

**Eastmorland Community Association Monthly Meeting
January 12, 2021
Agenda**

Meeting will be hosted on Zoom at 7 PM

<https://uwmadison.zoom.us/j/92276808277>

Board Officers: Kathy Soukup, President Fred Svensson, Vice President Dan Zimmerman, Treasurer Emily Mixon, Secretary	Board Members: Patrick Soukup Amanda McKaig Kris Whitman Breanna Illéné Emily Sprengelmeyer	Alternates: Carrie Ezzell Collin Roland
7:00 Call to order and call for changes to the agenda		
7:05 Review and approval of minutes of the November, 2020 Meeting		
7:10 Discuss Hi Neighbor progress/updates		
7:20 Neighbor Randy Coloni + Voit Farm		
7:30 Updates of city committees/commissions (Grant Foster, Alderperson, and Kristen Audet, County Supervisor, if present) *Grant will discuss Milwaukee Street Special Area Plan rezoning*		
7:40 Updates from ECA committees (e.g., Facebook accounts, PayPal options, recommendations for By-Law changes, etc.) *Discuss Ash Tree Fundraising*		
7:50 Treasurer's Report		
8:00 Agenda items for February 2021		
8:05 Adjourn		

Present: Kathy Soukup, Patrick Soukup, Dan Zimmerman, Kristen Audet, Fred Svensson, Amanda Hammatt, Emily Mixon, Emily Sprengelmeyer, Carrie Ezzell, Grant Foster, Randy Coloni, Jenn Jackson, Ed Woolsey, Oona Mackesey-Green, Allison Bender

Agenda Items + 11/2020 Minutes

Ed brings up a mailer called "Save the Farm.net" (7:20 agenda item)

Dan moves to approve November 2020 minutes as is, Fred seconds, motion passes.

Updates on Hi Neighbor (Allison, Oona, Dan)

- In process of soliciting articles for March 2021 newsletter
- Microsoft Publisher account (Allison has experience, user friendly)
- Dan reminds Allison and Oona to think about staffing list that goes in newsletter
- Direct mailing as a solution to distribution that keeps newsletter in print as well as online (Dan will discuss in 2021 budget presentation)
- Direct mailing: 4 postal routes in our neighborhood—long term benefit of doing direct mailing is lessening the need for finding volunteers to distribute physical copies. Direct mailing also will reach new residences as neighborhood might grow (2157 residences +

businesses on the routes at present). Also, no delays! Direct communication from printer to the mailing (printer can prep for mailing and send to post office).

- Direct mailing: \$395.45 + \$100 more to printer for prep. 2300 copies we currently order is more than enough for the current postal routes. Extra copies will go to Dan, which means he can make sure advertisers get some, then extras can be dropped at Pinney.
- Dan moves to hold the current rates for newsletter ads through CY 2021, but then to raise the rates in CY 2022 to a level that will cover or nearly cover the cost of printing the newsletter, preparing the newsletter for direct mailing, and direct mailing postage (approximately 13.33% more than current rates). (motion tabled until Treasurer's Report)
- Dan will check on process for lowest mailing rate wrt USPS

Neighbor Randy Coloni + Voit Farm

- Savethefarm.net is the relevant website
- Emily will pass Randy's summary on to Jennifer for posting with meeting minutes/reference on the website.
- Group of 6 people, 700 fliers passed out – seeking to raise awareness about the sale and future
- Randy's group has been thinking about a vision for the property and wants to let people know that they want community input
- Virtual meeting on Thursday 01/14/2021 (link to follow)
zoom.us/j/132002565?pwd=ejI5Mm1iWGd1TEFZSWtmZ0VEMENkQT09month
- Reaching out to City for funding and support
- Investment Cooperative—community can invest in shares
- Ed recommends reaching out to UW Extension (could use land for Ag demo gardens)-- UW and Madison college students
- Future: letter of endorsement from ECA (?) send to info@savethefarm.net

Updates of City Committees/Commissions and Elected Officials

Alderman Foster

Voit Farm: is the city interested in purchasing the property? What about zoning?

- City Staff has ordered an appraisal at Grant's urging, waiting for that to return
- Voit farm still in Blooming Grove, can't zone it (currently zoned agricultural, quarry is industrial) – can only change zoning if incorporated

Milwaukee Street Special Area Plan

- Grant has put forward a motion to update zoning on rest of Milwaukee St parcels to be consistent with the special area plan. Non consistent zoning was how Amazon got in with limited oversight
- This ordinance would zone to mixed use on frontage and residential on back portions
- Ordinance would also map/solidify roads in the area
- Ordinance has been at plan commission, contested discussion, voted in favor
- Landowner filed a petition, so now a supermajority of council is required to pass the ordinance. Landowner has been lobbying businesses to argue against it on basis of property value.
- If zoning change happened, it would not impact Amazon but would impact future uses and once that use stops and is stopped for one year, it would no longer be permitted
- Grant: this is meant to correct an error, give community voice to the special area plan
- Emily M moves to write letter of support for the ordinance (Emily M will write for others to review electronically), Fred seconds, motion passes

Emails during campaign season

No email notifications for the blog, so email Grant if you want one, also check online

County Supervisor Kristen Audet

- County is updating their web system to improve communication with individuals/citizens
- Very few have email and website, currently Kristen out of her own pocket, new system will be similar to City of Madison
- Dane County has received \$16M for eviction relief related to COVID
- Another \$4M for small business loans, up to \$50,000 per business, administered by Dane Buy Local
- Amendment introduced that Kristen will support—responsible bidder—allow lowest responsible bid, not just lowest bid.
- Voit Farm: District 6, Kristen will make sure everyone is connected on these issues

ECA Committees Updates

Ash Trees

- Collin has made google map of tree locations
- Emily will make sure map and fundraising links are updated on website
- Functional deadline: June 2021 to get on treatment schedule, need commitment by then (Tree Health Management gave us a discount in past). Currently \$1170 donated, cost \$6311 in 2018, need ~\$5200
- Make sure there is an article in the newsletter too! (Dan has something on reserve)

- Emily will work with Jennifer and make sure go fund me is on website as well as paypal

Treasurer's Report

1. I move to hold the current rates for newsletter ads though CY 2021, but then to raise the rates in CY 2022 to a level that will cover or nearly cover the cost of printing the newsletter, preparing the newsletter for direct mailing, and direct mailing postage (approximately 15% more than current rates).

Carrie seconds this motion, motion passes

2. I move to approve the proposed 2021 budget as shown in the agenda.

Ed seconds the motion, motion passes!

Additional item: meeting location (?) future at Pinney (?)

Should we donate \$100 to the Moravian Church for 2020? No objections—Dan will send check.

Everyone should pay membership dues if you can—we are lacking the reminder because of the newsletter but Dan puts a friendly reminder out to all of us. 😊

2021 Budget + info from 2019 + 2020

CY 2021 budget approved on 01/12/2021	Budgeted	2019 Actuals	2020 Actuals
Christmas/Santa visits	\$100.00	\$62.27	\$99.15
Office Supplies	\$200.00	\$40.04	
Photocopying	\$150.00	\$136.12	
PO Box annual renewal	\$125.00	\$106.00	\$118.00
Postage and Delivery	\$200.00	\$172.65	\$55.00
Printing and preparation for direct mailing (2,300)	\$4,550.00	\$4,011.18	
Direct Mailing of 2,157 newsletters	\$1,600.00		
Website	\$100.00		\$341.64
quiz prize (from newsletter)	\$100.00	\$50.00	
contribution for space provided (church)	\$100.00	\$100.00	
annual meeting (food, trophies, etc.)	\$100.00	\$80.52	
annual report (to Dept. of Financial Institutions)	\$10.00	\$940.00	\$10.00
ad for garage sale	\$50.00	\$47.87	

annual fee for software	\$125.00	\$105.49	
flyers for raking, Christmas events, new neighbors	\$200.00	\$195.00	
bank fees (e.g., printing checks)	\$0.00	\$58.54	
raking party food & goods	\$150.00		
neighborhood sign & installation & plants	\$75.00	\$217.04	
Friends of Starkweather Creek solstice event	\$150.00	\$150.00	
winter party room rental and food	\$225.00	\$75.00	
block party permits	\$250.00	\$50.00	
edible landscaping	\$0.00	\$0.00	\$270.75
Grand Total	\$8,560.00	\$6,597.72	\$894.54

Revenue by Type and Year	2018	2019	2020
Contribution	\$2,340.33	\$527.75	
Dues	\$648.82	\$861.31	\$218.38
Newsletter Ad	\$4,926.66	\$4,739.15	
Member +	\$554.26	\$692.08	\$100.00
cash from fundraiser	\$120.00	\$0.00	
T-shirt purchase	\$369.00	\$40.00	
Grant	\$2,200.00	\$0.00	
Grand Total	\$11,159.07	\$6,860.29	\$318.3

Agenda Items for February 2020

Update on ash tree fundraising