



**BOARD MEETING – Tuesday, January 16, 2024**  
**Curry in the Box, 3050 Cahill Main, #3, Madison, WI 53711**

Attendees: Jackie Bastyr-Cooper, Sheri Carter, Aaron Eicher, Lisa Fernandez, Erica Fletcher, Chuck Friedrichs, Ashley Gibson, Josh Grotheer, Nanci Horn, Cathy Means, Mary Sara, Caroline Thompson

**1. Approval of November Board Meeting Minutes**

First motion to approve: Nanci

Second motion to approve: Caroline

**Action Item:** Prior to all Board meetings, please send documents/links to Chuck (for meeting notes).

**2. President's Update: Ashley**

Welcome/AHNA Overview: Ashley conveyed a warm thank you and appreciation to all members of the Board; the Arbor Hills Neighborhood Association is one of the oldest neighborhood associations in the City!

**3. Financial Wrap-Up: Mary**

- a. Mary presented the November and December budgets.
- b. Jackie and Mary will make transfers. Once check register comes in, Jackie has authority to sign.
- c. There is one outstanding reimbursement.
- d. Mary is waiting for audit results from Members First (now Avestar) before transitioning treasurer's role to Jackie.

**4. Discussion/Assortment of Loose Ends**

- a. Recap of Holiday Lights Contest. Any Lessons Learned for Next Year?
  - I. Aaron: Voting/judging criteria were good, along with judges' notes. Great lights for this year.
  - II. Suggestions for next year: Announce at the Annual Meeting, and put information in the fall and winter newsletters regarding the contest and the criteria to be used.
  - III. Complete the judging by December 12-15, then send an email blast shortly thereafter announcing the winners.
  - IV. Will revisit the Lights Contest at a future meeting
  - V. Winners: David Arms, 3138 Ashford Lane; second place Kyle Ritchie, 3013 Irvington Way; third place Erin Hynum & Shawn Page, 2905 Irvington Way

**Action Item:** Ashley to send a thank you to the anonymous donor for providing donor dollars

b. How Did Newsletter Distribution Go for the Winter '23 Edition?

- i. Lisa: The distribution went well. There are 4 block captain vacancies. Through email blast, ask for help.
- ii. Lisa needs assistance to deliver newsletters to the “vacant blocks.” Put an announcement in the upcoming newsletters regarding vacancies. Students can possibly help.
- iii. Lisa stated more remittance envelopes are needed.

**Action Item:** Chuck to do email blast regarding the 4 block captain vacancies and that this is a good opportunity for “service hours” for teenagers.

**Action Item:** Ashley, Erica, Lisa – do assessment of the number of newsletters we need to order.

c. Table and Table Cover for Events

The Association now owns a 6-foot foldable table and table cover with AH logo; these items are stored at Ashley’s house.

d. Sledding Event This Year?

- I. Discussed a “sled library” idea
- II. Talk to the Parks Division about the idea
- III. Look into grants to build; if not available, Ashley suggested it may come out of the events budget.
- IV. Possibly add to newsletter and ask for donations

**Action Item:** Aaron will track the weather and alert Chuck to send an email blast (this will be done one week ahead of sledding date. Aaron will bring the hot cocoa and Arbor Hills table.

**Action Item:** Josh will make a wooden sled library.

## 5. 2024 Events Calendar: All

- a. Aaron is the new Interim Events Coordinator. Thank you, Aaron!!
- b. Board vote:  
First motion to approve: Sheri  
Second motion to approve: Josh
- c. Events Grid Updated – see grid for events, updates, comments, etc.

## 6. Newsletter: Erica

a. Discuss Timelines for 2024

Move up deadlines for winter edition by one week; the printing has been delayed (not sure why).

**Action Item:** Erica to update new deadlines for winter edition.

b. Plans for Spring Edition

“Kids classified” - Erica will work on wording; Facebook page – a good resource too.

**Action Item:** Move events calendar to front page of newsletter.

**Action Item:** Add Sleep in Heavenly Peace information

**Action Item:** Erica will re-send a skeleton of the spring newsletter.

**Action Item:** Ean: Make sure links in newsletter work.

## 7. Membership/Treasurer's Report: Jackie & Nanci

To date, there are 62 members, the highest in 5 years! 43% paid online, 57% by check. Jackie presented a postcard as a thank you. These can be sent when people paid for membership and will include a discount for a food truck night. Jackie and Nanci will develop a template.

### a. Advertiser Invoices

**Action Item:** Josh will send contact information regarding advertisers to Jackie. Jackie will then send invoices.

### b. Purchase Email Service?

Jackie proposed paying a small monthly fee to increase the email service (currently using Mailchimp, free of charge, limited to 500 recipients, twice a month). Chuck stated concerns: only 200 people open email out of 400+ recipients (currently twice a month); is there enough content to warrant more emails; more time involvement.

**Action item:** Ashley – track and re-visit email service.

### c. Mailchimp Update

Chuck suggested the following Mailchimp blast schedule: An email blast goes out the 1<sup>st</sup> and 3<sup>rd</sup> Saturday of each month. Please send content at least a few days before each blast.

### d. Discuss Savings Balance and Plans for That Money: **TO BE DISCUSSED AT FEBRUARY MEETING**

- i. West High scholarship?
- ii. Leopold giving?
- iii. Neighborhood grants?

## 8. Adjourn

First motion to adjourn: Nanci

Second motion to adjourn: Caroline