



BOARD MEETING

Tuesday March 14, 2023

Panera Bread, 2960 Cahill Main, Fitchburg

If you are unable to attend, please email Ashley at akgibson17@gmail.com

Meeting starts at 6:30 pm

Attendees: Ashley, Linda, Lisa, Nanci, Aaron, Mary S., Erica, Jackie

Approved absences: Josh Grotheer, Grant Roeming

Unapproved absences

1. Approval of [February Meeting Minutes](#) - Jackie 6:30
 - Motion to approve, Lisa; Mary S. second

2. Housekeeping Items - Ashley 6:35
 - Neighborhood Resource Officer (Jessica Wolf) and Neighborhood Liaison (Alec Doll) introduced themselves to Ashley today
 - **ACTION ITEM**: Ashley will send out details to board members (they are interested in meeting and answers questions)
 - Website: added voting section with where to vote, what's on the ballot
 - Communication: Ashley/Jackie have a communications calendar for what and when to send via email and post to Facebook (still waiting to fill position)

3. Liquor license application at gas station - All 6:45
 - Jackie/Ashley/Aaron/Erica attended virtual meeting
 - Alcohol License Review Committee Meeting is Wednesday, March 15 starting at 5pm; need to reserve to attend virtual meeting; Mary wants to know inventory (Aaron confirmed airplane-size bottles will not be sold; only space for liquor will be behind the counter)
 - Board opinion – would like to send a response to represent neighborhood meeting (2 neighbors spoke at initial meeting against proposal; Aaron – approve; Nanci – concerned about lights (Aaron noted that City of Madison has

limits); Lisa – mixed, opposed, don't see a need, would like to get feedback from residents who live closer to the gas station (NOTED: board makeup does not represent the full neighborhood community); Linda – in principal opposed, but willing to give owner a chance; Jackie – willing to give owner a chance, approve; Erica – opposed, don't see a benefit to the neighborhood, would be good to reach out to resource officer to receive information on accountability; Ashley – owner has a good track record as a business owner, 2012 liquor license was revoked, Captain Harrison at virtual meeting gave statistics and showed very little criminal activity, on the other hand have very vocal neighbors against this proposal (trash, loitering); Mary S. – believe we have reservations as a neighborhood

§ Ashley believes that we respond saying neighborhood has strong reservations, but appreciate the ALRC's continued discussions with the neighborhood and owner (Ashley will draft email)

§ Need representative from board to attend: Ashley and Erica will try to attend portion, Aaron and Mary S. will attend

4. 501c3 Discussion - All 7:12
 - Mary L. did a review and provided summary to board on pros/cons (prior to stepping down from board); \$275 fee (whether we are approved or not);
 - Is this worth doing/investigating further? 6 approved, 1 opposed, 1 abstain
 - Who would be willing to work on this? Jackie and Ashley

5. [Member Recruitment for 2023](#) - Jackie 7:10

6. Events - Nanci & Aaron 7:31
 - Aaron has reached out to City of Madison Street Vending Coordinator to facilitate discussions with food cart vendors; Nanci has met with gourmet popsicle cart vendor!; calendar on the website; Earth Day cleanup first event on April 23 (sandwiches for volunteers) – will look to see if access to water/power for power washing
 - **ACTION ITEM**: Add events to Facebook (Jackie)
 - **ACTION ITEM**: New signs (Nanci/Aaron) – can we update the existing signs so we don't have to reprint? (Talk to Grant)
 - **ACTION ITEM**: add info about garage sale to email (ask for interest in having as well as interest in attending) (Jackie can work with Aaron)

§ Potential for winter garage sale at church? (Nanci) – could connect with Leopold (what is needed?) (Erica)

§ EXTRA: Erica is looking for plastic bins for Leopold (and other donations)

- Ashley: volunteer list for helping at events? Jackie recommended using a Signup Genius for volunteers

7. Newsletter - Erica

7:47

- First newsletter – going out on time; will revise advertisement layout going forward; at the printer; Lisa needs some help with distribution/watching bin; goal is to have on doorsteps 1 week after receipt by Lisa
 - Mary: what is the policy for advertisement payments? Should we be including ads in newsletter if they have not paid? (Josh provided summary and stated no advertiser has failed to pay); Nanci commented that most businesses will not pay until they see advertisement in print (also most businesses have a net-30 payment policy or similar)
 - § ACTION ITEM: for 2024, invoices must be sent out by end of January; copy of all invoices to Treasurer

8. Treasurer Report - Mary

7:55

- See report (remittance -> welcome packet correction)
- Concern about security, talked to Terry Warfield and he said to talk to UW Credit Union (they have a number of neighborhood association accounts) and they provided recommendations; biggest recommendation is fidelity insurance vs. liability insurance (currently pay \$196 for liability; talked to American Family and separate policy would be ~\$600 – has requested for quote from current insurance provider)
- Believes we need contract with Web Designer (Ashley commented that Ean is a volunteer, no contract needed); Newsletter Designer, Christina – believe she was paid twice (once in December, once recently?), she submitted an invoice without an address (Mary reached out with newsletter designer and said she would not be paid – Christina revised entire newsletter and it removed all ads, Erica had to go back to her and revise everything; Aaron – one contact for any outside vendor, others cannot be contacting people who already have a primary contact; Erica – the person who owns a section of the newsletter is the responsible person, others can have comments but final revisions will come from primary contact only)
 - ACTION ITEM: need improved communication

- **ACTION ITEM**: Ashley will work with Christina to formulate new contract (pre-post payments; will ask Christina to send pre-post invoices)

9. Adjourn

8:14