

West Madison Neighborhood Association Annual Meeting

Annual Meeting

Meeting Minutes

November 1, 2016

Officers Present: Joseph Ryan, President
David Handowski, Vice President
Teresa Holmes, Secretary

Meeting called to order : 6:39 p.m.

I. Elver Park Farmers Market

President reported there is great interest including feedback from District 20 regarding a Farmers Market. We are currently attempting to determine the interest and need people who are interested in leading the effort. MWNA leadership has laid the foundation and we're looking for others to solicit neighbors to help. Overall it will expand Elver Park use opportunities.

II. Park Updates - Trees

Several trees have been planted in High Point Park, (approx.. 20), mostly maple. Audience asked how are requests for trees that need to be planted made. Members are interested in getting trees planted for the Midtown neighborhood. MWNA is the advocate for doing so. The park division's contact, Claire can facilitate. Valley Ridge's park has no trees and will address this in 2017.

Waldorf Park is pending ground breaking and was expected to do so Spring 2016, didn't happen. There will be an upcoming meeting to discuss playground equipment. Dave noted that someone from MWNA could possibly attend. It will take place on November 3rd at 6:30 p.m. at 1810 McKenna Blvd.

Motion to support the Waldorf Park effort made, seconded, motion passed.

III. Hope & A Future

Officers attended a meeting at Hope & a Future last Thursday. They have a 5.5 acre lot, currently with a single building operating an alternative to elder care. There were building designers and city reps who reviewed the agency's plan to add an additional building about 20k sq ft and some parking. They'd like to grow their concept. The former plan had road changes between Valley Ridge and HPE which doesn't exist in the current plan. Hope & A Future are located in the Town of Middleton with an annex into District 1 of Madison. The total process for upgrading is projected to take 14 months. Community residents' questions involve traffic, zoning and noise. MWNA will be following up with the agency's director while working with the city planner and the owner on design questions. The cul de sac that border Valley Ridge and the coming zoning is the biggest area of concern. A customized zone plan is also coming, density concerns exist as well with that. If the plan is denied residents want to know what will happen next. Midtown residents noted that there are currently traffic issues, turning left, going over the rise, etc.

Motion made to request feedback from the city regarding alternate options, seconded, motion passed.

West Madison Neighborhood Association Annual Meeting

IV. Neighborhood Magazine Interest

MWNA has made attempts to find a vendor who would be interested in providing a hard copy issue but it has been difficult. President solicited feedback regarding the group's interest to spend monies on this item. General feedback was that people prefer an online version or some type of electronic copy. Our goal moving forward is to increase interest and participation in MWNA and offer an alternate to using other associations to convey our message.

V. 7901 Watts Rd Development Project

The Princeton Club lot is for sale. As with the other development project, density concerns exist. Other concerns are storm water (flooding), traffic and visual/facial image. President noted he'd like to see a better visual image and for the development to include a mixed usage versus housing only. Residents reviewed the plan and have concerns regarding the development which is actually in Alder Skidmore's district. A hotel will also be coming. Dave and President attended the meeting with the developer. Seems like a good company overall but the concerns need to be addressed.

1. *Motion made to have the city's Sustainable committee review the development plan, seconded, motion passed.*
2. *Motion made to discuss with city planners the possibility of increasing the façade, using less straight space and more green space, seconded, motion passed.*

VI. Midtown Police Project Support

We are concerned that Midtown Police Project will not be included within the upcoming budget. MWNA (VP) will draft the letter. We will also focus our email distribution lists to increase feedback from residents to city leaders and increase support for the station. The letter will also be sent to Next Door, placed on the website and Facebook page.

Motion made to draft letter with statement reiterating our desire to see this move forward and send to the mayor and city council. Motion was seconded, motion passed.

VII. High Point Raymond Road Neighborhood Development Project

Dave (VP) is project lead on this and a workgroup is forming to redo the plan. Agreements with other cities and the Town/City of Verona contained previous agreements and now they're backing out of those. The same concerns as the other development projects exist. The city feels there no longer exists a desire for home ownership and seeks to increase tax revenue. Parties interested in serving should contact Dave or send an email to info@madwest.org

VIII. Community Garden Project (High Point Park)

This is a pilot project for High Point Park. President has contacted a group who normally run projects like this one and have a desire to assist. The water tap source is a concern. It will cost

West Madison Neighborhood Association Annual Meeting

10k for piping and is another issue on the table. President will lead this project. Five people, 2 who are master gardeners are also interested in serving.

IX. New Business

A. By-Law Change (Recommendation)

Our insurance company has requested that we add clause language to the policy.

Motion to add language made, seconded, motion passed.

B. New Officer – Social Director

Sarah Tuttle has expressed interest in serving and will lead events.

Motion made to accept her, seconded, motion passed.

Other Discussion

a) 2017 Social Events

President solicited interest and ideas for events for next year, increasing membership and locations ideas for events. He also noted the upcoming Elver Park hay rides beginning in Nov. and the interest by the Madison Chef Network to host a 2017 event. Another consideration is to host events in every park of the MWNA, one event per park.

b) Email Campaigns

President noted that we're getting 50% effective readership with email distribution. MWNA has maxed its trial usage of the Constant Contact product and would like to purchase an annual subscription. It would cost approx \$15/mo and we are under budget.

Motion to take on the annual subscription made, seconded, motion passed

c) Social Media Person/Internship

There is currently a need for someone to manage our Facebook and email campaigns. President asked if attendees know of a mature high school or college student to let him know. We prefer someone in the district but are not limited to someone outside if they are available. We will post info at Madison College and Madison Graphics campuses as well as the schools.

Motion made to solicit a candidate, seconded, motion passed.

d) Misc Notes

There is a desire to increase participation but Midtown is not a neighborhood association and no current structure exists. President clarified the research he had that they are an HOA. They currently have an issue with garbage collection. Dave requested the Midtown attendees notify us of upcoming meetings we can attend to communicate the benefit of MWNA membership. Midtown residents also expressed plowing concerns of

West Madison Neighborhood Association Annual Meeting

which we (MWNA) can discuss with Alder Barbara. President has been recently accepted as a member of the city's Sustainability Committee.

Mtg adjourned 7:38 p.m.

Respectfully Submitted – Teresa Holmes MWNA Secretary Officer