



**BOARD MEETING – Tuesday, May 14, 2024**  
**Curry in the Box, 3050 Cahill Main, #3, Fitchburg, WI 53711**

Attendees: Jackie Bastyr-Cooper, Lisa Fernandez, Chuck Friedrichs, Ashley Gibson, Josh Grotheer, Cathy Means, Caroline Thompson

Approved absences: Sheri Carter, Aaron Eicher, Erica Fletcher

Unapproved absence: Nanci Horn

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

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

**2. Review Follow-Ups from Last Meeting: All** *(discussion during meeting highlighted in gray)*

OWNER	TASK	STATUS
Josh, Erica and addition of Caroline (for making of sign)	Create a little sled/disc library	ONGOING: Continue with discussion and will now be for sledding next year, could be for disc season this year. Possibly apply for grant for cost of materials; discuss specifics with Sheri at next meeting
Nanci	Reach out to non-renewing members	Not sure of updated status
Ean (Ashley)	add information on how to change auto renewal in PayPal account; add to website.	Complete
Erica and Lisa	Erica and Lisa will send Chuck/Cathy a short “job description” of what is required to do the newsletter and block captain coordination	Complete

### 3. Email: All

	<u>Max Sends per Month*</u>	<u>Cost</u>	<u>Annual Cost</u>
MailChimp - Free	1000	FREE	FREE
MailChimp - \$13/mo	5000	\$13/mo	\$156
MailChimp - \$20/mo	6000	\$20/mo	\$240
	* 1 email address = 1 send		

- a. Discussed whether or not to upgrade MailChimp plan in order to increase number of emails sent
- b. Voted on decision to have monthly membership to MailChimp upgraded to \$13/month
  - o First motion to approve: Caroline
  - o Second motion to approve: Lisa
  - o Motion passed

**Follow-up:** Ean and Chuck to add "food trucks will be available during Make Music Madison" through email and on the website.

### 4. Treasurer's & Membership Report: Jackie

- a. Jackie presented the treasurer's report
- b. Thanks to Jackie we now have an Arbor Hills credit card!
- c. Membership went down to 116 (as of the end of April, 2024)
- d. If possible, Nanci to send out emails to previous members and, if not, Jackie can send the emails
- e. Discussed block party and possible incentives

**Follow-up:** Ashley to add block party criteria to next board meeting agenda.

### 5. Newsletter: Erica

- a. Lisa will do newsletter distribution this summer (she will be ending her role as Block Captain)

**Follow-up:** Erica will send draft of newsletter to board members for review.

### 6. Events: Aaron

- a. Spring cleanup went well; 27 people participated. Ashley sent an email to landlords of the apartment buildings along the Beltline frontage road (where a lot of the trash comes from) to be aware of the issue and keep the space clean.
- b. Lesson learned: Ashley and Jackie reprinted and laminated bigger signs (previous ones were too small)
- c. May 16, Food Truck Night: Food truck is from Taco Gato. Signs are out advertising the event. Aaron will bring some treats.
- d. Garage sale: One person has signed up to have a sale
- e. Start planning for the 4<sup>th</sup> of July during the next board meeting

**Follow-up:** Ean will deliver garage sale signs to Chuck on Wednesday, May 15.

**Follow-up:** Chuck will set up the AHNA table and be on hand to answer questions during Food Truck Night, May 16.

### 7. Working with Parks Department: Sheri

- a. No progress on the shelter. Table the discussion for now.

**Follow-up:** Ashley will look into neighborhood grant.

## 8. Loose Ends: All

- a. Shoes removed from Todd Drive phone line.
  - This is not related to any drug activity, per police
  - Ashley worked with MGE to have them removed
- b. Volunteer list
  - Jackie put together a volunteer list, located on Google Drive
- c. Letter from Kelda Helen Roys
  - Ashley received a letter from State Senator Kelda Helen Roys asking to speak at an upcoming Arbor Hills meeting. The board agreed that the best course of action is to connect with other neighborhood associations to gauge interest in hosting a joint event that includes all candidates. This is to make sure there's a large enough audience to make it worth the candidates' time, generate good discussion/questions, and to avoid political interest/bias from the board.
- d. Thank you letters from Good Neighbors Personal Essentials Pantry (GNPEP) and West High School
  - AHNA received very nice thank you letters from GNPEP and West High School regarding the donations made.
- e. Feature in Madison Minutes
  - Madison Minutes is an emailed newsletter with thousands of subscribers. They do neighborhood profiles and Ashley reached out to them.
  - Arbor Hills will be featured in an upcoming issue! (Format: They provide questions and Ashley will fill in the responses).

**Follow-up:** Chuck will forward Ashley the email from the Homes.com representative who inquired about Arbor Hills historical information.

- f. Property values
  - There was an average of 13.9% increase in property values in Arbor Hills.

## 9. Adjourn

First motion to adjourn: Jackie  
Second motion to adjourn: Caroline  
Motion passed