



President's Message

Be a Good Neighbor—Join the MHCA

by Jenny Chipault

Welcome to this year's *Membership Messenger*. Every household in Midvale Heights is receiving a copy, giving everyone a chance to join the Midvale Heights Community Association. If you are a member, please renew and convince a few neighbors to join you. If you are not a member, please consider joining. Membership is \$15 per household, and we think you get your money's worth!

Neighborhood Activities

One benefit of joining is the personal commitment you make to being a good neighbor by staying informed about and participating in Midvale Heights activities. Whether it is attending neighborhood events like our concerts and picnic, enrolling your kids in our baseball program, joining the Good Neighbor Project, or just engaging with your neighbors on local issues, MHCA membership provides the best way for you to thrive in Midvale Heights. At monthly board meetings, we discuss and act on matters important to the neighborhood, while our annual membership meeting features guest speakers ranging from elected officials to local celebrities. Members are welcome to attend all these meetings.

Neighborhood Activities

MHCA does many things to make our neighborhood a great place for families to grow. We host an annual picnic in June and organize a garage sale on Labor Day weekend; sponsor a summer baseball league for boys and girls; and host band concerts in July at Segoe Park. Our Good Neighborhood Project provides important information to keep your family and home safe. The MHCA website provides useful information including community news, contact info for MHCA directors and other local officials, and copies of previous *Messengers*.

Membership Calendar

June 1-July 31:

Membership Drive. Complete your registration form by July 31 to ensure you are listed in the neighborhood directory and receive your discount card on time.

Late August:

Directories and 2019-2020 discount cards sent to all MHCA members.

September:

Discount cards for 2019-2020 are effective on September 1; new members receive September-October 2019 *Messenger* in mid-September.

Member Benefits

As a member, you will receive the bi-monthly *Midvale Messenger* delivered online or to your door (your choice), our annual membership directory, access to member-only features of our website, and a **member discount card**. The directory is a handy resource for locating neighbors and finding local babysitters and snow shovelers. The discount card gives MHCA members discounts at local businesses. We see this as a win-win, as the price reduction encourages neighbors to patronize local stores and our members get a price break.

Two Ways to Join

You can join the MHCA by registering at <http://midvaleheights.org/MHCAreger> and using PayPal (preferred) or by completing and mailing the membership form (page 2) along with a check. The membership drive runs through July 31, with new discount cards and directories sent out in August. New members will begin receiving the *Messenger* with the September/October issue. Join now and help us all make Midvale Heights a great place to live!

*****To register online, go to <http://midvaleheights.org/MHCAregister>*****

Friends, please write legibly (we know some of the spaces are small!) so that your name and information are entered into our database correctly. Thank you!

MHCA Membership Form
Membership dues are \$15.00 per household per year (2019-2020)
Membership Information (Please Print)

Midvale Heights Street Address _____

| | <u>First Name</u> | <u>Last Name</u> | <u>Phone</u> | <u>Email</u> | <u>Occupation/Business</u> |
|----------|-------------------|------------------|--------------|--------------|----------------------------|
| Adult #1 | _____ | _____ | _____ | _____ | _____ |
| Adult #2 | _____ | _____ | _____ | _____ | _____ |
| Adult #3 | _____ | _____ | _____ | _____ | _____ |

- Please check here if you want an emailed Midvale Messenger link instead of a printed copy.
 Please check here if you want to be added to the Good Neighbor Project (formerly Neighborhood Watch) email list.
 Please check here if you do not want your email address used to send other announcements.

| | <u>First Name</u> | <u>Last Name</u> | <u>Baby Sitting</u> | <u>Odd Jobs</u> | <u>Mowing</u> | <u>Snow Shoveling</u> |
|----------|-------------------|------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Child #1 | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Child #2 | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Child #3 | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Child #4 | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- I do not wish to be listed in the directory. (You will still receive a directory.)
 I do not wish my children to be listed in the directory.

INFORMATION OBTAINED BY MHCA IS USED ONLY FOR THE DIRECTORY AND DISTRIBUTED TO MHCA MEMBERS. IT IS NOT SOLD OR DISTRIBUTED OUTSIDE MHCA.

I would like to volunteer for/contribute to neighborhood programs:

Volunteer:

- Block Captain or Area Director/Co-Area Director
 Newsletter Staff

Contribute and/or Volunteer:

- \$ _____ Good Neighbor Project (formerly Neighborhood Watch)
\$ _____ MHCA Youth Baseball
\$ _____ Annual MHCA Neighborhood Garage Sale
\$ _____ Santa Visits
\$ _____ Annual MHCA Neighborhood Picnic
\$ _____ Neighborhood Planting/Beautification
\$ _____ Segoe Park Summer Concerts
\$ _____ Parks Tree Fund

MHCA DUES

\$ 15.00 Total Dues for One-Year Membership
\$ _____ Additional Contribution to MHCA (not including any donations entered above)
\$ _____ History Book (*Forests, Farms and Families: A History of the Midvale Heights Neighborhood, \$10/copy*)
\$ _____ **Total Amount Enclosed** (check number _____)

Please make check payable to: **Midvale Heights Community Association**
P.O. Box 44426
Madison, WI 53744-4426

Midvale Heights Community Association— Working to Make Our Neighborhood a Great Place to Live

The MHCA sponsors several activities and groups for our neighbors over the course of the year. Long-time resident or new to the neighborhood, plan to take advantage of these programs and events.

Good Neighbor Project

Members of our Good Neighbor Project meet monthly to hear guest speakers on home security, urban wildlife, city organizations, and other topics of interest to homeowners. The group's motto is "neighbors working together for a safe and caring community through cooperation, education, and awareness." It meets on the second Tuesday of the month at Midvale Lutheran Church. To join, go to http://midvaleheights.org/Good_Neighbor_Project_Newsletter or attend a meeting.

Youth Baseball

The MHCA summer baseball program sponsors three leagues for children aged 3 to 9 years old, with



T-Ball on Tuesday nights, Major Coach Pitch on Wednesday nights, and Minor Coach Pitch on Thursday nights. Games are played at Piper Park, Segoe Park, and the Midvale School playground. League play runs from early June 7 to late July. Registration is \$50 for the first

child and \$40 for each additional child in a family. Contact Mike Pressman at 608-288-0993 or mmpressman@charter.net for more information about the league.

Annual Neighborhood Picnic

All Midvale Heights neighbors are invited to MHCA's annual picnic, held in Oak Park Heights Park in late June each year. The MHCA provides burgers, brats, chicken and veggie burgers, while attendees are asked to bring a dish to pass, their own beverage, and chairs or blankets for seating. Playground equipment at the park provides fun for youngsters. For more information or to volunteer, contact



Kristin Ruedi-Krause at kruedi@yahoo.com or Jolynne Roorda at jroorda@folktheory.com.

Summer Nights at Segoe

MHCA sponsors an outdoor concert series on Friday nights each July, with performances from 6:30 to 8:30 p.m. Food carts are at the park and begin serving at 5:30 for those needing a picnic. Plan to bring a lawn chair or blanket and enjoy good food and great music under the stars. Check our website, our Facebook page, or the July-August *Messenger* for final details. For further information, contact Denise Lamb at madmiz4009@gmail.com.



Green Team

The Green Team takes care of plantings in the Tokay Blvd. terrace, the Bison Prairie Gateway at Midvale Blvd. and the Southwest Bike Path, and a new prairie garden at Odana Hills Golf Course. For more information, contact Nan Lager at 608-273-3337 or nan.lager@gmail.com (Tokay medians) or Nancy Kieraldo at nkieraldo@gmail.com (Bison Prairie).

Neighborhood Garage Sale

MHCA sponsors a neighborhood-wide garage sale on the Friday and Saturday of Labor Day weekend. The MHCA prepares maps of all the sale sites, handles all the advertising for the sale, and arranges for the St. Vincent de Paul Society to pick up items that have not sold on Saturday afternoon. This is a great chance to get extra buyers by participating in this group effort. An application for the sale will be in the July-August *Messenger* and online.



Santa Visits

Every December, the MHCA helps Santa visit neighborhood children a few weeks before Christmas. Accompanied by one of his elves, Santa brings small gifts to children's homes and chats with them briefly. Parents wishing to sign up for a visit can contact Peter Schell at Area4@midvaleheights.org or at 608-237-7376 in late November.

Merchant Discount Plan Saves MHCA Members Money

A few years ago, we instituted a merchant discount plan for MHCA members. We recruited merchants, focusing as much as possible on locally owned businesses, to offer discounts to our members. Discounts are generally 10%, although they can vary from merchant to merchant, as indicated on the list to the right.

With MHCA dues at only \$15/year per family, that means that our members can easily recoup their membership fees by dining at our sponsoring restaurants three or four times a year or patronizing many the service providers listed here. Do yourself and our local merchants a favor—join the MHCA, and then go shopping with your Member Discount Card. All of our member merchants will be happy to see you!

Participating Businesses 10% Off Except Where Indicated

Babe's Restaurant & Cocktails, 5614 Schroeder Rd., (608) 274-7390
Christine Otth, LLC, Medical Massage, 313 Price Place, (608) 513-9492
Creative Expressions, Home Décor, 716 S. Whitney Way
The Electric Needle, 4281 W. Beltline, Hwy.
GiGi's Cupcakes, Hilldale Mall, (608) 661-7465
Jiffy Lube, 648 S. Whitney Way, \$8.00 off Sig. Serv.+10% added serv.
Luigi's Pizza, 515 S. Midvale Blvd., (608) 661-7663
Lynn's of Madison—Art Supplies, 5928 Odana Road, (608) 274-1442
M&R Sewing and Vacuum, 6115 Odana Road, (608) 278-4242
Madison Smile Solutions, Dentists, 5602 Odana Road, (608) 227-7000
Modern TV & Electronics Service, 5621 Odana Road, Diagnostics fee
Nails U Luv, 410 Westgate Mall, (608) 278-8352
Nakoma Plaza Auto Repair and Sales, 4514 Verona Road, (608) 271-2323
New Concepts Salon, 5511 Odana Road, (608) 661-4000
Nile Mediterranean Cuisine, 6119 Odana Road, (608) 274-1788
Nonno's Ristorante Italiano, 704 S. Whitney Way, (608) 661-9254
Nutzy Mutz & Crazy Catz, Sequoya Commons, Non-food items
Raven Computers, Inc., 5956 Odana Road, (608) 661-1372
Rethreads Madison, 6664 Odana Road
Style FX Hair Studio, 449 S Yellowstone Dr., (608) 273-1935
Subway Store #24960, 714 S. Whitney Way, 5% discount
Ulla Eyeware, 702 N. Midvale Blvd.
West Madison Dental, 5610 Medical Circle, (608) 233-5351
Wisconsin Craft Market, 148 Westgate Mall, (608) 271-6002

MHCA Volunteer Opportunities Abound

In this *Membership Messenger*, we've talked about the services and events that the MHCA provides to neighborhood residents. We hope you take advantage of and enjoy them. We are a volunteer organization, and just about every one of our projects could use some help: We need a team to prepare the bi-monthly newsletter. Our gardeners always need help keeping our wild and not-so-wild plants and flowers healthy. The picnic and garage sale can use a few extra hands. We need block captains to help deliver the newsletter. Please consider volunteering for one of our



events or programs. The old saying, “Many hands make light work,” is certainly true, and working on an MHCA project can also help you get to know your neighbors in Midvale Heights.

We are always looking for new projects that are supported by our residents. If you have an idea for an event or a program that you'd like to initiate, come to a board meeting and explain your idea. Depending on the proposal, we can usually provide financial support, and we can help you advertise for volunteers.