

ENA Board Meeting Minutes

April 2, 2014

Present: Tiffani Roltgen, Jamie Meise, Betsy Winterhack, Mike Digman, Justin Martin, Isaac Semrow, Lynn Munsinger-Brown, Steve Johnson

Absent: Rod Gennrich

Call to Order: Tiff called the meeting to order at 7:08 pm.

Secretary's Report: Event leads are reminded to create Facebook event invitations and send the webmaster a blurb and updated event flyer for the ENA website about 3-4 weeks before the event date. Also asked to help make sure the information that was entered into the calendar on the ENA website as the beginning of the year is accurate and add more details as they become available.

Treasurer's Report: The membership drive is off to a good start, we already received 37 membership forms and \$246 extra in donations above and beyond dues, we are also seeing savings compared to last year due to decreased Echo publications.

Echo Report: Rod is running into an issue of prioritizing content and determining what needs to be included versus what can be left out if there is not enough room. This should be sorted out by the next edition by using tiered folders to make it clear what content is required or optional. The board discussed the possibility of lowering the ad price to attract more businesses and generate more revenue to offset increased content.

Technology Report: Lynn, Tiff, and Jamie will get together to discuss entering content into the mock site.

Recognition-A motion was made by Justin and seconded Steve by to purchase a \$30 Wisconsin Restaurants gift card for Scot Whitney to thank him for his service to the board. Motion carried. Mike will take care of purchase and delivery.

Officer Elections: The following officers were elected for the 2014-2015 year: Tiffani-President, Isaac-Vice President, Justin-Treasurer, and Jamie-Secretary. All motions were made, seconded, and carried. Betsy, Mike, Steve, Rod, and Lynn will serve as directors at large. We now have 2 open positions on the board and are seeking neighbors with financial and/or technological expertise.

Old Business:

Annual Meeting feedback: Overall the meeting went really well. Isaac suggests we do a dry run of the slideshow next year to ensure it goes smoothly. Mike noted that the LCD projector needs to be set up earlier. The block captain training and volunteer social helped to increase attendance compared to prior years. The board discussed the speaker portion of the meeting and the possibility of having a separate event for speakers or reducing the number of speakers in order to maintain focus on the neighborhood business and possibly shorten the meeting.

Earth Day Clean-Up (April 26 from 1-4pm, Elvehjem Sanctuary: The event is now posted on the ENA website and Facebook and is registered with the city. Steve contacted the Scouts, and they indicated interest in participating in the Earth Day Clean-up, though many have a camping trip conflict that weekend. They are also

looking for Eagle Scout project ideas and would be open to suggestions from the Board. Steve will serve as our liaison with the Scouts and keep us posted on developments. Joel Stone will be leading the invasive species pull and Steve will coordinate the trash pickup.

2014 Membership Drive: Block captain reports have been positive; the board discussed potential recognition for top performers. Tiff will send out a final reminder to block captains toward the end of the drive. District captains should return membership forms to Justin as soon as possible to get emails entered and save on Echo printings. The winner of the Madison Night Out incentive will be drawn at the May board meeting with ENA Board members not eligible for the prize.

Easter Egg Hunt (April 19 at 9:30 am, Droster Park: Justin posted the event on Facebook and will get it up on the website soon. He is coordinating with EBNA to get volunteers to help with set-up, clean-up, etc. We will not be having special Easter baskets this year so it will be a traditional egg hunt with snacks. Mike will put up the membership drive and Easter Egg hunt banners on the neighborhood signs. Volunteers should meet at 8:30 at Droster Park.

Eastside Coalition Fourth of July plans: Rolling Meadows is planning to organize something at Olbrich Park for Rhythm and Booms, we are awaiting further details. Mike and Tiff are our liaisons to the Coalition and will report back as details are finalized to help us determine whether ENA would like to participate this year.

New Business

Insurance: The board discussed directors and officer's coverage and determined that given our low risk it is not necessary. The board discussed the \$300 increase in our special events coverage and possibly requesting donations at the running events to help cover the insurance. We will keep the events calendar as is for 2014 and closely track expenses this year to determine individual event sustainability for next year.

Fourth of July: The board discussed ideas for maintaining the sustainability of the event given the uncertainty due to weather and attendance. This year will move forward as usual but in the future we will discuss other options to reduce financial risk such as not providing food or moving to an ice cream social in place of the BBQ. We will closely watch our expenses and efforts this year as well as watch what happens at Olbrich to help determine how to move forward next year. The board reviewed Fourth of July Celebration assignments.

Adjournment: A motion was made by Mike and seconded by Justin to adjourn the meeting at 9:00 PM. Motion carried.

Echo Deadline: The next Echo Newsletter deadline is May 15 for the June/July Echo. Please save articles to Dropbox.

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

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

Eastside Coalition: Our next Coalition meeting is Tuesday, April 22, from 7 to 9 p.m. at East District Police Station. All ENA Board members are welcome to attend. Fourth of July plans for Olbrich Park will be discussed;

Rolling Meadows Neighborhood Association appears to be taking the lead on the initiative and is interested in selling non-alcoholic beverages. *-Submitted by Tiff Roltgen, Eastside Coalition Representative for Elvehjem*

Elvehjem → Wellvehjem: This past weekend, I presented the results of our year-long grant project at the Wisconsin Association of Family and Consumer Sciences (WAFCS) Annual Conference and received really positive feedback. We will circulate an official thank you from the association to be signed and sent to the WAFCS Foundation. Plans are underway for healthy snacks for the Easter Egg Hunt and Neighborhood Pottery Painting Day. Though the grant funds have officially expired, the committee plans to continue to offer and encourage healthier choices and support runners/walkers in our neighborhood. The Elvehjem to Wellvehjem logo will still appear on various publications, and our Elvehjem to Wellvehjem Facebook group will be maintained. *-Submitted by Tiff Roltgen, Elvehjem to Wellvehjem Grant Administrator*

Community Garden: Lynn has received contact that there may be an Eagle Scout looking for a project in the community garden. Details are forthcoming, but this may be a good angle for making improvements to the garden space, as we received word last week that the CAC will no longer be supporting community gardens in Madison after May of this year. *-Submitted by Lynn Munsinger Brown, Community Garden Administrator*

Submitted by Jamie Meise