

# Elvehjem Neighborhood Association Board Meeting Minutes

Wednesday, April 3, 2024, 6:30-8:30 p.m. at Pinney Library

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

### a. Call to order (Dan) - 6:38pm

- i. Present: Dan, Dylan, Alice, Kristy, Lynne, Kim R., Andrew, Jacob, Pete, CJ. (Bob joined via video.)

### b. Approval of the agenda (All) - approved with addition of D (Shed) under New Business.

### c. Word on the Street (All)

- i. **Starker Ave Resurfacing (with Utilities) Project** - Pete virtually attended the 2nd public meeting. Bids are due by 4/25/24; we'll have a better idea of costs and timeline after that. Estimated completion is Fall '24. Underground utilities are in poor condition; will be replaced as part of the project's scope.

- ii. **April 2nd Spring Election** - high voter turnout in our area!

## II. Reports (6:45 – 7:00)

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

### b. Treasurer's report (Jacob) - Jacob and Dylan will find time to meet to discuss the transition of Treasurers.

### c. Echo report (Dan) - content for Summer Echo due by May 15th. The President's Letter will be Membership Drive-related.

### d. Extra report (Pete) - We reviewed content for the next Extra. (Draft expected 4/4-4/5.)

### e. Welcome Committee (Jacob) - latest housing report had one new sale.

### f. Garden Sign Committee (Dylan & Kristy) - Dylan is in the process of scheduling the initial committee meeting. Dylan will follow up with Chris Brockel to see if any Community Gardeners would be interested in joining our sign committee.

## III. New Business (7:00-7:30)

### a. Logo Design Feedback (Matt, All) - Matt could not attend the 4/3 meeting due to illness; we'll review logo designs at the May 1st meeting.

### b. Designated Social Media Manager?

- i. Dan currently fills this role on an ad-hoc basis. There is an opportunity for someone to expand the role and do more with our ENA Facebook, Instagram and NextDoor accounts.

- ii. Kristy will come up with a schedule for Facebook event posts. CJ has experience running social media groups and can brainstorm more creative uses for our accounts.

**c. Should we buy a chair for our sign-up table?**

- i. We plan to staff a Membership sign-up table at all our events this year, but the ENA does not own a folding chair for this set-up.
- ii. Andrew will check to see if he can donate a chair. If not, Alice will purchase one (budget = \$25-\$40).

**d. TMBRZ Sheds? (Dylan)**

- i. In light of recent billing / communication issues with our current storage provider, we discussed another potential option (TMBRZ Storage, near Kwik Trip: 7x8, \$70/month plus one month deposit.)
- ii. The board decided to remain with Stuff-n-Store for the time being.

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

**a. Annual Meeting, Apr 13 (Dan, All)**

- i. We reviewed the playbook, agenda, and slides together.
- ii. As part of the Treasurer transition, Jacob will present our past budget data and Dylan will present the 2024 budget.
- iii. Jacob will print most of the printed materials (see Playbook for list). Andrew (City Church) will provide coffee & water service. Lynne will bring plates / silverware. Kristy to print new name badges. Alice will bring sandwich board.
- iv. Board members to wear ENA tee shirts or similar teal colored shirt, if possible. (New board shirts to be printed after the new logo is finalized.)

**b. Membership Drive, Apr 13-May 11 (Dan, All)**

- i. **Yard sign placement** - the Board discussed 11 potential sites for signs. Jacob will ask Ann Beaty (Vondron), Alice will ask Ashley Bleecker (Droster), and Lynne will ask Linda (Woodvale) if they would host a sign.
- ii. Pete will check with Parks to see if we could put signs in Elvehjem, Droster and/or Acewood. He will also look at a map of last year's Membership data and suggest some spots where we might place the remaining signs.
- iii. **Email campaign plan** (review last year's) - emails will go out later this month during membership drive. (For next year, we'll plan an email in Feb '25 to

remind neighbors their dues are tax-deductible.)

**c. Earth Day Cleanup, Apr 20 (Dylan)**

- i. Acewood is part of the city's Earth Day Challenge; 5 people have already signed up for that site.
- ii. Dylan will schedule Facebook posts to promote the event.

**d. Featured Business Night @ Zen Ramen, Apr 24, 4pm-7pm (Lynne)**

- i. Owner is offering \$5 off meals of \$16+ when you mention "Elvehjem."
- ii. Lynne will bring card table & chair for ENA membership set-up. Lynne & Kim will decide on shifts for staffing the membership table.
- iii. We will promote the event in the April Extra and a Facebook event (where we'll ask for RSVPs to try to gauge attendance.) We'll also do a same-day post and FB story. (Dan to remind CJ for same-day posts.)

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

**a. Egg Hunt, Mar 30 (Alice, CJ, Kim)**

- i. We have ~100 leftover treat bags. We will donate food items to the LVM Walking School Bus, and keep non-perishable items for next year.
- ii. Next year we'll remind people to bring their own bag/bucket for collecting eggs (and have some plastic bags on hand for those who need one.)
- iii. Andrew suggested having walkie-talkies next year. Pete will price some walkies (along with a race clock for 5Ks) and will update us in June.

**VI. Adjournment**

**Announcements**

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