

## ENA Board Meeting

July 9th, 2018 @ 7-8 p.m. at Olbrich Biergarten, 3527 Atwood Ave, Madison, WI 53714

### I. Welcome: 5 minutes (7:00-7:05)

- a. Call to order (Charles)
  - i. Present: Charles Donaldson, Audra Johnson, Alice Pulvermacher, Marilee Cronin, Crystal De Grote Heppe, Jim Ramsey, Kim Bolinder
  - ii. Absent: Jared Marker and Jacob Wright and Shane Corcoran and Ted Purttunen
- b. Approval of agenda (All)
  - i. Approved

### II. Reports: 10 minutes (7:05-7:15)

- a. Secretary's report (Audra)
  - i. Raffle and Silent Auction follow up
    - 1. Almost 50 items combined Raffle and Silent Auction were donated and displayed
    - 2. Silent Auction earned almost \$800 alone, Jacob to provide raffle totals later
  - ii. Google calendar is public on neighborhood website
  - iii. Audra to look into installing Google analytics
  - iv. Audra to add event recaps to event page
- b. Echo report (Audra)
  - i. Assignments and needs
    - 1. Audra to use 8 pages, skip secretary and treasurer column, skip member corner
    - 2. Charles to check on LVM school updates to include in August/September Echo
    - 3. Charles to provide Fourth of July event recap
    - 4. Marilee and Alice to provide 50th Anniversary event updates if necessary
  - ii. Advertising (Jim)
    - 1. Same number advertisers and ads as June July Echo Newsletter
  - iii. Charles to write the only officer column as President
- c. Treasurer's report (Jacob)
  - i. Membership Drive update
    - 1. Charles to follow up on two winner selection with Jacob
  - ii. 50th donations update & event
    - 1. Audra, Charles, Marilee, Jim, Crystal, Alice can be at the event at Our Saviour's 9/29
    - 2. Crystal is working on volunteer recruitment, asked about Light of World but no confirmation, planning to follow up
    - 3. Blue Plate all inclusive catering cost is \$3000
      - a. Audra to check on gratuity cost
    - 4. El Pastor catering plus beer and hiring a bartender will cost \$3000 approximately
    - 5. Need to buy a tent either way
    - 6. 30' x 60' tent seats 200 people quote from Linda at Our Saviour's
    - 7. Pastor and Linda measuring area for two tents
    - 8. Other attractions at the event will include Bounce houses, a band from 12-3pm, a tot zone, obstacle course, old car show, movie premiere and replay
    - 9. Crystal is drafting program run down for scheduling volunteer needs
    - 10. Alice to contact Shane for swag costs of shopping bags
    - 11. Board approves hiring Whiskey Farm at cost of \$700 band Alice to secure the band
    - 12. We have to save receipts of event for city of Madison to reimburse the Neighborhood Association through the grant

13. \$9725 total raised to pay for cost of documentary movie and September 29 event costs
  - a. Food can be set up in the kitchen so no need for food tent
  - b. The Outside tents can be for beer and band
  - c. Alice estimates \$8700 total cost for the documentary movie and Sept. 29 event
14. Audra to run point on Vista postcards and give copy from the postcards to Jared for sending a Eblast promoting the event
15. Alice and Marilee collecting logos for placement on shopping bags
16. Marilee motions to spend Charles second everyone present approves
17. Event communications should tell people to bring chairs if they have them
18. Kim to coordinate sodas waters lemonade cost 200 water, 100 lemonade, 150 soda
19. Marilee to contact Buckeye neighborhood resident Jeff DuFrane to borrow his speakers for the movie playing in the sanctuary
20. All board members take a shift at the event on September 29, Alice to create the schedule
21. Marilee to determine date of practice run through of September 29 event
22. Charles to reach out to Channel 3000 for press coverage
23. Marilee reaching out to her contact to write a press release

### **III. Events Planning: 30 minutes (7:15-7:45)**

- a. 50<sup>th</sup> Anniversary Celebration (Alice/Crystal)
  - i. Sub-committee update
  - ii. Reusable totes/swag bags (Shane)
  - iii. Needed decisions/approvals from the board
- b. 4<sup>th</sup> of July Celebration recap
  - i. Areas that went well
    1. 50 items for raffle/silent auction, almost \$800 raised in silent auction not including raffle
    2. Two face painters was great, quality was good
    3. Everyone loved the band
  - ii. Areas to improve for next year
    1. Signs for Raffle and Silent Auction - order vinyl banners for next year
    2. Buy First aid kit for all events
    3. Kids Basketball game should be replaced or thrown away
    4. Kids didn't stay engaged in games - there isn't a need for prizes
    5. We don't need to buy medals for the bike parade
    6. Must use a megaphone to call raffle and auction winners
    7. Post times for raffle winners in advance
    8. Start sending requests for prizes and donation drive in January/February before membership drive
    9. Put Silent auction items online leading up to the event, then bring items to event people pick up at event & pay there. 32 [auctions.com](https://www.auctions.com)
    10. Double the amount of water to bring
    11. Hook up a Sprinkler or hose at the event
    12. Marilee to go to City of Madison to ask about improvements to shelter

### **IV. Committee Reports 15 minutes (7:45 - 8:00)**

- a. 50<sup>th</sup> Anniversary Project (Marilee)
- b.

**V. Other Business**

- a. None

**VI. Adjournment**

**VII. Announcements**

- a. The next ENA Board Meeting is Monday, August 13 from 7-9pm at the Great Dane East Side.
- b. The next Echo Newsletter deadline is July 15 for the August/September Echo.
- c. ECHO Assignments:
  - i. Echo Assignments:
  - ii. Highlight the 1988 header and second header
  - iii. Page one photo collage
  - iv. Open and spread out old photos
  - v. Same amount of ads as June/July
    - 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

