

ENA Board Meeting

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

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

- a. Call to order (Jamie)
 - i. 7:06pm start
 - ii. Present: Marilee Cronin, Kim Bolinder, Jared Marker, Charles Donaldson, Alice Pulvermacher, Audra Johnson, Crystal DeGrote Heppe, Jamie Meise, Jim Ramsey
 - iii. Absent: Jacob Wright, Shane Corcoran
 - iv. Jamie is handing out documents to all present board members to review for 2018 membership drive packets
- b. Approval of agenda (All)
 - i. Approved
- c. "Word On the Streets" (All)
 - i. Cucos will move ahead with license plans

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

- a. Secretary's report (Audra)
 - i. None to report
 - ii. Audra to remove LVM elementary restock notice from website
- b. Treasurer's report (Jacob)
 - i. 2018 report was sent via intuit over email to ENA Board officers
- c. Echo report (Audra)
 - i. Audra to reserve full page for 50th event and project
 - 1. Alice and Marilee's columns will be added together
 - ii. Audra will plan on 12 page Echo for October/November issue for 50th Anniversary Celebration content
 - iii. 50th Anniversary content could be whole page, and 4th of July will have a full page in next two issues
 - iv. Jamie Kuhn the new Dane County Supervisor will send content if requested
 - v. Echo Advertising (Jim)
 - 1. Jim will confirm with advertisers that 1/8 size ad is landscape orientation
 - 2. Jim to re-create document with rate card and ad sizes and place it on website
- d. Technology report (Jared)
 - i. Jamie still having login issue for website, Jared will troubleshoot
 - ii. Kim checking spam folder for missing group emails they aren't there
 - 1. Jared to send test emails to Kim
 - iii. Audra's subscription to the enaboard mailing list was suspended due to "excessive bouncebacks" while trying to deliver enaboard email from Kim's aol email. Jared re-enabled Audra's email on the mailing list
 - iv. Jared to send Eblast for Egg Hunt week before the event on March 31 and one eblast one week before the annual meeting April 14
 - 1. Jared to add call for block captains to Eblasts
 - 2. No regular Eblast process for determining when they are sent
 - a. Moving forward Jared will send emails if there's a budget for the event

III. New Business 20 Minutes (7:30-7:50)

- a. ENA Exec Elections/ Transition plan
 - i. Jacob Wright accepted Treasurer nomination via email, board present voted yes
 - ii. Audra Johnson accepted Secretary nomination, board present voted yes
 - iii. Jared Marker accepted Vice President nomination, board present voted yes
 - iv. Charles Donaldson nominates himself for President, board present voted yes
- b. There is one Director at Large board opening now
- c. Jamie, Charles and Jared to meet separately about transition issues

IV. Upcoming Events Planning: 40 minutes (7:50-8:30)

- a. Easter Egg Hunt: Saturday, March 31, 9:30am Sharp at Droster Park (Kim)
 - i. Kim put the banners up for the event
 - ii. Kim's significant other will wear bunny costume
 - iii. Fire truck Station No. 5 will be there
 - iv. Kim is determining best option for Easter Bunny to ride into the event
 - v. Kim is recruiting goody bag stuffers for pencils, stickers, and fruit snacks
 - vi. Kim to set up four treat bag tables at checkout instead of two, so the process goes quicker
 - vii. Event advice from experience is to scatter eggs around the park, don't hide them
 - viii. Jared and Marilee will help at the event
 - ix. Kim will ask her daughter to take event photos to save
- b. Block Captain Training, Annual Meeting, and Pizza Social: Saturday April 14 at Our Saviour's Lutheran Church, 1201 Droster Rd (Jamie)
 - i. Everyone to review the annual meeting and block training meeting presentation on Dropbox
 - ii. Jamie will bring a projector from her husband's work
 - iii. Audra will revise the video to include new dates and prizes
 - iv. Earth Day slide needs to be updated
 - v. Audra will review Secretary presentation slide for changes
 - vi. Alice created a 50th anniversary presentation slide
 - vii. 2017 event recaps will be presented by Charles
 - viii. Everyone is asked to review the blurbs for the meeting
 - ix. Board members are asked to arrive at 8am get set up
 - 1. Jared to coordinate coffee
 - 2. Jamie to follow up Rosie's donut donation
 - 3. Jim to follow up with Capital Gas station to add to Metro Market prize for Membership drive drawing
 - 4. Alice to ask Lake Edge Seafood Restaurant for gift card, if they say no Alice will buy a gift card
 - x. Dominos is donating and delivering pizzas on April 14
 - xi. Finalize membership packet documents and printing in the next day or two everyone needs to review at the March meeting
 - xii. Shane needs an ENA T-shirt for annual meeting
 - xiii. All board members to wear their T-shirt at event
 - xiv. ENA board to sit on a table facing the audience and leave seats for attendees
- c. Membership Drive: April 15-May 15 (Jamie)
 - i. District Coordinator Check-in
 - 1. All ENA board members need to update spreadsheet
 - 2. All Block Captains need to be placed on the 2018 master list
 - 3. District Coordinators need to make their own large envelopes labels for Block Captains

- a. Block captains folders print out labels with home addresses
 - 4. Give each block captains the folders with packets that match the address labels
 - ii. Marilee has name tag holders for block captains from last year
 - 1. District Coordinators to print logo and blank for people to write their name on
 - iii. Audra to contact current members located in her District to recruit block captains
 - iv. Crystal has more names from last year
 - v. Charles to take Jacob's district and reach out to members
 - vi. Kim to follow up with former board member Stacy about being a block captain
 - vii. Charles to print packets at Staples with Blue cover page
 - 1. Also print extra 50 copies
 - viii. Charles to stuff all the envelopes and ask for help if needed
 - 1. Save the date on the blue paper and contents is wrapped.
 - ix. Charles offer to give advice and training for membership drive if new board members have questions
 - x. District Coordinators to ask how to input the membership forms
- d. 50th Anniversary Celebration (Alice/Crystal)
 - i. Our Saviour's committed to September 29 for the event
 - 1. The event has to be done 5pm
 - 2. The subcommittee Audra Crystal Kim to meet and create vision for event
 - 3. Alice will reach out to old board members from contacts on Dropbox
 - 4. The first event committee meeting will be on site at Our Saviour's

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

- a. 50th Anniversary Project (Marilee)
 - i. The committee is meeting monthly
 - ii. Reviewing interviews to determine outline
 - iii. Alice submitted a promotional video about the video project for City of Madison grant
 - iv. Shane has prices for 500 items from one company
 - 1. Jamie will research sponsors for the bags to hand out, printer and PIH
 - 2. The items will be used as hand-out at the event
- b. LVM Elementary (Jamie)
 - i. The classroom drive was a success for collection
 - ii. ENA board will donate \$100 to LVM
 - iii. Read a Thon fundraiser donation of support
- c. Welcome Committee (Charles)
 - i. Audra volunteers to be Welcome Committee Lead
 - ii. Audra to receive list of newly moved-in will be placed in spreadsheet
 - iii. Lead to request baked goods and hand out forms to new neighbors from the spreadsheet
 - iv. PIH Joel Voell sends information to Jared and Audra when available
 - 1. Alice will bake goods
 - 2. Jacob, Kim, Crystal willing to hand out packets to neighbors as well

VI. Old Business 10 minutes (8:50-9:00)

- a. ENA Facebook Moderation/Censorship discussion
 - i. This topic postponed until next meeting

VII. Adjournment

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

