

ENA Board Meeting Minutes

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

I. **Welcome, 10 minutes (7:00-7:10)** Meeting Called to Order at 7:00 PM

- a. Call to order (Charles) PRESENT: Kim; Charles; Jared; Jacob; Dan; Chris ABSENT: None
- b. Introductions (All) Two guests joined the meeting.
 - i. Liz Cavell
 1. Is married with 2 kids. She and her husband, Andrew Seidel are attorneys and live on Painted Post. Both will help with the bonfire for Holiday in the Park. Liz has experience with bureaucracy and knows how to get things done.
 - ii. Brian Baldis
 1. Resides at corner of Twilight and Starker. Been in neighborhood 17 years. He works for Dave Jones Plumbing and is active with BMX biking club. He will act as ENA's Parks Liaison. He has previous board experience and attended the last Parks meeting held by Sarah.
- c. Approval of the agenda (All) No changes to agenda.
- d. Word on the Streets (All)
 - i. FB political rants – Using the Admin role, Marilee posted a notice reminding users the page is not for politics, divisive behavior or finger-pointing. The comments feature is disabled with this message type, preventing any backlash.

II. **Board Member Reports, 10 minutes (7:10 – 7:20)**

- a. Secretary's Report (Kim)
 - i. Kim asked if babysitter@elvehjem... email goes to Kim's email since she's had no responses to my request for updates. Jared to check on it.
 - ii. Action Item: Kim will send another reminder with a deadline. Date TBD for posting of updated list on our website and FB.
 - iii. Welcome Committee – 17 packets delivered. I'm up to date. 3 recent sales.
 1. Updated calendar, cover letter; added QNR and insert with current Board info. Completed QNRs mailed to our PO Box.Action Items: Kim asked for help delivering. Chris volunteered to assist.
- b. Treasurer Report (Jacob)
 - i. Pinney Library Gala Sponsorship. Jacob said he hasn't received an invoice yet but has emailed them about it.
 - ii. LaFollette Sponsorship – ENA owes \$100 for police coverage during the Homecoming parade.
 - iii. Action Items:
 1. Jacob recommends we earmark \$200 for the 2020 budget for the LVM Warm Clothing Drive.
- c. ECHO Report (Dan)
 - i. November 18 is deadline for submitting your columns.
 - ii. We have a new half-page Pinney Library ad

- d. Tech Report (Jared)
 - i. SPAM bounce backs
 - ii. Change needed for Turkey Trot if we switch web provider.

III. Event Recaps, 15 minutes, (7:20-7:35)

- a. Neighborhood Halloween Bonfire (Jared)
 - i. We had 13 houses participate. Overall received good feedback. Weather was definitely a factor. Good turnout at Jared's, especially Zeke's friends.
- b. Reports from others:
 - i. Dan had about 20 trick or treaters and assorted neighbors visit.
 - ii. Jacob had about 50 people stop by. Someone from East Buckeye Neighborhood reached out to ask about partnering up next year.

IV. Upcoming Events Planning, 45 minutes (7:35-8:20)

- a. Holiday in the Park
 - i. New plan for LVM only event – Will be run by us but open to E Buckeye too.
 - ii. Approval for horse ride expense- Not needed- already accounted for in budget.
 - iii. Action Items:
 - 1. Dan sending out a list in the next couple days. Kim will attach his email to the Minutes.
 - 2. Kim create a Sign-up Genius for Volunteers; Jacob to put info on NextDoor.
- b. Fall Membership drive
 - i. Set dates, owner, posting strategy, prize: two tickets to Gala as reward
 - 1. Charles will create a Facebook post with "Join Here" advertising the Gala tickets prize.
 - ii. December meeting plan/celebration – Celebration postponed until January meeting.
- c. 2020 Event Calendar planning – **Held over to December meeting.**

V. Old Business, 40 minutes (8:20-9:00)

- a. LVM Park Follow-ups
 - i. Meeting report from Parks Meeting
 - ii. Who attended? Chris, Jacob and Brian.
 - iii. Highlights from event: Jacob reports there were no updates to the cost sharing. Meeting focused on attractions vs. shelter plans. Brian suggested a bike park and will act as our Parks liaison to further this idea.
 - iv. LVM Actions Items Who/What? Get more aggressive on FB to gain support for improvements to shelter. Get Sarah to focus on minimum improvements. Brian will reach out to her via email and include the handout we got from her when she attended our October meeting.

Motion made to extend meeting until 9:20 PM. All in favor. None against.

January meeting falls on January 1, 2020. We're moving it to January 8 instead.

- b. ENA – Going Digital -**Held over to December meeting.**
 - i. ENA Website Redesign (Dan)
 - ii. Data Sub-committee (Jared)
 - 1. Next steps for data with website redesign
 - 2. Who
 - 3. What
 - iii. Board member recruitment (All)
- c. LVM PTO (~~Jacob~~) (Chris)
 - i. PTO president is Jesse Miller.
- d. Supply Drive, Negative lunch accounts, Hat and Mittens Drive **Held over to December meeting.**
- e. Mayor’s Roundtable – Saturday, Nov. 2nd **Held over to December meeting.**
 - i. Board member attendee report
 - ii. Who attended?
 - iii. Highlights from event:

VI. Adjournment – 9.25PM

Announcements

- The next ENA Board Meeting is Wednesday, December 4th, 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
 - Gloves and mittens drive for LVM – Charles
 - Event Recaps:
 - Neighborhood Halloween Bonfires – Jared
 - Calendar of Events - Dan
 - Upcoming Events
 - Turkey Trot – Charles
 - Holiday in the Park – Dan
 - Larger space in the ECHO for changes?