

**Eastmorland Community Association Meeting
Tuesday, June 10, 7 pm**

Eastmorland Community Center– basement room

Agenda

7:00-7:05	Call to order and changes to agenda Present: Joel, Dan, Brian, Betsy, Holly, Rebecca, Kris Approval of 05-2025 meeting minutes Dan moves, Betsy seconds, approved. Do Not Delete: Standing Reminder to forward approved minutes to Jennifer Moore to post to ECA website.
7:05-7:10 pm	Quick hits ● Newsletter is at the printer, will be hitting mailboxes in ~2 weeks ○ Holly spoke Miles Hegg about helping out with newsletter in the future, Miles showed interest! ● Procedure document links: ○ President duties - Created by Rebecca and Holly ○ Need Google Doc link to Treasurer duties ■ Dan suggested adding documents to website under “About ECA” page ■ Rebecca has been organizing/cleaning up the ECA Google folder/drive. ■ Rebecca has been organizing/cleaning up the ECA Google folder/drive. ■ ECA Drive link here ■ Jennifer Moore - is the person updating website, we can send meeting agendas/minutes. ● Will send past minutes up to the last posted, in November ‘23 ● Action: Brian J. will follow up with this. ● Also, it is noted that none of us have ever made a mistake. 😊

7:10-7:40 pm

Events and outreach

Board responsibilities over events - how to divide responsibilities equitably

- Rebecca on Pride: Good attendance (about 25) not as much attendance as first year (this is third year).
 - Hard to advertise events - used Mail Chimp, Facebook event - other ideas include texting, in person, dropping off flyers - events section can get lost in the newsletter - is there a way to emphasize?
- Ideas for advertising events:
 - Postcards in bright colors, emphasize in newsletter
 - Library flyers, bars, etc.
 - Flyers on doors
 - Texting neighborhood groups/your personal network
 - One-on-one emails and texts, going back to previous volunteers, usually get new folks through newsletter article
 - Collaborating with LENA neighborhood association
 - Carrie would call past leaf raking recipients to see if they were still there, still interested? If didn't hear back Kris would physically go over to check.
- Event standards and procedure document
 - Define the roles needed for each event
 - Start trying to get sign in sheets, contact info, ask "how did you hear about this"
- Brian: it'd be great to help with an event I'm passionate/excited about too
- Brainstorming session with ECA, with wider community
 - Art walk, chicken walk, garden walk, etc
- Survey: include questions about event ideas/desires/needs
- Any events that don't have current champions?

Biergarten Greener ECA - Brian J. will champion
Pride - Rebecca will champion
Outdoor Markets - Megan S.
Parks Clean Up (and plant sale?) - Ned is day

	of/behind the scenes - not promotion Garage Sale - Dan supports but doesn't champion Fall Fest - Besty will champion Winter Market/Santa Visit - Leaf Raking - Kris will champion Cookie Exchange - Marla is the champion but would benefit from extra help/hands for planning/outreach - For champions not on the ECA board, we need to encourage early communication to help build the list Block captain/neighborhood connector program? If so, how? • This has worked in the past, but it takes a LONG time to actually canvass a neighborhood • The need: ○ Eastmorland is a neighborhood in transition - both long-term residents and younger people buying their first home ○ Communication gaps across modes of communication • The benefit; ○ "Neighborhood connectors" might have deeper regional information about neighbors than we do as a board ○ Early interventions ○ Better outreach ○ More social cohesion, especially across generations • Pilot program with a few blocks with willing volunteers ○ 2-3 hours monthly, distribute flyers before events around their blocks ○ Welcoming new residents with a welcome packet ○ Monthly coffee meet-ups with the volunteers ○ Give them t-shirts! • Phase II: gradual expansion
7:40-8:00	Upcoming events and outreach needs

	Garage Sale 6/13-15 - Rebecca will promote it via FB, Mailchimp, email promotion Parks Clean Up - Would Ned be interested in outreach/promotion support - Could we do some type of seed/plant sale or swap
8:00-8:35	Treasurer's Report Kris moved, Rebecca seconded, approved to reimburse Brian J. for cost of approx. \$50 for printing of 300 flyers to promote Biergarten fundraiser for Greener ECA. Rose Sage is the person who has led the Sunshine Committee, has not been engaged in the last number of years Still waiting on pea gravel invoice Still waiting on Biergarten check
8:35	Adjourn For future meetings: Sunshine committee/gratitude for ECA volunteers, volunteers for neighborhood projects UW Extension, Eagle Scouts Brainstorming ideas to seek grant funding

Treasurer's report for 6/10/2025 ECA Meeting	
General fund	\$19,434.40
Greener ECA	\$239.06
Total checking account	\$19,673.46
PayPal account - general	\$118.79
PayPal - Greener ECA	\$40.00
Paypal account (Ontario park)	\$1,249.99
Accounts Overdue/due	\$322.65
Checks not Cashed (Liability)	\$0.00

Prepaid ads	\$7,189.52
Balance	\$14,215.37