



BOARD MEETING MINUTES

Tuesday January 10, 2023

The Thirsty Goat

Meeting starts at 6:30 pm

Attendees: Nanci Horn, Ashley Gibson, Erica Fletcher, Josh Grotheer, Mary Sara, Aaron Eicher, Lisa Fernandez, Linda Szabo, Mary Vanlouven

Approved absences: Grant Roeming, Rebecca Koerschner

Unapproved absences:

Rynn Kerkhove, Madison Public Library

6:32pm

- Library planner; plan for all Westside libraries; similar plan was done in 2016 for Eastside; guiding decision-making plans for next 15 years; want robust community engagement using the “Tell Us” engagement plan (flyer distributed to group, available at every library branch and online); would like to wrap up feedback by April 2023 (if not enough, will extend into the summer); all ages welcome to participate
 - **ACTION ITEM**: Erica – add information about “Tell Us” to next newsletter
 - **ACTION ITEM**: Communications – send information via email
 - Ashley sent this action item to Ean Gibson and Rebecca Koerschner

Meri Rose Ekberg, Make Music Madison (MMM)

6:44pm

- Organization in Madison started 10 years ago; globally started in 1982; coordinate city-wide music events on the summer solstice (June 21 from 8am-9pm); rebuilding since pandemic; looking for organizations to host events as well as spread the word; take care of all the permitting and fees and lots of marketing; anyone can perform and anyone can host; once registered can search available performers and then schedule; performers are not paid, but MMM encourages hosts to pay performers (City of Madison has grants available); MMM includes tip buckets, banners, etc.; every park is reserved by MMM (some have times reserved by MMSD/MSCR); do not have to book performers for the entire time; Registration opens March 25 (by registering, MMM posts

schedule/performances on their online map, provides marketing materials, etc.);
volunteer meeting Wednesday, January 18 at 7pm (Festival Foods, East Wash)

Approval of November Meeting Minutes (Ashley – Rebecca absent) 6:58

- One correction from Mary S.
- Motion to approve Lisa, 2nd Mary B.

Housekeeping (Ashley) 7:00

- Google Drive new password for 2023 (contact Ashley if you need it)
- Thank you to those who recently updated bios for website, Ashley created bios for those who did not send her updates
- 501(c)3: we are not designated as a non-profit; problems – people who donate cannot write off donations; would save money on many things if we have this status; Mary S. does not believe our organization would qualify due to current bank account, bylaws, etc. – Ashley believes we would qualify and is asking for someone to take on this task (Mary V. and Josh volunteered to explore)
- Two important open positions on board: Vice President and Communication
 - Communication: Rebecca has moved out of neighborhood, but has agreed to continue until we find a replacement (but ideally **would like to fill ASAP** since she is not in the neighborhood any longer); person would be using our MailChimp account to send emails; please contact Ashley if you know of anyone who could fill this role
 - VP: Work closely with Ashley; does not automatically move up to President should Ashley step down, but would fill that role if she could not attend a meeting, etc.
- Neighborhood grant funding: art installations, music, etc. – very broad description as to what it can be used for; Ashley will be attending an informational meeting next week; definitely something AHNA should do, just need to determine WHAT; Ashley will send an email to the neighborhood to get feedback/ideas

Budget (Mary S). 7:15pm

- Holiday lights winner has been paid (\$209-ish) – anonymous donor who reimburses organization for this cost has been contacted and already wrote check to organization
- Neil Dinndorf performed an audit of the financials and provided a number of recommendations
- Ended year in the black

Membership (Jackie) 7:23pm

- No internet so report will be emailed out

Events (Nanci and Aaron)

7:25pm

- Calendar of events provided to group:
 - food truck night conflicted with Madison Night Market – would like to change night to have more choices; Wednesday nights have Concerts on the Square; Thursday nights that do not conflict with Night Market; Need move volunteers to help with food truck nights (setup SignUp Genius via neighborhood email list)
 - senior meetup: Linda volunteered to host at her house (organized and planned by Linda; Nanci/Aaron/Communications can help with communication); Erica mentioned a Madison Senior Meetup group that is able to help (she will send Linda information)
 - **ACTION ITEM**: Linda should set date and send to Nanci/Aaron/Ashley
- Aaron has dates determined and will share with Nanci/Erica/Board
- Ashley commented that the Neighborhood cleanup and Easter Egg Hunt could be combined/same day
- Fitness/Yoga in the park: has someone in mind but would need at least 20 people and people would have to pay (\$5-10 each) – or the organization would have to cover using the event budget; Jackie recommends free for members, charge non-members
- Nanci – remove chili cook off
- Add Annual Meeting date (October 10, 2023)

Newsletter (Erica)

7:41pm

- Thank you to Lisa for getting all newsletters distributed on time!
- Schedule will remain the same (March, June, September, December) to match up to seasons/events; email will be sent to board asking for content; feedback was like people liked photos and would like to continue to include; Josh added that ad partners already have a deadline schedule
 - **ACTION ITEM**: Josh to send ad pricing, etc. to Ean to post on the website
- Opportunity to gain additional sponsors: for events, specifically (newsletter is maxed out with ads, but lost of other ways to engage/gain new sponsors/ad revenue)

Review of 2023 Goals (Ashley)

7:51pm

- One specific action step to achieve goal:

- Linda: more flowers, more beautification in public and private spaces; will plant stuff in her own yard, will attempt to volunteer to plan in public spaces (Mary S. said Bob Alt does all the planting on Grandview at the frontage road)
 - Nanci: do we have money in budget to award prizes for this?
- Mary S: hopes that next treasurer's report goes easier
- Lisa: more diversity in event participation, will work with Nanci/Aaron to possibly work on alternative locations of events
- Aaron: more attendance at events, will work to make events more fun and garner more attention
- Erica: support Leopold school, will work with Nanci/Aaron to setup a walk to/from school; social justice fund at Leopold to help families pay rent, would like to potentially share with neighborhood (Ashley – AHNA donated \$1,000 to the Leopold Racial Justice Fund in 2020)
- Ashley: to have a visible neighborhood improvement, would like to get funds from the neighborhood improvement fund (attending meeting next week)
- Mary V: improve lighting in the park (early morning) – Ashley recommended to talk to alder
- Josh: bring more money into association, get bills paid on time, block parties for highest membership areas and highest increase (per capita) – would boost memberships!
- Jackie: engage MMSD schools our neighborhood kids attend, and provide information for neighbors as to what is available for them at the schools
- Nanci: will create a block party toolkit

8:07 motion to adjourn Linda, 2nd Mary S.