

**BOARD MEETING**

**Tuesday, November 9th, 2021**

**Via Zoom**

**Meeting starts at 6:30 pm**

In attendance: Ashley Gibson, Jackie Cooper, Lisa Fernandez, Nicholas Griffiths, Rebecca Koerschner, Michael Horecki, Dave Makovec, George Ermert, Neil Dinndorf

Absent: Samantha Castro, Grant Roeming, Josh Grotheer, Mary

1. Approval of ~~July~~ [September meeting minutes](https://docs.google.com/document/d/1sl8JjU3hgSrCcI_5DeTHVIfa8-YgBBgHAd10YL2jncM/edit?usp=sharing), [Annual meeting minutes](https://docs.google.com/document/d/1I3wSq4mMQhlxBZ8s_dCaKGV0VFhAFFh3kxRJv2MMeIQ/edit?usp=sharing) 6:36

& review follow ups —Jackie

* 1. Action items (September Meeting):
     1. Replace signs for Food Truck night; Ashley recommends additional signs for Halloween Night, etc. [Ashley and Neil are planning to order new signs; order has been canceled twice; will get done in 2022]
     2. Reorder envelopes for membership [Michael working on the formatting to get quote from printer]
     3. Membership list - need to compare to Mailchimp list (Jackie has volunteered to do this - Neil will send information to Jackie as to what is needed, etc.) [Per Rebecca - just add emails to list; Nicholas - could get emails from block captains, will send to Jackie to add; Jackie recommended sending a “welcome to the list” email and making sure people know they can unsubscribe]
     4. Under budget on ad revenue, only rec’d from MG&E (Neil will follow up with Josh) [Neil - another has come in, still need to follow up with Josh]
  2. Motion to approve Sept minutes, Neil. 2nd from Michael.

1. President’s report - Ashley 6:40
2. Beers with the Board - complete the poll (will be indoors)
3. Christmas Party - George: would the Beers with the Board serve as the neighborhood Christmas/Holiday party? Ashley liked this idea.
4. Redistricting - Arbor Hills has been moved from District 14 to District 10 per recent Common Council vote (little time for us to give feedback once we heard about this change); will not move until next election; 3 current alders will be located in new District 10, no existing alder in District 14; Sherri Carter plans to run for District 10, huge advocate for Arbor Hills (former AHNA President)
5. Events Coordinator - two members interested; most likely will be co-coordinators; good idea due to large amount of work and number of events
6. Training of new members will happen soon
7. Newsletter designer has moved out of neighborhood and will continue for next newsletter and possibly next two, but we need to find a new designer;
   1. ACTION ITEM: advertise in next newsletter that we are looking for a new designer (Michael)
8. Annual meeting follow up - ran well, but low turnout; next year we need to put out signs and advertise much more; Neil - would be nice to have a reception or way for people to mingle/chat before/after; George - not many in attendance who were not on the board - need to be in person to get engagement and memberships.
9. Budget - Neil 6:57
   1. 2021 members 172, new 19, non-renewal 37 (just short of 175 goal)
      1. 2022 membership goal remains the same (175)
   2. Balances: Checking $994.35, Savings $7,723.39, PayPal $175.91
   3. Budget: running just about right at budget
      1. few ad payments outstanding
      2. expenses on target
      3. net income should be slightly positive
   4. Rebecca: Are we doing the holiday lights competition again? (previously, winner got electric bill paid for one month; Neil says budget would allow)
      1. ACTION ITEM: Rebecca to create language for this competition to include in newsletter (expect next one mid-December) and send via email (due to late newsletter - just want people to know about it asap); Neil to add to budget
   5. Question from George - are we going to get the outstanding ad payments? (Neil emailing Josh for an update); should still have budget for holiday light winner payment if ad payments are received
   6. Question from George - grants; our income is not reflective of what we used to have due to an increase in events and does not allow for grants; what can we do? Neil - can we get someone to sponsor events (ex. 4th of July party); Jackie asked about membership levels, George wonders if we increase dues since we have been at $20 for a long time; Nicholas - think a membership push to get more members vs. increasing the membership fee, have “booths” at our events to get more members; Ashley - membership “value”, for example higher member level gets paper copy of newsletter
      1. ACTION ITEM: sub committee to look into this in more detail and come back to board with recommendation (before/early 2022) [Mary as Treasurer, Jackie membership list, George - will lead, Nicholas] [Neil will check on numbers of autorenewals and report to sub group; add to invite for first meeting]
10. Events - Samantha (absent) 7:16
    1. Halloween parade was successful, truck-or-treat only had 1 or 2 vehicles (need to maybe advertise or get more participation) [Photos coming]
       1. Neil recommended letting homeowners near park know more about the event
    2. Holiday Lights competition
    3. Samantha/Ashley Working on next coordinator(s)
11. Newsletter - Michael 7:19
    1. Newsletters are getting delivered right now
    2. Emails sent out for content gathering
    3. One large packet (90-100) have not been picked up/delivered
       1. Communication committee should meet to discuss this bottleneck and communication going forward
          1. ACTION ITEM: communication committee meeting: Michael will lead, Rebecca, Ashley, Lisa
12. EOY Wrap-Up/2022 Goal Setting - All 7:23
    1. ACTION ITEM: Ashley - send to board poll for meeting time and dates for 2022 meetings
    2. Jackie - new website by end of 2022
    3. Rebecca - improve communication timeliness regarding events (especially)
    4. George - increase membership to 200+
    5. Michael - get newsletters out on time, how can we as a neighborhood introduce ourselves to all the political players to make sure we are in the conversations
    6. Lisa - see the association make financial donations or grants to organizations or others in our community
    7. Dave (“retiring”) - see annual meeting become more of an event like in the past
    8. Nicholas - increase membership, 100% distribution of newsletters (last vacant block captain position filled!)
    9. Neil (“retiring”) - return and continuation of opportunities for engagement (ice cream socials, block parties, etc.); membership drives at events with Square reader, etc. (people walking around perhaps)
    10. Ashley -
        1. neighborhood goal: back-to-the-basics - we have a beautiful newsletter, we have a web of block captains, but there is a disconnect; executing better with what we are doing (focus on what we know and do it really really well)
        2. board goal: make it fun again (“burger & a beer with neighbors!”), Zoom takes away a lot of the fun stuff; balance convenience of zoom with the benefit of in-person “fun”
13. Adjourn (motion, Michael; 2nd, Neil) 7:35