

ENA Board Meeting
October 5, 2016 @ 7-9 p.m.
The Great Dane East Upper Level Meeting Room

- I. Jamie called the meeting to order at 7:05pm.
 - a. Present: Jamie Meise, Alice Pulvermacher, Audra Johnson, Marilee Cronin, Jared Marker, Charles Donaldson
 - b. Absent: Justin Martin, Stacy Wellford, Abby Abernathy
- II. Approval of agenda
 - a. The board added Volunteer and Board Member recruitment to new business.
- III. "Word On the Streets"
 - a. This past week there was a garage fire in the East Buckeye neighborhood.
- IV. Secretary's report
 - a. Board members were reminded to send feedback on the monthly meeting minutes.
- V. Treasurer's report
 - a. Stacy reported via email prior to the meeting that we received a \$50 donation towards the 50th Anniversary Project. She will bring updated financial documents to the next meeting.
- VI. Echo Report
 - a. The October Echo featured our new layout which makes the newsletter much more organized and easier to read.
 - b. For the next edition Audra will put upcoming events before event recaps.
 - c. We are in need of a volunteer to take over as the Advertising Coordinator. This involves following up with current advertisers as well as soliciting new advertisements as needed.
 - d. Jared will be taking over for Justin as the technology coordinator as Justin will be retiring from the board at the end of his term. Justin will continue to document his tasks and work with Jared through the transition.
- Old business
- VII. Taste of Elvehjem Recap
 - a. Event attendance was lower this year, probably due to the wet weather in the morning
 - b. The Parks department historically has not charged us for park use at this event but this year we were required to pay \$50 for the park application fee and \$78 for the shelter reservation.
 - c. The board discussed whether the park fees make the event cost prohibitive and will consider this expense when planning the budget and calendar for 2017.
- VIII. Mayor's Conference

- a. Jared and Jamie will be attending the Mayor's Conference on Saturday, October 8. They will report back to the board with key take-aways at the November meeting.
- IX. Halloween Decorating Contest- October 23-30 with the winner announced on October 31.
 - a. Neighbors will be asked to submit a picture of their decorations to Audra via email, Audra will post the submissions on Facebook, everyone can vote for their favorite using the Facebook poll, and the winners will be determined on Halloween. Audra will make the announcement and deliver the prizes.
- X. Halloween Bonfire- Monday, October 31, 6-8pm at Elvehjem Park
 - a. Charles is leading the event and has submitted the necessary permits, has the certificate of insurance, and is in touch with volunteers. Charles will order lights for the path from the park entrance down to the shelter and will bring some decorations from home. There will be a bonfire, hot chocolate, treats, marshmallows for roasting, and a pre-carved Jack-o-lantern contest. Charles will purchase Culver's gift certificates for the contest.
 - b. Charles and Alice will meet to begin set up at 5:30. The event was moved up from 6:30 to 6pm after receiving feedback from LVM PTO parents that it was a bit late for a school night. The board discussed holding the bonfire on a weekend instead of Halloween night in the future.
- XI. Turkey Trot- Thursday, November 24 at 8:30 am at Droster Park
 - a. Peggy Hoffman, Tiff Roltgen, and Joel Stone are working together to coordinate the event.
 - b. New this year is the addition of a porta potty which will cost \$100 and the option for participants to purchase shirts designed by Karl Leas.
 - c. While the race is free, participants are asked to make a \$5 donation with the option to donate more to go towards the cost of the insurance, porta potty, and other expenses.
 - d. Participants can register online at elvehjemneighborhood.org/turkeytrot or on event day. Shirts ordered by will be available to pick up on race day, shirts ordered after the deadline or on race day will be available at a future date.
 - e. Volunteers are needed to help with the event. There is a new tab on the ENA website under "Get Involved" at elvehjemneighborhood.org/volunteer where people can see all of our current neighborhood volunteer opportunities and find links to sign up.
 - f. A motion was made by Jamie and seconded by Marilee to add \$180 to the budget to cover the cost of the Porta Potty and gift certificates for the age category winners. Pay online they get a shirt but by order only
- XII. Madison Foundation Adopt-A-School Program Update
 - a. Jamie and Alice met with Principal Larson and PTO President Cori to discuss the adopt a school opportunity for ENA to adopt LVM Elementary. The board agrees that this will be a mutually beneficial relationship to both strengthen the community and support the needs of the elementary school.

- b. ENA and LVM will share communication channels to promote school events, neighborhood events, and volunteer opportunities. ENA will feature a school corner in the Echo and LVM and the PTO will feature a neighborhood section in their newsletters. ENA will also use our Facebook group and website to get the word out about adopt a school initiatives.
- c. Several orders were received from ENA residents for the PTO's Butter Braid fundraiser and 6 volunteers have signed up to volunteer to help make capes for the October Anti-Bullying activities.
- d. ENA is planning a Hats and Mittens Drive for December and a Classroom Restock Drive for February based upon teachers needs and requests. We have also discussed forming a Lunch/Reading Buddy Program where neighborhood residents can volunteer for an ongoing period and build a one on one relationship with students.
- e. Residents and Board members are asked to collect box tops to support PTO fundraising.

XIII. Dropbox update

- a. Jared will continue working to remove pictures from Dropbox to alleviate the space issues. Photos will be stored on our ENA Shutterfly Account which has free, unlimited photo storage.

New business

XIV. Holiday in the Park- Saturday, December 3 from 4-7pm

- a. Alice is the event lead and is coordinating with the East Buckeye Neighborhood.
- b. EBNA has confirmed the sleigh rides. Santa is also confirmed and will be arriving via fire truck again this year. EBNA will handle all aspects of the fire including starting, maintaining, and putting out at the end of the night.
- c. EBNA is looking into getting hot water heaters from Gaylord Catering. Alice will bring tables, table clothes, hot cocoa supplies, etc using playbook notes for guidance.
- d. ENA's insurance policy will cover the event and no additional insurance will be needed. We will need several volunteers to help with this event, Alice created a signup genius which is listed on the ENA website and will be promoted closer to the event date.
- e. Alice is looking in to possible business sponsorship to help cover the cost of the event including MGE, Ben Franklin, and Dean.

XV. Holiday Cookie Swap- Sunday, December 11 at 4pm at Our Savior's Lutheran Church

- a. Jamie will be leading the event and following the same format as last year.
- b. There will be a social period with light snacks prior to swapping cookies.
- c. Cookie Platters will be delivered to both the MPD and Station 5.

XVI. Holiday Lights Contest

- a. Audra will be leading the event and following the same format as last year.
- b. We may need to purchase prizes and will decide at the November meeting.

- c. Residents will be asked to submit their address to Audra, Audra will post the list of submissions to Facebook, neighbors will be encouraged to drive through the neighborhood to see the lights in person then vote using the Facebook poll.
 - d. Audra will use google maps to create a map showing the location of the entries.
- XVII. 2017 Calendar of Events Planning
 - a. Jamie has created a tentative calendar for 2017 events. Board members are asked to review the calendar and bring feedback to the November meeting where we will discuss in more detail.
- XVIII. Volunteers.
 - a. We currently have 2 open seats on the board with an additional 2 opening up when Justin and Stacy retire from the board after the annual meeting. We have a couple neighbors interested in possibly joining.
 - b. To encourage interest in joining the board, current board members will take turns making a Facebook post indicating why they joined the board and what they liked about it as follows: 10/9: Charles, 10/12: Alice, 10/16: Marilee, 10/19: Jared, 10/23 Audra, 10/26: Abby, 10/30: Justin, 11/2: Stacy, 11/6: Jamie
 - c. Jamie created a new tab on the website elvehjemneighborhood.org/volunteer to list all available volunteer opportunities including board openings, upcoming event needs, and adopt a school initiatives.

Committee Reports

- XIX. 50th Anniversary Committee
 - a. Marilee is continuing to work on the grant application through WI Humanities; if she submits it far enough in advance she can receive feedback prior to the approval decision. Alice volunteered to meet with Marilee to help with the grant application
 - b. A couple key volunteers have dropped out of the project but there are still a handful of dedicated volunteers and several leads on artifacts and possible interviewees.
- XX. Welcome Committee
 - a. Charles is keeping up with the welcome committee, he noted that neighbors sometimes seems apprehensive at first but then usually appreciate the visit and the treats go over very well!

The meeting adjourned at 9:10pm

Announcements

- The next ENA Board Meeting is Wednesday, November 2 from 7-9pm at the Great Dane Eastside
- The next Echo Newsletter deadline is November 15 for the December/January Echo.
- Echo Assignments:
 - President's Column-Jamie

- Calendar of Events-Jamie
- Treasurer's Report-Stacy
- Secretary's Corner-Justin
- Member Corner-Charles
- Halloween Decorating recap- Audra
- Halloween Bonfire recap- Charles
- Holiday in the Park- Jamie
- Cookie Swap-Jamie
- Holiday Lights Contest-Audra
- Elvehjem Elementary Section-Jamie
- Treasurer Wanted Ad- Stacy
- Babysitters list- Jamie