

Friends of Hoyt Park
Minutes for Thursday, February 13, 2020 @6:45 PM
Sequoia Branch, Madison Public Library

Welcome & Introductions: Tim Astfalk brought the meeting to order at 6:50PM. Friends attendees included Tim Astfalk, Richard Adelman, Cheri Swenson, Tim Kessenich, Andrew Wickizer, Betsy Lane and Anne Badey Raffa.

Public Comment: None

Meeting Minutes: Minutes for the meeting of January 9, 2020 approved by voice vote pending clarification of supplies needed for constructing sandwich boards for advertising.

Treasurer's Report:

- **Financials:** As of February 11, 2020 cash on hand was \$10,531.64
- The Federal 990N form was filed by Tim K. for the annual registration of FHP non-profit status.
- There have been 28 renewals with 3 people using PayPal since October 1, 2019. Two of the 3 PayPal users were new names. Conclusions on the effectiveness of PayPal are premature.
- No other significant January money activity was noted.
- Report approved by voice vote.

Announcements:

- **Winter Sledding Party and Full Moon Owl walk:** Both events were very well attended with over 90 people each; individuals, couples and families. There was discussion about reasons for the remarkable increase in attendees and how to turn that interest into new members.
 - Advertising for both events included, email to FHP group, FHP and Sunset Village Facebook page posting, Sunset Village and Regent listserv, Next Door App and two sandwich boards (Bluff Street and Regent by Hoyt School). When attendees were asked where they found out about the events, there was mention of each of the types of advertisement. The electronic means posting information takes very little time and effort and can be easily continued. The sandwich boards are a little more time intensive but have been determined to be effective.
 - Sunday afternoon seems to be a good time for the Family Sledding party and Saturday evening at 5:30PM worked well for the Owl walk.
 - Having attendees bring a snack seemed to work. Beverages provided by FHP included hot cider and water for hot chocolate for the sledding party and only hot water for hot chocolate for the Owl walk.
 - Suggestion to get an Owl expert speaker for the Owl walk.
 - We need to be more assertive at providing attendees with a means to support these family friendly events. Perhaps handing out pieces of paper that say 'Support these and other family friendly events by going to www.Hoytpark.org and donating or consider joining the Friends of Hoyt Park to show your support.'

Old Business:

- **Dane County Environmental Council grant update:** Tim A provided a draft of the grant application due Feb. 28th. Board members reviewed and made minor budget suggestions. Submission of the grant materials was approved by voice vote pending minor edits. The grant request is for \$1000 and is part of Dane County's Community partners program. If funded, the money will help offset the 2021 burn of both the Overlook and Ready prairies.
- **Annual Meeting update:** Speaker Daniel Einstein, UW Madison Historic and Cultural Resources manager in the Department of Campus Planning & Landscape Architecture, has agreed to talk about the Brittingham family and their contributions to the Madison community. The meeting is scheduled for 7PM on Monday April 20, 2020 at the Midtown Police station community room. Daniel will bring a laptop and HDMI cable with a backup projector 'just in case'. His talk will be around 45 minutes inclusive of questions followed by a short break with snacks before the annual meeting for members. The Midtown station room has chairs for 50 and tables for setting out snacks.
- **Recruitment of new board members:** Four of 7 board members will be 'aging out' this April and new or past board members need to be identified. Names of potential candidates were discussed and assigned to attendees to contact and solicit interest.

New Business:

- **Approve 2020 Work Day List:** Tim A presented a draft list of work day events which was reviewed and approved by voice vote as follows:
 - March 21- General cleanup and prep of firebreak at Overlook Prairie
 - April 25-Earth Day Challenge Trash pickup in park and playground
 - May 16- Invasives removal; garlic mustard, Dames Rocket, Celandine
 - June 20-Trail maintenance
 - July 18-Fireplace cleaning
 - Aug. 15-Brush Removal
 - Sept. 19-Seed Collection at Pheasant Branch Conservancy
 - Oct. 17-Garlic mustard pull and Brush removal
 - Nov. 21-Seed Planting and Brush removal
- **Approve Hiring of Summer Ranger-**After review of the budget, the hiring of a summer Ranger was approved by voice vote.
- **Select a representative of FHP to work with Parks Dept. on Hiring Ranger-**Ron Harris has assisted with this in the past and is willing to continue in this role. Thanks Ron. Approved by voice vote.

Next Meeting Date: March 12, 2020; 6:45PM @ Sequoia library

Meeting adjourned @ 8:15PM