

## **ENA Board Meeting**

January 4, 2017 @ 7-9 p.m.  
Great Dane East Side

### **I. Call to order**

- a. Time: 7:04 PM
- b. In attendance: Jamie, Abby, Marilee, Audra, Justin, Alice, Jared, Jaren, Stacy, Charles

### **II. Approval of agenda**

### **III. "Word On the Streets"**

Marilee mentioned that the neighborhood had a lot of holiday lights this year, despite the low number of contest entries. We discussed whether Nextdoor would be a good place to promote neighborhood events, but decided against it given its reach into adjacent neighborhoods.

### **IV. Secretary's report**

Justin reported that we received a thank you letter from MMSD for our adopt-a-camper sponsorship. Jamie asked Justin to update the Google calendar events in the near future with upcoming events listed on the website.

### **V. Treasurer's report**

The December financials are incomplete pending end-of-year expenses and receipts, including Turkey Trot donations, advertising, and memberships. Regardless, our finances are in good shape. Search for new treasurer

Jamie said that our prospective treasurer, Crystal, was unable to attend tonight but she is still interested in taking the position and will plan to attend our next meeting.

### **VI. Echo Report**

Echo assignments are listed at the end of the minutes. Jamie reported that there are 4-5 advertisements purchased for the upcoming issue as well.

#### **a. Printing/Mailing Vendor Report (Justin)**

Justin estimated that it would cost approximately \$300 per issue to expand to 12 pages from 8. We are starting to have too much content to fit into an 8-page issue and will consider doing this on an as-needed basis.

#### **b. Length vs cost breakdown (Justin)**

Justin reported that he calculated a per-issue expense from our previous vendor at \$0.754, and was offered a rate that amounted to \$0.676 per issue to return to their business. The current rate we pay amounts to \$0.631 per issue. The board agreed to stick with TPS.

## Old business

### VII. Holiday Cookie Swap Recap

The event was attended by 7 people and cookie trays were delivered to MPD and MFD.

Attendance has declined through the years. If the event is discontinued next year we would like to consider still organizing an effort to deliver these cookie trays.

### VIII. Holiday Lights Contest Recap

Audra reported that the voting app was a challenge, though there appeared to be pretty good participation in the votes.

### IX. NYE Run-a-thon

Jaren reported back on the runathon which had a lot of walkers and runners on the one-mile route. North Face and Salomon donated memorabilia and athletic gear which was awarded to participants. About 230 miles were completed by 59 participants. Bonnie Benson pledged to donate hats & mittens to LVM Elementary for every 5 laps completed. ENA will budget for incidental expenses next year and will consider pledging a charitable donation to encourage additional participation.

### X. LVM Hats and Mittens Drive recap/thank you notes

The board passed around a large stack of thank-you notes from LVM students in response to our successful drive.

### XI. Neighborhood Shovelers list

Abby has not received any submissions for the neighborhood shovelers list. She will prepare a note for the Echo about this result and encourage neighbors to continue helping each other out.

### XII. 2017 Budget Approval

The budget committee met in November to prepare for the upcoming budget, and the board agreed that it is ready for presentation at the annual meeting.

## New business

### XIII. LVM Classroom Restock Drive

This is still in the works and we are working with the PTO to clarify how ENA will help out with this effort.

There is an upcoming trivia fundraiser on January 28 for the PTO, and the annual Fun Fair will be coming up and looking for volunteers. There is also an adult-only fundraiser on April 29 at the VFW. Jamie will be preparing an Echo submission summarizing all of the LVM fundraisers upcoming.

#### XIV. Membership Drive April 1-30<sup>th</sup>

a. Membership packet materials and printing

Jamie has already updated all of last year's materials for the current year. Every board member is asked to closely review these materials to proofread and offer suggestions or edits.

Jamie also drafted a timeline for tasks, saved in the Dropbox folder, which should keep the drive on time.

b. Incentive

Jaren will ask his neighbor, a manager at Metro Market, about a gift card donation. If unsuccessful, Jamie will ask Food Fight Group if they would be willing to donate a \$50 gift card early this year so that we could use it for the membership drive. Jaren

Jamie suggested to avoid the February donation drive this year and push it back to April. Ideas for new donors include Betty Lou Cruises, Float Factor.

c. District Coordinator Assignments

All Board Members will be District Coordinators and will be responsible for recruiting block captains. The map of district assignments is saved in the Dropbox folder.

d. District Coordinator Training

Charles volunteered to help Jamie prepare for a District Coordinator training to take place outside of our regular meetings. The meeting will be scheduled to allow for sufficient time to recruit block captains. Charles will send out a Doodle poll to find the best time for scheduling.

#### XV. Block Captain Training March 25 9:15-9:45am

a. Training materials

This year the board will prepare a training video for block captains who are unable to attend the training session. Abby will work on putting together a script and Jaren and Abby volunteered to star in the spot. Audra will produce and edit the video.

b. Meeting format

Jamie will lead the meeting and present the video. Following the video there will be time for Q&A and sharing of best practices.

#### XVI. Annual Meeting Saturday March 25 at 10am

##### a. Meeting location and format

The 2017 Annual Meeting will be held at Our Saviour's Lutheran Church on Droster Rd. We will have access to their kitchen and coffee makers. The meeting will be held from 10-11 and then there will be a social following the event. Jamie will seek donations of pizza from neighborhood businesses. Charles will bring coffee.

##### b. Powerpoint Presentation

Charles will look into borrowing a projector for the meeting. Jamie has a draft presentation prepared which she shared with the board. We made some immediate changes, specifically to address new events and outreach efforts like the health talks series, basketball tournament, and new neighbor welcome packets. We will continue to revise and refine the presentation as the meeting approaches.

Justin will prepare a trend line of membership households over the last 3 years.

##### c. Guest Speaker

Jamie will invite Heather Dzick to speak again this year.

##### d. Feedback Survey

Alice will send Jamie a list of survey questions to collect feedback on the event.

#### XVII. Executives for 2017-2018: Justin will collect nominations for Executives, for voting

#### XVIII. Adjournment

##### **Announcements**

- The next ENA Board Meeting is Wednesday, February 1 from 7-9pm at the Great Dane East Side.
- The next Echo Newsletter deadline is January 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
  - Annual Meeting-Jamie
  - Membership Drive-Jamie
  - 50<sup>th</sup> Anniversary Project-Marilee
  - Holiday in the Park Recap- Alice

- Cookie Swap-Jamie
- Holiday Lights Contest-Audra
- NYE Runathon Recap-Jaren
- Elvehjem Elementary Section-Jamie
- New Board Member Bio-Jaren
- Snow Shoveler list- Abby