

ENA Board Meeting

August 13th, 2018 @ 7-9 p.m. at the East District Police Station, 809 S Thompson Dr, Madison, WI 53714

I. Welcome: 15 minutes (7:00-7:15)

- a. Call to order (Charles) 7:03pm
- b. Visitors: Mike Tierney Alderperson through April, Christopher from Rolling Meadows Neighborhood, Lois O'Neil Elvehjem Resident
- c. Board Members present: Charles Donaldson, Jim Ramsey, Kim Bolinder, Alice Pulvermacher, Jacob Wright, Audra Johnson, Marilee Cronin
- d. Board members absent : Jared Marker, Ted Putternan
- e. Shane Corcoran resigned from the ENA board
- f. Approval of agenda - Approved
- g. Word on the Streets (All)
 - i. Parks Dept Ann Freiwald offered to meet people about condition of Elvehjem Park
 - 1. Marilee to meet with her Wednesday night 8/15
 - ii. Neighborhood Night Out August 7, Bay Ridge had a big party and Starker Ave had a gathering
 - 1. Encourage neighbors who hold gatherings every year to post their event details on Facebook in advance
 - 2. Next year compile a list of events/gatherings on Facebook in advance of Neighborhood Night Out
 - iii. Academy Dr. near Angel Crest intersection has regular activity at night with an impaired woman
 - 1. Neighbors addressed the issue directly and seems to have stopped now

II. Reports: 20 minutes (7:15-7:35)

- a. Secretary's report (Audra)
 - i. Audra will post board meeting notes on Facebook in addition to website after approvals and changes made
- b. Echo report (Audra)
 - i. There was good feedback for August/September issue with Fred Arnold obituary, vintage photos, Fourth of July photos and event recap
 - ii. Deadline for October/November Echo is September 15
- c. Treasurer's report (Jacob)
 - i. Membership Drive update
 - 1. 395 active households as of August 2018 vs. 430 households as of December 2017
 - 2. 66 new memberships 2017 vs. 2018
 - ii. Profit and Loss statement
 - 1. After some reimbursements and payments Jacob will distribute a current copy
 - iii. 4th of July celebration event final revenue results
 - 1. Totals after collecting Raffle, silent auction, and donations
 - a. 2017 event raised \$1472, 2018 event raised \$1591 not including a few silent auction checks
 - iv. 50th anniversary donations update
 - 1. Total Donations year to date in 2018 is \$2295 for money specific earmarked from donations
 - 2. \$3845 has been raised since the 50th anniversary donation drive started
 - v. 2018 Garage Sale final total
 - 1. \$143 total raised
- d. Technology Report (Jared)
 - i. Group Email for Audra wasn't working for Charles until he added Audra as contact

- ii. Charles will talk to Jared about emails
- iii. Insurance agent had the wrong email for Jacob, so he worked with him on the correct the error and they're in contact

III. Events Planning: 40 minutes (7:35-8:15)

- a. 50th Anniversary Celebration (Alice/Crystal)
 - i. Sub-committee Meets Monday 8/20
 - 1. Alice handed out action item task list for 50th Anniversary event with green font complete and red needs to be done
 - 2. Alice passed around a sign-up sheet for tasks on September 29
 - 3. Audra to order more Potato salad for 100 more people from Blue Plate
 - 4. Jacob to follow up with Blue Plate on sales tax exemption
 - 5. No need to buy additional insurance because alcohol is covered by Blue Plate's insurance
 - 6. Utensils needed for cake but food utensils are provided by Blue Plate
 - 7. Audra and Charles will meet to place order for postcard mailing
 - 8. Charles to contact a printer for printing an event banner to hang on neighborhood road signs
 - a. Audra to send graphic files to Charles to create banners
 - 9. Audra to order 30 extra postcards to send to people that don't live in neighborhood
 - 10. Crystal is point person for Facebook posts about 50th Anniversary event
 - a. Marilee changing cover photo 50th anniversary sign up genius link to the Facebook event and website
 - 11. Mona Everett will sit at a greeter table to sign up volunteers Charles will sit at table for recruiting ENA Board Members
 - a. Donation jars will be placed near food, cakes, and face painter
 - b. Food is set up inside with some tables and chairs
 - ii. Monday August 27 Jim will conduct a test for sound and projector at Our Saviour's
 - 1. DVD player will be used to play movie, Marilee to bring a DVD player
 - 2. East Buckeye neighborhood resident Russell is bringing speakers
 - iii. Kids obstacle course and kids activity - Charles to contact i9 for setting up
 - 1. Audra to contact Dream Lanes about activities for kids
 - 2. Alice to contact a balloon maker
 - 3. Kids games from Fourth of July like bottle toss can get set up
 - 4. Reserve area in front of stage where band is playing for kids to dance
 - 5. Face painter is volunteering their time
 - 6. Crystal reached out to light of the world for volunteering at event
 - iv. Reusable totes/swag bags (Shane)
 - 1. Before resigning from the board Shane spoke to his neighbor about cost of bags which was not a competitive price
 - 2. Alice to speak with Cory about ordering bags and costs
 - a. Logos that need to go on bags are saved to Dropbox
 - 3. Charles can contact Elvehjem school about an eblast notice for the 9/29 event
 - v. Action items for August (Alice)
 - 1. Kim will order cakes with one or two weeks notice from event date
 - 2. Kim to get Plates and utensils needed for cake
 - 3. Kim ordered water wagon and scheduled for 9/29
 - 4. Pastor Cory will apply for a Thrivent gift card, and organize a scavenger hunt
 - vi. Ten tables from ENA - Jacob priced the cost of tables \$40 - \$50 each to buy, they are \$8 to \$10 for rental

1. Marilee to check on borrowing chairs and trash cans from St. Denis
2. Jamie Miese is checking on borrowing chairs from her church
- vii. Marketing Facebook, website, Jared will send the email blast, Charles School Eblast, Audra to send postcards, Jacob to post to community calendars online
 1. Jacob to coordinate with press release contact so don't double send event information to outlets
 2. Charles turned over tv station outreach to Michelle who is writing and sending out press releases to media
- viii. Whiskey farm band is confirmed
- ix. Alder Person Mike Tierney will be there and speak/recognize between band breaks
 1. Mike spoke to Mayor's office about the Mayor appearing, Alice will connect with Mike about the appearance
- x. Crystal is creating a thank you to our sponsors sign
- xi. Audra is the point person for where to place food to serve at the event
- xii. The movie will be first introduced by Marilee at 11am then played again
 1. Microphone is needed for speakers in sanctuary before and after movie
 2. Jim is leading the test for playing the movie in the sanctuary at Our Saviour's
- xiii. Audra will bring two coolers, Jacob bring two, Jim will bring his coolers too
- xiv. Mayor's Proclamation (Charles)
 1. Charles to write-up contents for the office to create a proclamation
- b. Halloween Bonfire (Jared)
 - i. A new fire coordinator is needed this year
 - ii. Jared is checking on the lights for the park
- c. Holiday in the Park (Jim)
 - i. Jim will review the playbook with Alice from previous years

IV. Committee Reports 15 minutes (8:15 - 8:30)

- a. 50th Anniversary Project (Marilee)
 - i. Check in on Video progress
 1. Script for video is done, narration for segments will be done this week
 2. Marilee is purchasing two photos of Conrad Elvehjem from Historical Society
 - ii. Jacob is reviewing the contract from Steve the documentarian
 - iii. The board is invited to a screening on August 28th 7pm at Jim and Michelle Stellner house on Ferris

V. Other Business 30 minutes (8:30 - 9:00)

- a. Sentry Building discussion
 - i. Jim and Jared went to the community meeting
 - ii. How the board should proceed as a group
 1. Charles as board will represent neighborhood as a whole, he will do research on what majority of neighbors believe
 2. The ENA board will speak as one voice
 3. Chris from Rolling Meadows spoke to Urban Assets planning company and city urban planning
 - a. He discovered that misinformation circulating that it is only affordable housing will be at Cottage Grove Road complex
 - b. The city perspective is Madison doesn't have enough affordable housing
 - iii. Lois O'Neil a resident of Elvehjem Neighborhood was present to voice her concerns about the project
 1. The four story building will not fit with the skyline of the area as it is now
 2. The increased number of residents living at that corner will increase car and pedestrian traffic possibly leading to safety issues

3. The increase of in and out traffic for people using the services of the non-profit proposed to use the ground level floor
4. The addition of this mixed-income and ability tenant building will add to the ones that already exist in the immediate area
- iv. There is an example of an apartment complex similar to the one proposed that contains a mix of incomes housing in Royster Commons on Cottage Grove that's defined as Section 42
- v. Federal funding and city funding still has to be approved, planning proposed in committees, traffic issues evaluated
- vi. The ENA board will publicize when relevant meetings take place on ENA website
- vii. Beth Godfrey lives in Heritage Heights and posts helpful links to legitimate information resources
- viii. Denise Demarb old blogs links will be placed on ENA Facebook page
- ix. Amanda Hall an Alderperson, has an informational blog to share as well
- x. Contact information updated for alderman on website
- b. Monthly meeting timing after 50th
 - i. Jacob motioned to move monthly meetings to first Wednesday of the month from 7-9pm, Alice seconded, all say aye, motion passes
- c. Board Member Recruitment
 - i. Marilee, Crystal, stepping down after 50th, Alice will step down in the winter

VI. Adjournment

VII. Announcements

- a. The next ENA Board Meeting is Monday, Sept. 10th from 7-9pm at the Great Dane East Side.
- b. The next Echo Newsletter deadline is Sept. 15th for the October/November ECHO.
- c. ECHO Assignments:
 - i. Echo Assignments:
 1. President's Column-Charles
 2. Secretary's Report - Audra
 3. Treasurer's Report - Jacob
 4. Calendar of Events-Charles
 5. Member Corner - Jared
 6. 50th Anniversary Project-Marilee
 7. LVM PTO - Charles
 8. Event recaps
 - a. Neighborhood Night Out Recap - Owner?
 9. Upcoming Events
 - a. Halloween Bonfire - Owner?
 - b. Turkey Trot - Owner?
 - c. Holiday in the Park - Owner?