

Greentree Neighborhood Association (GTNA) Board Meeting
June 1, 2009 – 7:00 p.m.
Falk Elementary School, Room 101

Members present: Rick Floyd, Earl Gritton, Steve Henningfield, Jeanne Howard, Chuck Kime, Nancy Priegel (President), Durrell Ramer, Larry Sperling, later, Alan Youngwood. Also attending: Membership Chair Linda Johnson

Friends of Lake Wingra is seeking a member from the GTNA to serve as a member since the Greentree neighborhood lies within the Lake Wingra watershed. Chuck Kime volunteers to serve in that capacity. The Friends will be seeking support to hold a rain garden workshop in the fall.

Business discussion about **The Greentree Stump** newsletter -- Ms. Priegel started a discussion about costs to sustain Stump mailings. GTNA currently spends about three quarters of the dues money received to cover the costs of 10 Stump mailings over the course of a two-year membership assuming it is mailed to an active membership of about 350 of Greentree's 600+ families. Costs vary based on the number of pages, press run and whether white or colored paper stock is used. Colored stock adds about \$20 to the printing cost for each issue. If we maintained an issue size of eight pages we could hold costs to about 75 cents per copy. Postal discount sorting to zip code and postage costs combined add another 30 cents per copy due to second class nonprofit bulk postal discounts. The board discussed the possibility of sending The Stump to the membership as PDF files electronically to achieve substantial savings, but we are uncertain if it would reach all members or if they would find that an acceptable way to read the stories that interest them.

Another way to cut newsletter costs is to increase the number of advertisements and ad revenues. Yet a third way to achieve savings would be to reduce Stump mailings to four times a year – a September-November issue, a December – February issue, a March-May issue and a June issue in which membership renewal forms are enclosed.

Stump deadlines were also discussed and the Board agreed that the Friday after the GTNA Board meeting should serve as the deadline if an issue of The Stump was scheduled to be issued in the subsequent month.

The Board also discussed proofreading The Stump and Ms. Johnson and Mr. Sperling agreed to help editor Jeanne Howard with proofing. The Board also agreed to review potential article topics for the Stump at the Board meetings just prior to the deadline.

Mr. Sperling will prepare and distribute potential production schedules for the Board to consider before its next meeting.

Fourth of July preparations – Mr. Henningfield reports that plans for Fourth of July Picnic festivities are on track. We did not have formal reports from the Greentree Gallop Committee or the Parade Committee, but assume they are also on track. Announcements and forms in the June issue of The Stump are key to attracting volunteers for the picnic and Gallop. Ms. Floyd will organize children's games for the picnic.

Greentree area gardens and parks – Ms. Priegel reports that commemorative benches honoring Michael Sheahan and Andy Coombs have been installed at Norman Clayton Park and Sherwood Forest Park respectively. Commemorative

tree plantings honoring Mr. Sheahan will also be installed at Norman Clayton Park. The Greentree garden club members are also sprucing up the landscaping beds around the signs in each of the neighborhood parks

Response to graffiti -- Several Greentree neighbors rallied to support the Sailor family whose new fences adjoining the tennis courts at Norman Clayton Park had been vandalized by gangs. Neighbors chipped in to cover costs of some supplies to remove graffiti and to volunteer for a work crew to remove the graffiti. The Board also discussed how some neighborhood crimes are recorded and made available for public viewing online at www.crimereport.com.

Traffic control at Whitney Way and Hammersley Road – The Board discussed ongoing revisions in the traffic pattern at Whitney Way and Hammersley Road, though the parcel adjoins the eastern edge of the Greentree neighborhood and is not technically within the neighborhood boundaries. Though the Board was aware of public meetings to discuss options for reconstructing the intersection to allow most turns but prevent speeding across Hammersley Road where it crosses Whitney Way, the City of Madison did not seem to provide any notification to the neighborhoods that one option had been selected or that the intersection was slated for reconstruction during May. We will discuss the desire for better communications by the City as GTNA neighbors would have appreciated advance notice of this construction project

Treasurer's report -- The GTNA checking account has a balance of \$2,666, which should cover the costs of the next stump mailing and the Fourth of July events.

West Beltline reconfiguration options in the Greentree area – Mr. Youngwood described what we have learned since some of the documents requested from the State Department of Transportation pertaining to Beltline issues had been released for public review. It appears DOT has modeled anticipated street volumes through 2012. It appears the E. Watts Street connection is not among the alternatives under consideration but a crossing under the Beltline at Forward Drive is again under consideration. In order to more clearly understand options, GTNA members need to have the Phase I consultant's contract and potential scope of work made available for our review and well as the analysis of the Phase III study analysis. Twelve possible crossings and potential changes to 10 intersections are still under consideration.

The Board also heard that roads and traffic routes through the University of Wisconsin Research Park just north of the Greentree Neighborhood boundary could be planned and proceed without any review by the neighborhood. It is difficult to get a sense of how or if planned development in that research park would affect the Greentree neighborhood.

GTNA will prepare correspondence to ask to see the criteria used to support decisions about these intersections and crossings. Mr. Ramer recalled that both the Madison Fire Department and the Madison Metro Bus System expressed interest in a crossing underneath the Beltline at Forward Drive as part of the southwest planning process.

Meeting was adjourned about 9:20 p.m.

Minutes taken by secretary Larry Sperling