

# GTNA Board Meeting Minutes

## March 4, 2024

### 6:30pm - 7:58pm via Zoom

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

**Guests:** Terrah Clark, Frederick Clark

**Regrets:** Barbara Torrez, Jane Sarafiny

**Meeting Minutes:** The February 2024 meeting minutes were approved.

**GTNA Branding:** It was agreed that the “muscle arm” logo is the least attractive logo. The logo that is on both neighborhood signs or the image of the old concrete sign (was at Piping Rock and Whitney Way) are the most favored. Ms. Ewanowski stated that she needs the final image as a jpeg file for MailChimp. Ms. Arena will convert the image to a .jpg file and email it to Ms. Ewanowski. The actual files are Vector files which are the preferred format for printing. The group agreed that we need to use the same logo across all social media platforms. The dark green image is attractive and would look good in green if we are doing a one-color printing. Ms. Gale suggested using the concrete sign that was at Piping Rock and Whitney Way. The group felt that a good place to use the picture of the concrete sign is on the website

**Gallop T-Shirts:** Ms. Powers reported we will have T-shirt funds for the 4<sup>th</sup> of July event. She reported we have received the following commitments for the Gallop T-shirts: We have received sponsorship contributions from Woodman’s, Vitense, Hy-Vee, Seafood Center, and Nonno’s, for a total of \$875. The Gallop T-Shirt Committee meeting is scheduled for March 11. There was a discussion of the strategy of pre-ordering a stock of various sizes to be sold at the membership table during the 4<sup>th</sup> of July. Gallop participants will receive a shirt as part of their registration fee for the race. Committee: Ms. Powers, Mr. Russell, Ms. Sheahan, Ms. Gale

Ms. Batha suggested that we have an article in the next Stump. The T-Shirt Committee will work on something to add to the Stump.

**Annual Meeting: Tues. April 23:**

- a. Review the GTNA Annual Meeting 2024.
- b. Speakers:
  - i. Alder Harrison-McKinney
  - ii. Jen Pavlik, Community Engagement Librarian Madison Public Library
  - iii. Chelsea Prochnow, Principal, Anana Elementary School
  - iv. Linda Horvath, Urban Planner, City of Madison
  - v. Kirstie Laatsch, Urban Planner, City of Madison
- c. Need someone to run the Power Point presentation.
- d. Announcements
  - i. Garage Sale – May 3 and 4, deadline to sign up is April 27.
  - ii. 4<sup>th</sup> of July
  - iii. Gallop T-shirts

- iv. Have 3x5 cards and pens for neighbor suggestions
- e. Suggestion: Post a “suggestion box” on social media to submit questions that can be addressed during the meeting.
- f. Suggestion: Possibly have the 2025 Annual Meeting at Vitense because they are a sponsor. We will need to review costs and space.
- g. Ms. Batha will post signs around the neighborhood prior to the meeting.

**Garage Sale – May 3 & 4:** Ms. Sheahan stated an announcement will appear in the Spring Stump. Ms. Sheahan will send a write-up to Ms. Batha. She will need help to post signs and balloons on May 3. Ms. Sheahan will follow up with Meadowood and Orchard Ridge neighborhood associations to determine if they are still interested in combining efforts/advertising. To date, there has been no response. The deadline for participant sign-up and posting pictures is April 27.

**Membership:** Ms. Ewanowski reported we received one new membership for a total of 226 members. Ms. Ewanowski would like help distributing new member packets. Ms. Batha offered to deliver packets. They will coordinate this effort.

**Treasurer Report:** Mr. Ewanowski reported that as of February 29, 2024 the balance of the account was \$3,121.61, February income of \$15, February expenses of \$553.99 for printing directories, and \$99.99 for website service renewal.

**Other items:**

- Sarah Hyun is the new layout designer of the Stump. Thank you to Marsha Swenson for training Sarah on layout design.
- Ms. Arena asked if we have any leftover t-shirts from past years. We do not have any leftovers.
- Suggestion: Wear your old Gallop shirt to the 4<sup>th</sup> of July.
- Madison Teacher’s Union is hosting a community event regarding staffing shortages in MMSC. The event will be held on March 9 (East Side) and March 10 (West Side). Mr. Olson opined that he feels that they are a solid organization looking out for the best interests of the children. Mr. Russell will poll the board for their opinion about formally endorsing this meeting. This could be viewed as a political organization which would be a violation of the Bylaws.
- Volunteer of the Year: Rather than award a Volunteer of the Year, we should acknowledge individual efforts to improve the neighborhood on the Website and in the Stump. An alternate suggestion is to have residents that have lived in Greentree for a long time tell their stories.
- Ms. Ewanowski and Ms. Clark: Mail Chimp free membership allows only 1 owner. A wider subscription will cost \$13/month, \$156/year. This is something the Board will need to consider as an ongoing expense.

Next meeting - Monday, April 1, 2024 at 6:30 pm via Zoom

*Minutes respectfully submitted by Dana Russell*