

Elvehjem Neighborhood Association Board Meeting Minutes

Wednesday, February 7, 2023, 6:30-8:30 p.m. at Great Dane East Side

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

a. Call to order (Dan) - 6:36pm

i. Present: Jacob, CJ, Dan, Pete, Kristy, Dylan, Andrew. Guest: Lynne Ostrowski.

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

c. Word on the Street (All)

i. **Upcoming Elections** - There are currently 4 declared candidates for the Dane County Executive position (Melissa Agard, Regina Vidaver, Dana Pellebon, Wes Sparkman) and more may still declare. There is potential to either hold our own candidate forum, or at least promote an existing forum. Primary will be in August; general election in November.

ii. There's a new **speed sign** on Ellen Ave.

iii. The **THC / CBD store** on Cottage Grove Road (next to El Rancho) has closed.

iv. **Starker Ave Project** - Pete attended the Public Information meeting on Feb 1:

1. The city will gather bids this spring; if that goes well they estimate starting work late June and complete work by Fall 2024 (weather, etc dependent).
2. Slides from the meeting are [here](#). Proposed work includes resurfacing, redoing curbs, replacing pipes, etc. Traffic calming measures include adding two traffic circles on Starker (at Woodvale and at Ellen), and narrowing the road via bump-outs at Vondron.

II. Reports (6:45 – 7:00)

a. Secretary's report (Kristy)

i. **Fourth of July Vendors** - Kristy will reach out to Paint My Face and PopArt to get bids for tattoos/balloons for the Fourth event; we will go with the lowest bid.

ii. **Board Shirts** - We will wait for the new ENA logo before ordering new shirts for board members. Pete has a potential vendor who can do dri-fit shirts. Dan will add to the May agenda so we can have new shirts by the Fourth event.

b. **Treasurer's report (Jacob)** - We are still waiting on reimbursement from the City for our neighborhood grant project (sign refurbishment). Pete will follow up.

c. Echo report (Dan)

i. Spring content due by **Feb 15th**:

1. **Election Info** - Jacob will write an article with general upcoming election info (dates, how to register & request absentee ballots, etc.)
2. **Serve-a-thon** - Andrew & City Church are working out the details for a service project to benefit the LVM neighborhood.

3. Secretary's and Treasurer's columns - there is not always relevant info to share quarterly. We discussed using these spaces going forward for other features, as needed. Proposed ideas included "Meet Your Board" bios, or a block of resources (mental health, aging, etc) similar to our "Not Everyone Is Safer at Home" / domestic violence [feature in 2020](#).

ii. **Advertising (Jacob)** - If we want to expand our advertisers, we could approach the new owners of Harley's liquor store (now Ernie's).

d. **Extra report (Pete)** - Latest edition was consistent, with ~600 opens (~56% open rate). The "Large Item Removal Changes" item was a popular click-through, as were the Starker Ave project and Voting info. Informative (albeit dry) content is always the most-clicked and appears to provide a real service to our neighbors.

e. **Welcome Committee (Jacob)** - We'll do our next outreach when the weather warms up.

f. **Garden Sign Committee (Dylan & Kristy)** - We have ~5 members in our dedicated Facebook group. Dylan will reach out to the Community Garden group to see if any one in that group would also like to join the sign group.

III. **New Business (7:00 – 7:20)**

a. **2024 Executive Committee Elections**

- i. Officer nominations were made and accepted as follows: President - Dan Collins; Vice President - Pete Schramm; Treasurer - Dylan Crye; Secretary - Kristy Bark.
- ii. Vote (internal vote only) - A motion was made for approval of the new executive committee. Motion was seconded and approved by quorum.
- iii. The formal vote approving the 2024-25 board members and exec committee will happen at the Annual Meeting in April.

b. **Help for Alice (broken arm) & Bob (son's broken leg)** - Lynne volunteered to make a lasagna meal for each; the rest of the board will contribute to offset the costs.

c. **Neighborhood Grant continued... (Pete & Dylan)**

- i. We have until the end of 2024 to use remaining funds. We will plan to brainstorm ideas for future projects and potentially apply for a new grant in 2025.

IV. **Upcoming Events (7:20-8:00)**

a. **VFW Bingo Night, Feb 29 (Kim)**

- i. We decided it was not feasible to move ahead with the event this month due to lack of time to plan / promote effectively. Kim will let the VFW know we no longer need the Feb 29th date.
- ii. We will continue to discuss hosting a Bingo night at some point in 2024, or perhaps pivoting to a trivia night or an "ENA Night Out" (no set programming, just meet board members & neighbors for food/drinks at a local venue.)

iii. **Elvehjem Featured Business Night** - the Board liked the idea of partnering with a local business to get our neighbors out on one particular night, maybe a night that is typically slow for that business, and perhaps with a discount as an incentive. Lynne volunteered to reach out to local businesses; Kristy will serve as Board liaison.

b. **Egg Hunt, Mar 30 (Alice, CJ, Kim)** - volunteers:

i. Easter Bunny - Lynne may know someone who could fit the costume.

ii. Filling treat bags - Kristy available to help.

c. **Membership Drive initial brainstorm (Dan)**

i. In an election year where there will be many people knocking doors for political reasons, we raised the question if a door-to-door campaign for membership dues is the most effective / efficient. We will continue the discussion at the March meeting.

V. **Event Recap**

a. N/A

VI. **Adjournment**

Announcements

- The Elvehjem Extra will publish Monday, February 5th
- The next ENA Board Meeting is Wednesday, March 6th from 6:30-8:30 pm at Pinney Library
- The next Echo Newsletter deadline is February 15th for the *Spring* Echo