

## **Block Captains Meeting**

Date: February 3, 2018

Location: Jim and Dora's house on Irvington Way

1. Meeting called to order by Crystal at 9:45am
2. Introductions
  - a. Lee – Ashford Lane
  - b. Claire Campbell – Leyton Lane
  - c. Jeff Brandt – Westview
  - d. Mike – Nottingham
  - e. Jodi – Irvington
  - f. Sue -
  - g. Mary – Churchill
  - h. Chuck – Derby Downs
  - i. Cathy – Wimbledon
  - j. Sara – Wimbledon
  - k. Jackie – Grandview
  - l. Rick – Heather dell
  - m. Cav - Ashford
  - n. George – Pelham
  - o. Samantha – Pelham
  - p. Phyllis - Grandview
  - q. Crystal - Irvington
  - r. Jim - Irvington
3. Jim thanked the block captains for their service and how important of a role they play in helping building and preserving the neighborhood.
4. Welcome packets - Crystal
  - a. To be delivered to new residents when they arrive into the neighborhood by block captains
  - b. More packets will be ordered from the printer and will be available shortly
5. Membership – George
  - a. The goal is 200 household members for 2018
  - b. The membership allows AHNA to establish its voice in the larger community
  - c. AHNA has a reputation for being active in Madison and a larger membership can establish the influence AHNA has within the city
  - d. Asked block captains to assist and help drive more members to AHNA
  - e. Claire asked for a digital fact sheet that describes the benefits of AHNA membership that she can use to recruit members
  - f. Lee asked for a printed version of the same sheet
  - g. Newsletter will be available with a membership remittance envelops for distribution

- h. Jeff asked for a list of current members and non-members to do a targeted outreach
  - i. Jim – at 200 members that will represent over 50% of Arbor Hills being represented in the membership of AHNA
  - j. Sue – having more paid members will help AHNA have more of a voice in “downtown” decision makers
6. Tips and best practices – open to all participants
- a. Block captains should be notified of people who are away for extended periods so neighbors could be more vigilant of those households
  - b. Mike – advocated to have newsletters sent via email and potentially send a reminder to them asking them to confirm receipt of the newsletter
  - c. Mike - provide neighbors with a remittance envelope and block captains should play a “sales” role in helping drive membership
  - d. Mike – shared a card that he shares with his neighbors when he delivers welcome packets; Mike collects contact information from his neighbors including email addresses that he uses to keep in touch with them
  - e. Claire – shared a letter that she shared with her neighbors that included some additional information including the non-emergency number for MPD and information on Nextdoor.com
  - f. Mike – asked block captains to be proactive in helping neighbors, especially if there is a package when the residents are away from the house
  - g. Mike – used BCC to send emails to his neighbors so the email addresses are not visible to other recipients of the email
  - h. Chuck – residents who receive the newsletter may not always appreciate the value of membership, especially when they receive the newsletter and other benefits of membership without having to join
  - i. Jackie – older residents who have always come to Jackie for information about the neighborhood may not be interested in membership while the new neighbors are more excited about membership and engagement opportunities
  - j. Jim – As Samantha orchestrates more events targeting younger families, the membership contributions are important to fund those events
  - k. Jim – those who are not joining is because they don’t necessarily see the value of membership
  - l. Lee – would like a fact sheet that shows the neighbors 5-10 bullet points every six-months of all activities of AHNA including what it is doing with the membership funds
  - m. Jim – creating multiple fact-sheets that address the different stakeholders will be necessary
  - n. Claire – hosted block parties and invited their neighbors via email
  - o. Chuck – proposed making it a members-only party to drive membership
  - p. Mike – proposed making all events more inclusive
  - q. Jackie – had an event to make apple cider in her backyard, but only had a limited turnout
  - r. Claire – proposed having an event that is a pot luck

- s. Jackie – neighborhood gatherings should be kept low-key and not be obtrusive
7. Events – Samantha
- a. Block parties – try to have block parties to get neighbors more engaged and the board discussed some reimbursements for expenses of such events
  - b. A permit is required if you are closing down a street but not necessary if it's been done on a drive way
  - c. Scheduled vents for 2018
    - i. April 21 – Spring cleanup on Earth day
    - ii. June 9 – Garage sale ( members will be included in the printed map)
    - iii. July 7 – 4<sup>th</sup> of July party and parade
    - iv. October 27 – Halloween party
  - d. Proposed events for 2018
    - i. March 31<sup>st</sup> - Easter egg hunt
    - ii. May 17 – Arbor hills park movie with a food truck; movie doesn't start until dusk (8pm) and may include live music (Mike) and Chuck offered to provide a PA system; the event has to be completed by 10pm; the food truck is allocated per 100 attendees; Mike needs to know by middle of March if he should contact any musicians
      - 1. Local musicians may require a \$50 gratuity and a tip jar could be provided to make the opportunity more enticing for musicians and acts
      - 2. Offer an open mike night where neighbors can participate
      - 3. Madison Music Foundry might be a good place to identify some young musicians to come perform at the park
      - 4. Claire – proposed a gift or donation for the Arbor Covenant church; AHNA provided flowers to decorate the alter in 2017
      - 5. Samantha – AHNA thanks all those who donate to AHNA events and activities in its newsletters
      - 6. Jim – AHNA can provide a pie chart that shows where the funds are allocated and being used
      - 7. Mike – ask those who advertise on Nextdoor to advertise on the AHNA newsletter as well
    - iii. End of summer - Ice cream social
  - e. Input from attendees – feedback and suggestions
    - i. Phyllis – all events should be inclusive and have a table where people could sign up for AHNA membership
    - ii. Lee – from March through October there is an event each month hosted by AHNA
    - iii. Lee – suggested that block captains signup to support the events hosted by AHNA
    - iv. Rick – Stop-n-Go made donation for the July 4<sup>th</sup> event in the past and proposed AHNA reach out to them

- v. Mike – proposed reaching out to other corporations for support for AHNA and its activities
- vi. Samantha – ask neighbors to engage on social media
- vii. Mike – would like digital collateral in PDF format to be shared
- viii. Mike – past holiday season asked neighbors to leave their porch lights on and sang carols at their doorsteps

8. Jodi – newsletter

- a. Please let AHNA know if there are new neighbors, new babies, marriages etc. that can be included in the newsletter
- b. If there are articles people would like to include in the newsletter they are welcome and should be sent to Jodi
- c. Any neighbors who have made contributions to AHNA will be recognized in the newsletter
- d. Jodi will send the PDF to Crystal who can share it with any other block captains who need the newsletter in a digital format
- e. Jim – advertisers like a print copy, but increasingly members prefer in electronic format
- f. Jackie – a printed newsletter is a good way to go meet neighbors and a digital copy will likely get lost with email deliveries
- g. Rick – newsletter should be on the website
- h. Mike – will provide a briefing about this block captain's meeting to his neighbors

9. Feedback from Block captains

- a. Block captains are invited to attend any of the board meetings on the 2<sup>nd</sup> Tuesday of the month at 6:30pm at Alt-N-Bach

10. Looking ahead

- a. Crystal committed to 2 years as coordinator and asked block captains to consider if someone would like to take over her role in 2019
- b. Jim – invited neighbors to participate in the board to ask more neighbors to engage with AHNA

11. Open forum and Q&A

- a. Mary – drug enforcement around the Arbor Hills park
  - i. Jim – city added new lighting and a further light study will be conducted in 2018
  - ii. Jim – has conversations with Sherri Carter and the police department to observe and monitor activities around the park
  - iii. Jim – businesses on frontage road are coordinating cameras, but there are no plans to include cameras at the park; but neighbors can add cameras that have a broader visibility and capture activities
  - iv. Jim – 7-11 closes from 11pm and reopens at 5am and is operated by corporate 7-11

12. Welcome packets and remittance envelopes were distributed to attendees

13. Meeting adjourned by Crystal at 11:30am