

GTNA Meeting Minutes
October 2, 2023
6:30-8:30 via Zoom

Attendees: Jay Russell, Dana Russell, Mayo Ewanowski, Dave Ewanowski, Jane Sarafiny, Helen Sheehan, Gary Kobs, Danielle Gale, Ruth Paulson, Serene Arena, Kathe Powers, Alex Kocher (non-board member GTNA)

Regrets: Kathy Batha, Barbara Torrez

Meeting Minutes: June meeting minutes were approved with amendment to Holiday Lighting Contest to read: "Ruth Paulson, Barbara Torrez and Kathe Powers will coordinate this event."

Review of 4th of July: It was noted that we ran out of food at the picnic which may have been related to the day of the week (Tuesday). Will review raising the price of food as expenses exceeded income by about \$985. (Expenses were \$2175 vs. Income of \$1190) Plan to look at pricing early next year. Plan to discuss T-shirts for the event at a later date as well.

Traffic/Safety Survey Results: Trevor: 92 responses were received in total. Trevor plans to break down the results into slides to summarize the results. He will send us the breakdown. Results will then be forwarded to our City of Madison District 20 rep Barbara Harrington-McKinney. Results will also eventually be shared with the neighborhood. Trevor noted that about 50% of respondents mentioned Piping Rock Road as a problem.

Halloween Bonfire: Gary: All permits have been acquired. The event is on schedule, but more volunteers are needed. An incidental: Jay met with the volunteers of Sunridge Park events and it is possible that future Greentree events could be held at Sunridge Park. Specifically, the Halloween Bonfire could be held at Sunridge Park every other year.

Holiday Lights Contest: Ruth, Barb and Kathe are coordinating this event. All is planned and ready to go. Ruth will purchase gift cards for winners.

Timeline as follows;

- Week after Thanksgiving: Ruth will send to Barbara all judges information and clipboards; deliver to Kathe nomination forms, light signs, gift cards and membership certificates (Ruth made)
- December 10 and 11: Barbara will take care of judges and judging; decision no later than December 12 - – gives information to Kathe
- December 12, 13 and 14: Kathe will get permission from owners to publish their names; provide membership forms if not members (and if they want membership); and gives information to Ruth (need house number/street address by no later than the evening on the 14th so she can take photos)
- December 15th day: Ruth will work on website and electronic voting, open it up, and publicize on Facebook.
- December 15th evening to December 18th by 8 p.m.: Neighborhood votes
- December 18th after 8 p.m.: Ruth will announce the top three winners on Facebook.
- December 19 -21: Kathe will deliver gift cards, membership certificates, and light numbers.
- Week after Christmas: Ruth will submit article for Stump.
- Second or Third Week in January: Ruth will pick the light numbers up in January.

Revamping GTNA website: Our website is out of date. Serene has been working with Phillip (our webmaster) to update to current information. Serene would like to share the story of GTNA on the website and is looking for old photos and stories from our Greentree neighborhood that patrons of the website would be able to post on a shared document; for example, stories on the Garden Club or the ash tree fundraiser.

There was discussion about putting The Stump online and using a PDF link to collect dues on Venmo or PayPal as Greentree serves a younger population who are accustomed to the ease of on-line transactions. Also, hopefully it will attract more members. The Stump posted online will be an issue that was sent to the entire neighborhood.

Ruth will post a link on Facebook to enable people to print a membership form. Mayo requested that we use *one* official sign-up form and Serene agreed.

Anana School DASH: This event is on Friday October 13 from 8am-1:15 pm. There will be a pledge site on the Greentree Facebook space as well as Twitter and Instagram.

Membership: Mayo: **GTNA** currently has 172 paying members and 230 registered patrons meaning Mayo has to send out around 60 e-mails to remind people to pay dues. Other members pay too often! Jay would like to see our paying members go up to at least 200. Updating the website and making it easier to sign up and pay might help.

Treasurer Report: Dave: August/September starting balance was \$3204.39, ending balance was \$3270.55, reflecting income \$112 from membership dues and an outlay of \$46.34 for printing the safety survey. Cost of printing and stamps in 2022 for The Stump was about \$1700. Printing the directory every other year is about \$522. Mayo brought up the question of finding sponsors to help pay these expenses, as this was done in the past. We could put the businesses' names in The Stump and on the back of our T-shirts. Some merchants that were mentioned included Exact Sciences, Seafood Center, Vitense Golf, and Cambridge Winery. This will be discussed at a later meeting. Also, Trevor works at Exact Science and would act as our conduit for sponsoring.

Jay also mentioned that if we had at least 200 members it would be an incentive for sponsors. Maybe we could place a post on Next Door to increase our membership? We also discussed (again) emailing The Stump vs printing. We could go paperless and make hardcopies optional. Jane also said she is willing to canvas for new members, possibly at the new apartments in the neighborhood.

Volunteer of the Year: Tabled until November.

Ellis Potter: This is the apartment complex going up near Kwik Trip. Appears to be on track for building.

Hammersly Rd: There was an event to celebrate the completion of construction. There is some minor work left to be done.

Empty shopping carts: Tabled

Next meeting Monday November 6, 2023 at 6:30 pm via Zoom

Minutes respectfully submitted by,
Kathe Powers