

President's Message

We Don't Care About the Color of Your Shutters

by Jenny Chipault

I'm sometimes asked, "You're on the neighborhood board? Does that mean you monitor the height of your neighbors' grass and make regulations about quiet hours?" No way!

A neighborhood association is NOT a homeowners association (HOA), which is a group of property owners with the legal authority to enforce rules and regulations focusing on restrictions and safety issues in a defined area. A neighborhood association is a group of neighbors and business owners who work together for changes and improvements such as neighborhood safety, beautification, and social activities. And just to keep you totally confused, ours was founded as the Midvale Heights **Community** Association (MHCA). Sixty-five years later, we're not sure why.



Midvale Heights is one of the largest designated neighborhoods in Madison. From the City's perspective, "Madison's neighborhoods are the building blocks that make our community strong. We recognize the important role neighborhoods play in developing a vision and how this helps guide decisions that are made by the City."

In a neighborhood association, dues are voluntary and we rely on neighbors stepping up to get things done. There's no mandatory payment to MHCA when you move into Midvale Heights, but your household membership dues of \$15 per year help us to put on events that many people in our neighborhood enjoy, such as our neighborhood picnic, the summer concerts at Segoe Park, and house calls by Santa Claus, as well as to support local projects, such as new playground equipment at Van Hise and Midvale elementary schools and prairie restoration along the bike path and at Odana Golf Course.

If you have an idea for a project that you want to get off the ground (or *in* the ground, as with the playgrounds and prairies), we can help by providing funding for supplies. If you'd like to volunteer for an ongoing project (see page 3 for some of the activities we sponsor), please let us know. If you are new to the neighborhood, volunteering is a great way to meet other Midvale Heights residents.

This is how we make Midvale Heights a better place to live. Thanks for considering becoming a dues-paying member this year and for any donation of time and energy you can make to MHCA.

Membership Calendar

June 1-July 30:

Membership Drive. Complete your registration form by July 30 to ensure you are listed in the neighborhood directory and receive your discount card on time.

Late August:

Directories and 2018-2019 discount cards sent to all MHCA members.

September:

Discount cards for 2018-2019 effective on September 1; new members receive September-October 2018 *Messenger* in mid-September.

Member Benefits

As a member, you will receive the bi-monthly *Midvale Messenger* delivered online or to your door, 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.

Two Ways to Join

You can join the MHCA by registering at <http://midvaleheights.org/MHCAregister> and using PayPal (preferred) or by completing and mailing the membership form (page 2) along with a \$15 check. The membership drive runs through July 30, with new discount cards and directories sent out in late 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 for one year (2018-2019)

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 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

Contribute and/or Volunteer:

- \$ _____ Neighborhood Watch
\$ _____ MHCA Youth Baseball
\$ _____ Annual MHCA Neighborhood Garage Sale
\$ _____ Santa Visits
\$ _____ Annual MHCA Neighborhood Picnic
\$ _____ Neighborhood Planting/Beautification
\$ _____ Summer Nights at Segoe 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.

Neighborhood Watch

The Midvale Heights Neighborhood Watch (MHNW) encourages neighbors to work together for a safer community through cooperation, education, and awareness and hosts free educational events from 6:30 to 8:00 p.m. on the second Tuesday each month at Midvale Community Lutheran Church, 4329 Tokay Blvd. Neighbors are encouraged to attend to learn more about the Madison Police Department; get tips on how to make their homes secure and avoid scams; and meet experts from the FBI, TSA, Better Business Bureau, and others. Residents can sign up for MHNW's weekly emailed Digest, which includes timely safety information, at http://midvaleheights.org/Neighborhood_Watch_Newsletter. Don't forget to keep your car and home doors locked and garage doors closed: 95% of crimes occur when doors are left open/unlocked!

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. Contact Mike Pressman at mmpressman@charter.net or at 608-288-0993 for more information about the league. Play ball!

Neighborhood Picnic

All Midvale Heights neighbors are invited to MHCA's annual picnic in Oak Park Heights Park on Thursday, June 21, from 6 p.m. until dusk. MHCA provides meat and vegetarian entrees, along with water and plates, cups, and utensils. Attendees are asked to



bring a dish to pass to serve 12, their own beverage, and chairs or blankets for seating. In case of rain, the picnic will be held in Midvale Community Lutheran Church's fellowship hall at 4329 Tokay Blvd. Please check the MHCA website (midvaleheights.org) or Facebook page ([Facebook.com/midvaleheights53711](https://www.facebook.com/midvaleheights53711)) on the day of the picnic if the weather looks uncertain. Contact organizers Kristin Ruedi-Krause at kreudi@yahoo.com or Jolynne Roorda at jroorda@folktheorycom with questions.

Summer Music at Segoe Park

MHCA sponsors an annual summer series of free band concerts at Segoe Park. Summer Nights at Segoe brings local bands to the park on Friday nights in July, with performances this year on July 6, 13, 20, and 27. Cajun Strangers will again open the series on July 6, with Woodward (original rock and pop) on the 13th, Acoustic Collective (oldies from the 70s and 80s) on the 20th, and the Honey Pies led by Doug Brown (Americana) on the 27th. Concerts run from 6:30 to 8:30 p.m. Food carts will be at the park at 5:30 p.m. for those needing a picnic, and there is playground equipment for the kids. Plan to bring a lawn chair or blanket and enjoy good food and great music almost in your own backyard. Contact Denise Lamb at madmiz4009@gmail.com for further information.



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 nan.lager@gmail.com (Tokay medians) or Nancy Kieraldo at nkieraldo@gmail.com (Bison Prairie).

Neighborhood Garage Sale

Each Labor Day weekend, the MHCA sponsors a neighborhood-wide garage sale. This year the sale will be on Friday and Saturday, August 31 and September 1. This is an easy way to sell things you no longer need or want, as the MHCA handles all the advertising for the sale and arranges for St. Vincent de Paul Society to pick up items that have not sold. Our website guru, Tom Jarvis, prepares detailed maps of the sale sites (and their wares) for shoppers, who can find several sales and what they are seeking easily. For information about the sale, contact Michelle Kempf-Weibel at m Kempfweibel@gmail.com.



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 in late November.

Calling All Writers!

We are still searching for a *Midvale Messenger* editor to replace Denise Lamb. After 10 years, she is leaving the post to travel. She will still be around to coach the new editor(s) but wants more flexibility in her schedule.

Currently, the *Messenger* is published every other month and each issue consists of eight pages. Denise estimates it takes her about 20 hours to prepare each issue, which includes writing about 40% of the copy, editing submissions by elected officials and other contributors, and



laying out the pages. This work could be divided between co-editors or an editorial team.

MHCA currently produces a paper newsletter and a PDF that is posted on the MHCA website. A completely online publication has been discussed. If you think you might be interested in helping create the next generation of the *Messenger*, please contact Denise Lamb at madmiz4009@gmail.com or Jenny Chipault at Area12@MidvaleHights.org.

The *Messenger* is a vital part of our neighborhood association, so if you have any writing, editing, or layout skills, please consider being a part of our communication team.

Support the MHCA and Local Merchants

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 below. With MHCA dues at only \$15/year per family, our members can easily recoup their membership fees by dining at our sponsoring restaurants a few 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 often with your Member Discount Card. All of our member merchants will be happy to see you!

What Can You Do to Help?

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. 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 tell them about your idea. Depending on the proposal, we can usually provide financial support, and we can help you advertise for volunteers.

Participating Businesses 10% Off Except Where Indicated

Babe's Restaurant & Cocktails, 5614 Schroeder Rd., (608) 274-7390
Christine Otth, LLC, Medical Massage, 313 Price Pl., (608) 513-9492
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 Rd., (608) 274-1442
M&R Sewing and Vacuum, 6115 Odana Rd., (608) 278-4242
Madison Smile Solutions, Dentists, 5602 Odana Rd., (608) 227-7000
Modern TV & Electronics Service, 5621 Odana Rd., Diagnostics fee
Nails U Luv, 410 Westgate Mall, (608) 278-8352
Nakoma Plaza Auto Repair /Sales, 4514 Verona Rd., (608) 271-2323
New Concepts Salon, 5511 Odana Rd., (608) 661-4000
Nile Mediterranean Cuisine, 6119 Odana Rd., (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 Rd., (608) 661-1372
Style FX Hair Studio, 6037 Odana Rd., (608) 273-1935
Subway Store #24960, 5606 Schroeder Rd., 5% discount
West Madison Dental, 5610 Medical Circle, (608) 233-5351
Wisconsin Craft Market, 148 Westgate Mall, (608) 271-6002