

# ENA Board Meeting

February 6, 2019 @ 7-9 p.m. at The Great Dane East, 876 Jupiter Dr, Madison, WI 53718

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

- a. Call to order (Charles) 7:03pm
  - i. Absent: Chris Miller
  - ii. Present: Jim Ramsey, Charles Donaldson, Audra Johnson, Dan Collins, Christopher Johll, Kim Bolinder, Jared Marker, Jacob Wright, Ted Perttunan
- b. Approval of agenda (All)
  - i. Neighborhood Resource Officer Payne attended the meeting at 8 PM
    - 1. Howard Payne is the new officer Madison East Side neighborhood liaison, taking over for Heather Dzick who is still stationed on the east side
    - 2. Officer Payne has 23 years experience on Madison Police Department including SWAT team negotiations, working with Joel DeSpain the Public Information Office as a neighborhood resource one per week
    - 3. He Lives on Dominion Drive right inside the district
    - 4. He's aware of the stolen car problem, Madison East District is ranked #2 in the city - 58 total cars stole and 13 cars stolen in East district
      - a. Best prevention is persuading people to lock doors and cars
    - 5. Charles asked about monthly coffee mornings at Pinney Library, Officer Payne plans on 10am this Wednesday February 13 - Charles will post the monthly meeting times on Facebook and Jim will post meeting times on Nextdoor
    - 6. Officer Payne is open to informal night meetings to hold one hour discussion
    - 7. Neighborhood Night Out in August is a priority with the Police Department
    - 8. Charles to let Howard Payne know about the April Annual meeting date, place and time so he can speak briefly at the end
    - 9. Officer Payne is responsive to emails, it's best way to reach him
    - 10. Officer Payne urges people to use the online reporting platform so the department can gather information about crime to create full data picture
    - 11. Let Officer Payne know what the board and neighborhood liked about Heather Dzick's activities
  - ii. Alder Tierney connected ENA Board with Officer Snyder's name and contact information
- c. "Word On the Streets" (All)
  - i. Thank you Cards from Neighbors
    - 1. A thank you card was sent to Our Saviour's 50th Anniversary and from Bonnie Benson thanking the board for \$25 Food Fight gift card for coordinating running events Turkey Trot and helping with Holiday in the Park

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

- a. Secretary's report (Audra)
  - i. None to report
- b. Echo report (Audra)
  - i. Extra content from MGE and Memory Cafe notice were included on February/March 2019 issue to fill 8 pages
  - ii. April/May 2019 Echo content will have a 'your ad here' blurb call for advertisers
- iii. Advertising (Jim)
  - 1. Jim runs into businesses who don't have resources to create ads

- iv. Echo Duties (All)
  - 1. Review duties at the end of the meeting notes
- v. Newsletter distribution Questions (Jacob)
  - 1. Request from Crystal about halfway house on Academy Dr. that wants to receive the Echo from now on
  - 2. Jared indicated the mailing list is in Dropbox Echo, Jacob will email Jared street address information to add to the list
- vi. Upcoming Events April / May
  - 1. Audra will add Easter Egg Hunt, Annual Meeting, Earth Day clean up
- vii. Audra to include blurb about Ted taking on the official role of donations coordinator
- viii. Audra to add blurb about Officer Payne taking over for Officer Dzick
- c. Technology report (Jared)
  - i. Jared requests approval to purchase SSL Certificate from Post Gator website domain host \$31 per year
    - 1. Charles motions to spend the money, Audra seconds, Motion passes
  - ii. Civix CRM website Word Press plug-in updates will be done by Jared in February

### **III. New Business, 30 minutes (7:30-8:00)**

- a. 2019 Events
  - i. Finalize and agree on final list of Events
    - 1. Remove 2019 Holiday Lights Contest, rename Halloween Bonfire to Halloween Neighborhood Bonfire
    - 2. Charles went to Our Saviour's board meeting to request that Fourth of July Celebration relocates there and Our Saviour's board approved
      - a. The ENA Board needs to do what they can with new bike parade route promotion
      - b. Charles to post on Facebook about post change start at Elvehjem Elementary and ends at Our Saviour's
      - c. Our Saviour's President said ENA Board can store things at the church instead of renting storage locker
      - d. Save on \$85 per month storage costs on locker behind Dairyland if storage is free at Our Saviour's
  - ii. Acewood Park Grand Opening
    - 1. Jacob proposes organizing a family event to celebrate the Acewood Park opening with refreshments during the membership drive window of time
    - 2. Jacob to follow up with the City Parks
    - 3. The Board will finalize a date for event date by mid March for 2019 membership packet
  - iii. Ted proposes an on-going Tuesday outing discount at a neighborhood venue, he will follow up and present a list of suggestions
- b. ENA Board member Binders
  - i. New member onboarding and checklist distributed to new board members
    - 1. Chris, Dan, Christopher received new member checklists
    - 2. Charles provided updated inserts for board members to insert into their binders
    - 3. Charles added expense forms for people to use and hand to Jacob
    - 4. Also included the new board member checklists
    - 5. Still to put in binders are contact form that's updated, Charles to make copies of the contact list from Dropbox for binders

6. Charles brought Volunteer contact list everyone present reviews for changes and updates, Charles will make final copies and place in the binder
- ii. Charles proposes that Ted take on the role of official Events Donations coordinator to solicit donations for events handouts, swag, prizes
  1. Ted wouldn't be required to come to monthly board meetings
  2. Ted can coordinate with Jim on soliciting advertisers for donations
  3. Charles will get business cards for Ted with that new title
  4. Next projects for Ted will be Easter Egg Hunt and Fourth of July Celebration donations
- c. ENA Exec Elections
  - i. Board elections nominations collection occur between February and March
  - ii. The Current Board members will send their nominations for officers to Audra between March and April meetings and vote on officers in April meeting
  - iii. Audra Johnson is stepping down from the ENA Board after the April 13 Annual Meeting, a new Secretary will need to be elected to the executive committee
- d. ENA Board Member Recruitment
  - i. Open spots for board members
  - ii. There is a place to put a name for volunteering for the board
  - iii. Charles to promote the openings on Facebook

#### **IV. Upcoming Events Planning, 30 minutes (8:00-8:30)**

- a. Easter Egg Hunt, Saturday, April 20, 9:30am Sharp at Droster Park (Kim)
  - i. Kim is reviewing play book
  - ii. Kim is sending Alder Tierney an invitation
  - iii. Ted proposes purchasing baskets with numerous prizes and sell business sponsorships of the baskets
  - iv. Kim and Ted will talk about how many prizes should be acquired and how the prizes will be distributed
- b. Block Captain Training, Annual Meeting, and Pizza Social Saturday April 13 (ALL)
  - i. Schedule: 8am set up, 9:15-9:45 Block Captain Training, 10-11am Annual Meeting, 11-noon Pizza Social
  - ii. Everyone on the ENA Board is expected to be there
  - iii. As district coordinators each is responsible for recruiting their block captains
  - iv. Our Saviour's will be the location of block captain training and annual meeting
  - v. Officer Payne will be there, Charles will invite Alder Tierney and Melissa Sargent
- c. Membership Drive (ALL): April 14-May 19, join by May 31<sup>st</sup> to be eligible for incentive drawing on June 15
  - i. Membership packet
    1. Materials updates: Letter to neighbors, 2019 calendar, get involved/connect with us, membership form, envelope
    2. Jared asks if there is a fundraising goal for 2019
      - a. Households goal 500 in 2019 out of 1700 total households
      - b. Jacob will look up how many 2018 households joined
      - c. Donation levels will be the same
        - i. Ted suggests offering incentive item for high level donations such as for gold and platinum level donations
      - d. Membership donations entered by May 31 go in drawing for \$25 Food Fight gift card
- d. Membership Drive Training (Charles)

- i. District Coordinator Assignments
  - 1. Charles is handing out assignments to the board handing out the map with the colors assigned to board members on the bottom
  - 2. Blue district is open without a coordinator
- ii. District Coordinator Training
  - 1. Recruit block captains now and give them packets and assign houses using the spreadsheet on the Dropbox
  - 2. ENA board should reach out to old block Captains before the March 6 meeting
    - a. Go to block captain list on Dropbox
    - b. Jared to update the spreadsheet in Dropbox
  - 3. Recruit for open block captain spots March to April
  - 4. Contact membership donor list for finding block captains
  - 5. Jacob requests the email blanks change not he membership packet

**V. Committee Reports, 15 minutes (8:30-8:45)**

- a. LVM Elementary Update (Charles)
  - i. February Classroom Restock Drive
    - 1. Update to Website for link to share this is on the newsletter
    - 2. Audra and Charles to add list to the website
  - ii. Negative Lunch Accounts
    - 1. \$1375 added from ENA Donations
    - 2. The LVM negative lunch account balance is now paid off
    - 3. HR Dept for School District did a drive added to the ENA drive the balance will be covered at Elvehjem Neighborhood
  - iii. Bobcat Boogie – Donation
    - 1. The Board needs to Vote on amount to donate for 2019
    - 2. Students get pledges for \$1 per lap they wear a T-shirts and get a check on T-shirt's to determine the amount
    - 3. Charles motions \$250 donation spend, Jacob seconds motion, board passes

**VI. Reports cont. , 15 minutes (8:45-9:00)**

- a. Treasurer's report (Jacob) tables 2019 budget for March 6 meeting
  - i. 2019 Budget Planning
  - ii. Neighborhood Crisis-fund/Fundraising Jump-start
    - 1. Jacob proposing to set aside a budget line

**VII. Adjournment 9:02pm**

**2019 Calendar of Events**

DATE	EVENT	TIME	LOCATION
February	Classroom Restock Drive for LVM Elementary	Deliver donations to collection box inside LVM front entrance	

Sat, April 13	Block Captain Training Meeting Annual Neighborhood Meeting Neighborhood Social and lunch	9:15am-9:45am 10am-11am 11am-12noon	Our Saviour's Lutheran Church 1201 Droster Rd
Sat, April 20	Easter Egg Hunt	9:30 am SHARP	Droster Park, 1429 Droster Rd.
April 14-May 19	Elvehjem Neighborhood Association Spring Membership Drive		
Sun, April 28	Earth Day Clean-up & Garlic Mustard Pull	1:00pm	Elvehjem Park, 1202 Painted Post Dr.
Thurs-Sat June 13-15	Neighborhood Garage Sales	8am-4pm	See map for locations
Thursday, July 4	Kids Fun Run and Firecracker 5K Bike Parade Fourth of July Celebration	8:00/8:30 am 11:00 am 11:00 am-1 pm	Elvehjem Elementary, 5106 Academy Dr. Our Saviour's Lutheran Church 1201 Droster Rd
Tues, August 6	Neighborhood Night Out	Various activities throughout the day	Elvehjem Neighborhood
Thursday, October 31	Neighborhood Halloween Bonfire	6:00pm-8:00pm	See map for locations
Thurs, November 28	5K Turkey Trot & 2-Mile Walk	8:30 am SHARP	Droster Park, 1429 Droster Rd.
November-December	LVM Elementary Hats and Mittens Drive and Negative Lunch Accounts	Deliver donations to collection box inside LVM front entrance	
Sat, December 7	Holiday in the Park	3:00pm-7:00 pm	Orlando Bell Park, 2274 S Thompson Dr

## Announcements

- The next ENA Board Meeting is Wednesday, March 6 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-Charles
  - 2019 Calendar of Events-Charles
  - Treasurer's Report-Jacob
  - Secretary's Corner-Audra
  - Member Corner-Jared
  - LVM Update Feb. Restock Drive- Charles
  - Event Recaps:
    - N/A
  - Upcoming Events
    - Annual Meeting- Charles
    - Easter Egg Hunt- Kim
    - Membership Drive- Charles
    - Earth Day Clean-up - Charles



