



BOARD MEETING – Tuesday, January 14, 2025
Culver's, 2102 West Beltline Highway, Madison, WI 53713

Attendees: Jackie Bastyr Cooper, Aaron Eicher, Lisa Fernandez, Chuck Friedrichs, Ashley Gibson, Cathy Means, Caroline Thompson

Approved absences: Sheri Carter, Nanci Horn

I. Approval of November Annual Meeting Minutes: Chuck & Cathy

First motion to approve: Jackie
Second motion to approve: Caroline
Motion Passed

II. Treasurer's & Membership Report – Jackie

- A. Membership is on track!
- B. Financially, we are looking good. We have \$550 in advertisement revenue; we need more ad revenue, per the budget.
- C. Each board member will reach out to one potential advertiser, in person. The deadline for the spring newsletter is February 7.

Follow-up: Assignments are:

Jackie: Curry in the Box
Aaron: Dave ("handy man" business), Fred Astaire Dance Studio
Lisa: Bonfyre
Chuck: METZTLI
Ashley: Licari's, Orange Theory Fitness, Common Wealth Development
Cathy: Radiance Skin Therapy & Laser Center
Caroline: Tabby & Jack's

Follow-up: Jackie will send the Ad Flyer document to all board members (it is currently in Google drive).

III. Events Calendar for 2025

- A. Confirm We're All Set for Holiday Decorations Contest
 - 1. Thanks, Nanci, for being a judge, and Chuck, for delivering the prize money to the winners
 - 2. "People's choice" didn't work well. Recommendation for next year is to present the choices and ask people to vote.
- B. See Separate Proposed Event Dates Document for edits
- C. Outstanding To Do: Account for Event Signs
 - 1. Aaron will collect signs and gather them

2. Jackie has a template and then puts packing tape on top of the updated information sheet – it doesn't tear the signs

Follow-up: Aaron, Ashley, and Jackie will meet at Aaron's house to add event details to signs.

IV. Newsletter

- A. Discuss Planned Content (Hope Banks is no longer able to be the newsletter editor)
 1. Announce holiday light winners
 2. Share 2025 event dates
 3. Know your neighbor (need to determine who this should be)
Follow-up: Jackie will contact the Goodman's
 4. Note about how to support the family who had a house fire
 5. MadiSUN announcement
 6. Arbor Good Neighbor House **Follow-up:** Lisa to write an article
 7. Leopold Principal **Follow-up:** Ashley will reach out to Principal Flowers
 8. Food Review **Follow-up:** Aaron will write a review
 9. VP and newsletter editor needed **Follow-up:** Ashley will prepare information
- B. Make Sure We Are Set for Mailing Logistics
 1. Remittance envelope can go in newsletter

V. Neighborhood Survey

- A. Discuss questions to include
 1. Yes, we will do the survey again this year. Jackie suggested doing it later in the year for planning purposes for the following year. To complete the survey, include a QR code in the newsletter.

Follow-up: Jackie will send link to board members for input/feedback.

VI. Neighborhood Grant

- A. Should we apply? Project ideas?
 1. Ideas: Flags to assist in crossing busy streets, newsletter printing

VII. Miscellaneous

- A. Offering scholarships at West High – should we do this again?
 1. They need to know, asap, but have until May to decide. Yes, let's do this again if we can find funding. **Follow-up:** Ashley and Sheri will provide more information at the February meeting.
- B. Should we donate to the family who had a house fire?
 1. No; they have requested other means of providing support (Venmo, gift cards).
- C. Update board member list on the website.
 1. If board members have any changes, send to Ean at ean.gibson@gmail.com.
- D. New password for Google
 1. Ashley developed a new password.

VIII. Adjourn

First motion to adjourn: Caroline
Second motion to adjourn: Jackie
Motion passed