

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
June 16, 2015

Members Present: Kevin Hess, Bill White, Dick Wagner, Mary Phillips, Tim Sherry, Renee Boyce, Erin Ogden, Susan Derse Phillips, Julie Rupert, Michelle Taschek, Jeffrey Lewis, Laurel Neverdahl, Roberta Sladky, Betty Chewning

Members Absent: Julie Herfel, Dan Lauffer, David Ahrens, Eric Knepp, Marsha Rummel

Advisors Present: Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Dale Mathwich, Tricia Perkins, Barb Tensfeldt

Staff Present: Patti Jorenby, Ashlyn Mehlhaff, Katy Morgan-Davies, Jane Nicholson, Katy Plantenberg

I. **President Hess called the meeting to order at 4:00pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Derse Phillips and seconded by Ms. Ogden to approve the meeting minutes of May 19, 2015. 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

President Hess introduced Betty Chewning and Ashlyn Mehlhaff to the Board. Ms. Chewning is the new representative for the SASY neighborhood (replacing Sue Thering). Ashlyn was hired to work in Development – particularly on the Capital Campaign.

a. Capital Campaign Update: A meeting was held with McDonald Schaefer and campaign co-chairs to identify roles and responsibilities and a timeline. The co-chairs were announced – Tim Sherry and Susan Derse Phillips. The committee is focusing on balancing the campaign cabinet with both board members and non-board members. Forward suggestions to Ms. Sladky.

B. Financial Report

Ms. Phillips reported that May is very close to budget for both the month and YTD. Revenue is slightly ahead. The Gift Shop expense will be adjusted down in June. The Cost of Goods expense is overstated.

C. Director's Report

Ms. Sladky reviewed staff reports and noted that attendance was incorrect due to a typo. Correct attendance for May is 32,495 (not 332,495). The boiler replacement project is underway. The original boilers have been in use for more than 25 years and are nearing the end of their life expectancy. The replacements will be more efficient and take up less space, which will provide room for new chillers to be added to the boiler room at a later date. There is continued discussion in the Parks Department to make sure that Olbrich Gardens needs are

addressed in the plans for Garver property. Question was asked re: is this deal done and is the developer is moving ahead? Answer: The developer is working hard on the site plan/zoning plan and other items that need to be completed in a timely way. The financing plan also needs to be completed in order for the City to sign a development agreement.

D. Development and Marketing Staff Update

Katy Morgan-Davies notes that Nancy Vidlak will be out of the office for @ one month, but will be checking voicemails and emails. Ashlyn Mehlhaff was introduced. She reported that she has been working for non-profits since she was 19 years old.

Next Door Brewing and KW2 are hosting an event to benefit Olbrich and creating a special beer. The event is July 23 from 4:30 – 8:30pm and \$1 from each pint sold will be donated to Olbrich, and there will be a silent auction. There will be limited capacity, due to the size of the venue, so talk to Katy to get tickets. Cabela also wanted to include Olbrich in a “family day” event, but it was too close to Rhapsody for us to prepare for it. We will get more details for a future event.

Membership cards have been fulfilled by hand (printing, stuffing, mailing, etc...) and takes a lot of staff time. American Printing will take over many of these functions which will allow Olbrich to take advantage of bulk mailing. Membership cards will go out every two weeks, instead of every week.

E. Development Committee Report

Katy Plantenberg discussed the great coverage received for the Plant Sale by a local news anchor. Ms. Herfel and her team have worked up a full page informational ad about GLEAM.

F. Marketing & Public Relations Report

Please review submitted reports.

V. NEW BUSINESS

Ms. Derse Phillips reminded Board members that it will be important to tell potential donors that 100% of Board members and Advisors have participated in the Capital Campaign. She also asked Board member to let her or Mr. Sherry know if someone making a “significant” gift, which can help convince others. There will be naming rights and recognition developed.

VI. ANNOUNCEMENTS

Ms. Ogren Erickson noted WI Hardy Plants Society and MAMGA (Madison Area Master Gardener Association) will be having a home garden tour in Maple Bluff on July 14 and a Middleton tour later in July.

VII. ADJOURNED

The meeting was adjourned at 4:50pm.