

**Eastmorland Community Association Meeting  
Tuesday, July 8, 7 pm**

**Pinney Library – Community Room A**

**Agenda**

<b>7:00-7:05</b>	<p><b>Call to order and changes to agenda</b> Present: Joel, Dan, Brian, Holly, Rebecca, Miles, Kris</p> <p>Approval of <a href="#">06-2025</a> meeting minutes - Kris moved, Micah seconded, approved</p> <p><i>Do Not Delete: Standing Reminder to forward approved minutes in PDF format to Jennifer Moore to post to ECA website.</i></p>
<b>7:05-7:10 pm</b>	<p><b>Quick hits</b></p> <ul style="list-style-type: none"><li>● Newsletter update:<ul style="list-style-type: none"><li>○ Miles is still interested in taking on leadership role with newsletter - thank you Miles!</li><li>○ Webmaster acknowledgment in newsletter is out of date. New acknowledgement should be <b>“Webmaster - Joel Sacramento”</b></li></ul></li><li>● Madison Forward neighborhood outing opportunity<ul style="list-style-type: none"><li>○ Soccer team - set aside a block of tickets, priced at lowest price point, \$5 from each ticket goes to the organization. Options paper tickets or online portal. Holly will continue exploring, we’ll keep it on agenda as a future item.</li></ul></li><li>● Cub scouts are interested in selling popcorn at Outdoor Markets and at the Winter Market (if there’s a location for this)</li><li>● Santa Visits - Cub Scouts are available to help out when we know who is doing it</li></ul>
<b>7:10-7:30</b>	<p><b>Eastmorland communications, identity and branding</b></p> <ul style="list-style-type: none"><li>● Creating identity w/ merch and cohesive “branding”<ul style="list-style-type: none"><li>○ Reach out to networks to see if we can find homegrown talent to help with branding<ul style="list-style-type: none"><li>■ Visual identity - Eastmorland logo: maybe ~\$500 for a professional</li></ul></li></ul></li></ul>

	<ul style="list-style-type: none"> <li>● Connect with ECC <ul style="list-style-type: none"> <li>■ Web presence</li> <li>■ <b>Next steps:</b> Rebecca and Joel will draft an RFP for a logo (with 2-3 variations), branding guide including colors and fonts,</li> </ul> </li> <li>● T-shirt or sticker design competition? <ul style="list-style-type: none"> <li>○ Maybe for 2026?</li> </ul> </li> <li>● Communications and social media management <ul style="list-style-type: none"> <li>○ Brian J. will continue to be the point - will update email to non work email address :), Kris will be backup</li> </ul> </li> </ul>
<p><b>7:30-7:45 pm</b></p>	<p><del><b>Block captain/neighborhood connector program</b></del>  Also: <del>Sunshine committee/gratitude for ECA volunteers, volunteers for neighborhood projects UW Extension, Eagle Scouts (Kris wants to work with the Eagle Scouts)</del></p> <p>Pushed til next meeting</p>
<p><b>7:45-8:30</b></p>	<p><b>DPLA project proposal (Dept of Planning and Landscape Architecture)</b></p> <ul style="list-style-type: none"> <li>● To promote community cohesion and placemaking</li> <li>● Ideas: welcome sign placement, bike path art-way (esp between Walter and 51), make Eastmorland Park more friendly, how to make OB Sherry more utilized, especially with Voit Farms going in, landscaping along canal, gathering places! Cottage Grove Rd. (could collaborate with LENA potentially) and Milwaukee St corridor - make it more pedestrian friendly, bike friendly. Recommend zoning changes that could facilitate more neighborhood food options and commercial space?</li> <li>● Volunteers for proposal writing <ul style="list-style-type: none"> <li>○ Holly “I would gladly work with the student.” Miles would be interested. <b>Next Step: Holly is going to take the lead on writing the proposal and update us.</b></li> </ul> </li> </ul>
<p><b>8:30-8:35</b></p>	<p><b>Treasurer’s Report</b></p> <ul style="list-style-type: none"> <li>● Updates <ul style="list-style-type: none"> <li>○ Follow up with the city about the pea gravel project</li> <li>○ End date has moved to October 2025</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Kate Wipperman is the neighborhood contact</li> <li>● Approval of Pride picnic costs <ul style="list-style-type: none"> <li>○ Kris moves, Micah seconds to reimburse Rebecca full amount of Pride picnic costs (\$274.85)</li> </ul> </li> </ul>
<b>8:35</b>	<p><b>Adjourn</b></p> <p>For future meetings:</p> <p>Brainstorming other ideas to seek grant funding Neighborhood connector program</p>

Treasurer's Report for 7/8/2025 ECA Meeting	
General fund	\$16,718.19
Greener ECA	\$239.06
Total checking account	\$16,957.25
PayPal account - general	\$167.58
PayPal - Greener ECA	\$40.00
PayPal account (Ontario park)	\$1,249.99
Accounts Overdue/due	\$0.00
Checks not Cashed (Liability)	\$0.00
Prepaid ads	\$3,702.31
Balance	\$14,712.51