose from an out-of-neighborhood entrant, we will be sure to double check addresses, then let the voting proceed without restrictions and see how it goes.
- XIII. Halloween Bonfire (October 31, 6:30-8:30pm)  
Charles will lead this event. We will continue the jack-o-lantern contest and as planning continues we encourage other fun ideas to further liven up the event. Stacy reminded that new lights would need to be purchased for luminaries along the driveway, as last year's supply offered very little in the way of light and made them hard to see.
- XIV. Executive team succession plan  
Both Stacy and Justin will be resigning from the Board following the 2017 Annual Meeting. Jamie made a call for a new Treasurer and Secretary for the 2017-18 year, and given the advance notice Stacy would be able to begin training in advance of the transition. In the meantime, we will make a push for new Board members/future Executives in the Echo, on Facebook, and through personal contacts. Stacy will include a 'Help Wanted' post in her Treasurer column. Justin will continue documenting the tech processes and membership drive processes, and will begin offering training sessions to walk through mailing list preparation, blast emails, and membership drive data entry.
- XV. East Side Neighborhood Association Coalition  
The organization was helpful in sharing information, but momentum behind the organization has stalled. Jamie asked whether there was interest in having ENA take the lead in restarting. Charles is willing to take the lead in scheduling a new meeting. Jamie will share the necessary information with him.
- XVI. Elvehjem PTO  
Jamie asked if anyone is interested in serving as liaison with PTO. Marilee expressed interest in taking on this role. This would involve attending PTO meetings and sharing information about ENA activities, and reporting back to ENA about PTO activities. Hopefully this would establish better lines of communication between the two organizations.
- XVII. Web site  
Jared suggested that it would be worthwhile to set up a web redirect with a shorter URL. Justin will send the domain/hosting credentials to Jared and he will look into this.
- XVIII. The next ENA Board Meeting is Wednesday, September 6 from 7-9pm at the Great Dane Eastside Upper Meeting Room.
- XIX.

XX. The next Echo Newsletter deadline is September 15 for the October/November Echo.

a. Echo Assignments:

- i. President's Column-Jamie
- ii. Calendar of Events-Jamie
- iii. Treasurer's Report-Stacy
- iv. Secretary's Corner-Justin
- v. Member Corner-Charles
- vi. Health Talks Series-Jolene
- vii. 3x3 Basketball Tournament Recap-Jolene
- viii. Neighborhood Night Out Recap-Marilee
- ix. Taste of Elvehjem recap- Kate
- x. Halloween Decorating Contest- Audra
- xi. Halloween Bonfire- Charles
- xii. Turkey Trot- Peggy
- xiii. Holiday in the Park- Nathan

The meeting adjourned at 8:45 PM