

# Elvehjem Neighborhood Association Board Meeting Minutes

January 3, 2023, 6:30-8:30 p.m. at Pinney Library

- I. **Welcome (6:30-6:45) Time: 6:34 PM**
  - a. Call to order (Dan) Present: Dan, Pete, Jacob, CJ, Alice, Kim B, Kim R, Kristy, Dylan & Bobby.
  - b. Approval of the agenda (All)
    - i. Jacob asked to move the discussion of increasing Annual Dues to \$20 up to the Treasurer's report section. Agreed.
  - c. Word on the Street (All)
    - i. Ashley has resigned from the board due to her limited availability with her work schedule.
- II. **Reports (6:45 – 7:15)**
  - a. Secretary's report (Kim)
    - i. In-person Welcome Committee visits will resume February. Home sales have been slow in December.
    - ii. Kim priced out T-shirt printing for the remaining members that need shirts but it turns out Bob's business has invested in an industrial Cricut machine. Kim bought blank shirts and will get those and the design file to Bob. Set-up fees and minimum order amounts were too high for the few shirts ENA usually needs.
    - iii. Kim will order 500 ENA magnets. We decided on the oval shape switching to a black background with plain sans serif text.
  - b. Treasurer's report (Jacob)
    - i. Jacob said 2022 ENA income was \$11,496, just shy of the record high set in 2018, the ENA 's 50th anniversary year. Expenses were higher at \$10,719, especially printing costs for the Annual Membership Drive. He asked the members if ENA should continue with the break-even budget we have been following since the pandemic or look to generate more income in 2023.
    - ii. Jacob supports increasing annual dues to \$20 annually. Other NB associations dues range from \$15 to \$25 yearly. Dan made a motion to increase dues to \$20. Pete seconded. All votes were in favor. None opposed. Membership tiers will be adjusted as follows: \$30 for Silver, \$50 for Gold, \$100 for Platinum and \$500 for Diamond. Dan updated the dues and membership levels shown on our website immediately.
  - c. Echo report (Dan)
    - i. Echo went out just in time for the Turkey Trot.
    - ii. Advertising (Jacob)
      - a) Jacob and Dan will work together to get 1-2 more advertisers on board. Washburn Laserworks may be interested in a long-term spot.
  - d. Extra report (Pete)
    - i. Pete plans to include the following:
      - a) Board member openings
      - b) Spring Election reminder
    - ii. Email Pete with any other ideas.
- III. **New Business (7:15 – 7:45)**
  - a. 2023 [Calendar of Events](#)

- i. We added a new event for August tentatively called “Back to School Bash” to be held on the green space at The Life at Madison Grove Apartments. We removed Neighborhood Night out from the calendar since it is organized by the city of Madison or other groups and not ENA.
- ii. Confirm and Approve as a board- Done. Follow the link above.
- iii. Leads assigned. Done.
- b. Raise annual dues to \$20 (vote)
  - i. Motion passed. See item b. ii above.
- c. 2023 Exec Elections
  - i. Dan to send a “voting” email later this month or sooner.
    - a) Watch for the message to gather nominations for positions. Kim B. will tally final votes.
- d. 2023 Echo [Outline](#) (discuss and fill out)
  - i. We reviewed the template and will make some changes to better use the space by eliminating County Executive Parisi’s report.
- e. 2023 Survey w/ Membership Drive (Pete)
  - i. Pete will create a thread for sending our survey question ideas. He hopes to have an outline draft shortly.

**IV. Upcoming Events (7:45-8:15)**

- a. Annual Meeting (April 15) will be at Our Saviour’s.
- b. Membership Drive / Block Captain Training (Apr-May)
- c. Pete will head the Alder 16 election forum subcommittee. Date TBD. Jael Curry (Incumbent) and Kim Richman are the candidates. No office holders or candidates will be on the subcommittee.

**V. Event Recap (8:15-8:30)**

- a. Holiday in the Park - Sat, Dec 3 (Dan & Kristy)
  - i. Improvement ideas:
    - a) Keep Santa off the carriage, move him to shelter on a throne (w/ pictures)?
    - b) Letter Box for "wishlist / letters to Santa" to encourage families with kids
    - c) Forgo the carriage entirely? (Repurpose \$850?)
    - d) Mounted patrol inquiry (Tom Coyne is an Elvehjem resident)
    - e) Promote event to LVM school in advance
    - f) Add a performance of some kind to attract more adults w/ out kids (Yahara River Chorus)
    - g) Add menorah lighting.
- b. Holiday lights showcase - December (Pete)
  - i. Pete thinks we would attract more participants if we make it a contest and offer gift cards to local businesses as prizes. Very little interest shown in signing up.

**VI. Adjournment Time: 8:30 PM**

**Announcements**

- The Elvehjem Extra will publish [Thursday, January 26th](#)
- The next ENA Board Meeting is [Wednesday, February 1st](#) from 6:30-8:30 pm at Pinney Library
- The next Echo Newsletter deadline is [February 15<sup>th</sup>](#) for the \*Spring\* Echo

- Echo Assignments, tentatively (update / see 2023 [outline](#)):
  - President's Column (Dan)
  - Treasurer's Report (Jacob)
  - Secretary's Report (Kim)
  - Ads (Jacob)
  - Alder Currie's Column (Jael)
  - TBA / TBD