

Eastmorland Community Association Meeting
Tuesday, July 14, 2026
Pinney Library, Community Room A

Agenda

7:00-7:05	Call to order and changes to agenda Present: Miles, Betsy, Brian, Rebecca, Joel, Allison Absent: Holly, Kris Approval of 6-2026 meeting minutes - Minutes approved by all present. <i>Do Not Delete: Standing Reminder to forward approved minutes in PDF format to Jennifer Moore to post to ECA website.</i> <i>Do Not Delete: Reminder to pay ECA annual membership</i> <i>Do Not Delete: ECA Bylaws</i> Note, August meeting will be in Community Room B
7:00-7:05	Account logins - current status on accessibility? - Website status - it's active! Joel is working with Dan Glassman to coordinate transfer of knowledge and credentials for our domain hosting service (Bluehost) - Paypal - Allison has access - we would like to have a second person with access as well (to be determined at future meeting) - How can we add the Newsletter as a category? Allison will investigate - Accessing info@eastmorland - on Bluehost there are options to determine who gets the info account forwarded to them - Suggestion: Use reply all (or at least to info@eastmorland.com) to show that the email has been responded to - Do we want to create dedicated @eastmorland.com email addresses for each

	board member? Or all be able to login to a shared email address? Rebecca will Google options (and loop in Joel).
7:05-7:10	Ontario Park update - Reached out to project manager for timeline - sounds like there were delays due to rain/heat, will likely be completed by the end of this month - Gravel pit is set to go in - what is the status of the funding we facilitated through Greener ECA - Action: We will wait to be invoiced.
7:10-7:20	USPS Every Door Direct Mail - Goal: to increase number of people using email list - Joel suggests spending roughly \$1200 to print and send postcards to everyone in Eastmorland. - Highlight upcoming events? - Invite people to donate/become a member? - Promote merch? - Consensus was that this was a great idea and the amount felt appropriate. We will move forward with this project with the goal of Sept mailing. Next steps: Give feedback to Miles on Bonfyre merch store, and Joel will draft a postcard to bring to August meeting. - Could we use the "Hi Neighbor" front page (QR code) to highlight the email list? Debit Card - Allison is going to apply for a debit card to make it easier to pay directly for bills/expenses.
7:20-7:25	Block Party funding requests - Received two requests - one to cover permit fees, the other was just an inquiry about the availability of funding. - Unanimous agreement to support the permit fees for Olivia Williams (3900 Block Anchor) and Jesse Bradish (00 Block Schenk). Rebecca will let them know that they can request up to \$100. - Clarify how we have dealt with this in the past (i.e. just

	covering permit fees? Routing through neighborhood grants?) - Would be nice to have a section on our website for neighborhood requests/resources that includes information on block parties and other things that we can help fund/facilitate!
7:25-7:30	FYI: Outreach from Mark Pocan's office - Local office connected to ask if there is anything they can provide for our neighborhood - They are happy to write an article for Hi Neighbor outlining the kinds of constituent services they offer - Reminder: Reach out before next newsletter - Brainstorm whether there is anything else we think that they could do for us at some point
7:30-7:35	FYI: Voter Outreach Event - Connected w/ County Clerk's office - Aim for something prior to the November election - Suggested a presentation from Elections Officials with the office who can share information about their job, what they do to keep polling places running on election day, and ways that people can get involved in elections as pollworkers or other volunteer roles - Info@eastmorland.org was copied. - Will revisit at next meeting
7:35-7:45	Frenting Community Shares Pilot <i>Hi ECA team!</i> <i>Hello from Margaret Street!</i> <i>My company is currently looking for a few community orgs to participate in a pilot Community Sharing Program designed to help folks save money, buy less, reduce waste, and strengthen neighbor connections.</i> <i>Neighbors in Eastmorland have already started using our app Frenting to rent and borrow things like kayaks, folding tables, tools, and baby gear instead of everyone buying / storing their own stuff.</i>

	Our Frenting circle already has 71 members! <i>If you think ECA and Eastmorland neighbors would be excited about officially getting involved, I'd be happy to answer any questions or schedule a brief call.</i> <i>Kind regards,</i> Candy Phelps Co-founder <i>Frenting</i> Madison, WI www.gofrenting.com Allison will invite Candy to join us via Zoom for an informational meeting.
7:45-7:50	Newsletter update Miles reported that we received a request to remove someone from the mailing list (in order to save resources) - unfortunately we can't remove individual addresses from our bulk mailing list. Miles reported back on a previously asked question about what percentage of newsletter costs is attributed to LENA. Miles reported that it is currently about 30% of distribution costs. Rebecca will reach out to LENA to coordinate a joint meeting and make a one pager for advertisers. Articles pending: ● From Mark Pocan's office ● Kathy Soukup in memoriam ● Profile on East Side Run Club (Brian) ● Profile on local health official's work on LGBTQ+ health profile (Brian) ● Article about Biergarten fundraiser - thanks for helping us raise \$760! It supports Greener ECA efforts, such as native planting, Ontario Park sign flower planting - Rebecca will write something briefly ● What else? Funding/Advertising!!

	- Received donations/interest in donating from community members after the last newsletter went out - Update PayPal link to have a category for newsletter donations? How? - Victory Cafe owner lives on Tulane - connect re: ad?
8:10-8:25	Upcoming events • Tuesday, July 28th - North Street NA hosting a candidate forum for the State Assembly seat - Door Creek Church ○ Moderated by Justin Markovsky from North Side Planning Council • Sept 19 - Outdoor Markets
8:25-8:30	Treasurer's report Allison highlighted we updated the prepaid ads and accounts overdue. Also noted that we received \$760 from the Biergarten Fundraiser - thanks neighbors and Biergarten!
	For future meetings: • Website updates ○ Board members listed on website w/ headshots ○ Resources page that includes links to sign up for city newsletters, local representatives, etc. ○ • Greener ECA, community grants • Bringing in more dues/other contributions • Bylaw updates ○ Update procedures to be less cumbersome? • Brainstorming other ideas to seek grant funding • Relationship to LENA??

Treasurer's Report for 7/14/2026 Meeting	
General fund	\$13,348.00

Greener ECA	\$1,839.06
Ontario Park	\$1,249.99
Total checking account	\$16,437.05
PayPal account - general	\$393.73
PayPal - Greener ECA	\$0.00
Paypal account (Ontario park)	\$0.00
Accounts Overdue/due	\$1,566.95
Checks not Cashed (Liability)	\$0.00
Prepaid ads	\$2,719.37
Balance	\$14,111.41

\$760 from Biergarten fundraiser event (after June meeting)

Treasurer's Report for the 5/12/2026 ECA Meeting	
General fund	\$9,734.16
Greener ECA	\$1,079.06
Ontario Park	\$1,249.99
Total checking account	\$15,485.31
PayPal account - general	\$243.92
PayPal - Greener ECA	\$0.00
Paypal account (Ontario park)	\$0.00
Accounts Overdue/due	\$2,649.86
Checks not Cashed (Liability)	\$0.00
Prepaid ads	\$4,499.72
Balance	\$11,229.51

We have three new advertisers: Frenting ([Frenting | Share Spaces & Things with People You Trust](#)) — half-page one time, Founders 3 ([Founders 3 Management Company - Founders 3 Real Estate - Commercial Brokerage & Property Management](#)) — quarter-page for two issues, and Jules Pilates ([Online Pilates Reformers & Corealign Classes](#)) — one-eighth page for two issues.

- North Street Neighborhood \$1,000 - Coordinate across neighborhoods to pool resources and knowledge about festival organizing with an event series that will help neighborhoods develop expertise and lines of communication across festival committees.
- Elvehjem Neighborhood \$2,500 - Fill the need for places to rest and gather by installing a picnic seating area at the entrance to the new all-wheel spot being constructed in Elvehjem Park.
- Neighborhood House Community Center \$1,100 - Install a small, welcoming community picnic area at Neighborhood House Community Center in the Greenbush Neighborhood with native and edible garden plantings to promote social connection, environmental stewardship, and hands-on learning.
- Arbor Hills Neighborhood \$3,700 - Become more welcoming to the small but increasing Latino population in the neighborhood by translating the neighborhood association's quarterly newsletter into Spanish and providing culturally relevant music and other programming.
- Burke Heights Neighborhood \$4,400 - Install a kiosk, native planting, and bicycle maintenance station to enhance the Sycamore Park goers experience while maintaining a low-maintenance, durable design appropriate for a community park setting.

- Bayview Foundation, Inc. \$3,000 - Restart Bayview Leaders neighborhood organization by providing training, mentorship, and pathways to community engagement and organizing. Bayview Leaders ensures that low-income residents play a central role in shaping a more vibrant and resilient community.
- Seein' is Believin' \$5,000 - Create a Healing in the Outdoors Walk-Through Gallery at the Harmony Apartments.
- My P.R.O.C.E.S.S. \$5,000 -Transform the Meadowlands neighborhood into a hub of learning, creativity, and wellness. Combine science, technology, arts, and community engagement to address critical needs such as educational enrichment, food insecurity, and social connectivity.
- The River Food Pantry \$1,074 -Plan, install, and maintain several public "pocket gardens" at the new food pantry facility to create a more attractive and welcoming public environment along Packers Avenue.