

# ENA Board Meeting

Sept. 4th, 2019 @ 7-9 p.m. at The Great Dane East, 876 Jupiter Dr, Madison, WI 53718

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

- a. Call to order (Charles) Meeting called to order at 7:01 PM. Present: Kim, Dan, Jacob, Jared, Chris, Charles. Guest: Sarah Close of Madison Parks Department arrived at 7:30.
- b. Approval of the agenda (All) One item added.
- c. Added to Agenda: Word on the Street
  - i. Jacob wants to ensure the LVM Negative lunch account drive (and the Restock drive) get added to our calendar. He reiterated the importance of ENA's support and reported a major supporter of the negative lunch account campaign passed away over winter.

## II. Board Member Reports, 10 minutes (7:05 – 7:15)

- a. Treasurer Report
  - i. Membership Drive Drawing winner
    - 1. Jacob will email Charles the name of the random winner in the next week.
  - ii. Jacob shared copies of the budget report dated 9/4/19
    - 1. Income from membership drive is about the same, however total membership is down. More Gold and Silver supporters.
    - 2. Expenses for neighborhood events is down.
    - 3. One outstanding A/R account from an advertiser.
- b. ECHO Report (Dan)
  - i. Advertising (Dan)
    - 1. New advertiser Slo-Roll Cycles has committed to ½ page ad.
    - 2. Jacob suggested reaching out to Green Forest Restaurant on Broadway. After renovations the restaurant will reopen as a new Elie's which was formerly at Buckeye and Monona Dr. Having an ad in the ECHO is a good opportunity to promote the re-opening and tie to our area.
  - ii. ECHO Duties (All) See Assignments. New design looks good.

## III. Old Business, 15 minutes (7:15-7:30)

- a. Membership Drive Retro Summary (All)
  - i. Fall drive
    - 1. Planning a fall membership drive (likely in November) using Facebook. We want to create a sales pitch with 5 or 6 bullet points that summarizes the association. Simplify ways to attract new residents.
  - ii. Focus on important blocks for next year where membership is high. This year district coordinators had to cover multiple areas due to volunteer block captain shortage. Considering surveying residents for input, especially our older ones. May need to do a separate paper mailing for best response since some are not computer users.
  - iii. Data improvement sub-committee
    - 1. We need to be able to use our membership data for analysis. Current systems do not work together: Excel, PayPal, CVCPM and Zendesk. We want to see year to year trends and collect more data than we do now, for example the date joined. Jared will head the focus committee and reach out to some contacts for recommendations. He thinks an SQL database would work. Jacob and Dan will assess our current data. Painted Post

resident familiarly known as Santa has restated interest in a membership directory. With a database approach we could put this together.

- b. 4<sup>th</sup> of July Retro summary (All)
  - i. Better volunteer recruitment – Had only 2 volunteers sign up.
  - ii. Band watching/dancing area- Move tent to a shaded area so that folks can watch comfortably. Heat kept folks from sitting nearby.
  - iii. Food for next year. We're thinking of getting donations for food next year. Maybe pizza or brats. Could also encourage neighbors to bring a picnic lunch. Maybe have beer on tap. We will discuss again later.

#### **IV. Upcoming Events Planning, 10 minutes (7:30-7:40)**

- a. Neighborhood Halloween Bonfire (Jared)
  - i. Update on recruitment, planning
    - 1. A couple commitments already.
    - 2. Will post a reminder on FB.
    - 3. Plan to use Google Map locations. If hosting please include a brief description of food and beverages available if you're providing or suggest what to bring for sharing.
    - 4. Send addresses to [halloween@elvehjemneighborhood.org](mailto:halloween@elvehjemneighborhood.org).
    - 5. Dan, Jacob and Charles plan to host bonfires at their homes.
- b. Holiday in the Park Date is Saturday 7.
  - i. Need board owner Dan will oversee the event, consult the playbook and reach out to Jeff Ecola of the East Buckeye NBH. Jacob will help with set-up and Kim committed to be there in whatever capacity needed.

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

- a. Elvehjem Park Updates
  - i. Sarah Close from Madison Parks to visit the board meeting
    - 1. Sarah shared a preview of an outline for the Sept. 6 meeting to discuss the LVM Park shelter renovations. At present costs are unknown. Anticipate \$10K to \$20K per item. Sarah let us know they need to reschedule, hopefully this month.
      - a. Potential/Proposed Improvement Ideas to LVM Park Shelter
        - i. Renovate restrooms to provide ADA access
          - 1. New fixtures, painting, doors and LED lighting upgrade
          - 2. Single stall (ADA accessible)
        - ii. Apply anti-slip epoxy coating to shelter floor
          - 1. Includes restrooms
        - iii. Demolish and re-pour concrete apron in front of shelter
          - 1. Currently considered inaccessible due to gap greater than ½". Board suggested shape be wider at one end to accommodate band space.
        - iv. Add accessible drinking foundation
          - 1. Position between restrooms
          - 2. Include water bottle fill station?
        - v. Neighborhood Generated Art Installation Idea
          - 1. Propose ENA neighborhood photography contest with voting
          - 2. Hold contest every couple years

3. Easily replaced if vandalized.
4. More affordable, greater collaboration with this option compared to other public art installations. Karin Wolf is the contact person for Public Arts. The Board likes this idea and will work with Karin later after plans get further along.
5. Could also have a mural. Suggested reaching out to the art teacher at LVM Elementary School. Handprints idea.
- vi. Additional landscaping/plantings near shelter entrance
  1. Board suggests establishing a committee to donate and maintain plants. Need to work with Stephanie Franklin at Madison Parks Foundation.
- vii. Remove/reduce paneling around upper balcony (used to be open to below)
- b. Next steps:
  - i. Determine best format for getting community input/opportunities/outreach
  - ii. Funding within Capital budget timeline
  - iii. Determine what can be done in the next year. In 2021. Have short-term and long-term goals.
- b. ENA – Going Digital- *Italicized items were tabled until October meeting.***
  - i. ENA Website Redesign**
    1. *Showcase our strengths*
    2. *Utilize for better data reporting*
  - ii. Board member recruitment**
    1. *Advertise open positions*
      - a. Marketing, Social Media, Events**
    2. *Form separate committees*
      - a. Ad Hoc committees.**
  - iii. Membership drive push – Use FB group**
    1. Affiliate with existing NB FB groups, book club, Acewood Park Conservancy, Card Clubs, etc. Mechanisms to engage people.
- c. Ace Apartments Public Hearing and next steps** Jared reported the project is moving forward and will likely break ground in fall 2020.
- d. Pinney Library Gala Sponsorship – Charles was contacted about ENA sponsoring this final fundraising event which has a goal of \$1.6 million. Minimum donation is \$500 which gets the sponsor's name on published materials. Deadline to commit is Nov, 11 so we have some time to decide.**
- e. LVM PTO Help- Jacob volunteered since he usually attends anyway.**

## **VI. Adjournment at 9:05 PM**

### **Announcements**

- The next ENA Board Meeting is Wednesday, October 2nd, from 7-9pm at the Great Dane East
- The next Echo Newsletter deadline is Sept 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 – TBD
- Event Recaps:
  - NNO - Charles
- Calendar of Events - TBD
- Upcoming Events
  - Neighborhood Halloween Bonfire - Jared
  - Turkey Trot – Peggy Hoffman. Jared reported issue with last year's link is resolved. TBD
  - Holiday in the Park - Dan