

ENA Board Meeting Minutes

May 7, 2014

Present: Tiffani Roltgen, Jamie Meise, Mike Digman, Justin Martin, Isaac Semrow, Lynn Munsinger-Brown, Rod Gennrich, guest neighbor Jennifer Krug

Absent: Steve Johnson, Betsy Winterhack

Call to Order: Tiff called the meeting to order at 7:10 pm.

Secretary's Report: Nothing to report

Treasurer's Report: The membership drive was very successful; to date we have more members this year than we did last year at the end of the year with 343 households eligible for the incentive drawing, not including board members. We have also received increased donations. Expenses were higher than expected last month due to an error which caused the Echo newsletter to be mailed to all households in the neighborhood; this will be cleared up before the next edition is sent. The board discussed ways to recognize block captain efforts and performance; it was decided that each district captain will personally thank the block captains in their district and a summary with most improved streets will be published in the next Echo. The winner of the Madison Night Out incentive drawing was randomly chosen, Justin will notify the winner before publicly announcing his/her name.

Echo Report: By mistake the April/May Echo was mailed to every house in the neighborhood including those that opted to receive it electronically. Rod will add a step to the instructions to double check that the correct mailing list is being sent. Justin will update the current tracking list and will review the instructions to look for ways to simplify the process.

Old Business:

Membership Drive debrief: The board discussed improvements for next year: Lynn suggested that district captains be in contact with the block captains throughout the membership drive to check in and provide reminders. Mike will print district coordinator contact information on each block captain's envelope of materials. The board will consider moving the start of the membership drive to later in the spring to take advantage of warmer weather. Mike will take the membership drive banners off the neighborhood signs on May 15. In terms of success, the board noted the block captain training meeting prior to the annual meeting was enthusiastically attended. Based on initial membership numbers, all signs point to the need to go door-to-door rather than a mailed membership campaign.

A motion was made by Mike and seconded by Justin to include an updated ½ page membership form in the June/July Echo. The board discussed whether to fit the form into the current 6 page length or to add an extra page. Isaac offered a friendly amendment to publish an 8-page Echo to accommodate Mike's suggestion. Mike accepted the friendly amendment due to an increased number of advertisers for the June-July issue. Amended motion carried

Earth Day Clean-Up and Fired Up Pottery reports- Thank you to the 15 neighbors and volunteer coordinator Joel Stone who made the Earth Day Clean-up a success. The Fired Up fundraiser was successful raising \$189.30.

Easter Egg Hunt report-The Egg Hunt was a success with an estimate 200 people in attendance. The event went smoothly and we had enough volunteers. Neighbor Jennifer commented that the kids and parents were disappointed with the prize of raisins and almonds and suggested doing grab bags with candy and Oriental Trading trinkets; she feels that if we want to grow the event we need to keep up with other area egg hunts. Board members raised questions about the association's overall purpose of the event, and it was noted that it is primarily designed for neighbors and their family and friends. The board thanked Jennifer for her feedback and will make note of it in the playbook for next year."

Rhythm and Booms Eastside Neighborhood Association Coalition plan (June 28): There will be an Eastside Coalition tent set up at Olbrich Gardens with Elvehjem, Lake Edge, and Rolling Meadows neighborhood associations. We will be selling soda and water with the beverage profits and \$75 permit fee split evenly between the participating neighborhood associations.

Fourth of July tentative assignments: The board discussed assignments and timeline for the Annual Fourth of July celebration. The Heritage Bakery quote for fruit salad came in at \$1.75/serving up from \$1/serving last year. The board discussed other options for a healthy side. Mike will look into regulations regarding cutting up watermelon on site and contact Papa Bear for a fruit salad quote. Lynn will contact the northside FEED Kitchen to find out their policies and prices regarding use of their commercial kitchen.

As a backup option we will consider serving apples, oranges, and bananas which don't require advanced preparation. Board members are reminded to sign up for businesses to contact and begin collecting donations for the raffle and silent auction.

New Business

Quarry meeting (Monday, May 19, 7-9 p.m., Stark Realty, 4509 Cottage Grove Road) A meeting is set for May 19 with alders and county supervisors of affected districts, concerned neighbors, quarry owners, and state assembly representative Melissa Sargent to discuss quarry blasting issues in our area. Isaac will be representing ENA at the meeting."

Cottage Grove Road Corridor Study Sub-Committee: District 16 Alder Denise DeMarb is working on securing funding for a Cottage Grove Road Corridor Study to address safety, access, planning, and transportation concerns for this area, especially as the Grandview Commons and Royster Developments are constructed. Advisory committee members will be requested if funding is approved.

Solskinn Board liaison: Mike volunteered to be the liaison with the city for Solskinn which will be August 16 from 2-9pm. Tiff contacted a food cart for information regarding regulations-they take care of the permits and there is no financial obligation; however, they cannot be in a park but could be on school property with permission from the principal.

501(c)(3) application: Betsy is continuing to work on this application and will provide an update at the next meeting.

Facebook: A suggestion was posted today to consider having a business page rather than a group to allow for more public advertising of our events. The board discussed the pros and cons of each and decided to stay with the current group setup which allows for the neighborly dialogue.

Adjournment: A motion was made by Justin and seconded by Rod to adjourn the meeting at 8:59PM. Motion carried.

Echo Deadline: The next Echo Newsletter deadline is May 15 for the June/July Echo. Please save articles to Dropbox in the appropriate folder—Tier 1-Paid Ads, Tier 2-Important, Tier 3-If Space Allows.

Next Meeting: The next ENA meeting will be on Wednesday, June 4 from 7 to 9 pm at the East District Police Station. Alder Denise DeMarb will be attending to share updates on the Stoughton Road Revitalization Plan.

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

Eastside Coalition: Our next Coalition meeting is Tuesday, July 22, from 7 to 9 p.m. at East District Police Station. All ENA Board members are welcome to attend. *-Submitted by Tiff Roltgen, Eastside Coalition Representative for Elvehjem*

Welcome Committee: Welcome Committee was very busy in March and April getting caught up on home sales from as far back as November 2013. We are very close to being caught up to all closings through April. We (Copper and I and sometimes Julie as well) have visited over 20 households and many times we have been able to talk with the new neighbors in person. Reactions have been very positive! We have a nice team of volunteer bakers who offer up a variety of goodies. *Submitted by Isaac Semrow, Welcome Committee Chair*

Submitted by Jamie Meise