

**Eastmorland Community Association Meeting  
Tuesday, March 10, 2026 7 pm**

**Operation Fresh Start HQ**

**Agenda**

<b>7:00-7:05</b>	<p><b>Call to order and changes to agenda</b> Present: Joel, Rebecca, Ed/Ted, Brian J., Kris, Holly, Betsy, Miles</p> <p>Approval of <a href="#">2-2026</a> meeting minutes</p> <p>Betsy moved, Holly seconded, all in favor of approving February minutes.</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> <p><i>Do Not Delete: Reminder to pay ECA annual membership</i></p> <p><i>Do Not Delete: Any updates on Royster development?</i></p>
<b>7:05-7:20</b>	<p><b>MG&amp;E - Electric Upgrades/Grid Modernization</b></p> <p>Two representatives from MGE attended to talk about the upcoming Grid Modernization/Electric Upgrade project <a href="http://mge.com/electricupgrade">mge.com/electricupgrade</a>. Their plan is to get to Eastmorland in 2027. Trying to be proactive about renewing existing infrastructures to be ready for evolving and future energy needs (more reliable, more resilient). The plan is to update the 4000 volt system, coming into the community to 13,800 volt. The plan is to go underground with wires whenever possible (using directional drilling) as opposed to high wires whenever possible. If they don't already have easement, MGE will reach out to customers to see if they want to remain above head or grant easement to go underground. Charter will partner whenever wires go underground. Informational videos are available online to better explain the project. Check out the article in the next ECA newsletter for more details and links!</p>
<b>7:20-7:35</b>	<p><b><a href="#">Isaia Ben-Ami</a>, assembly candidate</b></p>

	<p>Part of SASY neighborhood board. East high school graduate, grew up East side. Policy director for Minority Leader Haywood, focus on accessible housing and quality transportation. Campaign focus: freedom. For housing, public education, organized labor, etc. Will be on the Aug 11th primary election ballot as a Dem.</p>
<p><b>7:35-7:45</b></p>	<p><b>Royster Corners HOA issues (Patrick Stockland)</b>  Wish to have in-person public meeting w/ Alder about planned developments near Royster</p> <ul style="list-style-type: none"> <li>● Speeding on Olbrich Avenue/Royster Oaks Drive</li> <li>● Parking restrictions on Silas Street</li> <li>● City tree planting in our neighborhood</li> </ul> <p>Seeking advice on how to get a meeting with the Alder to establish a relationship, ask questions, and express concerns about the Ruedebusch lots - they are a commercial developer. Goal is to ask City for information on plans when available.</p> <ul style="list-style-type: none"> <li>● Holly to reach out to Alder to request information and create a relationship/connection</li> </ul>
<p><b>7:45-8:00</b></p>	<p><b>Get out the vote/voter education work for the April election?</b></p> <p>Holly received an email from ACLU about Know Your Rights training - could ECA do something to support voter education? Let's generate some ideas!  <a href="http://myvote.wi.gov">myvote.wi.gov</a> - has great information  Early voting sites (Pinney!) are great resources for information  How can we connect with renters?  Patrick can reach out to Clerk's office to see if they might help with voter outreach/education.</p>
<p><b>8:00-8:10</b></p>	<p><b>Local NA connections</b></p> <ul style="list-style-type: none"> <li>● Glendale NA <ul style="list-style-type: none"> <li>○ School Board Candidate forum March 11th at 7 pm at La Follette HS, see below for info to share</li> </ul> </li> </ul> <p>Two Madison School Board seats will be decided by voters on</p>

April 7, and the Cap Times, in partnership with area neighborhood associations, will host a public forum on Wednesday, March 11, at La Follette High School from 7 to 8pm.

The forum, open to the public, is on March 11th in Room 1353 at La Follette High, 702 Pflaum Road. Enter the high school through the Fine Arts Entrance at the main parking lot, and look for signs and greeters to guide you to the room.

The moderators from the Cap Times and the Simpson Street Free Press will choose the questions for the candidates, but the public can suggest questions in advance at: <https://tinyurl.com/MSNSchoolForum>

In addition to the Simpson Street Free Press, many thanks to our event partners, the Glendale Neighborhood Association, the Lake Edge Neighborhood Association, and the Eastmorland Community Association.

- Hawthorne NA
  - Angela Lopez (president) interested in connecting more and sharing strategies and insights into neighborhood connection
  - Particularly interested in the newsletter; can make a connection there
- North Street NA
  - Continuing interest in a Eastside NA group to discuss festivals and/or broader neighborhood association work

**8:10-8:20**

**Following up**

- Fill and file event
  - April 4th at Pinney, 2-4pm
- Website updates:-
  - Add facebook link
  - Add MailChimp subscription link
  - Update 2026 event dates
    - Fill and File event - Denounce Your Racial Covenant - April 4th at Pinney, 2-4pm
    - Board Election - May 12th (need to

	<p>determine who is up for election, and next treasurer)</p> <ul style="list-style-type: none"> <li>■ Biergarten Fund Raiser - Rebecca will reach out</li> <li>■ Parks Clean Up - Madison Parks coordinates - Sat, April 25 <a href="http://cityofmadison.com/parks/volunteer/programs/earth-day-challenge">cityofmadison.com/parks/volunteer/programs/earth-day-challenge</a></li> <li>■ Garage Sale - June 12, 13, 14th</li> <li>■ Outdoor Markets - May 16th (10-1PM), September 19th (10-1PM), Holiday Market Dec 12/12 at ECC</li> <li>■ Leaf Raking - Nov 7th - 9am (Nov 8th backup - 1pm)</li> <li>■ Fall Fest, Oct 10</li> <li>■ Pride Picnic, June 6th</li> <li>■ Cookie Exchange - Dec 12th</li> </ul> <ul style="list-style-type: none"> <li>● Newsletter (what's next) <ul style="list-style-type: none"> <li>○ Print date - Meghan is working on it!</li> <li>○ Anything missing?</li> <li>○ Advertisers - reduced advertisers, down \$2400 <ul style="list-style-type: none"> <li>■ Should we separate the advertising roll from the treasurer roll?</li> <li>■ It was suggested that we schedule a meeting to discuss future of newsletter</li> </ul> </li> </ul> </li> </ul>
<b>8:20-8:30</b>	<p>Treasurer's report</p> <ul style="list-style-type: none"> <li>- Dan has indicated that he plans to step down from the treasurer role in May. Thank you Dan for your years of service!</li> <li>- We discussed ideas for identifying people to possibly recruit for treasurer position. Holly does not want to be Treasurer.</li> </ul>
	<p>For future meetings:</p> <ul style="list-style-type: none"> <li>● Mallards Game</li> <li>● Greener ECA, community grants</li> <li>● Bringing in more dues/other contributions</li> <li>● Bylaw updates <ul style="list-style-type: none"> <li>○ Update procedures to be less cumbersome?</li> </ul> </li> <li>● Brainstorming other ideas to seek grant funding</li> </ul>

	<ul style="list-style-type: none"> <li>● Relationship to LENA??</li> </ul>
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Treasurer's Report for 3/10/2026 ECA Meeting

General fund	\$9,734.16
Greener ECA	\$1,079.06
Ontario Park	\$1,249.99
Total checking account	\$13,882.83
PayPal account - general	\$39.08
PayPal - Greener ECA	\$0.00
Paypal account (Ontario park)	\$0.00
Accounts Overdue/due	\$7,894.70
Checks not Cashed (Liability)	\$500.00
Prepaid ads	\$1,412.45
Balance	\$12,009.46

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- We lost seven advertisers and Window World chose to reduce their ad from a full page to a half page resulting in a loss of two full pages of ads and a loss of approximately \$2,400 in revenue.

Blair Lawn & Landscape -quarter-page – retired
Diane's (Natasha's) Window Covering – quarter-page – cash flow tight; check back later
Eastmorland Community Center – quarter-page – bldg. is down – will renew later in year
Green Box Compost – quarter-page – doesn't want to renew
Mennenga Tax & Financial – eighth-page – sold his business
Tree Health – eighth page – doesn't want to renew
VFW Post 7591 – quarter page – new management; check back later

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- I have stopped multiple times at seventeen businesses in the Eastmorland and Lake Edge neighborhoods and at Garver Feed Mill to solicit new advertisers. To date, only one of the contacts has been successful, Out of Body, a car repair shop on Dempsey Road. Our total costs for printing and mailing the newsletters in 2025 was \$10,732.80. Postage rates are up an additional \$150.00 for 2026. The revenue from the renewing advertisers plus the one new advertiser leaves us approximately \$1,400.00 short of meeting our projected costs for 2026. I will continue to solicit new advertisers.