

ENA Board Meeting

February 12, 2018 @ 7-9 p.m. at The Great Dane East

I. Welcome: 20 minutes (7:00-7:20)

- a. Call to order 7:08pm (Audra)
- b. Present: Jared Marker, Shane Corcoran, Jim Ramsey, Jacob Wright, Crystal DeGrote Heppe, Marilee Cronin, Kim Bolinder, Alice Pulvermacher
- c. Absent: Jamie Meise, Charles Donaldson
- d. Approval of agenda (All)
 - i. ENA Board present agrees to move Facebook discussion to the end of the meeting
- e. "Word On the Streets" (All)
 - i. Cuco's Meeting report (Marilee/Jim)
 - 1. Cuco's has applied for 21 & over entertainment license
 - 2. This Summer when Cuco's applies for a liquor license the neighbors affected by the noise issues have a plan to voice concerns at hearings

II. Reports: 25 minutes (7:20- 7:45)

- a. Secretary's report (Audra)
 - i. None to report
- b. Treasurer's report (Jacob)
 - i. The document presented to the ENA board has the 2017 budget, the 2017 actuals and 2018 budget numbers
 - ii. The 50th anniversary donations will be sorted into a separate account that is earmarked for spending on 50th anniversary related activities only
 - iii. Jacob's 2018 analysis is that membership drive donations will be down because people will choose to donate to 50th anniversary activities
 - iv. The 2018 budget shows a net loss but the ENA account has a surplus
 - v. Jacob didn't create 2018 budget lines for each 2018 event but he will include the 2017 event expenses in the 2018 budget
 - vi. 50th anniversary donations revenues are up to date with Pay Pal but the revenue doesn't include checks mailed in
 - vii. Jacob will adjust revenue 2018 for 50th anniversary that is less \$1550
 - viii. Jacob recommends conducting quarterly audits of books to double check his accounting work
 - 1. Crystal, Kim, and Shane will perform an audit in March
- c. Echo report (Audra)
 - i. A full page should be reserved for 50th anniversary information
 - 1. This would include video, fundraising and event information
 - ii. Advertising (Jim)
 - 1. Echo Ad sizes dimensions are revised
 - 2. Monona Grove Nursery School will get free ad makegood for running the incorrect sized ad
 - 3. The new rate card will specify portrait orientation for quarter page size ads
 - a. Jim to let MG&E and Good Food know about running incorrect ad sizes
 - 4. Jim to give Jacob information about what advertisers owe money and which advertisers get free ads
 - 5. Jim will recreate and update advertiser order form with ad sizes
 - a. Jared will update the advertiser information form on the website

- d. Technology report (Jared)
 - i. Echo successfully went out by email and regular mail
 - ii. Shane has been added to mailing list of ENA board members

III. New Business 30 Minutes (7:45-8:15)

- a. ENA Facebook Moderation/Censorship discussion moved to the end of the meeting
- b. ENA Exec Elections/ Transition plan (Charles)
 - i. Shane needs a ENA Director at Large binder from Abby
 - ii. Each board member will email Charles nominations for executive officers before the next Board Meeting on March 12
 - iii. Because Charles is leaving, the Welcome Committee position on the ENA Board is open
 - 1. Someone needed to distribute welcome packet and treats within 3 months of moving
 - iv. The ENA Board executive roles need to be updated and placed in all ENA Board binders after the elections
- c. ENA Board member recruitment ideas (All)
 - i. Alice suggests creating subcommittees for planning and executing specific events during the year
 - 1. If a neighbor first contributes to organizing an event, they may be inclined to join the board
 - 2. Audra will put information on each upcoming event article in the Echo about contacting the corresponding event leads by email "if you would like to help"

IV. Upcoming Events Planning: 35 minutes (8:15-8:50)

- a. Easter Egg Hunt: Saturday, March 31, 9:30am Sharp at Droster Park (Kim)
 - i. Kim will get the key for the storage shed from Marilee
 - ii. Alice offered to help Kim look in the shed for items listed in the ENA Board Event Playbook for Easter Egg Hunt
 - 1. Kim to contact Oriental Trading for purchasing items to hand out to kids
 - 2. Jared will send contact information to Kim so she can invite Denise DeMarb and the local Firefighters
 - 3. Audra will post Easter Egg hunt info on the website
- b. Block Captain Training, Annual Meeting, and Pizza Social: Saturday April 14 at Our Saviour's Lutheran Church, 1201 Droster Rd (Jamie)
 - i. ENA Board Members need to review the Power Point on Dropbox
 - ii. All ENA board members to recruit block captains now and invite to the meeting on April 14
 - iii. The 2018 ENA membership distribution list with color coordinated districts is completed and posted in Dropbox
 - iv. Our Saviours is booked for the meeting, Dominos is generously donating pizzas, elected officials have been invited, Officer Dzick is confirmed to speak
- c. Membership Drive: April 15-May 15 (Jamie)
 - i. Marilee offered to give the membership to a marketing consultant for review
 - ii. The ENA Board members need to review ENA membership packet documents for content and proofing
 - iii. The membership packet needs to be printed after the March meeting, then stuffed prior to the April Meeting.
 - iv. Shane will research costs for purchasing an incentive for membership drive
 - 1. He will look at prices for 500 quantity

2. One option is license plate frames, or can koozies that range \$1.10 to \$1.25 each plus set up
3. If there are items left over from the annual membership drive, they can be handed out at 50th anniversary event
- d. 50th Anniversary Celebration (Alice)
 - i. The \$2500 City of Madison grant requires that the 50th Anniversary Celebration event is accessible and open to all ENA neighbors of every income level and ethnicity
 - ii. The City of Madison Grant requires reporting on how the 50th Anniversary Celebration contributes to neighborhood wellness and engagement
 1. Alice to create a survey to hand out at 50th Anniversary event then collect answers and use it to report for grant requirement
 - iii. Alice will send 50th Anniversary documentary promotional video from videographer to City of Madison
 - iv. Subcommittee for planning 50th Anniversary event celebration includes Audra, Kim, and Crystal with Alice as event lead
 1. Subcommittee to contact former ENA board members for helping with event tasks
 2. Event location options are VFW, East Side Club, Olbrich Gardens, Light of the World Church, Our Saviour's Church
 - a. East Side Club downstairs event space is not accessible to everyone
 - b. The program should have a designated official premiere time to play the 50th Anniversary video then it will play again
 - c. If we held the event at Our Saviour's the end time would have to be at 3pm on September 29
 - i. There are outdoor and indoor possibilities
 - ii. Our Saviour's council has to approve serving beer and wine at the event
 - iii. The Pastor of Our Saviour's is presenting the 50th Anniversary event for approval to his council
 - iv. There will be \$700 more for food if event is held at Our Saviour's

V. Committee Reports 10 minutes (8:50-9:00)

- a. 50th Anniversary Video Project Update (Marilee)
 - i. There is a committee meeting on Wednesday
 - ii. A voice over narrator has volunteered
 - iii. Jim is reviewing the script and offering feedback
 - iv. The CFW owner will be interviewed because he is in town
 - v. Culver's night on March 13 fundraiser two shifts between 5-8pm
 - vi. Audra to help with editing documentary
- b. LVM Elementary Update (Jamie)
 - i. Information about items needed in classrooms is on ENA website

VI. ENA Facebook Moderation/Censorship tabled until next meeting due to time constraints.

VII. Adjournment 9:08pm

Announcements

- The next ENA Board Meeting is Monday, March 12 from 7-9pm at the Great Dane East
- The next Echo Newsletter deadline is March 15 for the April/May Echo.
- Echo Assignments:
 - President's Column-Jamie
 - Calendar of Events-Jamie
 - Treasurer's Report-Jacob
 - Secretary's Corner-Audra
 - Member Corner-Charles
 - 50th Anniversary Project-Marilee
 - LVM Update- Jamie
 - Upcoming Events
 - Annual Meeting- Jamie
 - Membership Drive- Jamie
 - Earth Day Clean-up- Crystal
 - Garage Sales Save the date

