

**GTNA Board Meeting Minutes**  
**November 6, 2023**  
**6:30pm - 7:45pm via Zoom**

**Attendees:** Jay Russell, Dana Russell, Mayo Ewanowski, Dave Ewanowski, Jane Sarafiny, Helen Sheehan, Gary Kobs, Danielle Gale, Kathy Batha, Ruth Paulson, Kathe Powers, Trevor Olson

**Regrets:** Serene Arena, Barbara Torrez

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

**Traffic/Safety Survey Results:** Mr. Olson presented his high-level Power Point report.

- 110 residents responded. This is approximately 16% of the Greentree residents. 92 of the responses came from the online survey (open a little over a month). The online survey allowed only one response per email to minimize duplicate responses/skewing of results. 18 residents provided responses/written feedback from handwritten forms from the July 4<sup>th</sup> picnic and mailed responses.
- The highest level feedback was concern about traffic on Schroeder Road, Piping Rock, and the Piping Rock/Woodington/Hathaway intersection.
- Suggestions:
  - Add stop signs at all points of the Piping Rock-Hathaway–Woodington intersection to make it a four-way stop.
  - Post more speed limit signs along Piping Rock, near Anana School, near the parks.
  - Make the crosswalk markings more reflective, especially near Sunridge Park, Norman Clayton Park, and on Whitney Way.
  - Add speed humps and flashing signs near critical intersections.
  - Cut back trees and remove tall weeds at certain intersections to improve visibility.
- Mr. Russell and Mr. Olson will finalize the report. It will then be presented to Alder Harrington-McKinney and then to Tom Mohr, with the City Traffic Engineering Department.
- 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.
- Thank you to Mr. Olson for all your hard work on this report.

**Halloween Bonfire Follow Up:** Due to the extremely cold weather, the bonfire event was cancelled. The board thanked Mr. Kobs for all of his hard work on this event.

The 2024 Halloween Bonfire will be at Sunridge Park. We will need to determine where to place the fire. The City of Madison requires a plat of park with the fire location placement as part of the permit application.

**Holiday Lights Contest:** Ms. Paulson, Ms. Torrez, and Ms. Powers are coordinating this event. All is planned and ready to go. Ms. Paulson has purchased the gift cards for the three winners. After Thanksgiving, Ms. Paulson will deliver the lighted numbers to Ms. Powers to deliver to the winners. Ms. Powers stated that she needs more time to get homeowner permission forms signed. Lastly, the judging cutoff time will be 8pm.

**Revamping GTNA Website:** Mr. Russell commented that Ms. Arena has done a lot of great work on the website and coordinated with Mr. Cowles to have the updates put online. Ms. Ewanowski commented that she reviewed the changes and said it looked good. Additionally, Ms. Arena is tracking updates in Google Docs. Mr. Cowles stated that he will try to get more updated changes launched by mid-November. Mr. Russell stated that he tries to send updates to Mr. Cowles by the 10<sup>th</sup> of each month. Ms. Ewanowski noted that our logo on Mailchimp was changed. It was changed back/corrected and appears consistent across platforms.

**Anana School Dash:** Mr. Russell received a message from Erin Wicke Dankert with the Anana School PTO regarding the Anana School Dash. Ms. Wicke Dankert stated that students raised over \$12,000 (higher than hoped for). She welcomed all to attend the PTO meetings. The PTO meets monthly, the next meeting is on Tuesday, November 14. GTNA does not contribute funds to the PTO but will advertise on our social media platforms. Ms. Ewanowski recommended that we add a line to our membership application to add a donation to Anana School. It was also suggested that we add a donation line for ash tree treatments. Further discussion regarding the ash tree treatments is below.

**Membership:** Ms. Ewanowski stated that GTNA added 10 new members (9 two-year, 1 one-year (\$7.50) who paid a total of \$142.50. We currently have 185 members. Ms. Ewanowski will be sending emails to current members that have not paid to rejoin. Many of these members are older and may not have email. There was a discussion about how to reach out to these neighbors. We may need to snail mail to about 50 members. Compiling, printing, and distribution of the directory is expensive. Ms. Ewanowski would like to get GTNA membership up to 300.

Ideas discussed:

- Advertising sales: Local businesses could be approached to advertise in the Stump, the Directory, even have it printed on t-shirts. Suggested local businesses included Vitense Golf, Cambridge Winery, Exact Sciences, Seafood Center, Nonnos, Woodmans, Hyvee, Pancake Cafe.
- If someone has not paid to renew their membership, Ms. Ewanowski will send an email or snail mail a letter.
- The Directory will be mailed by January 15. Does Ms. Ewanowski need help with this project?
- There was a discussion about increasing our membership dues beginning in 2025. Ms. Russell will research other neighborhood association dues – Sunset Village, Orchard Ridge, Meadowridge, Parkwood Hills, Hill Farms, etc.
- Updating the website and making it easier to sign up and pay might help increase membership.

**Treasurer Report:** Mr. Ewanowski reported that the October expenses totaled \$417.11 for printing and mailing of the Stump, plus the City bonfire burn permit. Income of \$142.50 was generated by new members. The current balance in the account is \$2,995.94

Mr. Ewanowski, Ms. Ewanowski, and Mr. Russell will meet to review the budget through the next membership drive in July 2025. We may need to increase membership fees plus increase food prices for the July 4<sup>th</sup> picnic. Other cost-saving efforts may be needed.

Stump Costs: In 2022 the cost of printing and mailing the Stump was about \$1700. Printing the directory every other year is about \$522. There was a discussion about finding sponsors to help

pay these expenses. This has been done in past years. 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, Nonnos, and Cambridge Winery. This will be discussed at a later meeting. Also, Mr. Olson works at Exact Sciences and would act as our conduit to request sponsoring. Mr. Russell stated that if we had at least 200 members it would be an incentive for sponsors. It was suggested that 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.

**Other Business:**

- Volunteer of the Year: Tabled to the December agenda.
- Greentree Gallop T-Shirts: Tabled to the December agenda for further discussion. We can get preorders plus purchase small amounts to sell. Ms. Powers offered to research costs. We will need a design. Further discussion will include whether we have Gallop-specific shirts or general Greentree shirts or both.
- Wisconsin Conservation Voters: This organization has been canvassing in the Greentree neighborhood. At this time, it was decided that we would not add them to our various social media feeds because the neighborhood is aware of their existence. Also, because their focus is aimed at voters and we have a “no politics” policy, we prefer to remain neutral.
- Ash Tree Treatments: In 2022 GTNA supported the Madison Parks Foundation to treat the six ash trees in Norman Clayton Park and Sunridge Park. The total cost to treat the trees, raised through the Foundation, was \$1,251. At that time the board took a “wait and see” stance regarding treating the trees in 2025. The health of these trees will be a factor. If the trees are too sick to save, the City will remove these very large trees and replace them with small trees. If this occurs, we will lose most of the shade in these two parks.

Next meeting- Monday, December 4, 2023 at 6:30 pm via Zoom

*Minutes respectfully submitted by Dana Russell*