

ENA Board Meeting Minutes

May 1st, 2019 @ 7-9 p.m. at The Great Dane East, 876 Jupiter Dr, Madison, WI 53718

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

- a. Call to order (Charles)
 - i. Meeting called to order at 7:05PM. In attendance: Charles, Jared, Jacob, Kim, Dan and Chris. Christopher J. has missed the last 3 meetings without word to the board.
- b. Approval of agenda (All)
 - i. Agenda approved.
- c. "Word on the Streets" (All)
 - i. Jacob reported he is still receiving orders for DVDs from the 50th Anniversary. He contacted Marilee with the order but wonders if the order form is posted somewhere still. Discussed idea of getting the remaining DVDs from Marilee because the person was upset with how long it took to process. Ultimately decided to leave the process as is.
 - ii. Less discussion on Facebook about crime.
 - iii. Jared reported the board got an email asking how to pay for the garage sale. Charles stated he had supplied Diana Winter's contact to a previous request and would do so again here. Kim will act as the board contact for the garage sale.

II. Reports, 20 minutes (7:15- 7:30)

- a. Secretary's report (Kim)
 - i. Kim is familiarizing herself with the secretary duties.
- b. Treasurer Report-
 - i. Charles found an older folder from when Justin was treasurer and gave it to Jacob.
 - ii. Membership Drive update
 - 1. Jacob reported we have about 100 memberships so far, ahead of what we had for last year.
 - 2. See below for more detail.
 - iii. Ironwood lost memberships discussion
 - 1. Charles found the missing envelope from 2018. We honored last years' membership dues for the residents despite not having the payments. Charles will call the people affected to return the checks and cash found.
- c. Echo report
 - i. Dan stated he found the current Echo design overwhelming and suggests improvements. He shared a proposed design that was created with the help of a friend experienced with Indesign. Overall the group liked the look and Dan emphasized how easy it is to use compared with our current format. May-June Echo may be in new format depending.
 - ii. Advertising (Dan)
 - 1. Dan has not had a chance to seek out new advertisers.
 - iii. Echo Duties (All)
 - 1. Charles went over the duties for the next Echo.
- d. Technology report (Jared)
 - i. Jared made updates to several of the mailing lists because of board member changes. Charles brought up the issue with Safari browser on iPhone again, but Jared doesn't have an iPhone

so he can't test but advised other to send him any details provided by hovering over the 'unsecure' icon in the browser.

III. Old Business, 45 minutes (7:30-8:15)

- a. Board Member Recruitment
 - i. "Nominate your neighbor"
 - 1. Charles shared a suggestion made by a member at our annual meeting. He encouraged the current members to nominate people they know who will bring talent and expertise to areas of the board. By using Recognition of a person's talent or skill rather than relying on volunteers, Charles believes we will get better results. Submit your recommendations to Charles.
- b. Membership Drive (Charles)
 - i. District Coordinator check-in
 - 1. Charles noted not all block captains joined last year. District coordinators should encourage block captains to "lead by example". He also instructed coordinators to remind block captains to get out if you haven't yet and be sure to turn in any money already collected.
 - ii. Assign missing blocks
 - 1. Blue and Black districts
 - a. Jacob, Chris and Jared volunteered to take on the unassigned areas in the blue and black districts.
 - iii. Block Captain records in Dropbox
 - 1. Charles urged us to update the Master Block Captain list so it has all current info.
 - iv. Block captain membership
- c. Easter Egg Hunt Recap – Kim
 - i. Great weather. Great turnout. Ran out of goody bags. Mayor Satya Rhodes-Conway came in place of Alder Mike Tierney. Need better organization with distribution, more volunteers, and a dedicated escort for Bunny to keep orderly line for pictures. Kim will add ideas to the event playbook. Next year call it just an Egg Hunt. Special eggs created chaos. Best not to have any special eggs.
- d. Annual Meeting Recap – Charles
 - i. Close to 50 people attended, block captain training and annual meeting both went well. Officer Payne was a hit and a success. We had good feedback on the meeting. Only things to improve for next year: less coffee and earlier pizza delivery.

IV. Upcoming Events Planning, 40 minutes (8:15-8:55)

- a. Earth Day Cleanup (Crystal)
 - i. Postponed to May 5th due to snow. Mona suggested partnering with City of Madison next year by holding our event the same day.
- b. Acewood Park Grand Opening (Jacob) Permit fee waived by city. Not much to do. Jacob has it covered.
- c. ENA Garage Sale
 - i. Need board member to hang up signs, create even on FB. Kim will do. Charles sent Diana's contact info to Kim.
- d. 4th of July Celebration Preliminary Planning (All)

- i. Music and Entertainment (Jared) Same group as last year. Set to go.
- ii. Donations Drive Planning (All) Chris has to work that day. Jared may have plans too.
 - 1. Sign up on business sheet. Circulated around. Get started ASAP
 - 2. Board member owner for collection Raffle and Silent Auction items Dan & Kim.
 - 3. Online Silent Auction? Yes. Start 6/23 run to 7/7.
- iii. New parade route communication – ECHO?
- iv. Assign Leads
 - 1. Promotion
 - a. Kim will coordinate with Dan to create event and promote on FB.
 - 2. Permits and Insurance
 - a. Chris will contact agent and get permit from city.
 - 3. With new parade route!
 - a. Publish map in next Echo.
 - 4. Kids Fun Run and Firecracker 5k
 - a. Joel still leading?
 - b. Bonnie for Kids Fun run?
 - 5. Bike Parade Jared will handle the start at LVM school.
 - 6. Face painting Kim to contact Light of the world and person from last year.
 - 7. Kids Games Get volunteers to help and invest in new games.
 - 8. Refreshments No soda. Kim will contact city of Madison to see if Water Wagon is available. Planning to have juice boxes for kids and ice cream cups again.
 - 9. Coolers. Bring them if you have them.
 - 10. Bounce House Purchased a small one. Will also rent a larger one for event.
 - 11. Tot zone. See if Crystal will help. Chris has a water table to donate.
 - 12. Welcome Table- Jacob and one other.
 - 13. Other
 - a. Refreshments will be inside at Our Saviours.

- V. **New Business 5 minutes (8:55-9:00)** Ran out of time. We'll keep these on the agenda for next meeting.
 - a. Shed clean out (Kim)
 - b. LVM Elementary Garden Committee
 - i. ECHO post?
 - c. LVM Elementary Update
 - d. Welcome Committee Transition

VI. Adjournment at 9:23PM

Announcements

- The next ENA Board Meeting is Wednesday, June 5th from 7-9pm at the Great Dane East
- The next Echo Newsletter deadline is May 15 for the June/July Echo.
- Echo Assignments:
 - President's Column-Charles
 - Treasurer's Report-Jacob
 - Secretary's Corner- Kim

- Member Corner-Jared
- 4th of July – New route and Changes
 - Design help?
- Event Recaps:
 - Annual Meeting- Charles
 - Easter Egg Hunt- Kim
 - Membership Drive- Charles
 - Acewood Park Grand Opening - Jacob
- Upcoming Events
 - Garage Sales , Save the Date – Charles
 - 4th of July - Charles

*membership drive recap and drawing results to be included in August Echo

Transcribed by Kim Bolinder