

Elvehjem Neighborhood Association

Board Meeting Minutes

May 3, 2022, 6:30-8:30 p.m. at Pinney Library

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

a) Call to order (Dan) Present: Dan, Claire, Jacob, Kim, Ashley, Alice. Guest: Bob Washburn, Mona Everett. Absent: Pete Schramm (on vacation)

b) Approval of the agenda (All)

(1) Dan added: Bob Washburn, All Wheel Spot Update and Babysitter List to the agenda

c) Word on the Streets (All)

(1) Lots of Facebook chatter about Java Cat's temporary relocation to near East Towne They will return and have space in the apartment building planned for SE corner of Monona Dr./Cottage Grove Rd. Neighbors are excited about Chocolate Shoppe Ice Cream coming to strip mall across from Metro Market. Interest in holding a local artist Art Fair has picked up which is partly why Bob Washburn came to the meeting. His company Washburn Laserworks offers all kinds of engraved designs made from wood, metal, acrylic, leatherette and more,

II. Reports (6:45 – 7:15)

a) Secretary's report (Kim)

(1) Latest bunch of Welcome cards sent out on 5/2.

(2) Babysitter List. Suggested put a shout out in the Extra asking for adds and or updates to the ENA babysitter list.

b) Treasurer's report (Jacob)

(1) Expenses are on track. Purchase of new Easter banners bumped up expenses in March. Jacob thinks this expense belongs in a different line-item category.

(2) ENA membership list is accurate as of 5/1. Total of new online members is 78: Jacob reports an additional 12 checks received by mail and 4 memberships were hand- delivered to him. We expect this total to jump once the weather improves and block captains can make the rounds.

c) Echo report (Dan)

(1) Advertising (Jacob) – no report.

d) Extra report & content discussion (Pete)

(1) Next Extra issue will go out the week of May 9. Pete due back on the weekend and Dan has sent him reminder. Use the email chain to give ideas to Pete. Be sure to embed the latest Echo in the Extra.

III. New Business (7:15 – 7:45)

a) Board recruitment strategies

- (1) Ask your neighbors
- (2) Advertise in Extra, Echo and on Facebook
- (3) Target specific skills like event planning, grant writing, organizational and computer skills need for after Kim retires from the board.
- (4) Video or written reasons why each of us likes being on the board.

b) 2022 Insurance Needs

- (1) Bob's wife works for Am Fam. She may be a resource in our search for new agent.

c) Amy Zarembo mural on El Rancho wall

- (1) Dan will contact owners of El Rancho to find out who owns the strip mall. Permission for the mural is key. Lots of details to sort, size, subject, funding and raising, grant possibilities. Amy is a grant writer, which could be great resource for ENA when the time comes to apply for grants in the city.

d) Neighbors with questions about trees, green space, No Mow, etc.

- (1) Plant bed medians being converted to turf/concrete (article)
 - (a) Budget constraints are impacting city's ability to maintain these green areas. Sad to see loss of plantings just a few years after installation. Many will be just grass or paved over.
 - (b) Post on Facebook about lots of our local trees being cut down and seeking a plan to help fund and encourage replacement. Board is limited in how we can help, but we could direct interested-parties to a local resource, perhaps an arborist knowledgeable on which trees do well in our climate. Maybe something is available thru the county or UW Arboretum.

IV. Upcoming Events 7:45 – 8:15)

a) Fourth of July Celebration (July 2)

- (1) Face painters, glitter tattoos, balloon animals, budget
 - (a) The Board is in favor of hiring all 3 artists. Cost is \$300 compared to last year. We' adding Steve, a balloon artist and switching Julie, one face painter to glitter tattoos. Kim will send \$50 deposit check and signed contract to Nuria at MetamorFaces. Jacob will handle the contract with Paint My Face, owners Julie and Steve via PayPal.
- (2) Solicit auction items
 - (a) Its time to start collection donations for the auction. Dan will share Master Donation list so board members can choose which businesses they want to contact. Bob Washburn has lots of sales experience and organization experience and offered to help us with this.
- (3) RMNA joint summer event with All-Wheel as a centerpiece? RMNA is focused on their new sign design project. Ena will reach out soon about a joint event.

- (4) Washburn Laserworks – Bob Washburn. Bob volunteered to gauge interest from local craftspeople, artisans and home business owners via Facebook on holding an Art Fair. Possible ideas are driveway/garage or single shared- site event for LVM and possibly RMNA.

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

a. Easter Egg Hunt (April 16) .

(1) We handed out 200 goody bags. Maynard Mallard was a joy to have and Fires Station 5 fire hose demo interested people of all ages. As usual the big attraction was the Easter Bunny.

b. Earth Day (April 29)

(1) Ashley reported 15 volunteers helped clean up the sanctuary collecting a whopping 12 bags of debris.

c. Annual Meeting (April 9)

(2) Dan summarized what he already shared by email about the annual meeting. Good turnout of neighbors and elected officials. Special thanks to local business that contributed food and beverages: Java Cat, HyVee, and Domino's.

d. **Block Captain Training (April 9)** Block captain training was help at the annual meeting.

Membership Drive (April 9 – May 16*) We Extended deadline until May 16 due to bad weather.

VI. VI. Adjournment Time: 8:30 PM

Announcements

- The Elvehjem Extra will publish Monday, May 9th (Published the Monday after the monthly board meeting.)
- The next ENA Board Meeting is Tuesday, June 7th from 6:30-8:30 pm at Pinney Library
- The next Echo Newsletter deadline is May 15th for the *Summer* Echo
- Echo Assignments, tentatively (see 2022 outline):
 - o President's Column (Dan)
 - o Treasurer's Report / membership drive recap (Jacob)
 - o Ads (Jacob)
 - o Alder Currie's Column (Jael)
 - o Garage sales promo (Dan / Diana)
 - o National night out promo??
 - o Annual Meeting recap (Dan)
 - o Easter Egg Hunt recap (Kim)
 - o Earth Day recap (Ashley)
 - o Dane County Executive

