

Elvehjem Echo

Elvehjem Neighborhood Association

Vol. 46, Issue 2

Founded March 1968

April-May 2014

Our Association's 46th Year



Words from the Wooden Steps: Stepping Up Neighborhood Safety

As I talk to neighbors at neighborhood events and on the street, it is clear that safety continues to be an ongoing concern for both homeowners and renters. It is truly at the core of all the things we care about in our neighborhood. So, what can we actually **do** to improve safety in Elvehjem Neighborhood? As I've worked with Alder Denise DeMarb, Community Policing Team Officer Thai Xiong, East District Captain Mary Schauf, numerous volunteers including ENA Safety Coordinator Gail Good, and our Elvehjem Neighborhood Association Board, this question has been raised time and time again. The results?

Statistically speaking, Elvehjem Neighborhood barely registers on the overall city crime maps www.crimereports.com. There just isn't enough activity going on to warrant any major red flags. This is both encouraging and perhaps misleading, as neighbors periodically share safety concerns with me. My question for Elvehjem neighbors is: **Are we ALL reporting criminal activity, no matter how seemingly insignificant, to the Dane County Non-emergency Line (608-255-2345)?** In order to have an accurate picture of crime in our area, start to show "trends," and if necessary, allow for additional police resource allocation, we need an accurate log of calls for service. I would strongly suggest alerting police as soon as possible when incidents occur to make sure our statistics are reflecting what is happening on the streets. We can't solve a problem that for any number of reasons doesn't exist on paper! Please be especially aware of this as we'll most likely see hibernating criminal activity pick up as the weather improves.

In terms of personal responsibility, be sure to read City of Madison crime incident reports at www.cityofmadison.com/police/newsroom/incidentreports to stay up to date on the kinds of activity going on nearby, get to know the neighbors directly surrounding your house on all sides and angles to ensure there are extra eyes on your house, lock your vehicles at all times, and secure valuables by removing them from your vehicles and making sure they are out of direct view within your home. Illegal activity continues to be centered around: 1) crimes of opportunity such as unlocked vehicles with small, easily pawnable items and 2) drug-related, targeted crime.

Finally, it is our job as concerned neighbors to literally **take back the streets**. If you don't like the direction a particular area of the neighborhood seems to be heading, then get outside, walk your pets, play with kids or grandkids in the yard, pick up trash, and "own" that area of the neighborhood. And be sure to do this at various

times throughout the day and evening. I'd also urge you to start planning to host a Neighborhood Night Out get together on Tuesday, August 5. For more info on the national movement connected with this event, visit natw.org Improved neighborhood safety starts with each and every one of us, and rest assured, the ENA Board will continue to direct efforts toward this important topic.

Sincerely,
Tiff Roltgen
Elvehjem Neighborhood Association President
608-513-9433
tiffani@elvehjemneighborhood.org

12 Ways to Improve Your Neighborhood Right Now

The following list is intended to introduce neighbors to crime prevention through simple steps that can be taken now to make a difference.

1. Report crime promptly. Call 911.
2. Report nuisances and other non-criminal problems promptly. Call the Dane County Non-Emergency Line at 608-255-2345.
3. Take away the opportunity for crime.
4. Meet the youth who live on your block and greet them by name.
5. Make a list of the names and phone numbers of every neighbor on your block. Set a goal of at least 10 and preferably 20 or 30.
6. Make a list of landlords in your areas as well.
7. Turn your porch light on.
8. Walk around the block. Neighbors benefit over time when more responsible citizens walk about more, particularly for those who are comfortable doing it at night, every night around their block.
9. Drive slowly on neighborhood streets. Remember that it is legal to drive a few miles per hour below the speed limit in your neighborhood.
10. Pick up the litter near your home, even if you didn't put it there.
11. Stay where you are. Stable neighborhoods are built on the commitment of long-term residents who would rather live in a healthy community than move to a bigger house.
12. Help your neighborhood association or similar groups. If you are willing, decide what greater contribution you would like to make - then take the lead and do it. If leadership isn't your desire, at least make sure someone in your household attends local neighborhood association meetings. You'll be kept better informed of the issues facing the neighborhood and how you can help and, perhaps more importantly, you'll have the chance to shape, guide, and participate in the future of your neighborhood.

Secretary's Corner

By Jamie Meise

Welcome to the Secretary's Corner! Below are a few highlights from recent ENA Board meetings, not covered elsewhere in the newsletter:

The Droster Park playground equipment is scheduled to be replaced this spring. There will be a traditional play set as well as excavating for several mounds and a cove with boulders. In addition, Elvehjem is on the waiting list with the city to make a master plan for our three neighborhood parks and sanctuary.

Do you feel like there is something missing from ENA's current list of events and activities? Why not become a club leader and share your hobby with others in the neighborhood. Whether you are interested in books, card and board games, a sport, scrapbooking, cooking, or something else the ENA board can help get you started. Contact a board member today!

This year the Rhythm and Booms celebration will be launching fireworks from barges in Lake Monona, with John Nolan Drive and the Monona Terrace area serving as the "epicenter" of activities. Because of the new location, Olbrich Park will likely be a prime viewing spot for the fireworks on our side of town, with heavy vehicular and pedestrian traffic expected. ENA plans to hold our Annual Fourth of July Celebration as usual.

To access the minutes in full, please visit <http://www.elvehjemneighborhood.org/minutes.html> or if you would prefer to have a printed copy mailed to your home, contact ENA Secretary Jamie Meise at secretary@elvehjemneighborhood.org or 608-477-3955.



Treasurer's Corner

By Justin Martin

treasurer@elvehjemneighborhood.org

At our Annual Meeting on March 15, I presented a summary of ENA's revenues and expenses from the 2013 calendar year, and submitted a proposed budget for 2014, which was approved by our neighbors in attendance. Following a couple years in which our account balances declined, we managed to break even in 2013 and hope to do so again in 2014. A budget surplus at the end of the year would go a long way toward rebuilding our balance and setting us back on a sustainable path. While the costs of printing and mailing the Echo remain our greatest expense, by far, we have reduced Echo costs by cutting back on the number of issues distributed each year and by encouraging neighbors to sign up to receive new issues of the Echo online instead of by mail.

The Annual Meeting also marked the kick-off of our 2014 Membership Drive. Volunteer Block Captains will be circulating the neighborhood over the next few weeks to invite you to join ENA as a dues-paying household. Dues are now \$15 per household, and additional sponsorship options are available if you wish to support ENA above and beyond the standard dues amount. (Thanks so much to those of you who have done this in the past!) If you are not in a position to join at this time, please also know you can also help us out financially by signing up to receive the Echo by e-mail. You can do so by informing your Block Captain that you wish to **GO GREEN**, or by going to www.elvehjemneighborhood.org/gogreen.

**Rolling Meadows Shopping Center
Community Discussion**

By Isaac Semrow, ENA Board Member at Large
isaac@elvehjemneighborhood.org

On Tuesday, March 11th there was a meeting held at Messiah Lutheran Church regarding the Rolling Meadows shopping center on Cottage Grove Rd. This was an open meeting for neighbors and those with interest in the center to discuss its current state and express their support or concerns. Featured guests included Alder Lauren Cnare, Kevin Firchow from the city planning office, shopping center owner Kevin Metcalfe, commercial realtor Jeff Jansen and a handful of business owners from the shopping center.

It is important to note that there are no proposed changes for the shopping center at this time; however ongoing development in adjacent neighborhoods will likely impact the evolution of the shopping center. This property is zoned for commercial use which can include offices, restaurants (sit down or take out), retail stores and other similar businesses. There are currently five retail spaces vacant and available for lease with the possibility of at least one more business leaving for the Grandview Commons development (further East on Cottage Grove Rd) which was noted to be seeking leasing fees as much as three times higher than Rolling Meadows.

Attendees provided suggestions for improving the overall aesthetics of the center such as upgrades to landscaping, signage and parking lot layout. Others were quick to share their feelings about the Sentry grocery store, both positive and negative. The grocery store is a separate stand-alone property, unfortunately no one was on hand representing Sentry. The main take away from the meeting was simply to continue supporting the local businesses that you and your family enjoy. If you have comments, questions or suggestions for Sentry or any of the shopping center tenants please reach out to them and let your voice be heard. If you have ideas about the future of our neighborhood shopping center or, if you know of a business that would be a good fit in the center, feel free to contact Alder Lauren Cnare district3@cityofmadison.com.



Community Volunteer Opportunities

Share a smile and brighten a day!

Wonderful opportunity to share a little kindness, sense of purpose and belonging to seniors.

Looking for neighborhood volunteers, all ages, to offer an hour or two of their time once in awhile.

Whether going on walks, sharing a musical talent, reading a book, playing a game, gardening or enjoying a conversations

The simple act of sharing a few moments of your time can mean the world to a senior feeling alone



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Non-profit designation filed

Elvehjem Neighborhood Annual Meeting In Review

By Betsy Winterhack, ENA Board Director at Large

Thanks to the 38 neighbors and 4 speakers who attended the ENA 2014 Annual Meeting on Saturday, March 16. The meeting started with a report from ENA Secretary Jamie Meise, who reminded neighbors that meeting minutes are available online or by hard copy upon request. Next, we heard from Treasurer Justin Martin. A summary of Justin's report is included in the Treasurer's Corner on page 2 of this Echo issue. The members in attendance approved the 2014 budget, which forwards the goal of a sustainable operating balance of \$10,000.

The discussion then turned to ENA's wonderful events. New events in 2013 included the Solskinn Music Festival, Holiday in the Park, Elvehjem to Wellvehjem events, formation of the Eastside Coalition, and the Community Garden. We heard about upcoming 2014 highlights, such as the Spring and Fall Slow Down Campaigns, Community Garden registration, Firecracker 5K and Turkey Trot, Wooden Steps Running Club activities, and playground equipment replacement at Droster Park. The membership in attendance then voted to approve updates to the ENA bylaws. The updates were long overdue, as the bylaws had not been amended since 2004.

The meeting concluded with the unique opportunity to hear from several of Elvehjem Neighborhood's state and local elected officials and the Madison Police Department. State Representative Melissa Sargent, 48th District, summarized two privacy bills she introduced that were recently signed into law. Community Policing Team Officer Thai Xiong reported that compared to nearby neighborhoods, Elvehjem has the lowest volume of calls for service. Officer Xiong emphasized that by slowing down on the roads and getting to know our neighbors, we can all help maintain our status as one of the Eastside's safest neighborhoods! Alder Denise DeMarb, City of Madison District 16, highlighted her recent efforts including the Droster Park playground equipment replacement project, planning for Glendale neighborhood turnover, stabilization of the Owl Creek neighborhood, and traffic calming. Finally, Supervisor Dave de Felice, Dane County District 16, gave a vote of confidence for the Dane County 911 dispatch center, manure digester, airport parking lot, domestic abuse shelter, and Henry Vilas Zoo.

Thanks to all who attended the ENA 2014 Annual Meeting and everyone who works so hard to make Elvehjem Neighborhood a great place to live!



Start training today for...
ENA's 4th Annual Firecracker 5K Run, 2 Mile Walk, & Kids Fun Run!
Friday, July 4, 2014 @ Elvehjem Elementary School
Kids Fun Run starts at 8:00 am / Races start at 8:30 am
Find important race information here:



Elvehjem Neighborhood Facebook page
www.elvehjemneighborhood.org/facebook

(click on "Events" tab)

Elvehjem Neighborhood Association website

www.elvehjemneighborhood.org

Here you'll find a link to:

- Pre-registration form
- 5K & 2 Mile course maps
- T-Shirt order form*

**A portion of the proceeds benefits the Elvehjem Neighborhood Association wellness activities; optional purchase; must pre-order*

Are you interested in planning or helping? Do you have a business that would like to donate a door prize? Please contact Emily Leas at 608-287-4224 or run@elvehjemneighborhood.org

responsibleenergy

Recycle your old refrigerator or freezer



Chances are the older refrigerator or freezer in your basement or garage is running up your utility bill by an average of \$150 a year. Recycle it, reduce your energy use and keep harmful materials out of landfills. We'll pick it up for free, and you'll pick up a \$40 reward.

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**Elvehjem Neighborhood Pottery Painting Day
Sunday, May 4, 11 a.m. – 3 p.m.**

If you haven't visited Fired Up Pottery (fireduppottery.com) in Monona's Lake Edge Shopping Center (4112 Monona Drive) at the end of Buckeye Road, you're in for a treat! Kids and adults alike will enjoy choosing a piece of pottery from the extensive collection, painting it in whatever creative style they like, and leaving the mess behind! The pottery selections vary in price from \$5 to upwards of \$40 and everything inbetween. **On Sunday, May 4, Elvehjem is sponsoring a Neighborhood Pottery Painting Day from 11 a.m. to 3 p.m. where 30% of all product and gift certificate sales come right back to our neighborhood.** Stop by anytime during that time, or gift certificates can even be purchased over the phone if your schedule is already booked for that day. **Just be sure to mention you are there to paint or purchase a gift certificate on behalf of Elvehjem Neighborhood.** Come meet your neighbors, bring the kids, and enjoy a fun, creative art experience just a couple miles from home! Light and healthy snacks will be served at 1 p.m. For those who'd like to combine brunch or lunch with pottery, Crema Café is located a few doors down and is open 8 a.m. to 3 p.m. We look forward to painting with you!



Gail and Caleb Good enjoy last year's Elvehjem Neighborhood Pottery Painting Day!

**ELVEHJEM AND EAST BUCKEYE NEIGHBORHOOD ASSOCIATIONS
INVITE YOU TO ATTEND OUR
ANNUAL EASTER EGG HUNT**

Saturday, April 19, 2014

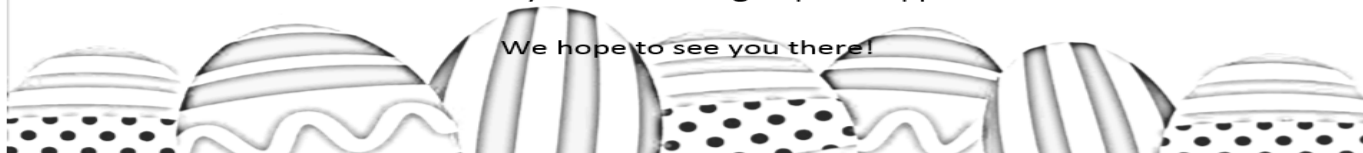
9:30 a.m. SHARP

Droster Park (1429 Droster Road)

Children of all ages, along with Parents/Guardians, are welcome to this FREE event.
A separate area will be designated for children ages 4 and under.

Treats will be provided for all participants,
courtesy of the Elvehjem to Well-veh-jem Committee, and
the Easter Bunny will be making a special appearance.

We hope to see you there!



**Get Involved in Spring Slow Down
Campaign**

The Elvehjem Neighborhood is hosting the Spring Slow Down campaign beginning May 5 and ending May 16. The neighborhood will soon be covered in red signs to remind us all to be attentive drivers and slow down!

If you would like to help with the spring campaign effort, there are plenty of opportunities to get involved. Volunteers to put up and take down signs are needed. Street nominations for sign posting or speed board hosting are being taken as well. If you would like to volunteer or have suggestions for making this campaign the best it can be, please contact Gail Good at safety@elvehjemneighborhood.org or (608) 345-3899.



**Grace Bible Church
1309 Painted Post Drive
Madison
608-222-2205**

www.gracebiblechurchmadison.org

**Sunday School - 9:30 a.m.
Worship - 10:30 a.m.**

Wednesday Bible Study - 6:00 p.m.

*Bring the family to learn more about
God's grace*

2014 ENA March Madness Membership Drive Underway

The 2014 Elvehjem Neighborhood Association Membership Drive kicked off on Saturday, March 15, and continues through mid-April. Dues for calendar year 2014 are just **\$15.00** per household, but you may also choose the **Bronze, Silver, Gold** or **Platinum** level to support ENA. We look forward to including your household on our list of 2014 Elvehjem Neighborhood Association members and supporters!

3 Easy Ways to Join:

1. Block Captains will be going door-to-door in the next few weeks to collect membership dues. If you're not home, they will be hanging your membership packet on your door. Just fill out the form and mail it with your check in the pre-addressed envelope!

2. Too excited to wait for a Block Captain?

You can print a membership form online at: <http://www.elvehjemneighborhood.org/files/3.0-2014%20Membership-Form.pdf>

Fill it out and mail it with your check to: Membership Committee
P.O. Box 14625
Madison, WI 53708

3. Join online via our secure PayPal® option:

www.elvehjemneighborhood.org/join

Need just a little more incentive?

All Elvehjem households that join by April 30, 2014, will be entered into a drawing for a Madison Night Out featuring a \$50.00 gift certificate to Great Dane and two painting passes (valued at \$70.00) to Artful Escapes "Paint & Sip"

Artful Escapes & Great Dane Sponsor 2014 ENA

Membership Drive "Madison Night Out" Incentive Drawing

All Elvehjem households that fill out their 2014 membership form, online or via paper form, and complete the \$15 dues payment by April 30, 2014, will be entered into a drawing for a Madison Night Out featuring a \$50.00 gift certificate to Great Dane and painting for two (valued at \$70.00) at Artful Escapes in Fitchburg.

Artful Escapes is a new "paint and sip" studio in Fitchburg. **Everyone is an artist** at Artful Escapes, and their professional artists will guide participants each step of the way. They warmly invite Elvehjem neighbors to bring the family, the girls (or boys), a date, coworkers, or schedule a party and prepare to be amazed by hidden artistic talents. Artful Escapes is proud to support the 2014 Elvehjem Neighborhood Association Membership Drive and looks forward to serving Elvehjem neighbors, family, and friends at an upcoming painting class.

Great Dane thanks Elvehjem neighbors for their patronage over the past year and poses the age-old question, "What could possibly be better than a Saturday morning Easter egg hunt?" Answer: **Two egg hunts**, of course! Following the Elvehjem Neighborhood Association Annual Easter Egg Hunt at Droster Park at 9:30 a.m. sharp on Saturday, April 19, neighbors are encouraged to make their way to the Great Dane Easter Egg Hunt in the park across the street from Great Dane Eastside (876 Jupiter Drive) at 10:30 a.m. Kids disco will follow at 11 a.m. Great Dane is a proud sponsor of the 2014 Elvehjem Neighborhood Association Membership Drive and looks

EGG HUNT SATURDAY
APRIL 19 10:45 AM



KID DISCO @ 11:00AM
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All painting supplies and step-by-step instruction included.

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Elvehjem Neighborhood Association
PO Box 14625
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CONNECT WITH US ON FACEBOOK

Elvehjem Community Garden—*Join us as we get ready for Spring!*
 Elvehjem Neighborhood—*Connect with neighbors and share concerns.*
 Elvehjem to Wellvehjem—*Join us as we improve neighborhood wellness.*
 Wooden Steps Running Club—*Come talk all things running with us.*
 If you are interested in helping with Elvehjem Neighborhood Association (ENA) social media, please contact President Tiff Roltgen at tiffani@elvehjemneighborhood.org or 608-513-9433. This would be a work-from-home, on-your-own-time volunteer role based on your availability!

ENA 4th Annual Earth Day Clean-up Needs Your Help on Saturday, April 26!

Will you give an hour or two of your time to help keep Elvehjem Sanctuary alive, well, and free of litter? Bring family, friends, neighbors, and acquaintances, and join us for our Annual Earth Day Clean-up on Saturday, April 26, from 1 to 4 p.m. or any portion of that time. All ages and experience levels are welcome! If possible, please bring/wear: work gloves, flat soled shoes, long pants, pruners/bow saws.

Litter Pick-Up—Meet at Cottage Grove Road Entrance to Elvehjem Sanctuary (across from Messiah Lutheran Church).

Invasive Species Pull— Meet at Elvehjem Park Shelter. Training will be provided.

ENA Calendar of Events

| | | | |
|----------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------|
| April 2 | Board Meeting | 5022 Starker Avenue | 7:00-9:00 p.m. |
| April 15 | March Madness Membership Drive End | | |
| | Join online via our quick and secure form: www.elvehjemneighborhood.org/join | | |
| April 19 | Annual Easter Egg Hunt | Droster Park | 9:30 a.m. SHARP |
| April 26 | Elvehjem Crazylegs Classic | 5306 East Buckeye Road | 8 a.m. |
| April 26 | Earth Day Clean-up | Elvehjem Sanctuary | 1-4 p.m. |
| April 30 | “Madison Night Out” Prize Drawing for 2014 ENA members | | |
| May 4 | Neighborhood Pottery Painting Day (30% of sales directly benefit ENA) | Fired Up Pottery 4112 Monona Drive | 11 a.m. -3 p.m. Snacks @ 1 p.m. |
| May 7 | Board Meeting | East District Police Station | 7:00-9:00 p.m. |
| May 5-16 | Spring Slow Down Campaign | | |