



BOARD MEETING – Tuesday, March 19, 2024
Culver's, 2102 W. Beltline Highway, Madison, WI 53713

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

Approved absence: Nanci Horn

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

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

Follow-up: Cathy to send February 13 board meeting minutes to Ashley and Jackie. After they have reviewed them, Ean to post on website; Chuck saves to Google drive.

2. Review Follow-Ups from Last Meeting: All

Sled and frisbee disc library: Aaron will help Josh with this; to be completed by the end of March and ready for the first food truck night in May.

3. Membership Report: Jackie

Jackie presented the membership report. To date, 96 members.

Follow-up: Nanci will follow-up with members who have not yet renewed their membership.

4. Treasurer's Report: Jackie

- a. Jackie presented the treasurer's report.
- b. All advertisers have paid.
- c. Nanci has the postcards. \$1 off any food truck with membership.
- d. Table and tablecloth were purchased in 2023. The reimbursement is in 2024.

Follow-up: Ean to add information on how to change auto renewal in PayPal account; add to website.

5. Newsletter: Erica

- a. They should be delivered the week of March 24 (going out about a week late).
- b. Magnets will be sent out with the newsletter.
- c. Lisa sent an email to all block captains with updates on delivery date.
- d. A new person is needed to do the newsletter.

Follow-up: Erica will send Chuck/Cathy a short "job description" of what is required to do the newsletter.

Follow-up: Everyone ask neighbors, etc. if anyone is interested in doing the newsletter, moving forward.

- e. Lisa is going out of town April 4 and assistance will be provided by:

Follow-up: Aaron will deliver the newsletters for Bob Alt (the stack of newsletter/magnets will still have Bob's name on them).

Follow-up: Lisa will send Cathy and Chuck list of block captain names and emails.

Follow-up: Cathy and Chuck will contact block captains who have not picked up their newsletters.

6. Events: Aaron

- a. Signs are complete (Ashley has them).

Follow-up: Ashley will look into office supply stores for printing event-specific information to velcro onto signs.

- b. Ashley sent out the event Google invites to the board members.

- c. Need to write event descriptions for the website, Facebook, and email, and make sure all 3 match.

Follow-up: Aaron: Get marimba musician for May, and book food trucks for May.

Follow-up: Aaron to follow-up with Nanci regarding ordering subs/other food for April clean-up.

Follow-up: Ashley to send the board members the event grid.

7. Arbor Good Neighbor House: Lisa

- a. The House has events, shares resources. This is space for the community; it is no longer a church.
b. When you google it, the House doesn't come up; the church is still associated with the building/address.
c. Lisa discussed Essentials Pantry, which serves our community.

Follow-up: Lisa to send Cathy, Chuck, Ean, and Erica information regarding the Essentials Pantry.

8. Discussion Around Savings and Giving: All

The Board agreed to donate \$2,000 out of savings for:

1. \$1,000 for Essentials Pantry
2. \$1,000 for West High Scholarships (two \$500 scholarships)

Follow-up: Jackie to send information regarding the criteria for the scholarships.

First motion to adjourn: Josh

Second motion to adjourn: Sheri

Motion passed

9. Email: All - Did not have time for this topic. Ashley will add to May agenda

This needs to be finalized and voted upon:

Our current plan with MailChimp only allows us to send out two emails per month (we have around 420 subscribers). Should we upgrade to a paid plan?

	<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		

10. May Meeting

- a. No April meeting. Next meeting is May 14.
- b. At May meeting, Sheri would like to discuss the the capital campaign for a new shelter.

Follow-up: Ashley to add Parks discussion to the May agenda

11. Adjourn

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