

# ENA Board Meeting Minutes

Oct. 2nd, 2019 @ 7-9 p.m. at The Great Dane East, 876 Jupiter Dr, Madison, WI 53718

## I. Welcome, 10 minutes (7:00-7:10)

## II. Call to order (Charles) Time: 7: 05PM

- a. PRESENT: Kim; Charles; Jared; Jacob; Dan; Chris ABSENT: None
- b. Guests: None
- c. Approval of the agenda (All)
- d. Word on the Streets (All)
  - i. Jacob reports F35 FB discussion still hot. His contacts in the Marquette and Tenney Park neighborhoods report the same.
  - ii. Action Items: None

## III. Board Member Reports, 15 minutes (7:10 – 7:25)

- a. Secretary's Report (Kim)
  - i. Welcome Committee
  - ii. Last delivered in early June.
  - iii. Action Items: Get caught up with deliveries.
- b. Treasurer Report (Jacob)
  - i. Membership Drive Drawing winner is Marvin and Sue Richter who reside on Angel Crest. Prize is a \$25 Food Fight Gift Card.
- c. ECHO Report (Dan)
  - i. Sept.-Oct. Issue out. Have some new advertisers. US Census information included in the Member Corner.
  - ii. Reminder to adhere to deadlines and get your columns to Dan. Deadline for next issue is Nov. 15<sup>th</sup>.
  - iii. Jacob thinks eventually all paper distribution will stop. He estimates it costs about \$500 per issue to produce and distribute the printed version. Digital only would be a big cost savings.
- d. Tech Report (Jared)
  - i. ENA email bounces/spam
    - 1. Dan and Jared are not receiving emails sent to Board – goes into SPAM, which makes them hard to find.
    - 2. Lots of Spam to Board email address.

## IV. Upcoming Events Planning, 15 minutes (7:25-7:40)

- a. Neighborhood Halloween Bonfire (Jared)
  - i. Update on recruitment, final planning. Map is on LVM Website
  - ii. How many signed up? 7 households have signed up.
  - iii. Action Items:
    - 1. Jared will Email past members to try and get more participants
    - 2. Jacob will create FB Event
- b. Holiday in the Park
  - i. Joint meeting with Buckeye, Santa, Sleigh ride, other logistics
    - 1. When: December 7, 2019

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2. Who: Dan (lead). Jared and Kim will help. Chris is unavailable. Santa is set for the event.
3. Where: Orlando Bell Park on S. Thompson in East Buckeye Neighborhood
4. Action Item: Jeff Ekola not in Buckeye NB anymore. Dan find out if someone else took over for him.

### V. New Business 80 minutes (7:40-9:00)

#### a. ENA – Going Digital

##### i. ENA Website Redesign – Want to appeal to younger families.

1. Dan drafted a re-design last year with Square Space. He recommends major overhaul to improve user experience. We should keep 50<sup>th</sup> Anniversary and neighborhood history. We have outdated board member info, old minutes, and other less interesting content.
2. Showcase our strengths – The group came up with these ideas:
  - a. Chronicle events
  - b. Website needs to be mobile responsive for smart phone users
  - c. Use Google Calendar
  - d. Create Instagram presence and tie to past events
  - e. Include more photos- better picture quality
  - f. Describe what ENA does and does not do, i.e. no politics or taking sides
3. Action items-
  - a. Dan will look over his earlier design and come up with a demo.
  - b. Jacob will draft an “elevator pitch”. A short and sweet definition of who we are. We can use to better market ENA at membership time, in casual conversation and in our welcome packet material.

##### ii. Board member recruitment

1. Advertise open positions- Charles included positions for Marketing, Social Media, Events in the Sept- Oct Echo. Kim suggested a volunteer photographer for better quality pictures and improved coverage of our events. We’ve relied on parent’s photos in the past.
2. Jared said we should take advantage of our highly active FB page to promote ourselves.
  - a. Have periodic reminders for membership, our posting guidelines, babysitting.
  - b. Can and should set events ahead of time. Jacob suggests “sponsored” posts to keep posts appearing in the timeline.

##### iii. Fall Membership drive push – Use FB group

1. Two tickets to Gala as reward
2. New and existing members eligible to win. Raffle or random drawing. Can give tickets to someone else. Likely a formal event.

#### b. Pinney Library Gala Sponsorship – Charles made a motion to purchase \$500 sponsorship. Chris seconded; All in favor. None against. Motion passed.

- i. How much? \$500 gets 2 tickets to the Gala
- ii. Action Items: Commitment need by early December. Jacob send payment in November. Event is next Spring.

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- c. La Follette Homecoming sponsorship? Charles made a motion to donate \$100; seconded by Jacob. All in favor. None against. Motion passed.
  - i. Action Items: Jacob to send check to Jody McIntyre who's organizing.
- d. LVM PTO (Jacob)
  - i. Contact for new PTO president – President is Jesse, the same person as last year
  - ii. Supply Drive, Negative lunch accounts, Hat and Mittens Drive
  - iii. Action Items:
    - 1. Chris offered to be another liaison.
    - 2. Promote Hat & Mittens Drive at Turkey Trot and Holiday in the Park
- e. Data Sub-committee (Jared)
  - i. Identifying current data structure, state of ENA data
    - 1. Jared and Dan will discuss if or how we can use existing data on the 1,500 LVM households into a usable format for analysis.
    - 2. Believe the biggest obstacle is integration. Will the various platforms work together? CVCRM, Word Press, Paypal, Mail Chimp. More to come.
    - 3. We would like to be able to track membership data from year to year. Level of membership dates, etc.
    - 4. Will likely use address as the “key” or unique identifier.
- f. LVM Park Follow-ups
  - i. What's next? Jacob plans to attend the next meeting on 10/3.
- g. Mayor's Roundtable – Saturday, Nov. 2<sup>nd</sup> 9A -12P and Madison Public Library downtown.
  - i. Board member attendance
    - 1. Who- Chris will represent ENA. Free child care is provided.

### VI. Adjournment : Time: 8:55 PM

#### Announcements

- The next ENA Board Meeting is Wednesday, November 6<sup>th</sup>, from 7-9pm at the Great Dane East
- The next Echo Newsletter deadline is Nov. 15 for the October/November Echo.
- Echo Assignments:
  - President's Column-Charles
  - Treasurer's Report-Jacob
  - Secretary's Corner- Kim
  - Member Corner-Jared
  - LVM PTO Supply Drive/Negative Lunch Accounts – Jacob
  - Event Recaps:
    - Neighborhood Halloween Bonfires – Jared
  - Calendar of Events - Dan
  - Upcoming Events
    - Turkey Trot – TBD
    - Holiday in the Park - TBD