

# **ENA Board Meeting**

November 2, 2016 @ 7-9 p.m.

The Great Dane East Upper Level Meeting Room

- I. Call to order
  - a. Time: 7:04 PM
  - b. In attendance: Jamie Meise, Audra Johnson, Justin Martin, Charles Donaldson, Alice Pulvermacher, Stacy Wellford, Jared Marker, Abby Abernathy, neighbor Jaren Christianson
  - c. Absent: Marilee Cronin
- II. Approval of agenda : no changes
- III. "Word On the Streets"

There were reports of tires slashed (9 different cars) on Woodvale on Halloween night.
- IV. Secretary's report

Nothing to report
- V. Treasurer's report

Financials looking good for the year, but we did notice that the actuals were quite different from what was budgeted, both in the positive and the negative. Overall we did better than budgeted.
- VI. Echo Report

Justin will revisit the cost comparison between Thyse and Xerlith printers to determine whether Thyse should remain our long-term vendor or whether returning to Xerlith will be more cost-effective.

November 15<sup>th</sup> is the next Echo deadline. Article assignments are at the end of this document.
- Old business
- VII. Mayor's Conference Take-Aways

Jamie and Jared attended this year's Mayor's Conference and reported back on their experiences. Jamie reported that there was emphasis on both the increased population of renters in Madison, and an aging population. We have made an effort in the past years to extend our reach to both of these populations, and will continue to do so. Jared attended sessions addressing serious issues affecting neighborhoods nearby, including a session discussing the problem of high racial disparity in Madison despite having the highest number of non-profit organizations, per capita, in the country, and one discussing the problem of food deserts in the city, particularly in the Allied Drive area.
- VIII. Halloween Decorating Contest Recap

Audra reported 3 entries, and 2 of them were entries from last year. Jamie proposed dropping the contest as there doesn't seem to be sufficient interest to maintain it. The Board agreed.

IX. Halloween Bonfire Recap

Charles reported that the event went well, and approximately 70-80 people attended with a lot of kids. He inadvertently turned on the field lights and all agreed that it was a good addition as it attracted more people and also made it more attractive to stick around. Walgreens donated 6 bags of candy.

X. Turkey Trot

The Turkey Trot will take place Thursday, November 24 at 8:30 am at Droster Park. Anyone who is able to volunteer is encouraged to do so. Joel, Peggy, and Tiff are well in charge of the organizing.

XI. Holiday in the Park

Alice reported that EBNA is in charge of preparing and bringing hot water for hot chocolate. Santa and Fire Station #5 are confirmed for the event. In preparing for the event she found that MG&E regularly prepares gift baskets for charity events and she noted that this would be good to keep in mind for the Fourth of July Event. Alice will purchase approximately 100 prizes appropriate for all ages which Santa will distribute. Anyone who is able to help out is encouraged to sign up for volunteer spots on the sign-up genius form.

XII. Holiday Cookie Swap

This event will take place on 4 PM, December 11<sup>th</sup> at Our Savior's Lutheran Church.

XIII. Holiday Lights Contest

This will remain as the sole online decoration contest. Entries will be collected starting on December 1-11, with voting held on Facebook between December 12-22, and winners will be announced on December 23. Audra will send a list of entrants to Justin on the 11<sup>th</sup> and he will take both a daytime and nighttime photo of each house for use in the online contest. We have one \$20 gift certificate available from PDQ. A \$25 gift certificate will be purchased from Metro Market, and \$15 from Habanero's.

XIV. Dropbox update

Jared and Jamie have spent time clearing file space on Dropbox. It appears that our space problems have been resolved for now.

New business

XV. 2017 Planning

a. Calendar of Events

Events have been added to the calendar to reflect our new initiatives and events started in 2016. The Board agreed that moving the membership drive earlier was a good idea, and decided then on a date of Saturday March 25, with the training followed immediately by the annual meeting, then the social after the meeting with pizza provided. Jamie will look into contributions from Glass Nickel, Pizza Hut and Buck's Pizza.

The 3x3 basketball tournament may be moved to June in order to better spread the word while school is in session.

Jamie is in contact with MPD about possible events involving the K-9 or mounted units, but no events have yet been planned.

The proposed 2017 calendar of events is attached, without tonight's revisions, to this document.

b. Budget

Given the discrepancies between actual costs and budget, we may need to reconvene the Budget Committee to determine whether adjustments will be needed for 2017. Execs will meet to discuss.

Jared will look into solutions to our data problem which might ease the strain on our Treasurer. Justin and Jared will meet to get up to speed on where we are currently.

Jaren suggested that it might be worthwhile to see if local accounting firms would be willing to exchange accounting time for advertising.

c. Goals

i. Membership households

Jaren offered a suggestion to prepare a training video for block captains unable to attend the training session.

ii. Adopt-a-school

See committee report

iii. Build relations with MPD and MFD

discussion tabled

iv. Senior and renter inclusion

Discussion tabled

## Committee reports

### XVI. Madison Foundation Adopt-A-School Program Update

There are two supply drives on the 2017 calendar in support of Elvehjem Elementary: a classroom restock drive in February, and a hats and mittens drive in November.

The Board considered a request from the Elvehjem student council for a matching donation on Bobcat Bucks earned by students and donated to charitable organizations. The Board agreed to a matching contribution up to \$100, given that this is a student-led initiative.

### XVII. 50<sup>th</sup> Anniversary Committee

Marilee has a meeting scheduled on Wed Nov 9, 7 PM at Messiah Lutheran. Anyone willing to help out is encouraged to contact Marilee.

### XVIII. Welcome Committee

Discussion tabled

### XIX. Eastside Planning Council

Discussion tabled

Adjournment at

## **Announcements**

- The next ENA Board Meeting is Wednesday, December 7 from 7-9pm **board member Alice Pulvermacher's home, 4710 Academy Drive.**
- 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