



BOARD MEETING – Tuesday, November 12, 2024
METZTLI Mexican Restaurant, 2705 West Beltline Highway, Madison, WI 53713

Attendees: Jackie Bastyr-Cooper, Sheri Carter, Aaron Eicher, Lisa Fernandez, Chuck Friedrichs, Ashley Gibson, Josh Grotheer, Nanci Horn, Cathy Means, Caroline Thompson

Approved absence: Hope Banks

I. Approval of October Annual Meeting Minutes: Chuck & Cathy

First motion to approve: Caroline
Second motion to approve: Sheri
Motion Passed

II. Treasurer's & Membership Report – Jackie

- A. Jackie presented the 2024 Financials
 - 1. We are looking pretty good for now
- B. Board members – pay your dues! Every board member is required to pay dues.
- C. 2025 membership update
 - 1. The membership numbers are just below 2024 numbers
 - 2. Include in newsletter form to pay for dues (can be cut out or QR code can be used)

***Follow-up:* Aaron, Ashley, Jackie, and Nanci will account for event signs.**

III. Newsletter: Ashley

- A. New resident Hope Banks – Interim Newsletter Editor
 - 1. Hope will assist with the newsletter; she spends some time during the year in Puerto Rico. She has come up with some new and great ideas! Welcome, Hope!
- B. Articles and ads due 11/15
- C. Ready to distribute by 12/13 (at Lisa's house by the 13th); distributed by 12/20
- D. Content:
 - 1. [Recap of the annual meeting](#)
 - 2. [New art installation at McKee Farms Park](#)
 - 3. Know your neighbor: Hope is assisting with this
 - a. Possibly an article on someone new to the neighborhood
 - 4. Sheri will contribute "Help for Seniors" information
 - 5. MPD mounted patrol
 - 6. Halloween parade and Trunk or Treat: The turnout was great and have some great photos! The event was very successful. People came from both within and outside of Arbor Hills. There was a variety of responses as to how people found out about the event (e.g., Facebook, magnets, etc.).
 - 7. Recommended features:

- a. Captain Zanders “reminder postcard” with information specific to keeping your car, home, and belongings safe to prevent property theft
- b. Leopold School update

Follow-up: Ashley will reach out to Principal Marisa Flowers regarding Leopold School updates.

- E. Jackie presented informational documents regarding advertising rates
 1. Expanding advertising options
 2. Board members agreed this is a good idea – this is a tool to give to potential advertisers along with a form to sign-up

Follow-up: Jackie will update information and send out to all board members.

IV. Determine Timing for 2025 Board Meetings

- A. The board members decided upon the 2nd Tuesday of each month, 6:30-8:00 pm
- B. The months we will NOT have a meeting are July and December

Follow-up: Ashley will send out calendar invitations for each of the monthly meetings in 2025.

V. Holiday Decorations Contest: All

- A. Who will judge? Winners from last year for reference:
 1. First place 2023: David Arms
 2. Second place 2023: Kyle Ritchie
 3. Third place 2023: Erin Hynum & Shawn Page
- B. Judging date will be decided once the judges are confirmed

Follow-up: Regarding the judges, Ashley will ask Shawn, Nanci will ask her neighbors, Pam/Rose; if they are not interested, Sheri will ask her neighbor.

- C. Review rules/criteria
 1. Reviewed the criteria developed by Ashley
 2. There will be 2 methods of voting:
 - a. 3 judges and the criteria
 - b. “People’s Choice” – voting open to the public; Jackie to prepare voting form
 3. Prize money: \$130 total (divided 3 ways: exact breakdown TBD)

Follow-up: Jackie will send out a voting form and send to Chuck for posting.

Follow-up: Chuck/Ean will post.

- D. Complete judging by 12/15

Follow-up: Aaron will contact the winners and, once confirmed, will provide information to Ean (website) and Chuck (for email announcement).

VI. Adjourn

First motion to adjourn: Nanci
Second motion to adjourn: Josh
Motion passed