



**BOARD MEETING – Tuesday, September 10, 2024**  
**Licari's Bar and Grill, 1405 Emil Street, Madison, WI 53713**

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

Approved absences: Sheri Carter, Caroline Thompson

**1. Approval of June Board Meeting Minutes: Chuck & Cathy**

First motion to approve: Josh

Second motion to approve: Chuck

*Motion Passed*

**2. Events: Aaron**

a. Recap of 4<sup>th</sup> of July

- A success; more people than expected
- The amount of food was good – thanks, Nanci, for doing the shopping on a tight budget
- Thanks, Jackie, for managing the face painting

b. 8/15 Food Truck Night

- Had 2 trucks: Aloha Wagon and El Gran Taco Gato
- Approximately 40 people attended (a rainy night)

c. 9/19 Food Truck Night

- Aloha Wagon and El Gran Taco Gato
- Music: Back2Back Trio (\$180)
- Aaron volunteered to help run the membership table

***Follow-up:* Ashley will talk to the City about power for the trio.**

d. 10/26 Halloween Parade and Party

***Follow-up:* Aaron will send details to Chuck regarding recruiting for the Trunk or Treat volunteers.**

**3. Treasurer's & Membership Report: Jackie**

a. Membership

- Lowest it has been since 2020; currently 156 members (29 below goal of 185)

b. Budget

- Down on advertising; currently we are at \$1,330 instead of \$1,650 (\$320 short)

- Over-spent on supplies, email expenses, website higher than thought (although no hosting fee for next year)
- *Overall*, we remain on track to stay within the budget, due to not having to renew the business insurance and members have been generous in giving at the higher tiers of membership (thank you to our members!)

**Follow-up:** Jackie will revise the proposed 2025 budget and send to all Board members (members should reply with a “yea” or “nay” when it is sent). Members will vote on the proposed budget at the annual meeting.

**Follow-up:** Ashley to talk to Jim Cortada regarding historical information pertaining to insurance.

#### 4. Future Direction of the Newsletter – Ashley and Jackie

##### a. Printing Cost

- Jackie reviewed the price estimate grid regarding the newsletter
- The Board agreed on Color Front and Back covers ONLY, total per year (4/year): \$2,701.04
- The Board also agreed to not include the bleed on the newsletter printing (color will not go to the edges) along with black and white interior to cut costs

##### b. Move to Mailing Newsletters?

- There is a lot of work to distributing the newsletters (block captain issues, etc. and it has been ongoing; therefore, need to explore other options)
- Discussed mailing newsletters
- Ashley made a move to newsletter distribution as follows: ***Block captains will deliver remittance envelope and magnet once a year; the newsletter will be mailed 4 times a year.***

First motion to approve: Josh

Second motion to approve: Nanci

*Motion Passed*

**Follow-up:** Jackie will send out the “mailing map” to board members.

**Follow-up:** Jackie and Ashley will decide the number of newsletters to print.

#### 5. Annual Meeting Planning and Elections - Ashley

##### a. Board Member Duties

- Ashley will put together PPT
- Nanci will run the membership table
- Lisa will bring newsletters
- Jackie will have sign-in sheet

##### b. Business Meeting

- President’s message: Ashley
- No significant bylaw changes this year
- Grants: Ashley
- Membership: Jackie

##### c. Elections/Board Member Positions

- President: Ashley running for re-election (3<sup>rd</sup> term, will seek new person to run for 2027-2028 term)

- Vice-President: Josh stepping down mid-term; looking for an interim VP to run for 1-year term
- Treasurer: Jackie to continue to serve 2024-2025 term
- Newsletter: OPEN. Seeking someone to run for 2025-2026 term
- Block Captain Coordinator: Chuck would like to run for this position
- Communications Coordinator: Cathy running for 2025-2026 term
- Events Coordinator: TBD; Ashley to discuss with Aaron
- Member at Large: Lisa running for 2025-2026 term
- Member at Large: Nanci running for 2025-2026 term
- Member at Large: Sheri Carter to continue 2024-2025 term
- Member at Large: Caroline Thompson to continue 2024-2025 term

d. Proposed/Potential Speakers

- Alder Yannette Figueroa Cole
- District 4 Supervisor Matt Veldran
- Police Department representative
- Leopold Principal Marisa Flowers
- Arbor Good Neighbor House: Peter Morris
- Tree maintenance person

**Follow-up:** Chuck will send out message regarding the Annual Meeting only 1 week before the Annual Meeting and also 1 day before the Annual Meeting.

**6. Adjourn**

First motion to adjourn: Nanci

Second motion to adjourn: Jackie

*Motion passed*