

**Eastmorland Community Association Monthly Meeting  
August 10, 2021**

**Meeting will be hosted on Zoom at 7 PM**

<https://uwmadison.zoom.us/j/99893187044>

<b>Board Officers:</b> Emily Mixon, President Emily Sprengelmeyer, Vice President Dan Zimmerman, Treasurer Jennica Skoug, Secretary	<b>Board Members:</b> Cindy Colombo Breanna Illéné Kathy Soukup Brian Juchems Kris Whitman	<b>Alternates:</b> Patrick Soukup
7:00 Call to order and call for changes to the agenda, introductions using zoom chat feature		
7:05 Review and approval of minutes of the July, 2021 Meeting		
7:10 Updates of city committees/commissions (Grant Foster, Alderperson, and Kristen Audet, County Supervisor, if present)		
7:20 Updates from ECA committees <ul style="list-style-type: none"> <li>• <u>Upcoming events (ECA + local)</u></li> </ul> <p><b>August 18:</b> Ash Tree Fundraiser at Biergarten (rescheduled). New rain date: August 25  Ash Tree Map here:  <a href="https://www.google.com/maps/d/u/0/viewer?mid=1OTEwPleztefwnM_kbV9O9bD0W1W1kadl&amp;ll=43.09300059602368%2C-89.3282509&amp;z=15">https://www.google.com/maps/d/u/0/viewer?mid=1OTEwPleztefwnM_kbV9O9bD0W1W1kadl&amp;ll=43.09300059602368%2C-89.3282509&amp;z=15</a></p> <p><b>August 19:</b> Eastmorland Farmers + Makers Market at Lansing Food Forest</p> <p><b>August 26:</b> Thursday evening picnic in the park, 5pm, Eastmorland Park</p> <p><b>August 27-28:</b> End-of-summer garage sale weekend. Rain date August 29  <a href="https://forms.gle/TqyL8uxYGX6miC3B7">https://forms.gle/TqyL8uxYGX6miC3B7</a></p> <p><b>October 9:</b> Chicken Coop Tour</p> <p><b>November 6:</b> Leaf Raking. Discuss portable toilet/snacks budget. Rain date Nov 7</p> <p><b><i>Discuss Holiday Treats/Cards and COVID (so we can make an announcement in Hi Neighbor about what will happen or not happen)</i></b></p>		
7:30 Advertising plan for neighborhood grants <ul style="list-style-type: none"> <li>• Best location on website?</li> <li>• EM Will share to social media after the current push for ash trees (e.g. after August 18). Maybe shift first due date a bit later in year this year since we are just getting started</li> </ul>		
7:40 August Newsletter - anything we need to sneak in? <a href="mailto:hineighboreastmorland@gmail.com">hineighboreastmorland@gmail.com</a> <ul style="list-style-type: none"> <li>• List of above events + blurbs for garage sale, chicken coop tour, and leaf raking</li> <li>• Emily M is working with newsletter staff on a column introducing herself/an ECA Q&amp;A</li> </ul>		
8:00 Treasurer's Report		
8:15 Agenda items for September 2021 + Meeting Location (Park?)		
8:20 Adjourn		

## ECA Meeting Minutes, August 10, 2021

Dan motions to approve July minutes as-is. Motion passes.

Grant:

- Shopping mall sale did not go through on Cottage Grove. Businesses are moving in. How can neighborhood support businesses in that corridor?

Kristen:

- Dane County Covid numbers are concerning - all neighborhood and county meeting are and will continue to be virtual.

Events:

**August 18:** Ash Tree Fundraiser at Biergarten (rescheduled). New rain date: August 25

Ash Tree Map here:

[https://www.google.com/maps/d/u/0/viewer?mid=1OTEwPleztefwnM\\_kbV9O9bD0W1W1kadI&ll=43.09300059602368%2C-89.3282509&z=15](https://www.google.com/maps/d/u/0/viewer?mid=1OTEwPleztefwnM_kbV9O9bD0W1W1kadI&ll=43.09300059602368%2C-89.3282509&z=15)

- Map has been sent to SASY and LENA to help get donations.
- Dan will send Grant updates about donations and Grant will update map.
- Dan: How much money from ECA general funds do we want to put into the project? Can we check with LENA, SASY, and Friends of Olbrich Park to see if they will contribute?
  - Breanna: Motion for ECA to contribute up to \$1000 to treat ash trees. Motion passes.
- Treatment needs to be done before November
- Cut-off date for donations so treatment can be done: Sept 10
- Please promote fundraiser to your friends and neighbors!
- Jennica: could we discuss the possibility of funding the planting of new trees in the future instead of treating so many ash trees?

**August 19:** Eastmorland Farmers + Makers Market at Lansing Food Forest

- Fliers are available for yard signs and social media posting
- Looking for musicians

**August 27-28:** End-of-summer garage sale weekend. Rain date August 29

(<https://forms.gle/RAJnKJUa8hN2DBFs8>)

- Thus far no responses. Should we cancel?
- Re-post in a week or two and see
- Suggestion to have a tutorial about how to price items next season

**October 9:** Chicken Coop Tour

- Critter Corner in Newsletter. Who is contact person? Allison and Oona - [hineighboreastmorland@gmail.com](mailto:hineighboreastmorland@gmail.com)

**November 6:** Leaf Raking. Discuss portable toilet/snacks budget. Rain date Nov 7

- Olbrich Shelter has been rented for before and after event, but bathrooms are closed.
- Should we rent a portable bathroom? \$184 → No, people can plan to stop at home since we will be in the neighborhood. Inform people of bathroom closure before event.

### ***Holiday Treats/Cards***

- Should we do cards instead of treats because of COVID?
- Don't do Santa visits because it involves going inside
- Logistical challenge with doing cookie plates is assembling the plates with multiple people in a home
- Emily S: Can we do "adopt-a-cookie-family"? One family can sign up to make a cookie family with one or more families who want cookies
- Grant: Pass the torch from Bernie, who used to coordinate - list of people, etc
- Dan: Advertising - there should be a contact person listed in the newsletter for folks who don't do social media or use computers

### August Newsletter - [hineighboreastmorland@gmail.com](mailto:hineighboreastmorland@gmail.com)

- Not sure when next newsletter will come out
- To include: List of above events + blurbs for garage sale, chicken coop tour, and leaf raking
- Emily M is working with newsletter staff on a column introducing herself/an ECA Q&A
- Emily M is collecting events and blurbs for the next newsletter

### Advertising plan for neighborhood grants

- Best location on website? → New tab. Include examples of past grants.
- EM Will share to social media after the current push for ash trees (e.g. after August 18). Maybe shift first due date a bit later in year this year since we are just getting started

### Treasurer's Report

- \$3600 short for ash trees. GoFund-Me option will end in late September
- I contacted Tree Health Management and obtained the guaranteed quote of what the cost to treat the 33 trees will be this year (note: the cost includes a 10% discount).
- I eliminated the option of using GoFundMe because:
  - As of September 30, 2021, GoFundMe is discontinuing the GoFundMe -- Charity, which would require that we re-register the campaign and would result in a new URL for the campaign; and
  - Only 4 persons plus myself have used this option since March.

Perhaps we should highlight the information about the funds needed to treat the ash trees beyond just using bold font (e.g., a separate article, larger font size):

**In 2015 and 2018, ECA raised sufficient funds to treat and save some of Eastmorland's most beautiful park ash trees from being cut down due to emerald ash borer (EAB). Together we saved 33 of the healthiest, largest ash trees in our neighborhood parks. These trees must be treated every three years according to current city policy. We must have all the funds to treat them again by fall 2021. The cost of the treatment will be \$6,670.24. As of 07/22/21, we have raised \$3,019.25 to treat these 33 trees again, which leaves us \$3,650.00 short. Please donate any amount as every dollar adds up to help save a beautiful shade tree.**

After I sent the July 22<sup>nd</sup> email, I was contacted by Zach Eckberg of the Madison Parks Department regarding the treatment of the ash trees. I gave him the above information and indicated that ECA intended to contact LENA and SASY associations to see if they would contribute funds to treat the ash trees given that 22 of the previously treated ash trees are in Olbrich Park. He said that he intended to survey the trees in our parks to determine if all 32 trees still were appropriate for/needed treatment (note: I did not previously notice in Tree Health Management's proposal that the one tree we had treated in Ontario park had been cut down as its main trunk was split). I spoke with him again on August 9<sup>th</sup>; he looked at the trees in Eastmorland and O.B. Sherry parks and they all are appropriate for and in need of treatment. He expects that once he completes his survey this also will be true of all the trees in Olbrich park. He will send me a map of the trees that need to be treated.

PayPal changed their processing fees beginning August 2<sup>nd</sup>. The fee was 2.90% + \$0.30 per transaction and now are 2.59% + \$0.49 for online credit and debit card payments without Chargeback Protection or 2.99% + \$0.49 for online credit and debit payments with Chargeback protection. Only IRS approved § 501 (c) (3) charitable organizations qualify for PayPal's discounted rate.

	8/10/2021
General fund	\$13,745.10
Save the Park Ash Trees	\$3,057.50
Total checking account	\$16,802.60
PayPal account - general	\$0.00
Paypal account (ash trees)	\$0.00
Accounts Overdue/due	\$0.00
Checks not Cashed (Liability)	\$146.00

Prepaid ads	\$1,195.88
Balance	\$15,460.72

Paid to Tree Health Management on 9/6/2018 for treatment of 33 ash trees in the neighborhood	\$6,311.23
Updated cost for treatment (July 2021)	\$6,670.24
currently donated	\$3,057.50
Left to raise	\$3,612.74

Since 1/1/21, 63 persons/couples have paid dues = \$1,305.45

Since 1/1/21, 31 persons/couples contributed to ash trees = \$2,393.25 (two persons/couples gave \$350 each; no contributions in July)

Above checking account total includes \$432.68 that is in process of being transferred from PayPal

ECA Zoom Account:

- Emily: Motions to have ECA have its own zoom account for future meetings. Motion passes.

Agenda items for September 2021

- Ash Tree Treatment -- can we transition to funding planting of new trees for future?  
Speaker from Parks -- Grant
- How can we create more space for people who are not directors to attend meetings and connect before and after agenda?

September Meeting Location (Park?)

- Olbrich Park Shelter