

# ENA Board Meeting Minutes

## January 8, 2014

**Present:** Tiffani Roltgen, Jamie Meise, Mike Digman, Justin Martin, Isaac Semrow, Lynn Munsinger-Brown, Scot Whitney, Steve Johnson, Rod Gennrich, guest: neighbor and publicity volunteer Mona Everett

**Absent:** Betsy Winterhack

**Call to Order:** Tiff called the meeting to order at 7:03 pm.

**Secretary's Report:** The board recapped the Holiday in the Park event. Despite the cold weather and unfortunate cancellation of the sleigh rides, the event had a great turnout, everyone had fun. Considerations if the event is held again include moving Santa's time earlier and bringing the snack and hot cocoa tables down closer to the fire. Also, thank you notes have been sent to Santa, Station 5, and The Great Dane. The ENA website calendar has been updated with 2014 events; event leads should add more detailed information as it becomes available. Jamie is currently working on putting together a babysitter contact list of neighborhood babysitters to be shared online and in the Echo, information can be sent to Jamie at [babysitter@elvehjemneighborhood.org](mailto:babysitter@elvehjemneighborhood.org).

**Treasurer's Report:** December had little financial activity including a few expenses and donations trickling in from previous events. The balance sheet ended the year at \$8136.43, a figure consistent with previous years but about \$900 short of where our budget committee would like us to be (\$10,000 balance recommended.) Treasurer's report will be placed on file for audit.

### **Echo Report:**

**Advertising:** Mike reported that we had 2 ads submitted this month. He also sent emails with the Echo printing schedule to previously regular advertisers.

**Printing cost research:** Isaac received printing quotes from 4 businesses and determined that our current vendor is our best option. Keeping the Echo length down to six pages saves considerable amount of money.

**Layout:** After the deadline for submissions Rod will put together the layout of the next edition of the Echo. He will ensure the length remains 6 pages or less to save on printing costs.

### **Old Business:**

**Holiday Lights Contest-** There were a lot of great light displays in the neighborhood. Rod purchased 3 \$15 gift certificates to the Great Dane which have been delivered to the winners.

**Ted Perttunen recognition for service to Board:** The board recognized Ted's service to the board over the past 4 years. Ted will now step into the role of Easter Basket Coordinator volunteer as well as a block captain. A motion was made by Steve and seconded by Justin to purchase a \$30 gift certificate for Ted as a thank you for his service. Mike volunteered to purchase and deliver the gift card.

**2014 Membership Drive:** Block captains discussed the status of their districts and offered each other suggestions of potential leads in open areas, many blocks are still in need of captains. By the next meeting

district coordinators should have block captains in place. Block captains will receive training and application packets prior to the annual meeting at 9am on March 15 and have until April 15 to deliver the packets. The board discussed the idea of offering an incentive for members who join by April 30 such as a restaurant gift certificate or an overnight hotel stay. Board members will think about possible incentives and make initial contacts. The board considered other ways to incentivize membership in the association and discussed in the future requiring membership status in order to win contest/door prizes at neighborhood events.

**Final consideration ENA Bylaw revisions:** The board discussed final considerations for proposed revisions to the bylaws including board member terms and elections and quorum size. A motion was made by Mike and seconded by Rod that the board approve proposed changes to the bylaws that will be presented for approval by the membership at the March 15 meeting. A friendly amendment was made by Tiff to reword the motion that the proposed changes will be presented for a final vote by the membership at the March 15 meeting. Motion carried.

### **Technology Report:**

Website: Lynn will email content assignments and board members will begin to enter content into the tabs on the mock Wordpress website. Justin will continue to work on the database.

Facebook-On Wednesday two people secured unauthorized access into the Elvehjem neighborhood Facebook page, promoted themselves to administrators, and banned all the former administrators, which includes all Board members and volunteer coordinators. It is unclear how this happened but Ryan McKee was able to clean it up, re-add the proper administrators, and ban the hackers. Administrators should change their Facebook passwords and Tiff will report the incident to Facebook. The board also discussed a controversial post made by a neighbor on the Facebook page. Currently the board does not set rules, delete posts, etc. but rather expects neighbors to police themselves and keep content appropriate. Tiff contacted Captain Schauf to obtain information on crime reports and theft patterns in our neighborhood and will post a message with the response and also remind group members to keep posts civil and use appropriate language.

### **New Business**

**Annual meeting (March 15 @ Messiah Lutheran Church 10 a.m.-12 noon):** Block captain training will take place from 9-9:30 followed by volunteer social from 9:30-10. The first hour of the meeting (10-11 a.m.) will be dedicated to neighborhood business including a review of 2013, upcoming events for 2014, 2014 budget presentation, and proposed bylaw changes. District 16 Alder Denise DeMarb will be in attendance, along with other elected and City officials. Speakers will address the group during the second hour of the meeting (11 a.m.-12 noon).

**Eastside Coalition:** The next Eastside Coalition meeting will be on January 28 from 7-9pm at the East District Police Station.

**Echo Deadline:** The next Echo Newsletter deadline is January 15 for the February/March Echo.

**Next Meeting:** The next ENA meeting will be on Wednesday, February 5 from 7 to 9 pm at the East District Police Station

**Adjournment:** A motion was made by Mike and seconded by Justin to adjourn the meeting at 9:04pm. Motion carried.

**Committee Reports:** Reports made electronically prior to the board meeting:

**Eastside Coalition:** The Eastside Coalition will meet again on Tuesday, January 28, from 7 to 9 p.m. at East District Police Station, hosted by Rolling Meadows Neighborhood Association. All ENA Board members are welcome to attend, meet the group, and participate. The group will be working on our mission statement, goals, neighborhood association updates, and sub-committee formation (specific topics such as Pinney Library, Stoughton Road Revitalization, Collaborative Events, Safety, etc.). There is opportunity for ENA Board members and other interested individuals to get involved in these sub-committees. It is unclear at that point whether an Eastside Fourth of July Celebration will be planned at Olbrich Park to coincide with the fireworks over Lake Monona. A committed group is needed to lead the effort. There will be discussion about the Royster Corners development, including the opportunity to sign a letter from the Eastside Coalition to Willy Street Co-op supporting their potential expansion into the development.

**Elvehjem → Wellvehjem:** Wooden Steps Running Club members logged 132.58 miles (72+ laps) during their New Year's Eve 24-Hour Last Chance Run/Walk-A-Thon, raising \$128.15 for health and wellness activities in Elvehjem Neighborhood in 2014. The club logged 3076.58 miles during 2014, setting a new record for the group. The end of February is "Elvehjem to Wellvehjem Week" as we host a Gardening Workshop (February 22), Woodman's Store Tour and Discussion (February 23), and "Forks Over Knives" Documentary Movie Night (February 25). A "Clean Eating Challenge," Pi(e) Day Run (3/14), and healthy snacks for the Annual Easter Egg Hunt are also being planned

Submitted by Jamie Meise