**BOARD MEETING**

**Tuesday, July 13, 2021**

**via Zoom**

**Meeting starts at 6:30 pm**

Attendees: Ashley Gibson, Josh Grotheer, Rebecca Koerschner, Michael Horecki, George Ermert, Neil Dinndorf, David Makovec, Lisa Fernandez (guest)

Absent: Samantha Castro, Shawn Page, Jodi Wabiszewski, Jackie Bastyr Cooper, Nicholas Griffiths, Grant Roeming

6:35 Introductions – Lisa Fernandez

6:43 Approval of May 2021 Board Minutes—Jackie (via David)

Motion to approve – Michael, second Ashley

6:45 Vice President’s Report - David

* Mention of Newsletter coming up
* Recap of Ashley and David’s call with Cpt Mike Hanson -
* George’s attendance at the Captain’s Quarterly – pilot program of squads having silent blue lights on, will be expected in the Arbor Hills district – plan of increasing foot patrols, but not expected to be in Arbor Hills
* Should we have a communication about the blue lights program? Ashley recommended, and Rebecca can send out information – George will follow up about timing with Cpt Hanson – we can put a notice on the website: action item: Ean

6:51 Annual Meeting Planning

* Two questions: should we do online/hybrid/in-person? Who should we have speak?
* George suggested either in-person or online: we don’t have the technology infrastructure for a hybrid model; there’s also a membership challenge – Josh agrees: we also don’t have the space where we could run it – David: we don’t want to impose on the church since we are already leaning on their generosity to hold there – Ashley: we should reach out to the church to ask about their stance – Shawn: healthcare taking more time to return to normal life: hybrid allows more connection for people with access issues – Josh: Arbor Covenant website stating that they’re on Zoom; a mention that Peter Morris (the pastor) has wanted to do more events – George: what would annual meeting look like? Hybrid model would be most people online, still suffer the membership gap, difficulty of how we would actually do it – Nicholas: discussion of potentially getting a board Zoom account; how to set up the online version – Ashley: suggest laying out pros and cons to the larger board – George: suggest a decision date of August 15 on choosing in-person/hybrid/virtual – David: action item of emailing about the pros and cons
* Who should we have speak? Michael: discussion of merger between Town and City of Madison; maybe a five minute update on the merger and how it affects AH? – George: making police decisions at end of September about how the police force will be split up; having the new captain speak to that –

7:13 Lisa Fernandez – anti-racism committee

· Been interested in creating an anti-racism committee, and talked to Ashley – discussion with Dudgeon-Monroe about their anti-racism committee and guide on calling the police/911 – notes that D-M met with some hostility from MPD about their guide: want to be part of a collective, and not be just the boss: my voice is no more important than anyone else’s – wants to form a committee and start with a mission statement and values – would be separate from the board – wants to get communication out – Michael: we have space in the newsletter; mid-September we would be seeing the next newsletter – Lisa: wants to be able to respond immediately; next couple of months might be tight – Michael: discussion of marketing timeline: e-blast, social media within weeks, then newsletter coming out in mid-September – David: willing to partner/be board rep for the committee; would help with being able to coordinate if Lisa is unavailable – George: what would the committee do/be? – Lisa: group would figure that out: ideas include raising money for racial justice groups, learning and discussion about racism and anti-racism – George: mention of struggle reaching the under-served segments of our neighborhood; do we have connections with those populations? – Lisa: that is still an issue, and something we need to figure out – Josh: do we know the right people to talk to? – Ashley: Sheri Carter had some ideas about connecting; emphasis that this is not a part of the NA; Lisa is a member creating a group, asking for help from the Board; question is how we use our resources to assist with forming; some ideas that need ironing out before getting the Board involved – Shawn: may have some connections with community members who are connected; wants to be involved, may be time-limited -

7:35 Membership Outreach Update - George

* Short – have not reached our goal by July
* Does not have up-to-date numbers at hand
* There’s a number of non-renewals from prior members, have sent emails – next step will be a written letter with hand delivery and a return envelope – will need help with delivery – ACTION: follow-up with Nicholas on status of envelopes ordered ACTION: include in email to board: help on delivery -

7:41 Budget & Membership Update—tabled until the next meeting (Neil was unable to attend)

7:42 Events Update

* Brief update from Ashley: July 4 parade was a good crowd and good event – plenty of attendees, fire engine, food from Migrants
* Food truck night: David and Rebecca: both spoke about the food truck night being very efficient with the setup in the park pavilion – Rebecca: ask about a neighborhood garage sale update – ACTION: raise with Samantha about the garage sale -

7:48 Newsletter Update - Michael

* Final design is ready – two final updates to make – text-heavy – lot of rich columns – looking for critiques from board members -
* Michael: has never actually received the newsletter – ACTION: will talk to Nicholas about verification of delivery, escalate to board if there’s any issue with delivery – Ashley: Nicholas has had problems with block captains not picking up their newsletter packets; suggest that he needs to lean on the board if his block captains aren’t responding; newsletter is a huge membership driver and one of the primary points of contact between the NA and the members/neighbors -

7:51 Communications – Rebecca

* Has focused more on sending out updates in batches
* Wants feedback on any responses/opinions on batch updates
* Ashley: good to have bundled updates – there’s a lot of good information coming out from the city – good to connect that info to neighbors – idea of a calendar with communications and communication updates to avoid a last-minute scramble – George: question on info/updates on click-through rates; good question – open rate of 45-50%, click-through rate (opening links) between 5-10% - those are absurdly good numbers – Rebecca: question of number of members vs number of opened emails – George: membership current is around 157 – Ashley: member goal is 175 – Rebecca: open numbers for the last communication was 167 – discussion of how that might be multiple contacts from single households

Additional Topics for discussion:

* Many congratulations on our newest neighbor, Arthur Glen Gibson!
* It is established officially that David has excellent taste in headphones

8:01 Adjourn

· Motion – Shawn, second – Josh

· Unanimous aye to adjourn

Notes submitted by Dave Makovec