

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
April 25, 2017

Members Present: William White, Dick Wagner, Mary Phillips, Alnisa Allgood, Renee Boyce, Philip Bradbury, Julie Herfel, Michelle Taschek, Laurel Neverdahl, Roberta Sladky

Members Absent: Julie Rupert, Kevin Hess, Dan Lauffer, Susan Derse Phillips, Tim Sherry, David Ahrens, Betty Chewning, Eric Knepp, Marsha Rummel

Advisors Present: Fred Anderson, Jt Covelli, Janet Loewi, Barb Tensfeldt

Guests Present: Randy Wiesner, Architect 3 City Engineering; Debbie Wiora & Craig Keleher, Smith & Gesteland LLC

Staff Present: Angela Donahue, Patti Jorenby, Ashlyn Mehlhaff

IV. REPORTS

A. President's Report

a. Project 1 Update, Randy Wiesner: The last update was at the December BOD meeting. Since that time, the architectural firm, Meyer, Scherer, Rockcastle (MSR) from Minneapolis were selected. They also worked on the remodel of the Central Library and are involved in the Madison Municipal Building project. The contract was signed just a few weeks ago, but they have been working on evaluating the existing 2013 Master Plan. MSR sent questions to staff regarding previous Master plan documents and current operation questions. Last week, the MSR team spent the day at OBG to go over the site and existing conditions, pose questions to staff and answer questions from staff. They expect the design process to take about 12 months. The predesign phase – which we are in – will continue with one full day meetings for the next 2 months.

The next steps for the Board are to begin to think about what comes next. Since MSR is a different design team than the Facilities Master Plan team, MSR might want to incorporate different stylistic features. Also, since OBG's visitor numbers have been higher than expected – over 300,000 -- MSR may take a look at the visitor experience and make recommendations.

I. The meeting was called to order at 4:20pm.

II. APPROVAL OF MINUTES

A motion was made by Ms. Taschek and seconded by Ms. Boyce to approve the meeting minutes of March 21, 2017. 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 (continued)

B. Financial Report

b. Presentation of the 2016 Audit was made by Debbie Wiora and Craig Keleher, Smith & Gesteland LLC Audit staff. The areas of audit focus were; Investments, Promises to give for

the Capital Campaign, Net Assets, Contributions and Estimates. An unmodified (clean) opinion was issued.

A 5- Year Trend Financial Statement was also reviewed. The Organization is up \$4.7 million in assets, mainly due to increased bequests and capital campaign contributions. Program expenses were equal to 74.2% in 2016 compared to 70.7% in 2015, a positive trend. The auditors noted that donors often like to check the program expense percentage and 75% or higher is the general target. The auditors powerpoint presentation is attached to these minutes. A motion was made by Mr. Bradbury and seconded by Ms. Boyce to approve the 2016 Audit. Motion carried unanimously.

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a. March 2017 Financials

Ms. Phillips notes we had a favorable 1st quarter. \$70,000 over budget for revenue and \$70,000 under budget in expenses. The Spring Appeal went out a little early and membership had increased contributions. The financials in the packet are not the final version – a new one will be sent out.

c. Credit Card Policy

The Credit Card Policy was updated to remove duplicate information, simplify text, etc... No changes to actual procedures.

A motion was made by Ms. Neverdahl and seconded by Ms. Taschek to approve the revised Credit Card Policy. Motion carried unanimously.

C. Director's Report

Ms. Sladky reviewed staff reports. She would like to congratulate Ms. Allgood for being recognized as a WI Rock Star and Terry Jackson – Conservatory volunteer, for being recognized with the WI Hero Award. There are spots available for Board members to help at the Plant Sale – contact Marty for availability. Olbrich Gardens beat Warner Park in a friendly contest re: reducing our energy usage – Congrats Don Saunders. John Wirth, Conservatory Curator, is retiring effective June 30, 2017.

D. Development & Marketing Staff Update

a. Rhapsody in Bloom Update: Ms. Herfel asks Board members to donate items for the auction. In 2016 the auction including silent and live brought in \$31,154 with nearly \$2000 in winning bids for OBS Board of Directors contributions. The most desirable items in 2016 were sporting event tickets, spa packages, table at Concerts on the Square, etc.. Some suggestions are Packer or Badger tickets, a lake tour with drinks on a boat, a roof top party, private patio party, travel or timeshare, concert tickets, monthly wine club, pet portraits, etc.... Rhapsody tickets will go on sale online starting May 1st.

Ashlyn Mehlhaff reported that Membership did well in March. They have been contacting peer organizations to see what they do, what has worked well, etc... and checking both in state and out of state. The Spring Appeal has brought in \$16,680 (\$2000 was rolled over from end of year appeal, but funds received in January). Memorials are \$15,290 to date and the yearly budget was \$15,000, so that is great.

Development is updating the “wish list” so donors can look at that – will post it online when ready. Re: Capital Campaign - Ashlyn noted a number of “asks” that are currently out and some have made it to the 2nd phase of consideration.

E. Marketing & Public Relations Report

Please review staff reports.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNMENT

The meeting was adjourned at 5:11pm.