

OLBRICH BOTANICAL SOCIETY
Board of Directors Virtual Meeting Minutes
August 18, 2020

Members Present: Julie Rupert, Philip Bradbury, Renee Boyce, Mary Phillips, Bill White, Susan Goodwin, Kevin Hess, Laura Peterson, Tim Sherry, Liz Dannenbaum, Brad Hinkfuss, Eric Knepp, Laurel Neverdahl, Roberta Sladky

Members Absent: Alnisa Allgood, Erik Lincoln, Dick Wagner, Betty Chewning, Nancy Ragland

Advisors Present: Jack Bolz, Jt Covelli, Dale Mathwich, Barb Tensfeldt

Staff Present: Tom Fullmer, Lisa Laschinger (Assistant Parks Superintendent), Katy Nodolf, Marty Petillo, Rylee Schuchardt, Kai Skadah, Elizabeth Spry, Joe Vande Slunt

I. **The meeting called to order at 4:00 pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Bradbury and seconded by Ms. Neverdahl to approve the meeting minutes of July 21, 2020. Motion carried unanimously.

III. **PUBLIC COMMENTS**

There were no members of the public who wished to comment on items not on the agenda.

IV. **REPORTS**

A. President's Report

- a. **OBS's Response to COVID-19** – Roberta Sladky reviewed the re-opening plan. She explained that daily allowed maximum attendance numbers are not being reached and that attendance numbers are down compared to the same time in past years. Overall, public comments on the re-opening have been positive.
- b. **Board Engagement Process** – Joe Vande Slunt explained that volunteers are needed for three working group/committees: Bylaws, Nominating, and Gift Acceptance Policy Review. Detailed descriptions are found in the August Development & Membership Report. Mr. Vande Slunt reminded the Board that we are still collecting information for the OBS Board Directory, which will be used to help the Board get to know each other and help the Nominating Committee identify the strengths and needs of the Board.
- c. **Congratulations to Alnisa Allgood** – Roberta Sladky shared the following announcement: On Aug 10, Alnisa Allgood was selected by BizTech Magazine as one of 30 top nonprofit IT influencers who can keep you informed, engaged – and even entertained. The founder and executive director of Nonprofit Tech, Alnisa works to bring full-scope technology and information technology services to nonprofit organizations. Also the founder of Collaboration for Good, Alnisa's Twitter and LinkedIn accounts are full of practical technology advice and strategies for nonprofits. (BizTech is an American-based online quarterly magazine that focuses on the deployment of advanced technology solutions inside U.S. businesses and nonprofit organizations.) Congratulations, Alnisa!
- d. **Resolution honoring LEED Platinum certification for the Frautschi Family Learning Center** – President Rupert read the resolution:

WHEREAS, on July 29, 2020, the U.S. Green Building Council officially awarded the Frautschi Family Learning Center LEED Platinum certification, and,

WHEREAS, the hard work and dedication of MSR Design, City of Madison Engineering, Joe Daniels Construction, and Olbrich Botanical Gardens staff achieved this honor, and,

WHEREAS, this huge milestone reflects the environmental stewardship that is a core value of Olbrich Botanical Gardens and these new additions, and,

WHEREAS, this project is possible because of the sustainability provided by the public/private partnership between Olbrich Botanical Gardens and Olbrich Botanical Society, which includes a \$6 million investment from the City of Madison and \$6 million in private donations from the community,

THEREFORE BE IT RESOLVED, that the Board of Directors of Olbrich Botanical Society wishes to congratulate all involved on this momentous achievement.

A motion was made by Mr. White and seconded by Mr. Hess to approve the resolution. The Motion carried unanimously.

B. Financial Report

- a. **June 2020 Financials** – Rylee Schuchardt reviewed the June Financial Reports. She noted that due to the pandemic and corresponding shutdown, all departments were under budgeted expenses however, all departments were below budgeted revenue with the exception of Development which was \$33,149.62 above budget as of June 30.
A question was asked if the possible percentage cuts in the City budget would impact the OBS budget. In all probability, the Board has to anticipate that the City's budget will have an impact on the OBS budget.
- b. **2021 OBS Budget Preparation Steps** – Joe Vande Slunt reviewed the three budget scenarios that were developed by Ms. Sladky and OBS staff. He reiterated that the Worst Case (Red), Medium Case (Orange), and Best Case (Green) scenarios are estimates that will continue to be refined based on feedback and Forward Dane 'phase' parameters. He explained the budget assumptions that apply to all three scenarios, include keeping 100% of existing staff with no changes in benefits, deferring the Director of Education and Gift Shop Manager positions to late 2021 or possibly 2022, estimating standard annual contributions from OBS Foundation and MCF Bolz Fund, and keeping Lussier CLAT in the OBS budget. Mr. Vande Slunt revealed the bottom line budget deficits for the three scenarios: Red (\$449,060); Orange (\$234,905); Green (\$96,808). President Rupert noted that OBS staff would narrow in and pick a place within the budget scenarios and move forward with the assumptions, monitor closely, and be as realistic as possible with the variability of the pandemic.
Ms. Sladky described cost saving measures that other peer organizations are adopting, including no 401K match, having staff contribute to individual health care premiums, taking furlough days, not matching the City's new vacation carryover policy, and potentially eliminating the intern program. Mr. Vande Slunt concluded that moving forward, staff will meet with OBS Foundation to inform them of areas of need, the Executive Committee will advise staff to develop the most realistic budget, and aim to get the 2021 budget adopted in November.
Ms. Sladky informed the Board that GLEAM 2020 was cancelled. It was determined that hosting GLEAM under the current restrictions was no longer a feasible option and we could not provide the desired experience. She noted that making the decision now will save OBS funds in the long run, as the expense spent in 2020 would offset the expense of GLEAM in 2021.
- c. **Capital Campaign shortfall and close out scenarios** – Joe Vande Slunt recapped the project that was an equal partnership between the City of Madison and Olbrich Botanical Society. He gave some notable Capital Campaign dates: first gift received 12/19/14, fundraising ended 12/31/19, and the 2019 BDO audit was accepted by the Board on 4/21/20. Mr. Vande Slunt reviewed the 3 key points of the plan that will be proposed: Suggest using available bequest funds in the OBS Legacy account; Protect the OBS General Checking and OBS Reserves during uncertain times; Work with existing Society and Foundation assets to pay the campaign balance in full to avoid going into debt.
In the financial review, Mr. Vande Slunt explained the funds received, the funds designated but not transferred or not yet received, how these numbers add up to get to \$6 million, and what the best way

would be to pay for it. In the final slide, he showed what would be discussed with the OBS Foundation to make them aware of the areas of need.

C. Director's Report

Staff Written Reports – Ms. Sladky reviewed the staff reports. She noted that Hort staff are spending considerable time watering to keep the outdoor Gardens looking beautiful and that Conservatory staff are starting to order seeds for spring and summer annuals. Ms. Sladky shared that Marty Petillo has been staying engaged with volunteers and that some volunteer crews are safely back onsite. She noted that the gift shop online store would be available soon with curbside pickup. It was suggested that staff look into making a video tour of the Gardens that would be targeted to donors.

D. Development Report – Mr. Vande Slunt reviewed the Development report. He noted that the virtual pre-recorded program for lifetime Circle members was almost ready to be sent via email or a DVD sent by USPS. He addressed how staff are being mindful of mail delays and if necessary, will send out mailings earlier.

E. Marketing & Public Relations Report – Ms. Nodolf reviewed the Marketing and PR Report. She noted that with the recent cancellation of GLEAM, some space has freed up in the 12-page print newsletter that will be sent to members later in August. She highlighted that ads about the Pollinator Programming, Gift Shop and Education Programs were recently in the State Journal. Ms. Nodolf described how staff will be communicating the cancellation of GLEAM with the public and news outlets and also sharing the news about our LEED Platinum certification.

V. NEW BUSINESS

Ideas were shared about working on a gentle, clear message that Olbrich's Outdoor Gardens are open and encourage people to visit which would in turn help with budget shortfall fundraising efforts. More discussions on this will be scheduled for next week.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNED

The meeting adjourned at 5:07 pm.