



BOARD MEETING

Tuesday November 15, 2022

The Thirsty Goat

Meeting starts at 6:30 pm

Attendees: Ashley Gibson, Lisa Fernandez, Jackie Cooper, Erica Fletcher, Mary Sara, Linda Szabo, Mary Vanleuven, Nanci Horn, Michael Horecki, Aaron Eicher

Approved absences: Rebecca Koerschner (Jackie will take meeting minutes), Josh Grotheer, Nicholas Griffiths

Unapproved absences: George Ermert, Grant Roeming

1. Approval of [September Meeting Minutes](#) - Jackie 6:45
Approved by Mary L, seconded by Aaron

2. Recap of [Annual Meeting](#), Welcome New Board Members - Ashley 6:46
First in-person meeting since 2019; ~30 attendees (much more than virtual meetings!); Justine Harris with South Madison Police Force; new budget approved; 2 member children helped pull the winners of the compost bin giveaway (bins donated by city); delay in newsletter printing announcing annual meeting due to personnel changes at printer (was in previous newsletter) - recommendation from Michael for next year's newsletter is published sooner (planning dates are not fixed, so easy to do)

3. Budget Report & Ads - Mary (& Josh - absent) 6:51
Ad revenue update (email from Josh): \$1,770 received for 2022; for 2023, Josh will bill advertisers in January and will have checks mailed to him for reconciliation - then provide Mary with details; Nanci has potential new advertiser (shared with Josh); ~\$1,400 remaining in account to cover rest of 2022 expenses. QUESTIONS: over budget for signs? purchased signs for all events in 2022 instead of just for a few events; one more newsletter invoice in 2022.

4. Newsletter - Michael 6:59
Current plan: request to all writers, all content back Thanksgiving weekend, week of December 5 for board review, printed and ready for distribution mid-December. Not how it was last year. 2023 Calendar planning?

- ACTION ITEM: Michael/Erica need to provide update on dates. Mary: we have limited funds available.

Distributed WHEN? Remittance envelopes have been ordered and received for distribution with January newsletter (original plan).

CONTENT: Mary - ads from unpaid advertisers included, article from alder never included before (took up a lot of space), request to reduce some city stories (try to keep a more neighborhood-focus) and to reduce the number of pages in the newsletter. Ashley - we will be printing an 8 page newsletter as agreed upon at previous board meeting; also include annual meeting recap and attendee said it would be nice to include details about city contacts. Erica - will reach out to board members for ideas on articles that could be of interest to neighborhood.

- ACTION ITEMS: get Erica on City email list (lots of great neighborhood-specific information); Jackie needs to send link to Helper List Form to Mary.
- ACTION ITEM: Erica/Michael should ask Josh if meeting advertising promises

Need to print in December due to advertising commitments. Remittance envelopes will be added to December newsletters.

5. Vote on timing for 2023 meetings - All 2023 members 7:17

Historically, once per month, in-person, from 6:30pm-8pm. 2-3 years ago switched to an every-other-month meeting schedule. FYI: Bylaws state if you miss $\frac{1}{3}$ of meetings, you forfeit your position. QUESTION: keep 6 meetings per year schedule? meet monthly? mix of in-person and virtual? shorter meetings more frequently?

- SUMMARY: everyone agreed: 6:30-8pm evening meetings; definite push to return to a monthly meeting schedule (with some exceptions)
- ACTION ITEM: Ashley will draft plan for everyone to review and approve

6. Events - Nanci & Aaron 7:29

Halloween recap: great time, ~40-50 total people (~30-35 kids!), parade + pumpkin decorating + trunk or treat, lots of families stayed at park (great weather!); QR Code to link to photos on website?

- SURVEY: can we do an end of the year review/attendance/what would you like to see? Ashley would like an expanded survey to include more than just events
- ACTION ITEM: Nanci will draft survey (link due to Michael/Erica by 11/27/22)

Upcoming Events: Holiday Lights Contest - people put up lights, 3 neighbors volunteer as judges (previous year's winner is a judge and usually 2 board members), then drive around

(together or separate) and choose winner (Aaron will confirm judges); PRIZE: electric bill paid for by anonymous donor to association

- 2023 Events: still planning; food truck nights had a lot of conflicts with Madison Night Market, so days may change

7. Timing for holiday party! 7:47

Lisa has volunteered to host a board holiday potluck party at her house! December 10 4-6pm.

8. 2023 Goals/Planning - All 7:50

- Jackie: More community engagement (600+ homes, we are only capturing a small segment)
- Erica: More engagement with our neighborhood school, Leopold (walk with kids to Leopold on first day of school)
- Aaron: Neighborhood is going to go through a transformation in the next 5-10 years like what is seen on Park Street, Association has an opportunity to get involved to help shape the conversation.
- Nanci: Events targeted for teens in the neighborhood
- Ashley: Tangible neighborhood improvement project (city grant funding available, ex. arts focus)
- Lisa: More diverse representation at events
- Michael: Different locations for events (greenway, street behind bank, pump track, etc.)
- Block parties
- Ice cream social
- Mary S.: Outreach for seniors

9. Adjourn 8:04