



Midvale Messenger

March-April 2023

Calendar:

March 9: Blood Drive sponsored by MHCA. Sequoia Library Community Room, noon-5 p.m.

[Make an appointment online.](#)

March 12: Daylight Savings Time starts at 2 a.m. Set your clocks ahead one hour.

March 28: MHCA March board meeting, Sequoia Library, 6:45pm

April 4: Spring Election, polls open 7 a.m.-8 p.m.

April 25: MHCA April board meeting, Sequoia Library, 6:45pm

President's Message

Spring Forward—Get Ready for Summer

by Joy Cardin

Happy March! Congratulations for making it through another winter. Just about. It won't be long before the early spring flowers begin to bloom, the migrating birds return, and the days become longer and warmer.

We have a lot to look forward to over the next few months. Be sure to check out the calendar listings to the right of this column for some March and April highlights. Also, registration for the Midvale Heights Community Association summer youth baseball program is now open and the season begins the week of June 5. More information on the baseball program and the registration form is on our website at https://www.midvaleheights.org/MHCA_Baseball.

I'm also happy to report that we have Segoe Park reserved for our annual MHCA picnic, scheduled for Thursday, June 22, from 6 to 8 p.m. (Rain date June 29.) HyVee will again be providing the food and beverages. Summer Nights at Segoe, our concerts in the park series, returns on Friday nights in July with some new and some familiar bands. Please make plans to join us for both of these summer events.

MIDVALE MESSENGER

The Midvale Messenger is published six times a year by the Midvale Heights Community Association. Copy deadlines are the 15th of February, April, June, August, October, and December.

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One of the most important dates on the 2023 calendar is the April 4 spring election. Local races include those for Madison mayor, school board, and city council alders (District 11 Alder Bill Tishler is running unopposed). There will be statewide referendum questions and a very consequential race for a seat on the Wisconsin Supreme Court. Please educate yourself on the issues and races and be sure to vote. You can find more information on the state of Wisconsin Election Board website at myvote.wi.gov.

You are also invited to join us for any of our monthly meetings. The MHCA board meets on the fourth Tuesday of the month, except July and December, starting at 6:45p.m. The meetings will be in-person at the Sequoia Library or via Zoom, and when we are able, we offer the meetings in both formats. If you have questions or want more information, please email me at cardinjoy@gmail.com.

Neighborhood News Briefs

MHCA Youth Baseball Resumes June 5

MHCA Baseball is a fun league for players from three to nine years old. There is T-Ball on Tuesdays, Major Coach Pitch on Wednesdays, and Minor Coach Pitch on Thursdays. The games begin the week of June 5 and are played at Segoe, Piper and Midvale parks in Midvale Heights. The season ends the week of July 24.

Each player receives a T-shirt, hat, and baseball. Applications [are available online](#) and at Sequoya Library. The cost is \$50 for a family's first player and \$40 per player for the rest of the family. If you have questions, please call Mike Pressman at (608) 288-0993 or [email him](#).

Friends of Sequoya Library Look to Build on 2022's Success

Thank you for your book donations, memberships, and monetary gifts! We were able to give a substantial gift to the library for books in January and sponsor four mental wellness programs in February. We could not support our beloved Sequoya Branch Library without our generous community. Next sales at the Friends Book Shop in Market Square will be March 4, April 1, April 15, and May 6, from 9 a.m. to 4 p.m.

We also have books at the Sequoya Branch—on the shelves and a cart near our workroom. Volunteers are at the shop on Odana on Mondays and Thursdays between 10 a.m. and noon to accept book donations. Donations are also being accepted at Sequoya Library, but we request that you bring large donations to the shop. Consider volunteering with the Friends of Sequoya. We need help at our shop looking up book values on the computer. (We want to honor our donors by properly pricing their books.) We also have opportunities to sort and shelve books and AV materials and

even housekeeping tasks. Ask at the Sequoya help desk, come to the shop to talk with us on our donation days or leave a message on our shop phone, (608) 288-9848. You can find more information on the [Friends of Sequoya Facebook page](#).



Annual Neighborhood Garage Sale Set for Labor Day Weekend, September 1 and 2

The 2023 Midvale Heights Neighborhood Garage Sale will be on Friday and Saturday, September 1 and 2, during Labor Day weekend. Start cleaning out those closets now and watch for more information about the sale and a registration form in the July-August issue of the Midvale Messenger. The registration link will also be available on the [Midvale Heights Community Association website](#) starting July 1. Registrations will be due in early August.



The Last Picture Show

By Bill Tishler
District 11 Alder

The movie theater at Hilldale opened in 1966 and had many owners and locations over the years before it abruptly closed in November 2022. I grew up in the area and some of my fondest childhood memories are of biking down to Hilldale Mall on hot summer days with friends to watch movies in an air conditioned theater. I am betting we saw *Star Wars* more than 20 times back in 1977. Forty years later, I had the opportunity to see *Episode VII: The Last Jedi* at Hilldale with my three kids.

Fortunately, there is new hope for us to enjoy one last picture show at our local movie theater.

On Valentine's Day, I was invited to a press conference to announce that Hilldale will continue its partnership with the Wisconsin Film Festival by utilizing the former AMC Theaters space for the 2023 event. Afterward, Hilldale will donate the theater equipment to the film festival for its use at future Wisconsin Film Festivals. The venue's name will be Wisconsin Film Festival Hilldale.

This will be the 25th year for the Wisconsin Film

Festival, which plans to show 150 films during its eight-day event from April 14-20. "Hilldale has been an extremely popular and vital venue for our Festival since 2012," said Ben Reiser, director of operations for the Wisconsin Film Festival. The festival showcases local Wisconsin-based talent, in addition to the best in current global and independent cinema, as well as a robust selection of restorations and rediscoveries drawing from the entire history of cinema. It is one of the largest campus-based film festivals in the United States. Visit wifilmfest.org for more information about the annual event.

While it is difficult to say goodbye to a neighborhood movie theater, I am excited that we will have one last time to head down to Hilldale to enjoy the Wisconsin Film Festival. The incredible generosity of Hilldale and the commitment to public service by the Wisconsin Film Festival came together at just the right time. This year's film festival celebrates putting people before profits and ensures the City of Madison will continue to be known as a premier destination for those who love cinema.



Ben Reiser, director of operations for the Wisconsin Film Festival and District 11 Alder Bill Tishler

Spring Time is Green Team Time in Midvale Heights

by *The MHCA Green Team*

Through the MHCA Green Team, Kathy Kuntz, director of The Dane County Office of Energy and Climate, and others presented **Let's Talk Inflation Reduction Act** (IRA) at Sequoya Library on Saturday, February 4. Attendees appreciated the general educational aspect about the IRA and also for the specific information and advice on what programs and tax credits are offered by the legislation. Subject experts or "tablers" experienced in their fields were available to answer the 30-plus attendees' questions about energy electrification and potential tax credits. Teresa Coffman answered questions about home audits; Heather Phelps about being a proud EV owner; Mark Shults about HVAC and heat pumps; and Jackie Harrison-Jewell from the Couilliard Foundation about solar. We even had tabling of coffee and donuts! If you

also want to be informed about how to electrify your lives, you can learn more about the IRA online at daneclimateaction.org/what-you-can-do/federal-funding.

The MHCA Green Team and Sequoya Library sponsored this and other Let's Talk events. Look for Let's Talk Food Waste, Health, and Strictly Solar in the future. Also, **let's grow our Green Team!** There are no dues, but you are due to meet others who are interested in gardens, medians, plants, and a healthy and earth-friendly climate. Join us in the spring as we walk the Tokay medians identifying the plantings and discussing how to best maintain them. A social gathering to get to know each other will follow the walk. E-mail wendyweber@att.net if you are interested.

Median Clean-up and No Mow May—They Go Together

The annual **MHCA Median Clean-up Day** is tentatively scheduled for May 20, which is later than usual. Why later? We want to allow beneficial insects more time to emerge and offer a higher level of habitat preservation.

That same approach applies for **No Mow May**.

Why should you not mow your lawn in May? The goal of No Mow May is to allow grass to grow unmown for the month of May, creating habitat and forage for early season pollinators. This is particularly important in urban areas like ours where floral resources are often limited.

But there's more to the conversation about pollinators and a healthy and a sustainable world. The best way we can help pollinators and wildlife is to plant **NATIVE** plants, shrubs, and trees. We can also inform ourselves about the importance of working to keep our environment as healthy as possible.

So...forget about mowing in May if you can! (Yes, we know this is not for everyone.)

Look for more information about median clean-up in the next issue of the *Midvale Messenger* and on the MHCA website.

