

Elvehjem Neighborhood Association Board Meeting Minutes

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

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

a. Call to order (Dan) - 6:39pm

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

b. **Approval of the agenda (All)** - Approved as written; Community Safety Symposium added to agenda.

c. **Word on the Street (All)** - new businesses recently opened in Rolling Meadows Shopping Center, including Zen Ramen, WiscoHome, Curious Crafter, etc.

II. Reports (6:45 – 7:00)

a. **Secretary's report (Kristy)** - no updates

b. **Treasurer's report (Jacob)** - to date, we've received \$575 in contributions towards the horse & carriage. Our total income for the Turkey Trot was \$967.

c. **Echo report (Dan)** - Thyse didn't get the latest Echo to mailboxes before Thanksgiving, even though we met their submission deadline.

i. **Other printing/mailing vendors?** Jacob & Kim R have used Wells for printing in the past - very fast turnaround. CJ used Insty-Prints for the Resource Fair flyers. Kim R used Alpha Graphics on E. Wash for printing. Alice will look into other printing options.

ii. **Echo re-design:** Dan shared a mock-up of a new Echo design in Canva; we'll revisit with a designer in January.

d. **Extra report (Pete)** - the most-clicked link in the Nov. issue was a map of salt routes.

III. New Business (7:00 – 7:30)

a. **Emailing the Echo** - we last emailed the Echo to subscribers in January '22. Our "Current Tracking" mailing list has ~400 addresses that are listed as "Email," but they haven't received the Echo via email for almost 2 years.

i. When you join the ENA, you select whether you'd like to receive the Echo via mail, email, or both. However, those data points aren't collected/saved in an Excel spreadsheet; we only see a member's selection in the individual Squarespace email that's generated at the time of sign-up.

ii. Since we aren't actually saving this data, we either need to remove the question from the membership sign-up page OR we need to retool the Squarespace form to better capture this info.

iii. We discussed including a mail opt-out option in the Spring Echo (to coincide with Earth Day / green efforts) to see if any other neighbors would prefer to receive the Echo via email only.

iv. We could also include a line in each Extra - "Click here to read the latest Echo" to make sure all subscribers are seeing the Echo in some form.

- b. **Social January board meeting** - as January's meeting is so close to the holidays, we elected to push the social aspect to February. We will discuss more at January's mtg.
- c. **Neighborhood Grant continued...** (Pete & Dylan) - Waiting for the city to process our reimbursement check for the initial signage work. We can still spend the rest of the grant money in 2024. Pete added "Lighting" to our project scope, so we can add solar lights to the 3 neighborhood signs.
 - i. For March - write up the scope of our landscaping plan, so we don't go over deadline next year.
- d. **Community Event Safety Symposium 1/11/24** - hosted by City of Madison Fire & Police Departments, with training on best practices for safe community events. Kim and CJ will plan to stop by.
- e. **LVM All Wheel Spot** - latest reports indicate they are about 80% of the way done on construction.

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

- a. **Holiday in the Park, December 9 (Dan & Kristy)**
 - i. We reviewed the Playbook and finalized volunteer assignments & supplies.
 - ii. Plan to connect hose to neighbor's water supply & fill a bucket with water prior to start of event, to have available for fire extinguishment.
 - iii. As we have already picked up keys to park gate, we will drop off pallets at the site early (store under shelter in case of rain?)
- b. **VFW Bingo Night (??) (Kim)** - Kim to ask what dates they have available this winter.

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

- a. **Turkey Trot, November 23 (Pete, Alice, CJ, Kim)** - we had ~140 people run this year. Having the pop-up tent helped make the sign-up table and starting line more easily identifiable. We may want to invest in a race clock (\$150) for our 2 annual 5K races.

VI. **Adjournment**

Announcements

- The Elvehjem Extra will publish Thursday, December 28th
- The next ENA Board Meeting is Wednesday, January 3rd from 6:30-8:30 pm at **Pinney Library**
- The next Echo Newsletter deadline is February 15th for the *Spring* Echo