

ENA Board Meeting

Wednesday, November 7th, 2018 @ 7-9 p.m. at the East Side Great Dane, 876 Jupiter Dr, Madison, WI 53718

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

- a. Call to order (Charles) 7:07
- b. Absent: Jared Marker, Christopher Johll, Marilee Cronin, Ted Perttunen
- c. Present: Alice Pulvermacher, Kim Bolinder, Jim Ramsey, Charles Donaldson, Dan Collins, Audra Johnson, Jacob Wright
- d. Approval of agenda (All)
 - i. Approved
- e. Word on the Streets (All)
 - i. Trick or treating was good turn out in the neighborhood
 - ii. Bonfire event attendance was about 60

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

- a. Secretary's report (Audra)
 - i. There are prizes for Turkey Trot and Holiday Lights Contest then they are gone
 - 1. Audra to drop off Turkey Trot Prizes at Charles House
- b. Echo report (Audra)
 - i. Reminder on ECHO assignments (ALL)
 - ii. November 15 due date; hopefully in homes on December 1
 - iii. Charles to combine 2 LVM items Hat and Mittens Drive & PTO Update
 - iv. In addition to content in December/January Echo about Turkey Trot, Holiday in Park, Holiday Lights Showcase an email blast about the events should launch
 - v. Jim to create a reminder about Holiday in the Park for the Dec/Jan Echo
- c. Treasurer's report (Jacob)
 - i. Working on bill payments for 50th anniversary
 - ii. The City of Madison Grant check hasn't arrived yet
 - iii. Ironwood Drive checks for Membership Drive have not been found
 - 1. We will give them free memberships checks Charles and Jacob will communicate this with the homeowners
 - iv. School lunch fundraiser set to end October 31, the end date was not promoted
 - 1. The current amount is over \$2000 + negative lunch account
 - 2. Over \$900 raised as of November 7
 - 3. Jacob proposes promoting again and extend the collection time period
 - a. The board approves
 - 4. The LVM content about lunch balance in December/January Echo should have donation info about School Lunches that mailed checks and Pay Pal are accepted
 - v. There were 13 mailed DVD order forms from October/November Echo
- d. Technology Report (Jared)
 - i. Not present

III. Events Planning: 60 minutes (7:30-8:30)

- a. Halloween Bonfire Recap (Jared)
 - i. Kim says it was over 50 people attendance
 - ii. The new fire attender Mark was great
 - iii. Ran out of water for hot chocolate; next year use Gaylord Catering for water, this should be noted in Halloween Bonfire Playbook
- b. Turkey Trot (Charles)
 - i. Joel Stone has been advertising on Facebook and it was in Oct/Nov Echo and Joel created a sign up genius

- ii. Website (Jared)
 - 1. Charles to talk to Jared about Turkey Trot registration and sending email blast with upcoming events
 - 2. Alice proposes promoting lunch account at LVM drive collecting and the food drive collecting
- c. Holiday in the Park (Jim)
 - i. East Buckeye Board member to contact Nabisco for donations
 - ii. Treat donation in sign up genius needs info on items or how to drop off treats with Jim
 - 1. Treat monitors are needed during event
 - iii. Signage is sandwich board posted at Orlando Bell Park 1 or 2 days in advance
 - 1. Jim to get signs from Jared
 - iv. Food donations collected at the event go to Second Harvest
 - v. Clothing donations is hat and mittens going to LVM school
 - vi. Email blast content about events coming up send week of 11/15
 - 1. Holiday in the Park and Turkey Trot volunteer link will be included by Charles
 - vii. Audra to create Holiday in the Park event on calendar facebook with volunteer slots and on website
 - viii. Alice suggested recruiting more treat volunteers slots for sign up genius
 - ix. Alice and Jamie provided lights for the shelter in past
 - x. Event expenses are Santa, lights, insurance, candy canes
 - xi. Donation jars are placed out near the horse carriage rides and split between neighborhood associations for the expenses
 - xii. Jacob says East Buckeye usually spends more and he totals the donations
 - xiii. Advertised event time is 3pm - 7pm
- d. 50th Anniversary Celebration
 - 1. DVD's (Marilee)
 - a. Linda will facilitate pick up of DVD's at Our Saviour's and designate certain times
 - b. Marilee will offer for people to pick up at her house if needed as well
 - 2. Upload to online and shared
 - a. YouTube link is live and 235 views
 - b. The YouTube link can be included in the holiday event eblast
 - 3. Grant wrap-up (Alice)
 - a. The link to YouTube movie has been shared with Mayor's office
 - b. At the table where the movie is shown will the Mayor's Conference need the event banner
 - i. The event banner that hung over the signs can be used
 - c. Jacob brought thank you notes to the meeting for the board to sign Caterer and the band and Jim and Michelle Stellner
 - i. Charles send thank you notes to Jim and Michelle
- e. Holiday Lights Contest (Audra)
 - i. Calling it Holiday Showcase from now on to make less competitive
 - ii. Collect votes on facebook with likes and comments to determine winners
 - iii. Award prizes from those likes and comments
 - iv. Start 12/1 end 12/15 vote 12/17-12/23 and winners announced 12/24
- f. 2019 Calendar of Events (All)
 - i. Review 2019 dates for Events and assign owners
 - ii. Include the school lunch drive and hat and mittens drive
 - iii. April 20 is Easter egg roll
 - iv. Earth day is April 28

- v. April 13 is annual meeting and launch of membership drive
- vi. Coordinate July food carts and Fit-to-Go paired during the summer
- vii. Charles to contact water wagon and Fit-to-Go for Fourth of July event now
- viii. Neighborhood night out has opportunity to expand
 - 1. Charles offers to lead this event
 - 2. Audra suggested organizing scavenger hunt kids and adults
- ix. Halloween Bonfire moves off event calendar of 10/31
 - 1. Jacob suggested making a map and registration of trick or treat pitstops; where neighbors are having driveway bonfire and refreshments
 - 2. Board members host random bonfires in their driveways
 - 3. Jacob to talk to insurance providers how this reduces cost

IV. Committee Reports: 15 minutes (8:30-8:45)

- a. LVM PTO Help (Charles)
 - i. Recruiting for November PTO childcare
 - 1. Lafollette High School students can do this and earn volunteer credits
 - ii. Hat and Mittens Drive
 - 1. Advertise more echo and Audra will put on website
 - 2. Charles is following up on Hat mittens
 - iii. Jacob is following up with PTO about lunch balance

V. Other Business 15 minutes (8:45 - 9:00)

- a. Ace Apartments
 - i. ENA email/post about next hearings
 - 1. Alder Tierney says there is final action 11/26
 - 2. Charles to create content about the project status for Echo and Eblast
 - 3. Post content on website that's a link to information not content that lives on the website
- b. Charles proposes Dan joins the board as Director at Large, and Jacob seconds, all present board members approve
 - i. Charles to provide Dan with business card
 - ii. Audra to collect Dans photo and paragraph for Echo

VI. 8:48pm adjourn

VII. Adjournment

VIII. Announcements

- a. The next ENA Board Meeting is Wednesday, Dec. 5th from 7-9pm at the Alice Pulvermacher's house
- b. The next Echo Newsletter deadline is Nov. 15th for the December/January 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. Ace Apartments Update - Charles
 - 6. LVM Hat and Mittens Drive and PTO - Charles
 - 7. Member Corner - Jared
 - 8. 50th Anniversary DVD Update-Marilee f

9. New Members Dan and Chris - Audra
10. Event recaps
 - a. Halloween Bonfire - Jared
 - b. Turkey Trot - Charles
11. Upcoming Events
 - a. Holiday in the Park - Jim
 - b. Holiday Lights Contest - Audra