



Midvale Messenger

March-April 2025

Calendar:

March 1: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

March 15: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

March 22 MHCA Board Meeting, Sequoia Library, 6 p.m.

March 29: Let's Talk Native Trees and Shrubs. Sequoia Library Meeting Rooms A&B, 10 a.m. to 11 a.m.

April 1: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

April 22: MHCA Board Meeting, Sequoia Library, 6 p.m.

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.

Editor: Dustin Beilke
dustinbeilke@yahoo.com

President: Joy Cardin
cardinjoy@gmail.com

www.midvaleheights.org

President's Message

Voting Matters

By Joy Cardin

President of the Midvale Heights Community Association

The Midvale Heights Community Association recently appointed some new directors and elected our officers for 2025. Some of our board members have served for decades and others just started last month. I am thankful to all who are volunteering to help our community. You can find a list of MHCA's Board of Directors members and their contact information on our website: http://www.midvaleheights.org/MHCA_Contacts



Later this spring, MHCA will be reaching out to you to ask you to join or renew your membership in the association. There will be some changes this time around. We will have an annual membership period rather than a two-year membership, and different donation levels. Stay tuned for more details in May.

Finally, a gentle reminder that we have another important election coming up on April 1. No fooling. Make your plan to vote for local representatives, a State Supreme Court justice, and a proposed state constitutional amendment on Voter ID. See what's on your ballot and other voting information on website of the State of Wisconsin Election Commission: myvote.wi.gov.



Neighborhood News Briefs


Find Your Niche at 99.1 FM


By Carl Wacker
Friends of WIDE-LP


Create Your Own Show on WIDE-LP 99.1 FM!


Do you have a story to tell, a talent to share, or a cause to champion? WIDE-LP 99.1 FM, Midvale Heights' own community radio station, invites you to create and broadcast your own **prerecorded radio show!** Our low-power station thrives on local voices, diverse ideas, and creative expression. This is your chance to connect with neighbors and listeners across Madison in a meaningful way.


What Can You Share?

 **Interviews** – Highlight local historians, activists, or fascinating neighbors with unique stories.

 **Community Action** – Share opportunities for social or environmental change, from grassroots efforts to citywide events.

 **Storytelling & Poetry** – Bring your original writing, poetry, or personal essays to life on air.

 **Music & Performance** – Record and showcase your own music, explore radio dramas, or dive into spoken word.

 **Food & Culture** – Review local eats, discuss hobbies, or share immigration stories—yours or your family's.

 **Your Passion** – Whatever



Our Big News

By Nadine Pfotenhauer
Friends of Sequoya Library

We have news! First, the lease at our Market Square shop has not been renewed. We will be moving to a new location, but we do not have complete details. Hopefully by the next newsletter we can announce our new address. The second item of interest is that we will have a "Children's Books Only" sale at

Sequoya on Saturday, April 26 from 9 a.m. to 4 p.m. And last of all, we are so proud to have recently made our 2025 contribution to the Sequoya Library for new books, subscriptions and family programs. Along with new reading material, you can expect cooking and sewing classes, monthly Jazz concerts and many children's programs. Thank you for the book, CD and DVD donations. We could not raise funds to support Sequoya Branch without them. We accept donations at Sequoya Library every day and, through April 1, you can also bring them to the Friends of Sequoya Bookshop in Market Square on Mondays and Thursdays from 9 a.m. to noon. We request that large donations are brought to the shop or leave a message at 608-288-9848 so we can arrange a pick up. If you have any questions about donations or volunteering with the Friends of Sequoya, 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. Upcoming sales at the current Friends of Sequoya Shop are March 1, March 15 and April 5. Find us on Facebook: <https://www.facebook.com/friendsofsequoyalibrary/>.

excites you, there's a place for it here! at widelp.org. We can't wait to hear your voice on the air!

WIDE-LP provides the guidance and tools you need to turn your ideas into engaging radio content. Whether you're a first-time broadcaster or an experienced storyteller, we're here to help you create a show that informs, inspires, and entertains. Contact us at Radio@WideLP.org or learn more



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Neighborhood News Briefs (continued)

Meet Your New County Board District 10 Supervisor

By Keith Furman
Dane County Board
District 10 Supervisor

Hello District 10 Neighbors!

My name is Keith Furman and I'm excited to introduce myself as your new County Board Supervisor. Following Aaron Collins' resignation in November, I was appointed to represent our district and continue the important work ahead.

Since 2013, my wife, Sandi Reinardy, and I have been proud to call Madison's Spring Harbor neighborhood our home. My journey in public service spans from chairing Hoboken's Planning Board in New Jersey to serving as Alder representing Madison's District 19 from 2018 to 2023, where I served as Council President in my final year. In my professional life, I bring leadership experience as a technology consultant, having most recently served as Chief Technology and Chief Strategy Officer at CenterX, a Madison-based healthcare technology company. I'm honored to serve on three key committees:

The **Public Protection & Judiciary Committee** (PP&J), where I'll focus on oversight of our court system, jail, District Attorney's office, and Sheriff's department. I'm committed to support-

ing reforms that enhance justice, equity, and public safety.

The **Lake & Watershed Commission**, where I'll work to protect our precious water resources – something I've grown to appreciate deeply as a Spring Harbor resident.



The **Airport Commission**, where I'll help guide one of our region's vital transportation hubs.

As we face potential changes in federal funding and support, I recognize the challenges ahead for our county's essential human services. I pledge to be a strong advocate for maintaining and strengthening these crucial resources that so many in our community depend upon.

Your voice matters to me. I welcome your questions, concerns, and ideas at furman.keith@danecounty.gov. Together, we can build an even stronger District 10 and Dane County.

MHCA Youth Baseball Resumes the Week of June 2

By Michael Pressman
MHCA Youth Baseball

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 2 and are played at Segoe, Piper and Midvale parks in Midvale Heights. The season ends the week of July 22.

The deadline to sign up is **April 15**.

Each player receives a T-shirt, hat, and baseball. Applications are available online at https://www.midvaleheights.org/MHCA_Baseball and at Sequoya Library. The cost is \$50 per player.

If you have questions, please call Mike Pressman at (608) 288-0993 or email him at mmpressman@charter.net.



Hello, Neighbors!

By Erin Welsh

Dane County District 7 Supervisor

I am Erin Welsh, Dane County Supervisor for District 7, and it is my privilege to serve the Midvale Heights neighborhood. Having lived, worked, and built a family here over the past 20+ years, I feel fortunate to call Dane County home. As your supervisor, my commitment is to advocate for policies that support equity, sustainability, and the well-being of all Dane County residents. I believe in transparent leadership, active community engagement, and ensuring that all voices are heard as we work together to build a thriving community.

Serving on the Health & Human Needs

Committee has provided me with the opportunity to champion initiatives that enhance the quality of life for all residents. This includes improving access to mental health services, supporting our aging population, and ensuring that our community members have access to essential resources, including affordable housing.

Dane County is facing a housing affordability crisis, and I am committed to pursuing solutions that ensure everyone has a safe, affordable place to call home. From advocating for increased affordable housing developments to exploring innovative housing policies, I am dedicated to addressing this pressing issue. By working collaboratively with community organizations, developers, and local leaders, we can create inclusive neighborhoods that welcome all income levels.

As vice chair of the **Sensitive Crimes Commission**, I am committed to advocating for the needs of survivors and working towards a justice system that is supportive, trauma-informed, and equitable. Protecting our community's most vulnerable members is a responsibility I take to heart.

On the **Zoo Commission**, I have the pleasure of working with the Henry Vilas Zoo to support education, conservation, and community engage-

ment programming. One of the grant-funded initiatives I am most passionate about is the Advancing Conservation Through Empathy program, which fosters empathy and respect for wildlife. This program not only enhances visitors' experiences but

also promotes environmental stewardship within our community. Environmental conservation and stewardship are core values I know I share with many neighbors.

The **2025 budget** presented significant challenges, and as we look ahead to the 2026 budget, we must continue to make strategic, thoughtful decisions. The end of federal Covid-relief funds, rising daily costs, and growing demand for essential services require us to prioritize fiscal responsibility while safeguarding the programs that matter most to our community. From maintaining public safety, to meeting the needs of the unhoused, to supporting accessible mental health resources, balancing these needs will take collaboration, creativity, and continued dialogue with constituents. I am dedicated to advocating for budget solutions that reflect our community's values and address our most pressing needs.

I am here to listen and learn from you. Your insights, ideas, and concerns are crucial to my role as your supervisor. I encourage you to reach out to me directly at

welsh.erin@danecounty.gov. Whether you have a question about county policies, a suggestion for community improvement, or simply want to share your perspective, I am eager to hear from you. Together, we can continue to make the Midvale Heights neighborhood and Dane County a great place to live, work, and thrive. Thank you for the opportunity to serve you.



Improving Traffic Safety in Midvale Heights

By Bill Tishler

Madison City Council District 11 Alder

Residents of Midvale Heights have voiced growing concerns about increased traffic and excessive speeding, particularly along Tokay Boulevard. Many are especially worried about pedestrian safety, with school age children at greater risk as more drivers use the area as a cut-through route.

In response, the Midvale Heights Community Association Board has formally requested a speed study from the city's Traffic Engineering and Vision Zero staff. This study will assess whether additional traffic-calming measures are needed. I fully support this request and will collaborate with city staff to analyze current vehicle speeds and identify the causes behind the perceived uptick in traffic.

Several factors may be contributing to the issue, such as ongoing road construction and changes in traffic patterns on nearby streets like Whitney Way and Mineral Point Road. If Tokay Boulevard has become an alternative route for commuters, addressing speeding now is crucial to preventing accidents. Temporary speed-monitoring devices could help raise driver awareness, and the study's data will guide whether further measures—such as additional signage, Rectangular Rapid Flashing Beacons at crosswalks, or other traffic-calming solutions—are necessary.

This issue also ties into a broader concern—the delay in resurfacing Midvale Boulevard and the potential postponement of much-needed crosswalk improvements along this important arterial street. While discussions continue between residents advocating for bike lanes and those prioritizing on-street parking, pedestrian safety must remain a priority. Safe, accessible crosswalks are



essential for everyone, particularly children, seniors, and transit users.

To get safer streets, we need not only traffic engineering solutions but also enforcement. The Traffic Enforcement Safety Team (TEST) has been reduced to just four full-time police officers for all of Madison, down from previous staffing levels. These officers focus on enforcement, education, and partnerships to improve public safety. As Madison's population grows, it is essential that our traffic enforcement force matches the city's needs. Engineering improvements alone cannot solve the issue of speeding drivers.

I am committed to working with the city to address these concerns and advocate for balanced, effective solutions that enhance safety and mobility for all Midvale Heights residents. If you have feedback or suggestions, please reach out.

Let's Talk...Food Waste, May 3 Tokay Median Spring Cleanup, and Native Plants

By Wendy Weber and Jenny Pilling
The MHCA Green Team

Mark your calendars for another **Let's Talk!**

- Let's Talk Food Waste and How to Reduce It
- Thursday, April 24, at Sequoya Library
- 6:30 - 8:00 p.m.

This Let's Talk will be presented by Sustain Dane. The program is sponsored by the Midvale Heights Green Team and Sequoya Library.

Tokay Median Spring Cleanup: May 3

This is an early heads up on our volunteer **Tokay median cleanup day**. Some of the medians may be in good order by then, but we always welcome those who can help for an hour or two to finish the work. It's a great way to celebrate a belated Earth Day and do something great for our neighborhood!

The cleanup is scheduled for **Saturday, May 3 from 9:00 a.m. to noon**.

Let's try something different and make the **rain date Wednesday, May 6, from 4-8 p.m.** because Saturday, May 10 is Mothers Day.

If you would like to help out and can't make those dates, please email wendyweber@att.net to learn where clean up would be appreciated.

Please bring your gloves, clippers, a rake, other garden tools, etc. you find useful, water and your coffee flask. Please stop by the Green Table at the corner of Piper and Tokay to check in and enjoy some treats and coffee.

If you are interested in adopting a median, please go to this website: <https://www.cityofmadison.com/engineering/stormwater/programs-initiatives/adopt-a-median>



Native Plants: The beauty is in the show, not the blooms

By Jenny Pilling

Let's be honest. Native plants are comparatively humble – even a little scrappy. They haven't been bred for aesthetic features (color, size, bloom length). They work within their ecosystems and perform important functions in their community along with their partners – birds and bees (plus butterflies, moths, wasps, beetles, ants, etc.) and other plants and critters.

However, the show they bring is spectacular. I planted five Cardinal flowers in autumn and had hummingbirds the following year. Last year, on one liatris (Blazing Star), I had six monarchs – at the same time as the hummingbird on the Cardinal flower.

So, although the flowers may not be beauty contest winners – they host quite a show and make life better for our all-important birds, bees, butterflies and critters and a whole list of such we want to be there for a long, long time.

Happy 2025 planning, planting, gardening and enjoy! **(And see more about native plants on page 7.)**

Let's Talk...Native Trees and Shrubs with Susan Carpenter

By Wendy Weber and Jenny Pilling

The MHCA Green Team

Sequoia Library

Meeting Rooms A&B

March 29, 10 a.m. to 11 a.m.

Join the Midvale Heights Green Team for coffee, conversation, and (practical) climate action.

Susan Carpenter, the Native Plant Garden curator and gardener at the University of Wisconsin-Madison Arboretum will share information about the importance of planting native trees and shrubs. While native flowers and grasses are important for pollinators, native trees and shrubs are just as beneficial for the environment, wildlife, and your garden and yard. After the talk, there will be time for Q&A. Light refreshments and coffee will be available--you're invited to bring your own reusable mug.

More On Native Plants...And Planting an Oak Tree

An article from Doreen Cubie and posted on the National Wildlife Federation website is well worth reading for anyone who is interested in native plants and wants to do more. The title of the article, "Want to Nurture Wildlife? Plant a Native Oak," says just what it means: <https://www.nwf.org/Magazines/National-Wildlife/2024/Fall/Gardening/Planting-Oak-Trees>

So, native tree (and shrub) enthusiasts, start now to make a plan to plant a mighty oak in the fall. And note some local sources for native trees and shrubs.

UW-Stevens Point: https://www3.uwsp.edu/cnr-ap/UWEXLakes/Documents/resources/healthyakes/Top10forWildlife_LR_080111.pdf



K&A Nursery (opening in mid-April)

K&A Native list: https://drive.google.com/file/d/1fCaXe7t3857Y0NiCS49Zb_ULRonB40t2/view

Olbrich Perennial Plant Sale – starting Feb. 24
<https://www.olbrich.org/calendar/perennial-plant-sale>

Plant Dane Native Plant Program) order Feb. 1 - March 18 <https://www.ripple-effects.com/Plant-Dane>

Tend Native Plants – Available at the Westside Farmers Market on Rosa Road <https://tendnativeplants.com/search?q=native+shrubs&options%5Bprefix%5D=last>

Two Ferns Native Nursery
<https://www.twofernsmadison.com/>. This is the Two Ferns native shrub and tree list (by special order): <https://www.twofernsmadison.com/>

Olbrich's Growing Gardeners Series: Gardener's Bootcamp: https://drive.google.com/file/d/1fCaXe7t3857Y0NiCS49Zb_ULRonB40t2/view