

## Agenda

SASY Neighborhood Association Council Meeting

8 January 2015, 6:30 pm - 9:00 pm @ Goodman Community Center

1. Introductions / Quorum
  - a. Brad H called the meeting to order at 6:40 PM
2. Excused Absences: Lance Green, Betty Chewning, Gary Karch, Sue Thering
3. Approval of previous meeting minutes - see <http://www.sasyna.org/index.php/meetings>  
**Brad K made a motion to approve the minutes. Ryan K seconded. All in favor. Motion to approve minutes passed.**
4. Adjustment of the agenda - Additions, Corrections, Guests and Invited Presentations, Items for Open Discussion  
Sarah White, requests SASY assistance with project for East Side History  
Jason Tish volunteers to reach out to Sarah.
5. Invited Guests and Presentations
  - a. Discussion of Atwoodfest 2014 and 2015 (intro by Brad K / Megan W)
    - i. Gary Kallas - Wil-Mar Neighborhood Association
    - ii. Steve Sperling - SARA (Barrymore, Schenk Atwood Revitalization Area)

Megan W:

Megan provided background of Atwoodfest organization last year

SASY - in charge of volunteer coordination last time

Wil-Mar took care of the organizational components of the festival

Barrymore - In charge of booking music next year

Gary Kallas:

-AtwoodFest is a street fair so Wil-Mar applied some of its background and experience to the assist with the festival

-Everyone, each partner, walked out with generally what they wanted

-A post mortem was conducted afterwards

Concerns raised - Administration fees for next year:

- For SASY, this would be an increase from \$2,000 to \$2,500.

-Explanation: Request after approving budget last year that an amount be set aside to help book the artists for the festival. Reasoning for this request was that the one who books the stages is more of a specialized duty. This request was not approved in a vote amongst the 3 partners represented by Steve, Ben and Gary

-Wil-Mar's position is that they try to keep positions within festivals populated by volunteers as much as possible

-Work around to address concerns: To get around these issues, proposal was that we up the administrative fees for each organization

-Clarification: fees in no way represent fair market value of the services rendered

-Administrative fees reflect relative importance of jobs listed on the Division of Responsibilities list (handout attached at the bottom)

-This year SASYNA and other parties can choose to do with these AtwoodFest Administrative Fees

-Concerns about Wil-Mar carving out an additional \$500

Last year SASY received \$500 more in administrative fees than the other organization

Reason for Admin Fee difference

Every event has to have someone who knows where everything is

Examples : -Wil-Mar partnered with Commonwealth for Willy Street Fair

Admin Fee for this festival

Gary receives this admin fee

-Fete De Marquette is a \$300K event, no admin fee

Staff at Wil-Mar and community volunteers that run this all with no compensation

-Jason Tish asks if there is a decision to be made

-Brad Hinkfuss, no question on the table or decision to make. This is an attempt to flesh out the organization and budget of AtwoodFest.

Looking for more transparency in the process.

Ben Anton, biggest concern is that we have a balanced sheet before the festival.

Could say that SASY and Barrymore 0 and Wil-Mar 500.

Through vendor relations alone, Vendors brought in 18k.

Sponsors brought in approx 26k

Steve: Barrymore

Barrymore is a for profit business owned by a non-profit, SARA

At the beginning, inception of the Barrymore, always the plan to be a for-profit business.

Lots of stuff that the Barrymore does not have to do by paying taxes

Audits

Closed books

SARA at one time was an active agent in economic development of the of the  
As the neighborhood became more active, developing organically, SARA took a step back  
SASY now serves a similar role to what SARA did.

Barrymore has two missions

Barrymore provides entertainment.

Barrymore is a Central piece of redevelopment of the neighborhood

Atwood Avenue continues to flourish

Question Ryan Koglin: As a for profit agency, how was the money from AtwoodFest spent?

Barrymore is Applying for a facade grant for the 4 store fronts.

Money from AtwoodFest is the matching money for this grant

Marsha: Barrymore has been a catalyst in the neighborhood's economic development.

She would like to make sure that the Barrymore also gets the funds for their facade improvement project.

Hinkfuss: SASY

Concerned that the affiliation of this partnership, this business relationship is not agreed to anywhere.

Would like to see something signed that codifies this relationship going forward.

Want's to make sure that future SASY members and other organizations have something solid to work from as it comes to the budget, division of labor and division of proceeds.

Gary: agrees with this, we should put something together to hit key notes about

Suggests maybe a two or three year agreement that is reviewed at a later time,.

Megan W begins to make a motion, is aided by Ben.

Ryan begins to make a motion as well.

Jason T adds language as well.

Marsha recommends that the agreement contain the following:

Role of SASY

Responsibilities of Partners

Division of Proceeds

Divisions of responsibilities

Brad K asks to consolidate language provided in discussion into motion

Megan and Ryan rescind respective motions.

**Brad K makes motion:**

**Brad H start to draft a document that lays out the origins of Atwood fest, the role of SASY, the responsibilities of each party and the division of the proceeds. This document would be agreed to by those three parties for 3 years and reviewed again after 3 years.**

**The three parties are SASY, the Wil Mar and the Barrymore.**

**Megan seconded. All in favor. Motion passed.**

6. Follow-up on items from previous SASYNA Council Meetings (Old Business)
  - a. Jenifer St Market potential move - (Brad H)
    - i. Brad H gave an update on the Jenifer St Market move. They are still looking for an appropriate location to move to.
7. SASYNA Committees and Liaisons
  - a. Winter Solstice Wrap-Up (Betty Chewing)
    - i. Betty - excused absence
  - b. Holiday Party wrap up (Margo, Ryan)
    - i. Margo: all raffle items picked up.
      1. She will go ahead and process a payment of \$400.00 each to Mentoring Positives, Women of Worthington, and the Worthington Park Neighborhood Association.
      2. Margo will draft a letter to
      3. Angie: Thought that the event was very successful, also thought that not having an entrance fee was key to the event being well attended.
  - c. Festival Committee - covered above
    - i. Questions/Comments
      1. Tim M: Is there shared risk?
      2. Ryan K: suggested that SASY budget its expenses for Atwood Fest every year in case we have a bad year
      3. Jason: Agrees that it is important to have a written agreement
      4. Marsha: Since the Barrymore has been a large factor in the revitalization of the neighborhood, it is important that the Barrymore profit from this. Especially considering additional competing venues that will be built close by.
  - d. Preservation & Development (Brad H)
    - i. Union Corners - Buildings 4 & 5 update
      1. Brad H: Attended the Union Corners meeting right before the SASY meeting. Gorman has come back with a modified set of plan, which Brad H thinks are an improvement. The building designs now look closer to what people have requested.
        - a. The clinic will break ground this spring.

- b. The Gorman project is dependent on the WHEDA tax credits
- e. Transportation Committee (Melanie Foxcroft)
  - i. Proposed letter stating position on bus stop closures
    - 1. The Wil Mar center bus stop is one of the stops that will be closed.
    - 2. MPL had the idea to remove some bus stops in the Isthmus to speed throughput east and west
    - 3. Would like to send the letter to alders
    - 4. The bus stops will only stay open if there is enough opposition to closing them.
    - 5. MPL has been empowered by the council to reorganize
      - a. It is primarily a time issue Marsha

in a really dense area, less stops allow a lot faster throughput.

Brad H: Suggests that we only focus on trying to argue for keeping a few bus stops.

Sentiment at meeting at Wil-Mar was to not compromise.

Question: What is the process with this letter?

Melanie reports that there are many organizations that have approved of this

Melanie suggests, alders, mayor, MPL, traffic, Madison Metro

Brad H. What's being proposed is in MNA, we are in a stronger position if we are inline with MNA on this. Council seems amenable to protesting the closure of some stops.

Plan seems to be to touch base with MNA to get a sense of their position on this.

Ryan suggests looking for

Melanie has posted a map of the proposed bus stops to be closed on the SASY Facebook page.

Here is the link to the proposed bus stop closures.

Brad H would like SASY to be specific about our response to the bus stop closures, which suggests checking with MNA and seeing what happens after the Feb Madison Metro meeting

TPC, transit and parking commission may be making the final decision.

**Melanie makes a motion to the we further develop the letter informed by MNA's position on this to be sent to the TPC and all other parties responsible for the decision.**

**Tim seconds. All in favor. Motion approved.**

- ii. There is a Transportation Coalition meeting on January 24. It will be at the James Reeb Unitarian Church
- f. Win/Atwood Corridor Planning Committee (Brad H)
  - i. Planning update - pre-planning session set for 1/11/15
    - 1. This is not a public meeting

2. This is talking about the Shenks Corners redesign planned for 2016

g. Communication Committee (Brad K.)

- i. We're still trying to seek out some collaboration software that will connect all neighborhood associations so that we can better collectively address issues together
- ii. Erin Hughes and the rest of the Communications Committee will help with marketing for Atwood Fest
- iii. Erin McWalter has suggestions for a graphic designer and printer
- iv. We're looking for a potential tech intern possibly through the Madison Media Institute
- v. The Communication Committee also encourages council members to join and use Nextdoor.Com
- vi. The Committee has also identified the first awardee of the SASY Communicator award
- vii. Also working on the idea of providing childcare and snacks at the SASY meetings to make them more accessible

h. Kipp Committee (Gary/Lance)

- i. Marsha K: met regarding the amendment of a lease
- ii. Rain garden in the back along the bike path, when tested, high levels of PCB, at Kipp's expense, they removed soil and recreated it. City wrote responsibility for testing for PCB in the soil here into the lease.
- iii. Want to be careful of the boulder area by the new splash park. THIS has never been tested.
- iv. Board of Estimates on Monday, Mayor asked that they test area for 3 years. If it is clean for 3 years, test on a 3 year cycle.
- v. Ongoing treatment processor will be constructed in the parking lot that pumps out water, treats it and puts it in to the storm sewer system

i. Sustainable Finance Committee (Tim McCarty, Sue Thering, Ryan, Ben Nerad )

- i. Draft of SASY Project Reimbursement Request Form (handout)
  1. Includes Sus Fin Com Charge
  2. Description, budget and estimated time of completion required to vet request.
  3. 60 report requirement
- ii. Looking to start to get 501c3 status in order
  1. Changes will need to be made in the bylaws to accommodate this.
  2. Looking for lawfirm that is looking for probono work

This request form is limited to \$200 until the SusFinCom comes up with a budget.

Reimbursement form is in place because SASY cannot pay out prior to materials or services being purchased.

Comments on things to include on the form:

Max amount, time frame before next council meeting, disclaimer on form providing time frame

Margo takes copy of minutes, attaches it to the Goodman Payment request form, that is how reimbursements are made.

Ryan requests executive committee discuss whether this is a route we

Application fee alone is \$850 dollars, this is the starting point.

j. Union Triangle Committee (Gary Karch, neighbors)

i. Peerby: Sharing app, borrow neighbors tools and equipment.

1. encouraging a community spirit on the facebook, tjhis is part of it.

ii. Crime, events parks and fundraising

iii. Continuing to work with police and encouraging others to contact the police.

iv. Almost 100 people on List, looking to make it 100

v. Planting

1. EC Squared, work with them to have a prescribed burn, this did not happen in the fall, will happen in spring and then seeding. Rita states that this is a good way forward

Planned Spring Events

Monthly Reger Park Potlucks

June Union Street Block Party

Planning to Meet with Parks Dept in Spring on how to make Reger park better.

k. Airport Noise Committee (Melanie Foxcroft)

l. Garver Committee (Betty/John)

i. 4 RFPs submitted.

ii. Process to choose which proposal

iii. Crucial that SASY voice opinion

iv. Two Housing, two commercial uses.

1. Balance these based on personal values of the neighborhood.

m. Olbrich Committee (Sue)

i. Sue absent

n. Membership Committee (Margo)

8. New Business

a. Proposal to use Olbrich as an alternative site for one of the Central Park Sessions, 5-10pm, 7/30/2015

i. Came to Brad H's attention recently

ii. Wants everyone to be aware of this.

- b. 1000 Friends of Wisconsin - Great Neighborhoods: How to Bring Them Home for the February council meeting
  - c. City of Madison Neighborhood Grant Program - workshop on 1/13/15, grants due 3/2.
    - i. Constructions and how to put together an application
      - 1. Angie proposes repainting Sid Boyum sculptures
        - a. Raises issues of art preservation and
          - i. Angie states that the commitment was to keep them the same color  
States that Lou H-J would know more about this.  
Money could be to do planning on how we preserve this stuff.
      - 2. Recommendation on the list to paint the streets.
        - a. Look on the transportation site for Ordinances
9. District 6 Alderperson Report (Alder Marsha Rummel)
  - a. Big news Steve Cover planning director took another job in another city February 26th.
    - i. What do we want in a new planning director.
- Ghost bike on first and east wash.
  - City doesn't do anything about them unless they get a complaint.
  - Issue, is that it opens the door to a reactionary/speech issue.
  - Mayor was distressed that it was missing but it they are illegal.
- Jenifer Street.
  - Mike Mikolajeski, appointed to Economic Director
  - Marsha engaged Mike about how to engage Schoeps
- Engineering rolling out new program to adopt a median
  - Healthy planting for insects.
10. Community Event Announcements <http://www.sasyna.org/index.php/special/>
11. Adjourn meeting
  - a. **Tim motion to adjourn**
  - b. **Ryan Seconded**
  - c. **Motion passes.**
  - d. **Meeting adjourned.**