

GTNA Board Meeting Minutes
December 4, 2023
6:30pm - 7:50pm via Zoom

Attendees: Jay Russell, Dana Russell, Mayo Ewanowski, Jane Sarafiny, Helen Sheahan, Gary Kobs, Danielle Gale, Kathy Batha, Ruth Paulson, Kathe Powers, Trevor Olson, Serene Arena, Barbara Torrez

Regrets: Dave Ewanowski

Meeting Minutes: November 2023 meeting minutes were approved by Ms. Sarafiny, seconded by Ms. Ewanowski.

Traffic/Safety Survey Results: Mr. Russell sent report to Alder Harrington-McKinney in November. There has been no response from her. It was decided that we will send the report directly to Tom Mohr at the Traffic Engineering Department. Mr. Olson will forward the report to Mr. Mohr. Once the report has been presented to the city, Mr. Russell will work with Mr. Cowles to put the report on the GTNA website. We will also add this report to the agenda for the Annual Meeting next spring.

Holiday Lights Contest: Ms. Batha has placed signs throughout the neighborhood. Ms. Powers has the award signs and gift cards. Ms. Torrez will manage the judges and printed maps. The website currently shows last year's finalists. We need to keep it on the website as placeholders until the new finalists are determined. We need to remove the reference on the GTNA.org website that says the judges are last year's winners. The website says voting is on Facebook. Facebook is just an option, there are other ways to vote, such as the holiday lights website link.

Ms. Paulson noted that Twitter/X is a security risk. The site is not monitored as carefully as in the past. Mr. Olson recommended that we drop Twitter/X because we have only a few followers on that site. The Board agreed. The risk is not worth the exposure. We also publish on Instagram but we have only a few followers. It was noted that every Stump should publicize our social media links to follow us on the website, Facebook and Instagram.

GTNA website Update: Ms. Arena is working with Mr. Cowles on updating the website to at least get the Holiday Lights information up as soon as possible.

- **Advertising.** We should be able to advertise on the GTNA website. Mr. Russell and Ms. Arena should discuss with Mr. Cowles regarding how to place advertising on the website. Mr. Russell has been reaching out to local businesses to advertise with us.

Greentree T-Shirts: Ms. Powers has researched 4 vendors. The average cost will be around \$10/shirt. We should also add sponsor names on the shirts. One vendor charges \$9.12 for an order of 64 T-shirts. Mr. Russell has been working on getting local companies to advertise and possibly sponsor shirts. We can aim to be ready to launch T-shirts for the 4th of July Event. Logo discussion included asking local artists in within Greentree to design a shirt. It was also recommended that we offer the ability to pre-order shirts. We could add a pre-order form in the Spring Stump. We need to know the lead time to order shirts if we want shirts available for the Gallop on July 4th. There was also a discussion of clothing items other than T-shirts. Ms. Ewanowski recommended creating an ad-hoc committee to work on the T-shirt with a follow-up at the February meeting. Mr. Russell, Ms. Sheehan, Ms. Powers, and Ms. Gale offered to be on the committee. Mr. Olson will reach out to Exact Sciences regarding a possible sponsorship. Helen will send pictures of prior T-shirts to Ms. Arena.

Membership: Ms. Ewanowski reported that we added 11 new members in November, for a total of 188 members. Ms. Ewanowski reported that she sent 60 emails regarding renewing memberships and has

received only 10 responses, so far. We are getting near our goal of 200 members. In the last membership term, the GTNA had 220 members. Ms. Russell reported that, based on research of other neighborhood associations in the area, Greentree has the lowest fee. An increase of the membership dues to \$20 was discussed. We will have a board vote at a future meeting to increase membership dues to \$20 for the next membership term.

Treasurer Report: Ms. Ewanowski reported that the 11 new members in November generated income of \$165. The November expenses totaled \$137.85 for Stump printing and Holiday Lights gift cards. The current balance in the account is \$3,023.09. Mr. Ewanowski is working on a 2-year budget. He is also setting up a payment link to pay through Zelle directly to our UWCU account.

- **GTNA Budget Discussion:** Mr. Ewanowski, Ms. Ewanowski, Ms. Russell, and Mr. Russell met to review the budget through the next membership drive in July 2025. There is a concern that we will need more income to pay for our expenses. Increasing membership fees to \$20 (2-year membership) plus increasing food prices for the July 4th picnic were discussed. We are hoping that we can generate income from T-shirt sales. Prior to increasing membership fees, we will need a vote by the Board.

Other items:

- **Volunteer of the Year:** The neighbors near Sunridge Park made this suggestion. Ms. Ewanowski noted that Ms. Arena suggested a history page on the website. There are many residents that have lived in Greentree for decades. Many of these families also volunteer at the July 4th Event, are involved in the Garden Club, etc. We should recognize neighbors and their history within Greentree. We should also add stories in the Stump. Ms. Batha suggested calling this feature "Neighborhood Superstars". We will need to have interviews and get their permission to post their stories on the website similar to the permission granted for Holiday Lights. One example is there was once a methane explosion at the old dumpsite behind Saalsaa Road. This shook many houses near that area. Also, Ms. Sarafiny may have many good stories. Val & Chuck Kime should be interviewed.
- **Snow Removal Reminder:** It was suggested that we add a reminder to the website regarding Snow Removal Regulations - Winter - Residents - City of Madison, Wisconsin sidewalk clearing regs. Sidewalks need to be cleared by noon on the day after a snowstorm. The fine for not clearing your sidewalk is \$20 to \$50 per incident. We also discussed the city salt use policy. A notice about Greentree area streets that would no longer be salted was sent out. Residents who use salt should make sure it is cleaned up on their sidewalks after the snow clears. The goal is to reduce the amount of salt that goes into the lakes.

Next meeting- Monday, February 5, 2024 at 6:30 pm via Zoom

Minutes respectfully submitted by Dana Russell