

# GTNA Board Meeting Minutes

## June 3, 2024

### 6:30pm - 8:03 pm via Zoom

**Attendees:** Jay Russell, Dana Russell, Helen Sheahan, Gary Kobs, Trevor Olson, Mayo Ewanowski, David Ewanowski, Kathy Batha, Serene Arena, Ruth Paulson, Terrah Clark

**Regrets:** Kathe Powers, Jane Sarafiny

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

**Welcome New Board Member Terrah Clark:** Yay!

#### **GTNA Website Update – Ms. Arena**

- Anana School Drive Page – We should change the name of that website page to “Anana Elementary School” as there is no longer a drive associated with the school.
- Ms. Arena repeated the suggestion to add some neighborhood history to the Stump. Requests were made previously. We should again request stories from residents who have been in Greentree for many years.

#### **Anana School Issues:**

- Regarding the Anana School Neighborhood Support Letter, Ms. Paulson contacted Chelsea Prochnow, the Anana School Principal, who recommended discussing the issue with the PTO officers.
- Ms. Ewanowski stated that they have made donations to the PTO. The funds are used at the discretion of the PTO wherever funds are needed.
- Mr. Russell will send a letter to the Madison School Board. He will copy Alder Harrington-McKinney, County Supervisor Glazer, and Sheray Wallace in advance. Some or all of these individuals may want to sign the letter.
- It was suggested that a crossing guard would increase the safety for the children. The crossing guard request procedure is as follows:
  - From the MMSD Website: [CrossingGuardProgram \(cityofmadison.com\)](https://www.cityofmadison.com/CrossingGuardProgram)  
Crossing Guard Requests: Requests to study potential new locations for Adult School Crossing Guards should be made by the Elementary School Principal to the [School Traffic Safety Committee](#). Requests that come into Traffic Engineering will be referred to the appropriate Elementary School Principal for referral to the School Traffic Safety Committee. Locations referred by the School Traffic Safety Committee to Traffic Engineering for consideration will be evaluated using the approved [School Crossing Protection Criteria](#).

#### **4<sup>th</sup> of July:**

- Volunteer Update. Prior to this meeting, Ms. Sarafiny reported to Mr. Russell that she has 20 volunteers. She may need more volunteers/notifications. He advised her to contact Ms. Paulson, Ms. Arena, and Ms. Powers to reach out on social media and the email list for more volunteers.

- Gallop and Gallop T-Shirt Update. Ms. Powers will coordinate the Gallop event with the assistance of Ms. Ewanowski. As of the meeting, we have sold 27 shirts. We will sell the remaining T-shirts at the picnic.
  - Gallop Race is in good shape with volunteers. Ms. Russell will deliver a cooler of water bottles prior to the race.
  - Ms. Clark will work on the end-of-race T-shirt sales.
- Parade Update. Ms. Paulson reported:
  - The Parade Permit has been applied for, but Ms. Paulson has not received acknowledgement from the city. Mr. Russell said to try again with the message that we will go ahead with the parade unless we hear otherwise.
  - Police and Fire Department will be participants in the Parade.
  - There will be a banner, flags for kids, necklaces to toss to the crowds. The flags and necklaces will be delivered to Ms. Paulson prior to the 4<sup>th</sup>.
- Picnic Update. Mr. Russell reported:
  - He and Mr. Ewanowski met with Katie Place to review the food order. She stated that they did not run out of hot dogs last year.
  - Last year we ran out of chips and ice cream.
  - A food order form was developed by Mr. Ewanowski to streamline payments with Zelle or cash.
  - According to Ms. Place, prices have increased for food, tables, tent, ice, etc. We have increased our prices to \$5 for a brat or a hot dog combo (sandwich, chips, soda, ice cream).
  - The Port-A-John price increased to \$400. Ms. Place stated that her company will donate the cost for the Port-A-John. The Board is grateful for that contribution from Ms. Place.
  - Mr. Olson will create laminated signs for Zelle purchases with QR Codes. Discussion of Zelle process. We need to add Zelle instructions on Social Media.
- Kids Events Update. Ms. Russell reported:
  - Necklaces have been ordered.
  - When the parade is done, we will set up sidewalk chalk for the kids.
  - The Clown will arrive at 11:30 and will make balloons figures.
  - Kid Tattoos will be set up near the clown.
- Zelle Process Update. Mr. Olson will have a written procedure ready by June 7. The food ticket pre-order forms will be circulated as lines form.
  - We will need additional volunteers to help attendees with the forms.

**GTNA Finances for 2024 & 2025:** Mr. Russell and Mr. Ewanowski are reviewing finances and budgeting through the next membership drive in 2025. They are working to determine cash flow amidst rising expenses and this being a non-membership year. Mr. Russell will come up with a plan for the Board to consider. Once that plan is approved by the Board, it will be outlined in the Fall Stump.

- 4<sup>th</sup> of July is run at a loss to encourage community involvement.
- The remaining 2024 expenses are Stump printing costs, Halloween bonfire permit, Holiday Lighting prizes.
- We may consider the option to no longer print the Stump beginning in 2025. It was suggested that we take a vote to transition the community to our not printing the Stump so that members get accustomed to receiving it via email. It was also

suggested to give members the option to receive a printed copy or a PDF copy via email.

- Stump printing is \$2000+ per year
- Directory printing is \$500+ every other year.
- We will consider raising the membership fee.
  - Question: Will we lose members due to a membership price increase?
- Will we go to an annual membership fee?
  - Ms. Ewanowski stated it would be inconvenient to collect membership fees every year.
- Mr. Ewanowski stated that we received advertising income of \$930 from Vitense and MG&E.
  - Should we find more advertising?
- Mr. Russell requested that the Board send him their thoughts and ideas on how to handle our financial situation.

**Membership:** Ms. Ewanowski reported we received **four** new membership applications for a total of 235 members.

**Treasurer Report:** Mr. Ewanowski reported YTD income of \$220 in advertising, \$343 in membership dues, \$875 in T-shirt sponsors, \$170 of T-shirt sales. There are expenses of \$2110 for Stump printing, \$80 for garage sale expenses, \$100 of website administration fees. The account balance is currently \$2685.48. This does not include any 4<sup>th</sup> of July expenses.

**Other:**

- Tom Sanford of Sanford Enterprises, Inc. offered to give a presentation on their new development on Seybold Road. Mr. Russell thanked him for letting us know about the development but indicated that the notification was enough for the Board.
- Ms. Batha stated the Buy Nothing Facebook group is a not-for-profit group. They want to be mentioned in the Stump. As it is a non-profit that makes no money on transactions, the Board is OK with running an article in the Stump. It was suggested that we add it to our webpage as well.
- Special Meeting: Mr. Russell stated he may call a special meeting in August to discuss finances. This is dependent on receiving the 4<sup>th</sup> of July finances report and input from Board members as requested above.

Next meeting - Monday, Sept 9, 2024 at 6:30 pm via Zoom

*Minutes respectfully submitted by Dana Russell*