**ENA Board Meeting Minutes**

September 1, 2021, 6:30-8:30 p.m. at Great Dane Eastside

1. **Welcome, 30 minutes (6:30 - 7:00) Time: 6:40PM**
   1. Call to order (Dan) Present: Dan, Jacob, Kim, Claire, Pete. Jared arrived late. Absent: Ashley
   2. Approval of the agenda (All) Approved.
   3. Word on the Streets (All) Common council passed resolution to relocate homeless camp from Reindahl Park to Dairy Dr. near Fire Station #14 within District 16 limits. City will bring in services for the residents. This is a temporary solution.
2. **Reports, 15 minutes, (7:30 - 7:45)**
   1. Secretary’s report (Kim)
      1. Kim will dispose of ENA’s outdated banners. Next one we need is Turkey Trot. Kim will get them to Pete. Folding the banners creates permanent creases. We discussed better storage options for our banners like tubes to protect and easily identify them.
      2. Got cooler back from Linda @ OSLC.
      3. To Do: Kim will post a reminder of our monthly board meeting on Facebook a few days prior to each.
   2. Treasurer’s report (Jacob)
      1. Jacob shared the budget report as of 8/31. Membership is down. July 3rd event brought in over $1,500.
      2. Insurance expenses have increased significantly. Jacob will invite our agent to the Oct. meeting so we can go over the coverage.
   3. Echo report (Dan)
      1. Echo Duties (All)
         1. Dan emailed the Echo template along with assignments and ideas for articles. Dan suggests we find someone with more InDesign experience create the Echo for publication. He feels it would be worth paying a skilled person to get it done in less time. It can talk him up to 10 hours.
         2. To do: Kim will ask her daughter Hayley, a graphic designer for ideas on where to find someone or if Hayley, herself would be interested.
      2. Advertising (Jacob) Lot of new businesses in area. Good opportunity for new advertising. Jacob and Dan will put together an email to send out. Each has something used in the past.
      3. Jared has been disappointed in Thysse’s service over the last few issues. Suggest we take a look at other publishers.
   4. Technology report (Jared)- No reports. Dan said he received an email address to president at the old email address. Concerned that when we sever with HostGator there could be newlsetters, or other accounts previous presidents signed up for that will be lost. How can we to make sure we don’t lose anything?
3. **New Business, 15 minutes, (7:45 - 8:00)**
   1. Repair of neighborhood signs, new intel from old board members (Dan)
      1. Do we need to formalize and document maintenance responsibilities?
      2. A local company called Open Wood Signs the signs. They were refurbished and repainted in 2004.
      3. Buckeye sign has rot
         1. Kim will ask Scott to evaluate the work needed.
      4. Dan shared his idea to create perpetual maintenance plan for each neighborhood sign. It would list the volunteer’s name, maintenance performed, expenses, and what is planted there and other significant details.
      5. Jacob will investigate if the city has grant money available for sign improvement.
   2. LVM Negative lunch account & Restock drive still a thing? Are we connected to PTO in any way? (Jacob?) No lunch debt since school went virtual.
      1. To do: Jacob will find out who is the current PTO president.
   3. Wheel Spot status and any other Madison Parks updates? (Claire/All)
      1. No Wheel Spot update. Claire reports Ann at Parks said nature playground at LVM park still in the plan for 2021.
   4. Fall project ideas; something productive for the association to get behind (All)
      1. Neighborhood survey- See if we can capitalize on Marilee’s ENA 50th anniversary experience with interviewing neighbors. Some thoughts: What to residents want to see in the Echo? What can the board do to encourage membership? Are we reaching all residents? Can’t presume everyone is “online”. Interested members will meet to discuss ideas. Dan to schedule.
         1. Shed clean-out
         2. Refresh website content (some of the resources and whatnot are outdated)

Skipped 1-4

* + - 1. Digitize all old physical Echos and host on our website
      2. Board member recruitment (e.g. “why I’m a board member” video)

1. **Upcoming Events Planning, 45 minutes (8:00 - 8:45)**
   1. Digital Membership Drive 2021 (All)
   2. Talked about having a fall membership drive. Our membership runs on a calendar year. Having a drive now might be a tough sell if the membership only lasts until April. Email blast membership reminder? Did we decide to do this?
   3. Halloween Neighborhood Bonfires (Jared map & promo; all host if possible) Need to get this in the next Echo.
   4. Turkey Trot (Pete) Planning to hold live and virtual events. Need to get this in the next Echo.
   5. Holiday in the Park (Dan) Event date is 12/4.
      1. To do: 1) Dan will find out if Santa Tom is available since Tom is moving out of the neighborhood. 2) Confirm carriage availability.
2. **Old Business, 15 minutes (8:45 - 9:00)** 
   1. Fourth of July recap (Dan/All) Covered in previous emails to board.
   2. NNO / ‘grill out’ meeting recap (All) NNO was a casual event. Most of the time was devoted to Officer Payne and Kim Richman talking about current events in Madison. Food was good. The board hoped more folks would attend.
   3. Idea to change our August board meeting to a social event to encourage greater participation.
3. **Adjournment: Time: 8:30 PM**

**Announcements**

* The next ENA Board Meeting is Wednesday, October 6th from 6:30-8:30 pm, Great Dane Eastside
* The next Echo Newsletter deadline is September 15 for the Oct/Nov Echo.
* Echo Assignments, tentatively:
  + President’s Column (Dan)
  + Treasurer’s Report (Jacob)
  + Ads (Jacob)
  + 2021 Membership Drive and Membership Form (Dan)
  + Alder Currie’s Column (Jael)
  + Halloween Neighborhood Bonfires (Jared)
  + Turkey Trot (Pete)
  + Recipe (Claire)
  + Word Search (Kim)
  + “Neighbor of the Month” new segment? (??)
  + Featured local business new segment? (??)
  + Elvehjem Park Wheel Spot Update? (Claire, Pat)
  + Neighborhood Column? (Lynn)