

ENA Board Meeting Minutes

February 5, 2014

Present: Tiffani Roltgen, Jamie Meise, Scot Whitney, Rod Gennrich, Betsy Winterhack, Steve Johnson, Lynn Munsinger-Brown

Absent: Mike Digman, Justin Martin, Isaac Semrow,

Call to Order: Tiff called the meeting to order at 7:02pm.

Secretary's Report: Nothing to report

Treasurer's Report: Not much activity last month except the annual bulk advertising buy from MG&E. The Treasurers' report has been placed on file for audit.

The board reviewed the 2014 proposed budget and discussed a couple suggested revisions. A motion was made by Steve and seconded by Rod to approve the 2014 budget as presented by the treasurer with the following amendments: adjust the Holiday in the Park donations to \$50, remove one bouncy house from the Fourth of July Celebration at \$150 rental cost, and tentatively plan to contribute \$200 for Solskinn. Motion carried.

Echo Report: The first edition of the Echo with Rod as the new editor is complete and available to view online, paper copies are still at the printers.

Old Business:

2014 Membership Drive: District captains discussed their block captain recruitment status. The block captain meeting will be held at 9am on March 15 for half an hour to go over the checklist of steps to follow and to distribute materials. Regarding an incentive for neighbors who return their membership form by April 30th, the Great Dane will donate \$65 in gift cards and Artful Escapes will donate 2 painting tickets (\$70 value) both in return for ad space in the Echo. A motion was made by Lynn and seconded by Steve to chip in \$10 for the Great Dane gift cards and to run ads in the Echo for the Great Dane and Artful Escapes. Food Fight also donated a \$25 gift card which we will hold on to for a future need. Betsy volunteered to work on the 2014 membership application form. Rod volunteered to put together a draft of block captain directions.

Technology Report: Justin is working on more efficient management of the ENA online membership form, Go Green signup form, and membership data. Board members should test the sample form to view revisions and send any feedback to Justin.

Annual Meeting: Annual meeting will take place on March 15 with the following schedule: block captain training 9-9:30, social 9:30-10, Neighborhood business 10-11, guest speakers 11-12. Board members delegated assignments for the annual meeting: Betsy will greet guests, Lynn will be laptop/LED setup and tech support, Jamie will take minutes, Tiff will ask Mike to be in charge of coffee, Scot will keep time, Jamie will make district team signs, Scott will print copies of the bylaws proposed changes chart, Justin will take membership applications. Board members should dress business casual for the group photo which will be taken before the block captain meeting at 8:45.

Droster Park Update: The City of Madison held the second meeting regarding the Droster Park playground equipment replacement. After the first meeting the city researched options to add aspects of a natural playground as requested by the neighborhood. It was decided that there will be a traditional play set as well as excavating for a several mounds and a cove with boulders. Woodchips were chosen for the ground cover. In addition, Elvehjem is on the waiting list with the city to make a master plan for our three neighborhood parks and sanctuary.

New Business

April Event Leaders needed:

Election Day (April 1): Tiff discussed the idea of having a neighborhood table at Elvehjem School on Election Day.

Easter Egg Hunt (April 19): A Team lead is still needed for this event. Tiff will confirm the time of the Great Dane Easter egg hunt. We will plan to stagger the time of the ENA egg hunt so neighbors are able to attend both egg hunts if desired.

Earth Day Clean-Up (April 26). A Team lead is needed for this event and will have to register our event with the city.

Willy Street Co-op and Letters of Support Policy: In light of the request for the board to sign a letter of support for Willy Street Co-op expansion into the Royster Clark development, the board discussed how they want to handle similar situations going forward. For now situations will continue to be considered on a case by case basis until a process is determined.

Eastside Coalition (April 22)- Upcoming meetings are February 24, 7-9 p.m. at Pinney Library (Rita Kelliher, President of Madison Festivals, Inc,) and April 22, 7-9 p.m. at East Precinct Police Station (Quarterly Meeting). Board members are welcome to attend these meetings.

Adjournment: A motion was made by Lynn and seconded by Betsy to adjourn the meeting at 8:59pm. Motion carried.

Echo Deadline: The next Echo Newsletter deadline is March 15 for the April/May Echo.

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

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

Community Garden:

Eastside Coalition: We met for our first quarter meeting of 2014 in January. Save the dates for our remaining meetings on the 4th Tuesday of the quarter: April 22, July 22, and October 28. All Board members are welcome to attend. The meetings have been very beneficial in terms of sharing ideas and resources,

discussing potential collaboration, getting a sense of where we fit into the "bigger picture" within the City, and obtaining updates on various City projects. Captain Mary Schauf from East District attended our last meeting and provided valuable safety updates; Tiff also met with her afterward regarding specific Elvehjem Neighborhood concerns and will be sharing the information in her president's column and on Facebook. The coalition also heard from the District 15 and 16 alders. Sub-groups/liaisons were set up to report back at the next meeting on various issues of interest to the Coalition including potential collaborative events, Pinney Library, Royster Clark Re-development, Schools/PTAs, Stoughton Road Revitalization Project, and Admin of the Eastside Coalition. Topics still in need of a liaison include Parks, Grandview Commons Development, Safety/Slow Down Campaigns, Leadership Development/Training, and Grants. The idea is to get individuals/groups in place who are keeping up with these topics, attending meetings, etc. so they can report to the Coalition with pertinent information. If board members would like to serve on one of these topic areas, please let Tiff know.

Elvehjem → Wellvehjem: We will be celebrating "Elvehjem to Wellvehjem Week" February 22-March 1. See the ENA website for more details about our Elvehjem to Wellvehjem Movie Night, Woodman's Nutrition Tour and Discussion, and more events to be announced. A gardening workshop and clean eating challenge are also in the works. Tiff will be reporting and presenting our grant activities at the Wisconsin Association of Family and Consumer Sciences (WAFCS) Annual Meeting March 27-29. The final major project of the committee will be involvement in providing healthy snacks for this year's Easter Egg Hunt, but we certainly plan to keep the "Elvehjem to Wellvehjem" concept alive and well beyond the grant cycle.

Safety: Tiff met with Captain Mary Schauf regarding recent thefts in the neighborhood. It was noted that it's important for thefts to be reported promptly in order to allow police to track crime patterns; Captain Schauf advised locking up belongings and vehicles and being particularly vigilant about safeguarding easily pawnable items such as electronics.

Submitted by Jamie Meise