

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
September 17, 2013

Members Present: Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, Julie Herfel, Laurel Neverdahl, Erin Ogden, Emanuel Scarbrough, Tricia Perkins, Roberta Sladky

Members Absent: David Ahrens, Fred Anderson, Kevin Briski, Carolyn Gilb, Dan Lauffer, Mark McFadden, Marsha Rummel, Susan Stein, Michelle Taschek, Mike Whaley

Advisors Present: Jack Bolz, Shirley Homburg, Dan Matson, Barb Tensfeldt, Paul Williams

Guests Present: Dave Malone & Andrea Speth, McDonald Schaefer

Staff Present: Ann Heiden, Patti Jorenby, Marty Petillo, Cindy Sullivan, Nancy Vidlak

I. **President Sherry called the meeting to order at 4:10pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Ogden and seconded by Mr. Hess to approve the meeting minutes of August 20, 2013. Motion carried unanimously.

III. **PUBLIC COMMENTS**

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

IV. **CAPITAL CAMPAIGN PRESENTATION**

a. Feasibility Study Summary Report – by David Malone, Partner, McDonald Schaefer
Mr. Malone distributed a written summary of the findings and outlined the results. He noted that a feasibility study is used to test a community's philanthropic interest in a project.

V. **REPORTS**

A. President's Report

President Sherry asked Mr. Wagner to provide an overview discussions with the Mayor's office, Zoning and Fire Inspection regarding the expansion project. Mr. Wagner reported that funding for Phase 1 of the expansion project is included in the Mayor's long term Capital Budget for 2017-2018. It notes \$5 million each year, with ½ coming from the City and ½ from OBS. After discussions with other agencies, phasing the project will be the best way to move forward.

a. Nominating Committee Report

Ms. Loewi requested that Board members submit candidate names to her as soon as possible. There will be 5 open positions. Elections will be held in December.

B. Monthly Financial Report

Ms. Curliss reported that the following revenue areas are above budget: Development, Membership and Special Events. Membership expenses are slightly over, which is mostly due to the new "magazine" format to replace the newsletter.

a. A motion was made by President Sherry and seconded by Ms. Ogden to approve the recommendation that \$14,229.98 in bequests received August 20, 2013 (estate of Stanford Knudson) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

C. Director's Report

Ms. Sladky displayed a photo that was taken at Olbrich of the City of Madison Police Department K-9 unit. They will use the photo in their publicity. Staff reports were reviewed and it was noted that staff are starting to work on the budget a little earlier than usual. The Park Commission asked the Parks Dept and the Planning Dept to work together to prepare a Request for Proposals (RFP) to solicit proposals for the re-use of the Garver Feed Mill.

D. Development Report

Ann Heiden reviewed the Development report, briefly, and noted that the "Other Donations" line item is \$47,000 under budget. These donations are gifts that can't be directly related to a solicitation. We are also planning for Membership staff or volunteers to have an increased presence at events.

Capital Campaign: Mr. Hess noted there is nothing to report at this time, beyond the Feasibility Study results presented earlier.

E. Marketing & Public Relations Report

Sharon Cybart had a family emergency, so was not able to prepare a report. The August monthly report will be included in the October meeting packet.

VI. NEW BUSINESS

There was no new business.

VII. ANNOUNCEMENTS

CRACKLE: Fire & Froth will take place September 27.

VIII. ADJOURNMENT

Meeting was adjourned at 5:10pm.