

Elvehjem Neighborhood Association Board Meeting Minutes

Wednesday, November 1, 2023, 6:30-8:30 p.m. at Pinney Library

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

a. Call to order (Dan) - 6:37pm

i. Present: Dan, Bob, Alice, Kristy, Jacob, Kim, CJ, Andrew, Pete, Dylan

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

c. Word on the Street (All)

i. Halloween recap - not as cold as hyped, pretty successful event

ii. Recent construction on Stoughton Rd at Buckeye repaired concrete in left turn lane

iii. 1st day of LVM Lego Club is today!

II. Reports (6:45 – 7:00)

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

b. Treasurer's report (Jacob)

i. Jeff Solner has now been paid for sign repair

ii. ENA checking account is low on funds until we get the city's reimbursement for the signs.

c. Echo report (Dan) - final content due by Wednesday 11/8.

i. Advertising (Jacob) - advertisers remain consistent; we've added 1 new ad (Snow Scholars)

d. Extra report (Pete) - 602 people opened the October Extra; most-clicked link was for the Halloween map.

III. New Business (7:00 – 7:30)

a. Neighborhood Survey summary for Echo

i. We discussed how to interpret survey data in light of the demographics of the survey respondents. We received ~300 responses; according to the City of Madison neighborhood website, there are ~4,000 residents of LVM.

1. **Membership Map:** We're curious about where ENA members live within the neighborhood. Are there clusters of members? Are there underserved areas that could use more outreach? Pete volunteered to make a Google map with pins of all 2023 member addresses.

ii. Possible take-aways from the survey:

1. Consider scheduling events not on/around a holiday weekend, to boost attendance.

2. Consider some indoor events to be more accessible for folks.

a. **Bingo Night at the VFW?** Kim R. will look into details for scheduling something in Jan/Feb.

3. Annual Meeting - try to record it next year and share short videos on Facebook for marketing.

4. From a bandwidth perspective, 2024 will be a big political year. We can lean into keeping neighbors informed (forums, listening sessions, etc).

- b. **Neighborhood Grant wrap-up (Pete & Dylan)** - Sign invoice has been paid and submitted to the city for reimbursement.
- c. **Garden Sign Committee (Dylan & Kristy)** - Brenna (of LVM Lego Club) did the rain garden for LVM Elementary and works for the Arboretum. Dylan to reach out to her to see if she's interested in joining the Guild.
- d. **Welcome Committee latest (Jacob)** - Kristy handed off the LVM magnets to Jacob
- e. **Design refresh (Dan)** - A neighbor who does graphic design will attend our January meeting to discuss.

IV. Upcoming Events (7:30-8:15)

- a. **Turkey Trot, November 23 (Pete, Alice, & Dylan)**
 - i. Keeping the same route as last year. Pete has contacted the port-a-potty vendor.
 - ii. Pete will touch base with Alice & Dylan to divide tasks. Dylan will not be available on day-of; CJ & Kim R are available to volunteer. Pete will reach out to volunteers to staff the busy intersections.
 - iii. Supplies needed:
 - 1. orange vests for all Board members & volunteers (shed)
 - 2. pop-up shelter to help set apart the registration table (Pete)
 - 3. Signage for neighborhood entrances?
 - iv. Advertising:
 - 1. Dan will email past participants to remind them to register this year
 - 2. Pete will make a Facebook event. The November Extra will go out early so it hits inboxes before the event.
 - v. Debrief - reminder to do a debrief over email within 24hrs of the Trot
 - vi. For next year - we'll think about trying to do online waivers (could test-drive this for the 4th of July 5K)
- b. **Holiday in the Park, December 9 (Dan & Kristy)**
 - i. Supplies:
 - 1. Pallet wood:
 - a. Touch base with Chuck Risler to see if he has pallets to donate again this year?
 - b. Bob has a trailer to haul pallets; if Bob is on paternity leave, Dylan has a hitch and will borrow the trailer.
 - 2. Hot cocoa, snacks & food:
 - a. Andrew / City Church volunteered to supply us with cambros (2-3) and we'll make the cocoa in City Church's kitchen. (Kristy cto get cocoa mix to Andrew in advance.)

- b. Kristy to purchase store-bought snacks. We'll make another ask in the Echo article (and FB post) for people to bring baked goods.
 - c. Mexsal Mobile will be there! Kristy to update our permit w/Parks
 3. Light-up Cornhole: Kim R. will determine what supplies we need to make this game happen.
 4. Kristy & Alice to do a shed run to inventory other supplies (luminary bags, glow bracelets, napkins, cups, etc.)
- ii. Future Event Dates: we decided to commit to the 2nd Saturday of December for this event going forward. The horse/carriage vendor requested that date, and we'd also prefer a weekend a bit farther from Thanksgiving.

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

- a. Halloween Bonfires, October 31 (Pete)

VI. Adjournment

Announcements

- The Elvehjem Extra will publish Sunday, November 26th
- The next ENA Board Meeting is Wednesday, December 6th from 6:30-8:30 pm at Pinney Library
- The next Echo Newsletter deadline is February 15th for the *Spring* Echo