

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**May 17, 2016**

**Members Present:** Kevin Hess, Dick Wagner, Mary Phillips, Tim Sherry, Renee Boyce, Julie Herfel, Dan Lauffer, Erin Ogden, Michelle Taschek, Laurel Neverdahl, Roberta Sladky, Betty Chewing

**Members Absent:** Bill White, Susan Derse Phillips, Julie Rupert, David Ahrens, Eric Knepp, Jeffrey Lewis, Marsha Rummel

**Advisors Present:** Fred Anderson, Elizabeth Ogren Erickson, Janet Loewi, Dale Mathwich, Dan Matson, Tricia Perkins, Barb Tensfeldt

**Staff Present:** Jeff Epping, Patti Jorenby, Ashlyn Mehlhaff, Katy Morgan-Davies

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Neverdahl and seconded by Mr. Lauffer to approve the meeting minutes of April 19, 2016. 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. Recent Outdoor Garden Images – Jeff Epping, Director of Horticulture

Jeff Epping noted that we had a great Spring – cool, but with plenty of rain, which meant that the spring bloom period was prolonged. Mr. Epping presented a number of photos of the outdoor gardens for the Board's enjoyment.

V. **REPORTS**

**A. President's Report**

**a. Capital Campaign Update** – Ashlyn Mehlhaff noted that the next cabinet meeting is set for June 18<sup>th</sup>. The campaign currently has \$1,813,000 in donations and will continue to contact priority potential donors thru May 31<sup>st</sup>. The campaign targets a sum of \$2,600,000 in donations by the end of July and \$3,750,000 by end of October.

**B. Financial Report**

Ms. Phillips noted that adjusted financials were sent out and handed out at the meeting. She noted that the Net Operating Income should be positive \$81,873 (instead of a negative). Event Revenue is lower due to loss of Leaf Mulch sale, but Gift Shop sales are up.

**C. Director's Report**

Ms. Sladky reported that we had just under 5,000 visitors on Mother's Day and that YTD attendance continues to be ahead of last year. Ms. Sladky will be part of a panel at the American Public Garden Association annual conference in June.

**D. Development & Marketing Staff Update**

Katy Morgan-Davies reported that Memberships and Development were over goal in April. The Michael B. Olbrich Legacy Society Luncheon is on May 20<sup>th</sup>. Forty-eight 48 members have responded that they will attend which is well above the previous years' average of 27. Thirty new plaques for the Tribute Trellis will go up and a reception will take place on Friday, May 27<sup>th</sup> at 4pm. Membership is planning to do a survey asking members what they value, what they use, etc... Ashlyn Mehlhaff will go on maternity leave at the end of May. GLEAM is looking for more sponsors – please contact Ms. Sladky if you have any ideas for potential sponsors.

**E. Development Committee Report**

The Development Committee is currently meeting on an “as needed” basis.

**F. Marketing & Public Relations Report**

Please review the staff reports.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

There are no announcements.

**VIII. ADJOURNMENT**

The meeting was adjourned at 4:50pm.