AHNH Board Meeting

March 9, 2021

6:30pm

Via Zoom

Attendees: Jackie Bastyr Cooper, Ashley Gibson, Josh Grotheer, Grant Roeming, Michael Horecki, Shawn Page, Neil Dinndorf, George Ermert, Samantha Castro, Nicholas Griffiths

Guests: Officer Devlin Hernke and Lisa Fernandez

Absent: Jodi Wabiszewski, David Makovec, Rebecca Koerschner

6:33 Meet neighborhood liaison Officer Devlin Hernke (Madison Police)

* One of two primary officers assigned to Arbor Hills (Patrol officer)
* Sargent with Army National Guard
* Volunteers with Humane Society
* 6 days on, 2 days off schedule
* Ashley: issues from neighborhood - speeding on Grandview Blvd (already know that speed bumps are not possible due to being a bus route); traffic during pick-up and drop-off times at Leopold Elementary School
* Michael: Cannonball Path utility/well building path has been used as road multiple times per week
* Neil: 7-Eleven past problems (nothing recently)
* Ashley: What are ways for board members to stay in the know?
  + Madison Police Facebook and Twitter; South district blotter
* George: Thank you for taking the time to meet with us! Definitely have seen improvement specifically at park with patrols since moving to AH (in 2013)
* Neil: how do we direct concerns from neighbors seen on NextDoor? (Facebook and Twitter are best places, but specific issues - send email to Officer Hernke)
* ACTION ITEM: Ashley to get Madison Police Facebook, Twitter and Blotter links

6:45 Introductions (attendees) for Lisa Fernandez

* Lived in AH for ~8 years
* She and husband are both retired nurses
* Would like to be more involved in the neighborhood and in general
* Interest in diversity and racial justice issues

6:51 Approval of March meeting minutes & review follow ups —Jackie

ACTION ITEM (Ashley): upload bylaws to new website (done)

ACTION ITEM: Neil will send current membership list to Rebecca (done)

ACTION ITEM: phone directory should be a topic at the next board meeting (on agenda)

ACTION ITEM: add a Google Doc with “ideas for the next mailer” (George)

Motion to approve - George, 2nd - Neil (motion passes 9-0)

6:54 President’s Report - Ashley

* Earth Day cleanup was the perfect day! Sunny and beautiful! ~30 people participated; Crews: Cannonball Path (most of path pretty clean, except near dumpster behind Whispering Pines - have had contact with the property manager), Frontage Road; Michael took photos for summer newsletter
* Emails received: [info@arborhills.org](mailto:info@arborhills.org) - anything sent here will now be forwarded to Ashley’s personal email (email from neighbor to add bike lane on Grandview Blvd)
* City Grant Project for garden along Cannonball Path: organizer asked AHNA to put a call out for volunteers to help if grant received (we agreed)
* Lighting Project Update: project canceled due to insufficient support (per Alder Sheri Carter, via email today 5/11/2021)
* Accessing AHNA Google Drive: recommendation is for everyone to just log in using the AHNA gmail account (shared screen with email and password)

7:03 Membership - George

* Going well, not at the numbers we had hoped, but still good
* 135 members, 40 short of our goal
* Trending above average
* Sent personal emails to list of past members and some renewals have been received
* Believe our goal can be reached by end of June, just need to continue with email blasts and also reaching out via email or other channels (board members, block captains, etc.)
* Neil: one person commented that AHNA has enough money and doesn’t need their dues; just a reminder to continue to communicate the benefits of membership

7:09 Budget - Neil

* Summaries sent to board
* 135 members, 15 new, 65 non-renewals (paid in 2020, not yet for 2021)
* 587 total households
* Balances: Checking $1,859.98, Savings $7,719.49
* 2012->2013 saw a huge drop in memberships (279->153ish) - why? (reach out to Sheri Carter?)
* Budget:
  + If you know of any businesses, etc. who may want to advertise, share with Josh (business card size, etc.) (Bonfyre?)
  + Little down on income, but goal should be met with increase in advertising revenue, etc.
  + On-line membership payment via PayPal - there is a fee
  + Ahead on the bottom line at this point (no event costs yet, or full newsletter printing costs)

7:20 Events - Samantha

* First food truck night this Thursday, 5/13 starting at 5:30pm (website not correct)
  + Curt’s Gourmet Popcorn
  + Jakarta
  + Fyi: comments on NextDoor from those living outside neighborhood
  + Jackie: good to include whether carts take cash and/or credit cards (recommendation to bring cash in case swiper doesn’t work)
  + Used to be a single organization to contact, now need to contact each cart individually
  + Harder to get menu for the day (if limited menu)
  + Signs around neighborhood put up by Grant (thank you!)
* Waiting to schedule other carts for the other scheduled nights
* Mary would like to provide music at some other events
* 4th of July event: fire truck, maybe police K-9 unit (?)
* Halloween event: 2020 parade was a huge hit! Would like to do this again to kick off the party (especially since again on a weekend) - weather dependent
* No idea if scavenger hunt was popular, but this was no cost
* Ashley: do we have signs for other events (like the food truck signs)? (Samantha will look into this - need to be generic/no date if possible, but fairly inexpensive)
  + ACTION ITEM: Samantha/Grant/Neil to work on printing other event signs
* Garage Sale: need to start crafting post and information for this event

7:35 Review Survey Feedback - All

* Great summary from Rebecca
* Good idea to go back to the results when making decisions
* George: is there a way to get more responses? Was the sample size accurate?
* Samantha: getting people to respond to surveys is difficult; having face-to-face conversations preferred; having conversations with people or reach out at events
* George: on the right path, but results shouldn’t be set in stone; general path
* Michael: most engaged members; from a newsletter perspective good information; topics highly rated will be used to guide content
* Ashley: email vs paper; other ideas to increase response rate
  + ACTION ITEM: Rebecca - create Google Doc to get ideas for next survey
* Neil: are we summarizing results for neighborhood? Put into newsletter? Talk about at annual meeting? What is the feedback plan? (Michael liked this idea to highlight some results, etc. - Ashley agreed to put together a summary in the newsletter)
  + ACTION ITEM: Rebecca/Jackie/Michael/Ashley - create a summary to share with board, to include in newsletter, and share at annual meeting
* Josh: can we reopen survey? (Ashley/Neil - cost for SurveyMonkey makes this not viable to reopen financially) - what about a paper survey that people could mail or drop at the Little Free Library, etc.? (Neil: slip of paper in newsletter with link to survey or QR code?)

7:50 Neighborhood Directory - All

* Printed in the past (but not for a number of years)
* Some members would like to have this; but very time consuming (need a volunteer to put together); recommends that we do this
* Neil: if there is a volunteer (?); 2017-18 is the last version; name and addresses; part of welcome packet (initial pages about neighborhood and organization); is there someone who would volunteer to do this? How many do we print? Cost? Budget?
* George: not useful, time consuming, expensive - vote is a no (Jackie agrees)
* Josh: perhaps have a street directory (block captains could collect info and then print and distribute)
* Samantha: put it on the website? (George - significant privacy concerns)
* Shawn: last neighborhood they had a Facebook group for the block (could give ideas to people in the newsletter)
* George: depends on the engagement of the block captains and streets; but not necessary for the association to do as a whole
* Neil: communicate via newsletter other options that exist
  + ACTION ITEM: Nicholas - communicate with block captains other ideas that take the place of the neighborhood directory (Facebook groups, etc.)
* Ashley: communicate in newsletter what other options exist, and then state that the neighborhood directory will not longer be printed

8:02 Motion to Adjourn the meeting (1st Neil, 2nd Samantha)