

# ENA Board Meeting Minutes

Jan. 8th, 2020 @ 7-9 p.m. at The Great Dane East, 876 Jupiter Dr, Madison, WI 53718

- I. **Welcome, 15 minutes (7:00-7:15)**
  - a. Call to order (Charles) Present: Charles, Jared, Jacob, Kim, Dan, Chris. Time 7:00 PM
  - b. Approval of the agenda (All) Corrected Agenda year to 2020.
  - c. Word on the Streets (All) JW wishes Kim Richman success with the GNP. Kim posts nightly meme reminders to lock your doors and cars. LVM FB page has been mostly quiet about thefts and break-ins otherwise. We all would appreciate less public shaming of folks who forget to lock up on occasion.
- II. **Reports, 15 minutes, (7:15 – 7:30)**
  - a. Secretary's report (Kim)
    - i. Post HITP, Kim dropped off clothes & mittens to LVM School and Food to Second Harvest.
    - ii. Babysitter List shared on FB 1/6/20
  - b. Treasurer's report (Jacob)
    - i. End of Year Membership drive results
      1. Low response. Dan has ideas for improvement.
    - ii. End of year profit/loss
      1. December's results have not been tallied, however November's results indicate income and expenses are down.
  - c. Echo report (Dan)
    - i. Advertising (Dan)
      1. Advertiser renewals including a new full page for Pinney Library Gala.
    - ii. Echo Duties (All)
      1. Dan offered KR space for GNP. Waiting to hear back.
      2. Dan suggested finding a volunteer columnist with a journalism background so we could include "feel good" stories from residents. Bringing back the LaFollette Homecoming parade was one example.
  - d. Technology report (Jared)
    - i. Less spam now since change.
    - ii. PHP update needed. May do this weekend.
- III. **Event Recaps, 15 minutes, (7:30-7:45)**
  - a. Holiday in the Park (Dan)
    - i. Copied from Dan's Recap Email

*Dan's Recap: Dropping a recap here while everything is fresh. In short, the event went great! Noteworthy details:*

- **Having 7-10 available volunteers was awesome.** Big thanks to all that lent a hand throughout: Kim (Scott), Liz (Andrew), Brian (Natalie), Theresa (Issac), Cara, and availability of Jacob, Jared, Joel, and a couple others was a nice insurance.
- **Eclectic Shire Farms did a wonderful job with the horse and carriage.** I tipped the driver, Scott, \$20 because he was amiable and flexible (wasn't enough of a tip, tbh). Everybody that wanted to go to ride and it timed out almost perfectly that they finished at 7pm. They ended up loading and unloading passengers down by the baseball diamond which worked nicely. Our queuing system was effective but we could've used an identifier for

the clipboard carrier so that people could easily find the list. Megaphone and walkies were a nice help. Going to get on their calendar for next year.

- **Used nearly 5 cans of Swiss Miss!** I pre-made 2 canisters (3 cans of Swiss Miss) of cocoa and we ended up making the 3rd reserve canister on-site. I had it filled with hot water just in case, and sure enough. The logistics of making the hot chocolate at home (~10 gallons boiled on stove) weren't ideal, but it saved quite a bit of time at the event allowing attendees to self-serve.
- **Had to make an emergency cookie run.** Ran out with maybe an hour left... that'll happen, tough to estimate!
- **Used 3 stacks of 4-foot high pallet wood** which was just about perfect. Andrew estimated that we burned about one pallet every 7-8 minutes, so we can use that figure next year to guesstimate. Someone named Eric brought us an industrial fire extinguisher and a couple buckets for water which was nice since I'd neglected that safety aspect.
- **Parks failed on a few items.** Ranger arrived just as Brian and I did at 2:30 and didn't open the gate until 2:45 only after I insisted that this accommodation was a part of our reservation (the ranger had to call supervisor to confirm). The stadium lights never came on, and additionally we never had lights come on under the shelter; could've used the shelter lights at the very least. No signs on the bathrooms indicating their out-of-order status (we could've provided, I suppose) but I think a few people (attempted?) to use anyway... garbage cans were locked down inside the shelter so we had to set up a bag outside—not the end of the world but kinda sucked since they were right there but out of sight. Other than these administrative failures I liked the venue! We could've used a bit more of an advertisement street-side, perhaps? Although I kinda like how it felt tucked away and somewhat private.
- **I think Santa left between 6-6:30?** I never did confirm his terms, figured it was 3 hours but seems like it might have been 2 hours? Jacob can you confirm what \$200 gets us for Santa historically?

Any other comments or clarifications from those in attendance? Thanks again, I think it was a really nice event to offer our neighbors!

#### IV. Upcoming Events Planning, 30 minutes (7:45-8:15)

##### a. 2020 Event Calendar (Charles)

- Went over the proposed 2020 Calendar of Events. Discussed bringing back or adding new events to the calendar such as Taste of LVM and Make Music Madison, but ultimately kept same as last year.
- Kim will head up the Egg Hunt again. Proposed having a selfie station.
- We would like to have a Parks Dept person at the annual meeting.
- Considering extending the membership drive deadline another 2 weeks.
- Add Acewood park FB group to calendar Earth Day cleanup. Charles will seek coordinator. Chris has a possibility. Ask Crystal to run again.
- Jacob will be on sabbatical over July 4th. Suggestions of food and beer this year. Need to find out about insurance and possible need for a licensed bartender if we go this route.
- Jacob will reach out to Pete Schramm about July 4<sup>th</sup>.
- Chris offered to host Neighborhood Night out. Good if we could partner with Kim R to promote neighborhood safety and community.
- Jared will plan the Halloween Bonfire again.
- Charles will ask Peggy if she will step up running the Turkey Trot.
- Dan will organize HITP 2020.
- [Jacob or Charles] will reach out to the Villages Apartments to find out if we can co-host an info session with residents.

**V. Old Business, 45 minutes (8:15-9:00)**

- a. ENA – Going Digital (Charles)
  - i. ENA Website Design
    1. Dan gave demo showing new look. He sent the board a link to the new site so we can review for errors and make comments. Planning a soft launch at our annual meeting on April 18.
    2. Dan would like to have block captains try out the new site and provide feedback. He will create a sign-up sheet for testing.
    3. ENA now has an Instagram page under Elvehjem Madison. We hope this platform reaches more people and increases membership. Anyone can post to the page.
  - ii. Data sub-committee
    1. Two domains are paid for.
  - iii. Board member recruitment
    1. We'll add the need for board members to the Membership Drive.
- b. LVM Park Follow-ups
  - i. Invite Park's Rep to the Annual meeting.
- c. LVM PTO (Chris)
  - i. Supply Drive, Negative lunch accounts, Hat and Mittens Drive
  - ii. Chris couldn't attend the January 7 LVM PTO meeting, but did share the minutes from Jesse.
  - iii. No update on Supply Drive. Chris will confirm if restock drive is still set for February.
  - iv. Still need more gloves and mittens. Donation can be dropped off at the school.
  - v. Negative Lunch Accounts balance is about \$2,000. PTO is putting on a fundraiser to help reduce the balance. Chris will find out how ENA can help.
  - vi. School needs volunteers in the classroom and garden to read and promote healthy eating.
  - vii. Volunteers also needed for the Fun Fair, Jump Rope event and Bobcat Boogie. ENA will again sponsor the Boogie with a \$250 donation.
  - viii. Trivia Fundraiser on February 8 at VFW #7591 on Cottage Grove Road. We will promote this in the Echo. Jacob said this was a fun event last time.

**VI. Adjournment time: 9:00 PM**

**Announcements**

- The next ENA Board Meeting is Wednesday, Feb. 5th, from 7-9pm at the Great Dane East
- The next Echo Newsletter deadline is Jan. 15 for the Feb/March Echo.
- Echo Assignments:
  - President's Column-Charles
  - Treasurer's Report-Jacob
  - Secretary's Corner- Kim
  - Member Corner-Jared
  - Event Recaps:
    - Turkey Trot – Charles

- - Holiday in the Park – Dan
- Calendar of Events – Dan
- 2020 Calendar of Events – Charles
- LVM PTO Supply Drive - Chris
- Upcoming Events
  - Pinney Library Gala/Grand Opening
  - Easter Egg Hunt
  - Annual Meeting