

# ENA Board Meeting

June 11th, 2018 @ 7-9 p.m. at The Great Dane East

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

- a. Call to order (Charles) 7:05pm
  - i. Present - Charles Donaldson, Audra Johnson, Marilee Cronin, Jacob Wright, Jared Marker, Crystal DeGrote Heppe, Alice Pulvermacher, Kim Bolinder, Jim Ramsey, Shane Corcoran
  - ii. Absent - none
- b. Approval of agenda (All)
  - i. Agenda approved
- c. "Word On the Streets" (All)
  - i. City of Madison compost service canceling
  - ii. Alderman Denise DeMarb resigning, interim replacement until new election in the fall
  - iii. Garage Sale coming up this weekend, participation doesn't seem to be at the same level
  - iv. Bike path crossing Buckeye Road almost completed

## II. Reports: 15 minutes (7:15-7:30)

- a. Secretary's report (Audra)
  - i. Audra to price postcards blank on one side logo on other side
- b. Treasurer's report (Jacob)
  - i. Profit and loss statement reflects 1/1 - 6/11 showing 2017 vs 2018 distributed at meeting
    - 1. There is a difference in membership donations because there was a 2017 Treasurer transition and donation deposits lag time
    - 2. Base on past years, donations will continue to arrive through August
  - ii. Membership Drive update
    - 1. Number of households donated through 5/31 comparisons say 201 have not renewed 2017 vs. 2018
    - 2. There are 76 new resident memberships submitted in 2018 vs 2017
    - 3. We currently don't do outreach for households that have donated in the past but have not the current year
    - 4. Crystal will continue to post Facebook mentions driving people to renew or join memberships
    - 5. Jacob will deliver the prizes to the two winners of random drawing - \$25 Seafood Company gift card and \$25 Metro Market gift card
  - iii. 50th donations update
    - 1. Profit and loss statement does not reflected the grant amount
      - a. Jacob is tracking one amount going to one account for 50th Anniversary donations, source of donations are not itemized
      - b. Subcommittee will allocate funds to specific events item
      - c. Jacob to give Alice all money raised since fundraising started, there might be multiple amounts to add
    - 2. Donations are at budget expectations
      - a. Jacob will come to the 50th Anniversary Committee meeting
    - 3. Marilee still expecting Wildwood Clinic donation
    - 4. Donors to receive logos on swag include: Wildwood Clinic, Central Storage, Culver's, Videographer, Our Saviour's, MGE
- c. Echo report (Audra)

- i. Audra to work with Marilee on old photos and logo to create collage on the front page of August/September issue due July 15, 2018
  - ii. LVM updates probably won't have new information because of coordinator position transition
  - iii. Advertising (Jim)
    - 1. Jim will approach WI Automotive and El Ranchero to be new Echo advertisers
    - 2. Photographer won't be advertising any more
    - 3. Jacob invoicing advertisers as Jim says to send invoices
    - 4. Ad dimensions list information is correct but size representations are incorrect on the website
  - d. Technology report (Jared)
    - i. June/July Echo issue successfully went out
    - ii. ENA Board personal are all emails are set up
    - iii. Jared can archive more, but he needs to get access to the same drive Jamie archived files to last time to make room on Dropbox
      - 1. To add memory to personal Dropbox invite other emails to increase memory

### **III. Events Planning: 70 minutes (7:30-8:40)**

- a. Membership Drive Drawing, retrospective(Charles)
  - i. Drawing for winners
- b. 50<sup>th</sup> Anniversary Celebration (Alice/Crystal)
  - i. Sub-committee update
    - 1. Meetings take place Third Monday of the month at Our Saviour's Church
    - 2. Shane sending ideas for swag with prices to Alice
    - 3. Postcards promotion send out reminders for the event September 29
  - ii. Church promotional materials
    - 1. Alice will have private conversation about overt outreach vs. signage displayed
  - iii. Reusable totes/swag bags (Shane)
    - 1. Shopping Totes cost \$750 for 500
    - 2. Shane will get prices for 2 sided and 1 sided
    - 3. Shane will be getting prices for larger size bag and one smaller size bag
- c. 4<sup>th</sup> of July Celebration final check-in (All)
  - i. Donations drive planning and ownership (Ted and Board)
    - 1. Update the list on Dropbox syncing the list and deleting old lists only use the spreadsheet second tab
    - 2. Raffle and Silent Auction is for the donation
    - 3. Ted will take the donors that are not claimed by board members
    - 4. Donations Master List is the only list the 2018 list will be deleted
  - ii. Assign leads (All)
    - 1. Promotion (Audra)
      - a. Posts on FACEBOOK, Audra has posted on Facebook, website, and newsletter as package event
      - b. Jared will post banners on signs after the Garage Sale
      - c. Marilee to post on Facebook calendar on Bike Parade, Crystal post on Firecracker run separately
    - 2. Permits and Insurance (Charles)
      - a. Marilee submitted for bike parade
      - b. Marilee hasn't heard back from VFW for the parade
      - c. Charles Getting in touch with the Parks contacts for the shelter and bathrooms

3. Kids Fun Run and Firecracker 5k
  - a. Joel Stone and Bonnie Benson still leading
  - b. Kids will get ribbons for Bike parade
4. Music (Jared)
  - a. Jazz band - quartet will perform
  - b. Need a 10x10 tent for the performance
  - c. Ted is bringing a tent too
5. Raffle/Silent Auction (Audra)
  - a. Audra to create pre-filled bid forms with amount increments and starting bids already filled in
  - b. Marilee to give Audra Mason jars before July 4
  - c. Charles is checking on double sided raffle tickets
  - d. Raffle cost will be \$1 per ticket and \$20 for tickets length of arms
6. Bike Parade (Marilee)
  - a. Jacob has a music speakers to play during the event
7. Face painting (Crystal)
  - a. Light of the world Face painting confirmed
  - b. Stephanie from previous years facepainting has not replied
8. Kids Games (Crystal)
  - a. Light of the World contact has not responded to emails yet
  - b. All kid's games are in the shed
  - c. Ted will bring an obstacle course and bubble station
  - d. Crystal will bring a badminton net
  - e. Each kid will get Culver's coupon and a Dream Lanes promo; no kid's raffle
9. Refreshments (Jim/Ted)
  - a. Ice cream, soda, water
  - b. Charles to email Ted with last year's amount to request donation from Woodman's & HyVee for gift card too
  - c. Jim to ask Metro Market for gift cards
  - d. Ted is approaching Kwik Trip
10. Bounce House (Alice)
  - a. Generator and PIH sponsorship
  - b. Aselson's delivering generator and bounce house at 9am
11. Tot zone (Crystal)
  - a. Water table will be set up
12. Welcome Table (Jacob, Kim)
  - a. Coordinate auction and raffle receipts too
13. Supplies
  - a. Coolers
    - i. Ted Jacob and Audra to bring coolers to make five coolers
    - ii. Ted to let Charles know if ice is donated otherwise Ted will buy and expense
  - b. Shade tents (3 of them)
  - c. Extension cords
    - i. Everybody who has them bring their orange extension cords
  - d. Megaphone for raffle/silent auction
    - i. Charles to bring the megaphone
    - ii. Charles will announce the winners

- e. Shed run
  - i. CHarles has a key
- f. Audra to bring picnic/food for ENA volunteers
  - i. Muffins Bananas Ice Coffee Granola

14. Other

- a. Everyone wear their blue t-shirts ENA
- b. Everyone needs to arrive by 8am
- c. Everyone deliver their Raffle and silent auction items to Audra 5114 Starker Ave

**IV. Committee Reports 10 minutes (8:30-8:50)**

- a. 50<sup>th</sup> Anniversary Project (Marilee)
  - i. Marilee will get a external drive from Charles for ENA to upload to Vimeo or You Tube
- b. LVM Elementary (Charles)
  - i. Transfer of responsibilities hasn't happened yet
- c. Welcome Committee (Audra)
  - i. Recently sold notices getting collected to Audra's email folder and documented

**V. Other Business 10 minutes (8:50-9:00)**

- a. Cucos Update (Charles)
  - i. City, license, noise issues
    - 1. Owners are engaged and owners are handling complaints

**VI. Adjournment**

**VII. Announcements**

- a. The next ENA Board Meeting is Monday, July 9th from 7-9pm at the Bier Garten, if raining then Great Dane
- b. The next Echo Newsletter deadline is July 15 for the August/September Echo.
- c. ECHO Assignments:
  - i. Echo Assignments:
    - 1. President's Column-Charles
    - 2. Calendar of Events-Charles
    - 3. Treasurer's Report-Jacob
    - 4. Secretary's Corner-Audra
    - 5. Member Corner-Jared
    - 6. 50th Anniversary Project-Marilee
    - 7. Event recaps
      - a. Membership Drive recap and Drawing Results - Charles
      - b. Garage Sales recap - Audra
      - c. 4th of July Recap-Charles
    - 8. Upcoming Events
      - a. Neighborhood Night Out - Charles
      - b. 50<sup>th</sup> Anniversary Celebration-Alice/Crystal





