

**Eastmorland Community Association Monthly Meeting
January 11, 2022**

Meeting will be hosted on Zoom at 7 PM

<https://zoom.us/j/93395925115>

Facebook event here: <https://fb.me/e/1bQA4wfms>

Board Officers: Emily Mixon, President Emily Sprengelmeyer, Vice President Dan Zimmerman, Treasurer Jennica Skoug, Secretary	Board Members: Cindy Colombo Breanna Illéné Kathy Soukup Brian Juchems Kris Whitman	Alternates: 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 November, 2021 Meeting		
7:10 Updates of city committees/commissions (Grant Foster, Alderperson, and Kristen Audet, County Supervisor, if present) <ul style="list-style-type: none">• New wards and polling locations• Re-visit speeding on Walter		
7:30 Updates from ECA committees + Partners <ul style="list-style-type: none">• <u>Hi Neighbor update on joint publication with LENA (Allison + Oona + Dan)</u>• <u>Upcoming events (ECA + local)</u><ul style="list-style-type: none">○ <u>January 30: Olbrich Labyrinth Art Project (Donate your trees!)</u> https://www.cityofmadison.com/news/how-lovely-are-thy-branches-by-lillian-size-more <p style="text-align: center;"><i>Past events: Oct 28 Eastmorland Market, Nov 6 Leaf Raking, Holiday Treats</i></p> <p style="text-align: center;"><i>Any upcoming?</i></p>		
7:50 Treasurer's Report Approve annual budget		
8:00 Agenda items for February 2022 + check in on meeting modality		
8:10 Adjourn		

Minutes

Board Member Present: Dan Zimmerman Jennica Skoug	Board Members Absent:: Emily Sprengelmeyer Emily Mixon
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Cindy Colombo Breanna Illéné Kathy Soukup Brian Juchems Kris Whitman	
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7:10 Updates of city committees/commissions

(Grant Foster, Alderperson, and Kristen Audet, County Supervisor, if present)

- **New wards and polling locations**

- Recent redistricting has changed wards – all of Eastmorland used to be ward 16, now is split into two wards due to population growth in neighborhood. Split is at RR tracks - North of RR tracks votes at YMCA, South of RR tracks votes at Pinney Library. (Main reason is so that one polling location doesn't get too crowded.) Wards are set for 10 years
- School district has asked city not to use schools as voting locations
- City clerk's office is open to suggestions for alternate polling locations. Grant can pass ideas along

- **Re-visit speeding on Walter**

- One idea is temporary curbs to narrow street at Walter and Hargrove.
- Other ideas: Electronic speed monitoring sign from police department, yard signs reminding drivers of speed limit (ECA could fund)
- Grant: Check out transit network redesign plan - Grant will share when it comes out at the end of the month. Busses may not run down Walter St any more, which would open up additional traffic calming opportunities.
- Kathy: there has been a lot of racing on Dawes, up to 60 mph
- Grant: There are many dangerous streets and intersections, and city has to prioritize, starting with the 'worst of the worst' places.
- To make it more likely to get street changes from city, it helps if you can pinpoint specific intersections/locations that are dangerous.
- Transportation meeting two weeks from Wed (Jan 26)
- Jennica: narrowing of Starkweather has helped a lot with speeding. Can we advocate for street narrowing when streets are due for reconstruction?
- Grant: Narrowing of streets does help a lot. Temporarily, parking cars on street can help.
- Jennica - will look into yard sign costs
- Kris and Brian - will look into how to request an electronic speeding sign

- **Spring Primaries will not take place because not enough candidates**

7:30 Updates from ECA committees + Partners

- Hi Neighbor update on joint publication with LENA (Allison + Oona + Dan)

- Combined newsletter will be 24 pages instead of 20, and will be published 3x per year instead of 4x per year
 - Delivery dates:
April issue:
Saturday, Feb. 12 ads & articles due

Reaches homes March 21-April 1 (based on what we've seen from past issues, it takes a couple weeks to reach everyone)

June issue:

Saturday, April 23 ads & articles due

Reaches homes May 31-June 10

November issue:

Saturday, Oct. 1 ads & articles due

Reaches homes Oct. 31-Nov. 11

- Ad rates will increase to cover increased cost of paper and printing
 - Letter has been sent to advertisers explaining that cost increase is due to production cost, not profit-seeking. Advertisers have been very understanding
- Allison and Oona will still be coordinating and producing newsletter, but LENA does have some volunteers that can help with other parts of the process (writing, proofreading, etc)
- Event dates need to be set earlier so they can get in newsletter
- Writer's meeting tomorrow at 7pm via Google Meet
- Upcoming events (ECA + local)
 - January 30: Olbrich Labyrinth Art Project (Donate your trees!)
<https://www.cityofmadison.com/news/how-lovely-are-thy-branches-by-lillian-size-more>

7:50 Treasurer's Report

	1/112022
General fund	\$11,368.57
Save the Park Ash Trees	\$305.00
Total checking account	\$11,673.57
PayPal account - general	\$76.22
Paypal account (ash trees)	\$100.98
Accounts Overdue/due	\$551.92
Checks not Cashed (Liability)	\$0.00
Prepaid ads	\$2,306.02

Balance	\$10,096.67
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Paid to Tree Health Management on 10/7/2021 for treatment of 33 ash trees in the neighborhood (including \$1,086.19 from ECA general fund)	\$6,670.24
Estimated cost for treatment (Fall 2024 -- 6% increase over 2021)	\$7,070.45
currently donated	\$23.79
Left to raise	\$7,046.66

Since 1/1/21, 94 persons/couples have paid dues = \$1,902.34

Since 1/1/21, 53 persons/couples contributed to ash trees = \$5,244.03, which includes \$1,750 from the Biergarten at Olbrich Park

Revenue by Source by Year					
Row Labels	2018	2019a	2019b	2020	2021
Contribution	\$2,340.33	\$19.12	\$508.63		\$5,205.68
Dues	\$648.82	\$405.22	\$478.98	\$251.40	\$1,610.84
Newsletter Ad *	\$4,926.66	\$3,224.95	\$1,708.40		** \$3,474.46 + \$551.92
Member +	\$554.26	\$300.87	\$388.25	\$100.00	\$291.50
cash from fundraiser	\$120.00				
T-shirt purchase	\$360.00		\$40.00		\$38.35
Grant	\$2,200.00				
Grand Total	\$11,150.07	\$3,950.16	\$3,124.26	\$351.40	** \$10,620.83 + \$551.92

2019a = Jan. 1 - May 31, 2019

2019b = June 1 - Dec 31, 2019

* No newsletters were published in CY 2020, as well as for August 2021

** The \$551.92 is due from advertisers who agreed to pay for an ad in the November 2021 newsletter, as well as three subsequent issues

Expenses by Year (up to 12/31/2021) and Proposed 2022 Budget						
Row Labels	2018	2019a	2019b	2020	2021	Proposed for 2022
Checks for ECA			\$58.54			\$0
Office Supplies	\$112.37	\$66.24				\$0
PO Box annual renewal	\$96.00		\$106.00	\$123.00	\$146.00	\$150
Postage and Delivery *	\$180.34	\$88.15	\$84.50	50.00	\$1,339.60	\$2,135
Printing newsletter *	\$3,900.18	\$1,986.18	\$2,025.00		\$3,548.54	(est.) \$6,300
block captain maps, etc			\$80.29			\$0
Newsletter quiz prize	\$50.00	\$25.00	\$25.00			\$0
raking party food/goods	\$108.89				\$94.77	\$120
contribution for space provided	\$100.00		\$100.00		\$100.00	\$0
X-Mas party supplies	\$49.61		\$62.27	\$99.15		\$100
annual meeting	\$67.88		\$80.52		\$35.00	\$100
ad for garage sale	\$42.86		\$47.87			\$0
Website				\$341.64		\$0
annual fee for software	\$105.49		\$105.49			\$110
annual Zoom subscript					\$158.15	\$160
copies minutes/agenda	\$33.70	\$29.63				\$0
flyers for raking etc.	\$142.64		\$195.00			\$0
neighborhood sign & installation	\$2,405.40					\$0

plants for neighborhood sign			\$217.04			\$0
contribution for solstice	\$150.00		\$150.00			\$0
block party permit			\$50.00		\$50.00	\$250
winter party room rental			\$75.00			\$75
annual report to DFI	\$10.00			\$10.00	\$10.00	\$10
repayment of DFI and IRS application fees			\$340.00			\$0
application for 501(c)(4)			\$600.00			\$0
edible plantings on Lansing St.				\$270.75		\$0
summer garden					\$500.00	\$0
ash tree fundraiser T-shirts	\$387.71					\$0
treatment of ash trees	\$6,311.23				\$6,670.24	\$0
Grand Total	\$14,254.30	\$2,195.20	\$4,402.52	\$894.54	\$12,652.30	\$9,510
Grand Total Without \$ Newsletter & Ash Tree Treatment	\$3,424.84	\$95.87	\$2,187.73	\$844.54	\$1,093.92	\$1,075.00

2019a = Jan 1, 2019 - May 31, 2019

2019b = June 1, 2019 - December 31, 2019

* No newsletters were published in CY 2020, as well as for August 2021

Ad rates for CY 2022 as approved by the membership in the January 2021 meeting:

Ad Sizes	inches	# square inches	Full Cost	Dis \$/issue *	Dis \$/4 issues *
Full	7.5*10	75	\$202.40	\$172.04	\$688.16
Half	7.5*4.9	36.75	\$105.80	\$89.93	\$359.72

?	3.65*7.875	28.74375	\$88.55	\$75.27	\$301.07
Quarter	3.65*4.9	17.885	\$55.20	\$46.92	\$187.68
Quarter	2.35*7.5	17.625	\$55.20	\$46.92	\$187.68
Quarter	4.9375*3.57	17.626875	\$55.20	\$46.92	\$187.68
Quarter	7.5*2.35	17.625	\$55.20	\$46.92	\$187.68
One-sixth	3.65*3.2	11.68	\$36.23	\$30.79	\$123.17
One-eighth	3.65*2.35	8.5775	\$26.45	\$22.48	\$89.93
One-tenth	3.65*1.84	6.716	\$23.00	\$19.55	\$78.20
One-fifth	7.5*1.84	13.8	\$42.55	\$36.17	\$144.67
?	2.35*2.85	6.6975	\$23.00	\$19.55	\$78.20
?	4.9375*2.85	14.071875	\$43.70	\$37.15	\$148.58
?	2.35*6.95	16.3325	\$50.60	\$43.01	\$172.04
One-third	4.9375*6.95	34.315625	\$105.80	\$89.93	\$359.72
One-third	3.65*7.4	34.315625	\$105.80	\$89.93	\$359.72
One-third	7.5*3.4	34.315625	\$105.80	\$89.93	\$359.72

· Dis\$ includes the possibility of a 5% discount for being a renewing advertiser and a 10% discount for paying for four issues in advance. As a result, nearly all of our advertisers receive a 15% discount as shown

The rates for advertisements are meant to be calculated to cover the entire cost of printing and distributing the newsletter via Every Door Direct Mailing (EDDM) plus a small amount to address potential increases in these costs. With approval from the Board/membership of ECA and the Lake Edge Neighborhood Association (LENA), the rates for advertisements in the newsletter will be amended pending additional information from our printer and the following information:

1. Beginning with the March/April 2022 newsletter issue, the "Hi, Neighbor!" newsletter will be published three times per year. While the newsletter was published three times per year, doing so only three times per year will lower the costs of printing and distributing the newsletter and will make it more likely to be able to recruit and retain newsletter volunteers.
2. Beginning with the March/April 2022 newsletter, the "Hi, Neighbor!" will be a joint project between ECA and the Lake Edge Neighborhood Association (LENA). The newsletter will be expanded from 20 pages to 24 pages. LENA has committed to paying the cost of the EDM not fully covered by the ad revenue for the three postal routes within the LENA neighborhood and will hand deliver the newsletter

to the approximately 200 residences and businesses in the neighborhood, but not on one of the three postal routes.

3. Current advertisers will be notified of the proposed changes in the frequency of publication of the newsletter, the increased number of recipients via EDDM and hand delivery, and ad rates. If the calculations for ad rates result in an increase in cost for an advertiser and the advertiser has prepaid for ads into CY 2022, then we will honor the prepaid rate until the expiration of the prepaid period.

Approve annual budget

- Motion to approve 2022 Annual Budget passes
- Dan: Ideas for how to get neighbors to pay dues? Currently 94 people out of ~2000 households paid this year

Topics for February meeting:

- 2022 Event dates and point-people. Dates and potential articles for Newsletter: Spring Parks Cleanup, Garage Sale, Annual Membership meeting, Eastmorland Outdoor Market, Seed Swap, Leaf Raking, Chicken Coop Tour, potentially neighborhood art walk and Little Free Library tour. Articles for April issue due February 12
- Speeding on Walter and other areas: discuss cost/process for yard signs and electronic speeding sign
- Request from attendee to make sure agenda with correct zoom link is on ECA website prior to meeting