

Elvehjem Neighborhood Association Board Meeting Minutes

Wednesday, March 6, 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, Pete, Kristy, Andrew, Lynne, Kim R, Alice, CJ, Bob, Dylan.

b. Approval of the agenda (All) - Approved as written, with items E & F added under New Business.

c. Word on the Street (All)

i. The Hiestand Park neighborhood is starting a new neighborhood association. CJ attended their recent meeting; he will invite them to our Annual Meeting.

ii. The speed sign on Ellen Ave is now functional.

d. Consideration of Lynne Ostrowski for open board seat (All) - Motion was made to welcome Lynne as a new board member. Motion was seconded & approved by quorum.

II. Reports (6:45 – 7:00)

a. Secretary's report (Kristy) - nothing to report at this time

b. Treasurer's report (Jacob)

i. **Storage shed billing / plan** - We are long-time customers of Stuff-n-Store, but there have been multiple payment issues over the last year.

1. In March 2023, they raised rates without notifying us and charged late fees. We resolved the issue and made sure the vendor had our current contact info.

2. In 2024, they stopped accepting ACH payments (again without notifying us) and thus our account missed a payment. They cut our lock with the intention of inventorying our stuff for auction.

3. We will keep an eye on the payment process, but will stick with current vendor for now.

c. Echo report (Dan) - proofs were approved on Monday, postage payment was received today (Wednesday); Spring issue will mail soon.

d. Extra report (Pete) - published on Monday, with ~560 clicks so far.

i. The highest performing link of the latest issue was the LaFollette wish list. Last August, the Elvehjem Donors Choose was the most-clicked link. We have an opportunity to regularly feature donation/fundraising opportunities for our schools going forward. Especially effective way to reach people who want to help, but may not be directly connected with the schools.

e. Welcome Committee (Jacob) - anecdotally there are a lot of houses for sale right now, so we may have a large group to welcome soon.

- f. **Garden Sign Committee (Dylan & Kristy)** - we have until 12/15/24 to finish spending our grant money. Dylan will revisit the plans to add lights to the signs.

III. **New Business (7:00-7:45)**

a. **Logo Design Feedback**

- i. May 1 is still goal deadline for final updated ENA logo.
- ii. We reviewed the initial concept designs that Matt prepared.
 - 1. The logos that included a house looked more like an LVM home than our current logo. However, some concern that a house alone would make us seem like an HOA, or isn't fully inclusive of renters / apartments. Also, a house is more individual-focused, whereas trees/parks could send a more community-focused message. One of the houses (bottom right logo) looked more like a general building, maybe even the elementary school, and the Board liked that depiction best.
 - 2. The Board felt that our logo should not include the "LVM" abbreviation as that would make it harder for people to find us as "the ENA." The logo should either spell out "Elvehjem" or use our ENA acronym.

b. **Membership Drive planning** - How much should we shake things up in 2024?

- i. We will try a digital-only (no door-to-door campaign) this year
- ii. Outreach methods:
 - 1. Yard signs in ~20 well-trafficked spots in the neighborhood
 - a. Dan will work on design draft; CJ will laminate
 - 2. Sign-up form in Summer Echo
 - 3. Solicit volunteers (from our former block-captains) to man sign-up tables at our events throughout the year (beginning with Egg Hunt)
 - 4. If our membership numbers dip significantly, we will:
 - a. Do a special membership mailer over the summer
 - b. Plan to knock on doors in September

c. **Featured Business Night**

- i. We will kick-off this new initiative with an Elvehjem Night Out at Zen Ramen
- ii. Lynne has spoken to the owner, who will offer \$5 coupons. We will be able to have a membership table there, too.
- iii. Dates? We need to pick a date (either a Wednesday or Thursday) for early to mid-April (after the Extra has published, so we can advertise the event).
- iv. We will also promote on Facebook, and have Zen Ramen put it on their social media as well.

d. **Bingo or Trivia Night (further brainstorming)** - not discussed at this meeting due to time constraints

- e. **“Better Path Foundation” chatter** - new zoning proposal allows for “rehab” type houses to operate in more neighborhoods. According to a neighbor via a Facebook post, one such house will be on Stacy Ln. Run by the Better Path Foundation (a local non-profit), the house will serve veterans and justice-involved individuals. Dan will let the neighbor know we’ve been informed and will monitor as needed.
- f. **Dogs in Elvehjem**
 - i. We’ll continue to communicate the rules around dog etiquette in LVM parks in the Extra and on Facebook.
 - ii. Add a slide to our Annual Meeting deck as well?

IV. Upcoming Events (7:45-8:30)

- a. **Egg Hunt, Mar 30 (Alice, CJ, Kim)**
 - i. Lynne will be our Easter bunny; Kim R will be her guide
 - ii. Kim R to take pictures
- b. **Annual Meeting, Apr 13 (Dan, All)**
 - i. Jacob confirmed our proposed guest list; invites to be sent
 - ii. Our new Neighborhood Resource Officer, Laura Deloach, has been invited
- c. **Membership Drive, Apr 13-May 11 (Dan, All)** - see notes above
- d. **Earth Day Cleanup, Apr 20 (Dylan)** - will discuss at April meeting

V. Event Recap (-)

- a. N/A

VI. Adjournment - 8:43pm

Announcements

- The Elvehjem Extra will publish Monday, April 1st
- The next ENA Board Meeting is Wednesday, April 3rd from 6:30-8:30 pm at **Pinney Library**
- The next Echo Newsletter deadline is May 15th for the *Summer* Echo