

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
March 17, 2015

Members Present: Renee Boyce, Julie Herfel, Kevin Hess, Laurel Neverdahl, Mary Phillips, Julie Rupert, Tim Sherry, Roberta Sladky, Michelle Taschek, Dick Wagner, Bill White

Members Absent: David Ahrens, Eric Knepp, Dan Lauffer, Jeffrey Lewis, Susan Derse Phillips, Marsha Rummel, Sue Thering

Advisors Present: Fred Anderson, Jt Covelli, Dan Matson, Paul Williams

Staff Present: Christine Blau, Patti Jorenby, Katy Morgan-Davies, Katy Plantenberg, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Wagner and seconded by Ms. Ogden to approve the meeting minutes of February 24, 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. **OLBRICH STAFF PRESENTATION**

a. Overview of the Children of the Rainforest Performances

Christine Blau, Marketing and Special Events Assistant gave a presentation of the Children of the Rainforest program. The event started in 1992 and there are two performance dates, one each in January and February, with two performances each day. A directed donation or sponsorship typically funds the performer fees and tickets for less advantaged youth to attend the performances. Admission fee to the performance includes admittance to the Conservatory.

V. **REPORTS**

A. President's Report

a. Capital Campaign Update: Education Overview – Building the Case

Ms. Sladky reported that work continues on the “case for support”. She showed the presentation she gave at the Volunteer Luncheon in February and explained her interest in plants and horticulture. She showcased the increases in Education programs and explained that is one of the reasons the upcoming Capital Campaign will focus on dedicated education space. The campaign theme and logo were revealed - “Rooted and Growing: the campaign to enrich our community by engaging minds and building futures”.

B. Financial Report

a. February Financials

Ms. Phillips reports that revenue in special events, membership and gift shop is up but most likely due to timing.

b. Audit Update: The auditors shared with Ms. Phillips that the audit is in good shape and preliminary statements should be ready next week.

c. Recommendation that \$21,453.27, final disbursement from the estate of Orville W. Dusso, be transferred to the Olbrich Botanical Society Foundation's permanently restricted Orville W. Dusso Fund for the Bolz Conservatory.

A motion was made by Ms Phillips and seconded by Ms. Ogden to approve the above recommendation. Motion carried unanimously.

C. Director's Report

Ms. Sladky reviewed staff reports and noted that attendance is similar to 2014 attendance. Annual Conservatory maintenance continues this week and the Bolz Conservatory will reopen on Sat, March 21st.

a. Development policy updates:

* OBS' Gift Acceptance Policy was reviewed by the capital campaign consultants who recommended changes (see red-lined version in the March OBS Board packet). In addition the Board suggested that the last sentence in the first paragraph of part V. Restrictions read as follows: "*Restrictions may be placed on gifts for a period of up to twenty-five years.*" The Board noted that all numbers should be spelled out for consistency, and that the language won't impact existing restricted gifts. It was also noted that the document date should reflect the date of the Board meeting.

A motion was made by Ms. Ogden and seconded by Mr. Sherry to approve the Gift Acceptance Policy changes as shown in the March Board Packet with the additional changes noted above. Motion carried unanimously.

* Gift Recognition Policy – The policy purpose and changes were reviewed. No additional changes were suggested

A motion was made by Ms. Ogden and seconded by Ms. Taschek to approve the updated Gift Recognition Policy as shown in the March Board packet. Motion carried unanimously.

D. Development Report

Ms. Covelli noted the next Development Committee mtg will be in April. She reviewed staff reports and noted that GLEAM has a \$40,000 budget. A grant request has been submitted to the Madison Community Foundation and sponsorships have been requested also.

On behalf of the Rhapsody in Bloom committee, Ms. Herfel requested that Board members again consider making a donation to the silent auction. The theme of "your favorite Madison experience" was well received last year, and will be repeated. All items should be at Olbrich by the Board meeting on May 19th. A full page of details will be sent via email. Contact Julie Herfel or Missy Jeanne if you have questions.

E. Marketing & Public Relations Report

Ms. Covelli reported that the team will start working on 2016 marketing by July. GLEAM will take place in September & October and will be open from 7 – 10pm, Wed – Fri. It will be a ticketed event. Current progress includes jurying the artist's proposals, determining sponsorship proposals, etc.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

Mr. White announced that developers with Garver proposals will present again and answer questions at Goodman Center, Wed, March 18th at 6:30pm.

VIII. ADJOURNMENT

The meeting was adjourned by unanimous consent at 5:15pm.