



BOARD MEETING – Tuesday, June 11, 2024
Licari’s Bar and Grill, Madison, WI 53713

Attendees: Jackie Bastyr-Cooper, Aaron Eicher, Lisa Fernandez, Chuck Friedrichs, Josh Grotheer, Nanci Horn, Cathy Means, Caroline Thompson

Approved absences: Sheri Carter, Erica Fletcher, Ashley Gibson

1. Approval of May Board Meeting Minutes: Chuck & Cathy

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

2. Review Follow-Ups from Last Meeting: All

OWNER	TASK	STATUS
Nanci	Reach out to non-renewing members	Not started. Ashley sent the list of non-renewals to Nanci on 6/7. Discuss whether sending emails to non-renewals is something Nanci can own or whether to divvy out this work.
Ashley	Reach out to other neighborhood organizations about hosting a shared candidate event	Ashley got contact info; will likely be for State Assembly candidates (including Arbor Hills resident Thad Schumacher).

Follow-up: Nanci will send out the non-renewals and will ask Ean for access to info@arborhills.org.

3. Treasurer’s & Membership Report: Jackie

- a. Money-wise, we are doing okay. Membership is way down and, usually, when the renewal notices are sent out, membership picks way up.
- b. There are 3 more opportunities to use the \$1 off food truck discount.

4. Events: Aaron

- a. Garage Sale
 - o Prior to the signs being put up around the neighborhood, only 1 person had signed up for the garage sale. After the signs were posted, approximately 16 people signed up. **We should put up signs earlier prior to events!**

Follow-up: Aaron will get signs to Jackie so she can prepare them for Make Music Madison.

b. Make Music Madison on Friday 6/21

- Ashley and Aaron are working on getting a porta potty (hopefully free)
- 2 food trucks are coming: Aloha Wagon, and El Taco Gato
- Chuck playing 5-5:45; Mood Family Band is playing 5:45-7
- We need volunteers to (Ashley can do one):
 - Run the “busking” (tip) basket for the musician (Make Music Madison asks that we do this)
 - Sit at the AHNA table
 - Bring treats to hand out (e.g., freezies or popsicles) – Cathy to do
- Aaron to collect \$1 postcards from food trucks and pay them?

Follow-up: Chuck and Aaron will make sure the power is up and running before the event day.

Follow-up: Cathy will provide frozen treats/popsicles.

c. 4th of July Parade and Picnic

- Fire truck is lined up
- We need volunteers to (ideally, 5 people are needed):
 - Lead the parade (Ashley can do this)
 - Shop for brats, hot dogs, condiments, plates, chips, cold treat
 - Cook brats and hot dogs
 - What else? Games for kids?
- Nanci brought up the idea of “donuts and coffee” on a Saturday morning for a way to meet, greet and, hopefully, get people signed up for volunteer opportunities.
- Chuck can now send out Mailchimp emails for specific needs (e.g., volunteers, events, board position openings, etc.)

5. Newsletter

- a. Jackie sent Erica the edits – it should go to print next week.
- b. Discuss ownership/plan for next edition in the absence of Erica.
 - Seeking assistance from board members to help with the newsletter function; Nanci has offered to take on a piece of it
- c. Discuss content for fall edition – what should we include?
 - Mary Sara working on a tree article
 - Matt Veldran (county board) said he’d like to write something
 - Recurring content: Pres letter, board members, events, ads
- d. Possible idea: “Mini-eats” column in newsletter where neighborhood eateries are promoted. Chuck proposed paying \$20 to the “food reporter” who would submit the restaurant information to the newsletter (2 reviews per newsletter). This is a potential paid advertisement opportunity for the newsletter.

Follow-up: Caroline will write an article about bees for the fall newsletter.

Follow-up: Jackie to send Nanci invoice for fall/winter Hilldale newsletter advertisement.

Follow-up: Josh will talk to Cindy from Licari’s regarding an advertisement opportunity.

6. Block Parties – All

- a. We discussed offering reimbursement for block parties. Potential criterion is the highest % of paid membership. There should be an application process.
- b. How should we define “block” – maybe it should be defined by “block sections.”
- c. Discussed the feasibility regarding the limited number of streets and neighbors interested in having a block party.
- d. Plan for 2025.

Follow-up: Jackie will get data regarding “block sections.”

7. Working with Parks Department: Sheri (*table the discussion for the next meeting*)

8. Adjourn

First motion to adjourn: Jackie

Second motion to adjourn: Nanci

Motion passed