

Elvehjem Neighborhood Association Board Meeting Minutes

November 2, 2021, 6:30-8:30 p.m. at Pinney Library

I. Welcome, 15 minutes (6:30 - 6:45) time: 6:30 PM

- a. Call to order (Dan) Present: Dan, Jacob, Kim, Jared, Claire, Pete. Absent: Ashley. Guests: Alice Frona and Maria Frona reside on Timothy. Board members introduced themselves to our guests. Pete advised he will miss the Nov. 30 meeting.
- b. Approval of the agenda (All) Approved.
- c. Word on the Streets (All) Officer Payne has resigned as Neighborhood Resource Officer (NRO for the East District. Trick or Treater numbers varied throughout the neighborhood. Some had lots, others had few or none.

II. Reports, 15 minutes, (7:00 - 7:30)

- a. Secretary's report (Kim)
 - i. 18 Welcome cards mailed covering Sept & Oct. home sales. Kim will order more cards since there are only 10 cards left.
 - ii. Banners will go up on Sunday 11/7 for Turkey Trot.
- b. Treasurer's report (Jacob)
 - i. Jacob shared the Budget report. Income is down, mostly due to fewer memberships. Jacob estimates we will have about 150 by year end. Event income is close to predicted. Administration costs will go up in 2022 due to insurance costs nearly doubling. While Jacob foresees a net loss, ENA has adequate reserves.
- c. Echo report (Dan)
 - i. Dan will send a communication on 11/12 for a separate meeting to talk about frequency and publishing process of the Echo.
 - ii. See assignments below.
 - iii. Advertising (Jacob) talked about a possible mass campaign for the next Echo. We would need to have ads by the 3rd week of November to make the deadline.
- d. Technology report (Jared)
 - i. Webmaster emails go to Jared. Will need to re-assign to his Tech replacement. We need to start looking for someone to take over for Jared.

III. New Business, 15 minutes, (7:30 - 7:45)

- a. 'Gardening Group' sign maintenance prospects (Claire)
 - i. Claire reports Julie Schultz and Amy are taking care of the Acewood sign. Hope is to make these social groups in addition to gardening. Suggestion made to reach out to the LVM Community Garden FB group for other folks who might be interested.
- b. Latest from Parks on Nature Playground, All Wheel Spot (Claire)
 - i. Nature Playground work is postponed to 2022 due to material shipping delays.
 - ii. Wheel Spot install expected in the Spring. An Informational community meeting is being held to share details of the plan with those wanting to know more. Project has been approved by Parks and will move ahead.
- c. Blogging (Jacob) Jacob is experimenting with blogging on our website. He touts it as a faster way to share news between Echos. Can be used in many ways to engage our residents.

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

- a. Digital Membership Drive 2021 Wrap-up (All) Drive will end in December. Plan to return door-to-

door drive next year. Jacob hopes to analyze membership data so we can focus on lost memberships and areas with low numbers

- a. Turkey Trot (Pete) Pete says plans are on track for the Turkey Trot. Parade Permit (not a city requirement) is in place. Dan will go with Pete to the storage unit to sort out the equipment and signage needed for the run. Mona volunteered to work the sign-in table. Alice volunteered to help at the event.
- b. Holiday in the Park (Dan)
 - i. Painted Post residents Liz and her husband have volunteered to help out again this year.
 - ii. Yahara River Chorus, a women's acapella group, will perform.
 - iii. Group talked about ordering HTP banners. Decided to hold off since the event is well attended and we haven't needed them before.

V. Old Business, 15 minutes (8:15 - 8:30)

- a. Halloween Neighborhood Bonfires Recap (Jared/All) Jared said we had a bunch of late entries to the bonfire map and ended up with between 20 and 30 locations. Because it was a Sunday, more people started early.