**BOARD MEETING**

**Tuesday,September 14, 2021**

**via Zoom**

**Meeting starts at 6:30 pm**

Attendees: Ashley Gibson, Neil Dinndorf, Nicholas Griffiths, Grant Roeming, Jodi Wabiszewski (guest), Jackie Bastyr Cooper, Samantha Castro, Michael Horecki

Absent: Josh Grotheer, Rebecca Koerschner, George Ermert, David Makovec

6:47 ACTION ITEM: Replace signs for Food Truck night; Ashley recommends additional signs for Halloween Night, etc.

*Quorum reached*

6:48 Special Topic - Thank you to Jodi Wabiszewski for her many years of service on the board!!!

6:51 Approval of July 2021 Board Minutes—Jackie

Motion to approve –Neil, second Grant

ACTION ITEM AFTER ELECTIONS IN OCTOBER: reorder envelopes for membership

6:54 President’s Report - Ashley

* 9/15/2021: virtual meeting re the Town of Madison merger with the City of Madison - looking for someone else to join. (Grant will also join; Michael will include an article in newsletter after other meetings he has had)
* Comment period for 2050 regional transportation plan: Ashley added comment re speeding on Grandview Blvd; ask others to look at the map to see if/how it would affect Arbor Hills (question from Neil - how did the “bump outs” come to be? Ashley said to reach out to Sheri Carter)
* City is working with Leopold Elementary on sculpture garden on Cannonball Path - asked for them to share with the Association so we can communicate with the neighborhood
* One City Schools would like to present to neighborhood about the school; need to find out what they want to present, how does it relate to Leopold Elementary; AHNA should not be “taking sides”; Ashley will reach out to get more information
* Liquor store opening - waiting for more information
* Commonwealth… looking at different neighborhoods in Madison to build affordable housing, but they do much more than just build housing; Ashley will reach out to get more information
* Recommendation to get a Zoom account for the board:
  + Jackie: who would manage this account? when would it be canceled? who would decide? (ACTION ITEM: Neil will establish Zoom account and be the account holder)
    - Motion to approve - Michael, second - Samantha; VOTE: passes 7-0
    - Michael - recommendation to have a year-round Zoom account as there could be additional uses by members of the board for AHNA-related business
* Password document: ACTION ITEM: Ashley will create Google document and share with board members
* Website: not what we had hoped it would be, very clunky, membership functionality isn’t there (will reup for 2022 and think about next steps at a later date)
* Membership list - need to compare to Mailchimp list (ACTION ITEM: Jackie has volunteered to do this - Neil will send information to Jackie as to what is needed, etc.)

7:15 Annual Meeting Planning

* Welcome/Reflection by President (Ashley)
* Vote on budget (Neil)
* Brief updates from other members of Board
  + Event Update (Samantha)
  + Communication Update (Michael - newsletters; Rebecca - emails)
  + Block Captain Report (Nicholas) - issues with newsletter distribution
  + Presentation of Board Candidates (Treasurer, Events Coordinator, Vice President: people running for office would speak brief about themselves and their qualifications)
    - Need to recruit heavily to find qualified candidates (Ashley will post to Next Door and on website); haven’t heard back from David if he is running for re-election
  + Election of Board Members
  + Jackie - would like to present 5-10 minutes on the Master Recycling class and tips/tricks for neighbors (Michael will contact Jackie for information to include in Winter newsletter) - Ashley will add at end of meeting
  + Sheri Carter and …. : move to front end of meeting

7:35 Budget & Membership Update— Neil

* Membership goal: 175, currently at 171 (19 new members; 38 non-renewals; 302 non-paying residents)
* Checking $1,733.09; Savings: $7,722.10; PayPal: $78.88
* Budget (as of 8/31/2021):
  + $515 add’l dues paid - over budgeted amount on membership
  + Under budget on ad revenue, only rec’d from MG&E (ACTION ITEM: Neil will follow up with Josh)
  + Operations: on budget
  + Membership: envelopes not budgeted for 2021, will probably count on 2022 budget
  + Communication & Marketing: still need to pay for newsletter printing (2x)
  + Events: over budget
  + Net income okay for now, but will go down due to newsletter expenses
    - For 2022: will add Zoom cost, yard signs, envelopes
  + Michael: budget for 4th of July higher than budgeted, but we decided to have the food catered
    - recommendation from Neil is to just show it as an event budget, vs. by event (Samantha agreed)
    - At annual meeting the details will be collapsed to just show category spending (anyone who wants

7:37 Events - Samantha

* Halloween party: parade again held on October 31st; would like to have some sort of event in the park after the parade but BEFORE sending kids off to trick-or-treat (VERY weather dependent); details/planning will be shared closer to date; get a Food Truck? (kids probably don’t want to eat); other ideas - certain houses have “extra” treats/food (similar to a progressive dinner - to get people/kids moving throughout the neighborhood more); alternative to candy “treat map” (or allergy-friendly map) => NextDoor had a map that we can direct people; Neil - line up some neighbors in advance to be “adult destinations”
* Events for 2022:
  + Food Trucks were a HUGE challenge this year due to no overhead organization (one contact point) like last year; many did not renew their licenses due to 2020 issues; ended up email blasting 20+ trucks with licenses, included asking about next year (will follow-up shortly with possible dates to get scheduled NOW)
    - Grant: give benefits for members who give more, like a Food Truck night benefit (Samantha: member appreciation night) (Jackie - $5 “voucher” for members, no need to give more when membership is only $20)
    - Samantha will send around suggested dates for 2022
  + 4th of July Picnic: really appreciated catered food, way less work for board member(s); Samantha suggested to do the same for 2022, but perhaps looking to offset some of the costs by finding sponsors to have tents at the event
  + Samantha is stepping down from role, but will train new person (and would act as an interim if needed)

7:52 Newsletter & Block Captain Distribution - Michael & Nicholas

* Michael: last newsletter got delayed ~4 weeks due to various issues; next newsletter is on schedule; had one ad not make it into the newsletter, working with Josh to get this remedied; then issues with distribution; next newsletter distribution on time for early October distribution
* Nicholas: 4-5 block captains have not picked up last 2 issues of newsletters, some responsive saying unable to do this time others no response; Ashley helped with distribution; Nicholas distributed as well; what do we do? look for new block captains? remove block captains? still have a vacancy for Grandview; will see how it goes with the next round, but will be monitoring - just looking for tips; distribute packs to the person? (fear of them sitting and not getting done)
  + ACTION ITEM: bring up issues at annual meeting (if issues continue, potential is to go fully digital with newsletter)

8:02 Adjourn

· Motion – Ashley, second – Neil