

ECA Board of Directors Meeting

Edgebrook Library

Wednesday, November 6, 2019 6:30 PM

Minutes

Meeting called to order 6:40pm. October minutes were approved with no changes.

In attendance: Mary Biesty, Michelle Christensen, Dennis Henley, Jennifer Herren, Jan Kupiec, Jeff manuel, Caryn Meyers, Tom Misiewicz, Justin Ochonicki, bev Padratzik, Christine Rosenberg, Ewa Ryan, Nora Shea, Nancy Williams, and Susan Zelner

Absent: Craig Caimi, Lidia Pomaville, Jeff Singer, Jerome Witte, Kevin Haran (resigned), Tom Kraft, and Jennifer Carlson

Officer's Reports

President's Report: Michelle gave an update on the committee meeting about member priorities for ECA funding allocation. Michelle will be inviting focus groups to local restaurants to solicit feedback on what Edgebrook residents would like to see their dues allocated to. Also included in the focus groups is how we can best improve resident's participation in joining the ECA.

Vice President's Report: The Spookiest House judging was on Monday October 28th. Awards will be given out at the General Meeting on November 19th. The judging was difficult because of the many decorated houses deserving of recognition!

Treasurer's Report: Jeff Singer was absent but intends to update for the next meeting. The budget meeting for the 2020 year will be held in early December. Notifications to board members will be sent.

Secretary's Report: Mary gave an update on the nominating committee. Currently there is only one confirmed new board member being presented on the slate at the general meeting. There will be 4 open positions if the slate is confirmed.

Director's Reports

Programs: The next General meeting will be held in on November 19th at Edgebrook School at 6:30 pm. Sarah Langford from <https://onthequadconsulting.com/> will present and answer questions about the college admission process. The Spookiest House winners will be presented as well as the new slate of candidates for the board.

Special Events: The Holiday Stroll is once again scheduled for the Sunday after Thanksgiving December 1st. Santa is booked from 2pm until 5pm. Susan Zellner will be planning our first Tree Lighting ceremony scheduled for Saturday, November 23rd from 4:30 until 5pm. The festivities will be held outside Baird

and Warner offices and cookies and hot chocolate will be served. The theme of the event is **A Gift to the Community and a Celebration of Edgebrook's 125th birthday**. Olaf, a character from Frozen will make an appearance and either glow sticks or special glasses will be distributed. Holiday music will be played and residents will be encouraged to bring donations of warm clothing for the Baird and Warner clothing drive. Stationery will be handed out and children will be encouraged to write letters to Santa. These letters can be given to Santa at the Holiday Stroll the following week. All board members are encouraged to attend and help!

Community Development: No new updates on downtown developments but recently the 41st ward sent out a survey to residents via Nextdoor to gain feedback for a Master Plan.

Membership: Sent out via email on Wednesday November 6, 2019, the membership statistics are:

2019 Membership statistics as of November 6, 2019, are as follows:

Funds collected: \$22,770.

Funds exceeding 2019 budget: \$1,095

Paying Members: 549

Total Members (paying & lifetime): 553

Payment methods: 72% Direct mail reply; 20% PayPal; 8% Square

Recently, 29 handwritten notes were sent to 2018 members who had not renewed in 2019.

The message referenced ECA members making Edgebrook sparkle, not only by our good deeds throughout the year, but by the inclusion of special lighting this winter at the Triangle.

Membership pledges have been received by 4 of the 29 note card recipients (13% return rate).

In the past month, social media has prompted four renewal memberships, three of which were already 2018 members. Their pledges have been credited to 2020.

The low-cost ECA - Library Fall Bulb, Plant, and Seed Swap was attended by 60 enthusiastic gardeners. Lidia Pomeville successfully placed stories and photos pre- and post-Swap in The Sounds and the Nadig Reporter. Alderman Samantha Nugent stopped by the Swap.

The Edgebrook~Sauganah Chamber of Commerce requested ECA promotional material to add to welcome kits for new Edgebrook homeowners. ECA brochures and hot dog coupons for two free hot dogs at the July 4, 2020 picnic were provided to the Chamber. The coupons are similar to those used at an Edgebrook School Foundation fund-raising event in 2018.

Board Director volunteers are needed to work the ECA Welcome Center on Sunday, December 1, during the Holiday Stroll. Jerome Witte, Jeff Singer, Susan Zelnor, and Dennis Henley were the first to volunteer, but more help is needed to welcome guests, promote membership, accept pledges, distribute ECA Member wristbands, and man the ECA cookie table. Please let me know if you are willing to help out at the Center on the 1st.

Media and Publicity: Justin promoted the Spookiest House Contest and the next General Meeting. Lidia posted the interactive trick or treating map.

Forests and Parks/ Finance: Craig was absent.

Safety and Transportation: Jerome reached out to last year's snowplowing contractor to renew for this year. Costs will be the same. Jerome wondered if we wanted to consider curb to curb plowing.

Beautification: Caryn indicated nothing to report but had discussed additional funding at last month's meeting.

Snowplowing and Police/Fire: Jerome committed to overseeing the police/fire issues until further notice.

Newsletter: Dennis sent out the proposed newsletter via email.

Old Business:

New Business:

Meeting adjourned 7:50 pm

NEXT MEETING: Next meeting will be held on Monday, December 11th at 6:30 pm at the Edgebrook Library. Please remember to contact Jeff if you are unable to attend.

Future Board Meetings

Wednesday Dec 11, 2019

Special Events 2019

Saturday, November 23rd at 4:30 Tree Lighting

Sunday, December 1st Holiday Stroll

General Meeting 2019

Tuesday, November 19th at Edgebrook School at 6:30 pm.

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