

ENA Board Meeting

September 7, 2016 @ 7-9 p.m.

The Great Dane East Upper Level Meeting Room

I. Call to order: 7:03 PM

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

Guest: Kate Strom

Absent: None

II. Approval of agenda: Alice requested new discussion of Adopt-a-Tree. Taste of Elvehjem was bumped to beginning to accommodate Kate

III. Taste of Elvehjem

This event is taking place on Saturday, September 10 at 11am at the Elvehjem Community Gardens.

The event will be ending promptly at 1 PM due to schedule conflicts. Kate asked for volunteer commitments.

Jamie will be making a shed run, and she will be there to help along with Jared and Abby. Audra, Marilee, and Justin will help clean up at the end of the event. Kate will pick up the shelter key tomorrow. Parks will invoice us later on. Any yard games/activities can be dropped off with Jamie prior to the event.

IV. "Word On the Streets"

There have been some loud explosions heard in the neighborhood and a lot of Facebook discussion. A neighbor emailed Jamie and let her know that she had reported it to the police. We discussed the matter and determined that there is nothing we can do aside from continuing to refer to police and city representatives.

V. Secretary's report

Nothing to report aside from a couple new memberships

VI. Treasurer's report

Thank you notes have been sent to 'Sponsor' household members. Year-to-date financial reports show net income of \$6,500. Membership year-to-date is \$9,600. This includes memberships from 447 households, which is up substantially from last year.

VII. Echo Report

Audra reported that she is getting Dropbox alerts, and others reported the same. We would prefer to retain the existing structure but we will need to archive old documents. Jared will start with archiving photos in Shutterfly and then we will reassess our space needs.

Jamie reported that Karl has returned from vacation and will have a colorized logo available for us within a few days. Abby will write up an Echo column introducing the new logo.

Audra reorganized the Echo layout and the Events section can include all text regarding recaps and information on upcoming events. Photos should be saved in the same folder with a name indicating the event to which it corresponds. Abby, Marilee, Nathan and Jared will review the final Echo copy before going to print.

- VIII. 3x3 Basketball Tournament recap
Jamie reported that four teams participated-two each in the two youngest age groups. It was smaller than expected but a lot of fun and the smaller size may have been a blessing for the event's first year. Each player on the winning teams received \$10, and Habanero's and Culver's gift cards. Mosquito fogger was used to control the bugs. For future events Justin suggested distributing information to the Boys & Girls Club, as they hosted a three-on-three tournament at Olbrich Park the following week. The board discussed moving the tournament to earlier in the summer and then a different fall event like kickball or another team sport or competition.
- IX. Sunset Music Series fundraiser recap
Alice reported that tips were received in the amount of \$150 and delivered a check to Stacy. Volunteers reported a fun event despite late-onset mosquitos. This has proved to be an easy event, volunteer-wise, and a good source of income.
- X. Health Talk Series recap/update
Jamie reported that the second health talk had a handful of attendees much like the first. Possibly a winter event might be better attended than during the summertime. For those who attended, the time was worthwhile and informative.
- XI. Tiny URL update
Jared reported that domain registration for a second URL would be \$10/year for domain registration and \$5/month for hosting. He thought that it might not be a worthwhile expenditure and suggested using a free option like tinyurl for an upcoming event and see how well it goes.
- XII. Halloween Decorating Contest (October 23-20)
Audra has all of the prizes ready and plans to repeat last year's preparation. Entries can begin submission on October 16, and voting would begin on the 24th. Submissions will only be accepted from homes within the boundaries of the ENA.
- XIII. Halloween Bonfire (October 31, 6:30-8:30pm)
Charles created the Facebook event today. Marilee will mention the event at the Elvehjem PTO meeting next week. The fire permit and park permit will be submitted shortly once he locates our proof of insurance. He expects to be hosting a jack-o-lantern contest again this year. Prizes will be either bought from or donated by Culver's. Justin will look for new tea lights to use in the luminaries. Alice volunteered to help with setup.
- XIV. Mayor's Conference
The annual Mayor's Conference is taking place on Saturday, October 8 from 8am to 4pm at the Monona Terrace. The cost is \$15 per participant, and the Board has budgeted to cover the cost. Jared and Charles expressed interest but may have conflicts. Everyone who plans to attend can register on their own and then submit a reimbursement request to Stacy.
- XV. Turkey Trot
This event is taking place on Thursday, November 24 at 8:30 am at Droster Park. It has become one of our neighborhood's biggest events and it takes a lot of volunteers. Board members who will be in town are

encouraged to help out. If unable to help, donations of baked goods are always needed. Justin will set up the online registration and document the step-by-step process for future organizers.

XVI. Madison Foundation Adopt-A-School Program

Jamie suggested that the Madison Foundation Adopt-A-School program might be a worthwhile investment of our charitable dollars. This can be individualized to each sponsor-school relationship, and involves a minimum of one year commitment with financial, human (such as event volunteering, mentoring, tutoring), and material (such as supply drives, etc.) contributions. Marilee suggested that an example material contribution might be to collect hats and mittens at the Turkey Trot along with food pantry donations. Next steps would involve a meeting with several Board members, the Principal and possibly the PTO President to determine what a possible relationship might entail. The Madison Foundation is hosting an event on October 11 to introduce the school to potential sponsors and would welcome neighbors to attend. Jamie will let the Madison Foundation know that the Board is interested and try to set up a meeting.

XVII. Tree sponsorship

Jamie recapped the Adopt-a-Tree efforts that Charles, Jamie and Tiff Roltgen made last year. The Board took no action to initiate any further efforts.

XVIII. 50th Anniversary Committee

Marilee reported that there will be a meeting next week, September 15, 7 PM, at Messiah Lutheran Church and welcomed anyone to attend. The goal of this meeting will be to prepare to schedule interviews. Steve the videographer requested that the video link open in a new window so that the Donate button remains accessible. Marilee will forward his email to Jared to investigate.

XIX. Welcome Committee

Charles has been delivering fresh eggs as part of his welcome baskets but will need to begin collecting baked goods. Alice and Jamie will prepare some for him in the near term.

XX. Eastside Neighborhood Association Coalition

No new developments, but Charles will send a message asking if there is any interest in reinitiating the coalition. ENA would be willing to host the first meeting but we would need to know that there is sufficient commitments among other neighborhoods to host future events.

XXI. Adjournment – 8:59 PM

Announcements

- The next ENA Board Meeting is Wednesday, October 5 from 7-9pm at the Great Dane Eastside
- The next Echo Newsletter deadline is September 15 for the October/November Echo.

Echo Assignments:

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| ○ President's Column | Jamie |
| ○ Calendar of Events | Jamie |
| ○ Treasurer's Report | Stacy |
| ○ Secretary's Corner | Justin |
| ○ Member Corner | Charles |
| ○ Health Talks Series? | Jamie |

- 3x3 Basketball Recap Jamie
- NNO Recap Marilee
- Taste of LVM recap Kate
- Halloween Decorating Audra
- Halloween Bonfire Charles
- Turkey Trot Peggy/Tiff
- Holiday in the Park Jamie
- New Logo Abby
- Treasurer Wanted Ad Stacy