

MINUTES

MNA Board of Directors Meeting 7:00- 9:00 pm, June 17, 2024

Location: [The Wil-Mar Neighborhood Center](#)

504 S. Brearly Street

Present: Board Members

Eric Hamilton, VP
Deven McGlenn, Treasurer
Wynona Pyrtel
Kate Allen Rubin
Elle Grevstad
Noah Salata
Cailey Jamison
Lindsay Marlovits

Absent: Marlisa Kopenski Condon, Courtney Lindl, Jen Plants, Lance Lattimer

Call to Order: 7:00pm

Approval of May Minutes: Deven moved to approve, 2nd: Wynona. Motion passes.

MPD Report: Officer Davilla was not present

Alder report

Blair Street Gardens: If unable to maintain the Blair Street Gardens BOD, Madison Engineering will be in charge (not Madison Parks). Madison Engineering will not maintain the gardens at the same level, returning them to a state of minimal care. The Green Spaces Committee Meeting next week may address this. If the BOD dissolves, they have some funds to distribute; could consider expanding the Lakefront Porch garden.

City Council Meeting: City Council is meeting Tuesday (tomorrow) about many housing-related items. An apartment and hotel will replace the Essen House and Come Back In. They will try to match the historical façade. It will not include affordable housing.

Special Parking Rates: The Transportation Commission has final authority and voted to raise the rates from \$8 to \$15 at South Livingston and State Street lots. This decision is not reversible.

Preservation and Development Committee update

Blue House on Willy Street: The owner hopes to turn the space into a store similar to Art Gecko (Monroe Street) on the first floor, with offices on the second floor. Rezoning will be required. Minimal changes to the building exterior are planned. The P&D Committee is broadly supportive, feeling it will be a good fit for the neighborhood. No vote needed at this time. The owner will need to go to Landmarks and the Planning Commission. The area is in a historic district. Will likely require an ADA accessible ramp.

Website Working Group update

The Website Working Group is seeking to enhance the user experience by elevating user-driven content (organic) like events, scholarships, and grants to separate sections within the top navigation, grouping Board and Committees, and removing the Google calendar altogether. The board also identified issues with Stripe and recommended using Square exclusively going forward.

Festivals Committee update

- **Recap of Marquette Waterfront Festivals, including financials**

Marquette Waterfront Festivals Recap: Total revenue was \$100,000 from beer and tips alone. The event started slow, but Saturday night was great, and Sunday was gangbusters, with the highest one-day beer sales ever. Credit card sales accounted for 30%, trending higher each year. We may need to invest in additional credit card readers (one per till) or consider incentivizing cash payments with shorter lines.

Feedback was very positive. Opportunities include exploring more soda options at the beer tent and ordering more tees next year, especially in Large, XL, and XXL sizes; consider youth sizes.

Dandelion Dash: The Dash 'course' experienced some physical hurdles/barriers. Next year, we could try to have a straighter racetrack.

Potential donation to Freedom Inc's MMSD school meal debt abolition campaign

(<https://madison365.com/freedom-inc-madison-area-dsa-launch-free-school-meals-for-madison-campaign/>)

The total school meal debt at the end of the year is about \$235,000. The Board agreed that while supporting this is important, we must adhere to our official processes and grant cycles. Consider this as a grant proposal for the district next year.

Report to CommComm on forthcoming newsworthy items

- Make Music Madison is Friday, multiple locations in the neighborhood. Map online.
- Plug for all neighborhood festivals.
- Plug the East Side Farmers Market.

Review of board assigned tasks

- Deven to send all local festivals to Kate to support a plug in newsletter about all festivals in our neighborhood.
- Elle to ask Courtney to invite Ellen to Green Spaces
- Cailey to follow up with schools suggesting they submit a grant during the next cycle (beginning Dec 2024).

Adjourn: Noah moved to approve, Elle seconded.