

AHNA Board Meeting

Date: January 10, 2018

Attending: Jodi, Crystal, Neil, George, Jim, Cav, Janet

Excused: David, Samantha

Absent: Jim Campbell

1. Meeting called to order by Jim at 6:37
2. Motion to approve the minutes from the November 2017 minutes; Jim
3. Due to technical difficulties the October 2017 minutes were not recorded
4. Jim thanked the board for a great 2017
5. 7-11 in Arbor Hills
 - a. Jim met with Sheri and Captain John Patterson about the 7-11
 - b. 7-11 has reverted to corporate ownership
 - c. Captain Patterson is concerned about neighborhood safety caused by 7-11
6. Safety survey
 - a. The police department is creating the report of the 1st part of the survey for Arbor Hills and Leopold neighborhoods
 - b. The 2 neighborhoods would be separated in the report
 - c. Jim wrote the overview for the report
 - d. In summary the residents believe that this is a safe neighborhood despite the traumatic events
 - e. The report has wording about the 7-11
 - f. Requests more lighting and cameras in the neighborhood
 - g. Scott Beckenfeld would like a cameras covering bowling alley and the park
 - h. The Leopold overview has not yet been written and may hold up the release of the report
 - i. John Patterson will be changing role and a new Captain will be appointed to the neighborhood
7. Budget
 - a. Despite lower ad
 - b. 195 members in 2017
 - c. 192 members in 2016
 - d. Goal for 2018 is 200 members
 - e. Goal to find 3 corporate members at \$300 but will include a 50% reduction in the ad rate
 - f. Goal of \$2000 from ad revenues
 - g. Goal of \$7000 of revenue for 2018
 - h. Budgeted \$550 for newsletter and a further \$1000 for newsletter design

- i. Neil will ask the printer about a potential designer
 - j. Jim suggested speaking to John Woods
 - k. Peter Morris from Arbor Covenant Church will advertise
 - l. Advertising prospects: Don's, Alt n' Bach, Janet, Culvers, Member's First, Fire House Subs, Dunkin Donuts, Kwik Trip, Egg & I, Bonfyre, Searginians, Ashley and MG&E
 - m. Neil would add a new tab to the membership excel file about the paid advertisers
 - n. Jim proposed a direct email campaign to get renewal
 - o. Jodi suggested adding a remittance envelop to the newsletter
 - p. Most residents who came to the annual meeting paid for the membership with a credit card
 - q. Crystal will send an electronic version of the newsletter to honorary members of the AHNA (Brad Hutter etc.)
 - r. The Madison City neighborhood website may not be an appropriate venue for the electronic news letter
 - s. Jim proposed identifying other non-residents and commercial operators to receive the electronic version of the newsletter (John Patterson, landlords etc.)
 - t. George will compile a list of officials
 - u. Janet will compile a list of landlords
 - v. Neil would send out the rate sheet to the board
8. Events
- a. Samantha has proposed doing the movies in the park in May; the board supports the proposal unanimously – if it's successful it could turn into an annual event
 - b. Proposed an Easter Egg hunt in the neighborhood
 - c. AHNA will run a surveymonkey survey with immediate feedback on what events, needs, delivery mechanisms the neighbors have
9. Newsletter
- a. Jodi has the content for the next newsletter
 - b. President's letter, Paula Alts wrote 2 articles, forestry report, winners of the light competition, neighborhood announcements (new neighbors, new births, marriages etc.)
 - c. Newsletter blurb that asks neighbors who are gone for extended periods to let AHNA know so they may have an eye on the empty houses
10. Block captain meeting
- a. Will be held on February 3, 2018 at Jim and Dora's house
 - b. Remittance envelopes will be given to block captains
 - c. Adding an agenda item on discussing best practices on being block captains
 - d. Feedback from the block captains on what the board needs to do for the neighborhood
 - e. Crystal intends to step-down from her role as block captain coordinator in 2019
11. Board aspirations
- a. Crystal will make a site map for the website
 - b. Recruit for the following positions:
 - i. Safety board
 - ii. Assistant newsletter editors

- c. Make a contribution to Leopold School to build goodwill
 - d. Communication with external entity
 - e. A process to clear communication before publication
 - f. Create a calendar of events that AHNA will hold – Easter egg hunt, Earth-day cleanup, garage sale, movie in the park, 4th of July, Halloween
12. Meeting adjourned at 8:22pm – motion proposed Neil by seconded by George and adopted unanimously