

Elvehjem Neighborhood Association Board Meeting Minutes

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

I. Welcome (6:30-6:45)

a. Call to order (Dan) - 6:35pm

i. Present: Dan, Jacob, Alice, Kim, Bob, Kristy, CJ, Pete. Guest: Matt Rush.

b. Approval of the agenda (All) - Approved as written.

c. Word on the Street (All)

- i. House fire on Vondron
- ii. Black panther (stuffed animal) in tree by Acewood
- iii. Archway of lights on Ellen Ave

II. Reports (6:45 – 7:00)

a. Secretary's report (Kristy) - no new business to report

b. Treasurer's report (Jacob)

i. **ENA Venmo** - our Venmo account doesn't connect to our Associated Bank account, so currently any funds we receive just sit in Venmo, and we can only pay / reimburse from the amount that is currently in Venmo.

c. Echo report (Dan) - next issue's draft is due mid-February.

d. Extra report (Pete) - no Extra was sent in December, which allows us to re-tool the process and begin sending each issue at the beginning of the month (instead of end-of-month).

e. Welcome Committee (Jacob)

- i. We will plan to do one outing in Jan/Feb to greet new neighbors (Jacob, Alice + any other volunteers?)
- ii. For planning purposes going forward, we have a lower volume of new neighbors in winter months (~4 houses sold in the last 2-3 months) relative to summer months (~20).

f. Garden Sign Committee (Dylan & Kristy) - no updates at this time.

III. New Business (7:00 – 8:00)

a. Design refresh (w/ Matt Rush, 30min)

i. Matt, a neighbor with a graphic design background, has offered to help redesign the ENA logo. Matt presented some guiding thoughts on logo design.

ii. Some of the board's thoughts / preferences for a new logo:

1. While "LVM" may be a more helpful/recognizable acronym than "ENA," we still need to feature "Neighborhood Association" in the logo to distinguish us from an HOA.
2. The current logo has houses that don't match the predominant architectural style of the neighborhood.

3. Things that set LVM apart from other neighborhoods: multiple sanctuaries; friendly community (open, welcoming; people wave!); people often buy here thinking, “This is where I’m going to raise a family”; and the steadiness/steadfastness of the ENA’s “longest continually active” status.

iii. Next steps: Matt will put together some rough draft options. The March board mtg will be the initial check-in, with a final decision to be made (internally by the board) at the May mtg. We may also review designs and offer feedback online, between meetings.

b. 2024 Calendar of Events - the board approved the 2024 calendar, with some adjustments:

- i. The Election Forum will remain “Spring TBA” until we have a better idea of what candidates will be on which ballots.
- ii. Garage Sales - we need to make sure the city won’t be doing chip sealing on our streets during the proposed weekend. CJ will call the city to confirm.
- iii. Our 4th of July event will be on Sat June 29th; we’ll move our July board meeting back to Wed June 26th.
- iv. The first board meeting of 2025 will be Wed Jan 8th, 2025 (not Jan 1st).
- v. We assigned a lead and co-lead for each event:

Event:	Lead:	Co-Lead:
Election Forum	Jacob	Pete
Bingo (?)	Kim	Bob
Egg Hunt	Alice	CJ / Kim
Annual Mtg / Membership Drive	Dan	Jacob
Earth Day	Dylan	
Garage Sales	Diana	Dan
Make Music Madison	Bob	
4th of July	Dan	Pete / Bob
Resource Fair	CJ	Kristy
Bonfires	Pete	
Turkey Trot	Pete	Alice
Holiday in the Park	Dan	Kristy

c. 2024 Executive Committee Elections

- i. Dan will send “voting” email later this month. Jacob is stepping down as Treasurer this year; he will admin the Exec elections.

- d. **2024 Echo Outline** - We reviewed the plan for 2024 and filled in a few content gaps.
- e. **Echo "Go Green" Campaign (Dan / All)**
 - i. Our online membership form captures "delivery preference" data (mail, email, or both) for The Echo. However, Squarespace doesn't save that info to a database, and we haven't emailed The Echo to anyone since Jan '22.
 - ii. Per Dan's manual review of online ENA membership forms (2020-2023), 67% of online donors had elected to receive the Echo by email.
 - iii. We have ~400 addresses on our "Current Tracking" spreadsheet that are listed as "Email Only." Alice will compare this list with the Echo Mailing List to confirm if this group is indeed not receiving a paper Echo in the mail.
 - iv. We discussed pros/cons of a) Re-starting the email process and having a "Go Green" initiative to move more people to email-only, & b) Continuing to mail the Spring/Membership Echo to all neighbors, regardless of delivery preference.
 - v. Board consensus was that it would be easiest (from an admin perspective) for everyone to have the same delivery method, and that a paper mailing only 4x/year is not an undue burden on the environment or mailboxes, plus it helps us maintain contact with all neighbors.
 - vi. We will remove the "delivery preference" question from the membership form.
- f. **Neighborhood Grant continued... (Pete & Dylan)** - We're waiting on the city for reimbursement, and will plan to spend the remainder of our grant in 2024.
- g. **[Storm Drain Mural](#) (Due Feb 15)** - CJ's review determined that we don't have any eligible drains within the neighborhood, so we cannot participate in this initiative.
- h. **Social February board meeting** - we will meet at the Great Dane (Eastside) for our Feb 7th board meeting.

IV. Upcoming Events (8:00-8:15)

- a. **VFW Bingo Night (Kim)** - Kim will check on the VFW's availability this week and update us. We're tentatively considering a Leap Day (Thurs 2/29) event.

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

- a. **Holiday in the Park, December 9 (Dan & Kristy)** - we reviewed our event debrief email from December. We discussed potentially moving the timing of the event earlier (3pm-6pm) to avoid conflicts with dinner & bed times.

VI. Adjournment

Announcements

- The Elvehjem Extra will publish Monday, January 8th
- The next ENA Board Meeting is Wednesday, February 7th from 6:30-8:30 pm at **The Great Dane***
- The next Echo Newsletter deadline is February 15th for the *Spring* Echo