

May 30, 2024

Members present: Matt Seib, Erin McGrath, Art Pratt, Joan Martin, Rick Pearson, Stan Fuka, Sue Alban, Liz Freitick, Giovanna Jeffries, Jeff Bauer, Aaron Crandall joined around 7:40pm

7:00 - Welcome

- Joan moves to approve April 2024 minutes, Liz seconds, all approve

7:04 - Introduction of Art Pratt and Rick Pearson

- Art has lived in neighborhood for 12 years on Baker Ave, retired project manager
- Rick grew up in Spring Harbor and went to high school in Madison. He lives on Lake Mendota Drive. Eager to participate in neighborhood business.
- All SHNA members introduced themselves.

7:12 - 4th of July Logistics

- Still left to do:
 - Get event signs from Matt's house; Joan will set them up
 - Liz will do newsletter and website announcements
 - Erin has invited dignitaries
 - Need someone to set up traffic cones (Matt will do this; cones at Matt's house)
 - Parade monitors (2):
 - Stan will fill the water balloons; Giovanna has the easy-to-fill water balloons. Stan will go to Giovanna's house to fill the water balloons (5517 Greening Lane; corner of Camus and Greening; 608-358-4470)
 - Treasurer station to collect donations for fire truck: Noel or Rick Pearson; Joan will bring table and forms
 - Clean up: Joan will call Keri Sheehan. Matt, Joan, Erin will stay and help.
 - Grills: We need one big grill. Rick will ask around to borrow. Erin has one but needs help transporting it. Rick and Erin will work something out.
- What is our rain plan? We just cancel. We can't have a tent. Put in newsletter and website "In the event of inclement weather, there is no place to shelter, so we will cancel the event and there is no rain date."

7:28 - Newsletter: Next issue, door hangers, print version

- Liz needs articles by June 5. She's only received one article so far. Please submit articles soon!
- Matt will write about July 4 in his president's remarks.
- Last year we started digital distribution last year. Liz will look up and see how many people are reading each newsletter.
 - Print vs. digital
 - We'll do digital only for July, as the deadline is too soon
 - Ongoing issue with postal service, with newsletters on/in mail boxes.
 - With door hangers, they were in mail boxes again. We can get fined by the post office.
 - Is the paper copy worth pursuing?
 - Digital only means people might be deleting them
 - Jeff and Rick talked about talking to stores where we can post newsletters

- Can we sell ads? Would local businesses pay a little bit? Rick would be willing to talk to local businesses on University about whether they are interested in this or not. Check on what the bylaws say. Matt says there is a section that says the rates to charge for ads.
- Liz says newsletters are costly. We need to print 1,300. It costs about \$600/issue.
- Erin: we have lots of money in our account. And, our dues are down because people aren't getting a paper newsletter, so if we got more newsletters in people's hands, we would have more revenue.
- Giovanna: elderly neighbors who don't use tech aren't accessing the newsletter as much. Leaving a stack at Pancake House is a great idea.
- Can we build kiosks or leave them at Little Free Libraries? Great idea.
- City of Madison does neighborhood grants for neighborhood projects. Average grants: around \$3,000. We missed the deadline for this year. We can apply to enhance communication with neighborhood, for up to \$5,000.
- Facebook page?
 - Joan will do this but she needs to be listed as a person who can add content, but she hasn't been authorized yet. Aaron Crandall has the Facebook credentials. Sue Alban will work on this instead of Joan.
 - Should we start a new Facebook page? Probably not, it would be too confusing.
- Final decision: digital newsletter for July. Let's talk more about October newsletter.

7:47 - Website updates

- Erin will send minutes to Liz. Erin will add contact information to
- Rick has website development experience and can help Liz. Liz will meet with Rick.
- Liz will also post the meeting agenda ahead of time with meeting information, to give neighbors a way to join if they want.

7:50 - Planning and development

- Tom is resigning from chairing this position.
- We're not clear what this position is. It's not in the bylaws.
- This has been a valuable position in the past.

7:52 - Update to bylaws

- Matt's idea: update bylaws. Aaron and Tanya talked about this about 1.5 years ago. There is opportunity to revisit the bylaws.
- With what's been going on at the city level, what is the role of neighborhood association?
 - Let's revisit our purpose and what we can effectively do for the neighborhood
 - What is our core mission? Do we need a planning and development chair? What are our roles and responsibilities?
 - Let's continue a more serious discussion of this in August. Let's recenter the group and what the purpose of the neighborhood association is here for. Let's work toward a common understanding.

- A few people are interested in working on these amendments. (Jeff, Rick, Aaron, Matt)

7:50 - Other business

- Water fountain at Spring Harbor Park: Erin will contact Parks Dept
- Liz will contact the city about the car wash
- Aaron Crandall will meet with Sue Alban about Facebook
 - Aaron administers the page, Faith and Mary Beth have permission to post on the page. Matt couldn't give Joan permission to post to the page. Aaron will look into transferring administration to Sue Alban.

7:55 - Set next meeting time: Tuesday, June 25, 7:15pm

8:08 - Adjourn (Matt and Joan discuss Zoom account): Jeff moves to adjourn. Joan seconds.