

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**November 21, 2017**

**Members Present:** Bill White, Julie Rupert, Dick Wagner, Kevin Hess, Alnisa Allgood, Renee Boyce, Philip Bradbury, Tim Sherry, Betty Chewning, Eric Knepp, Laurel Neverdahl, Brad Hinkelfuss, Angela Jenkins

**Members Absent:** Mary Phillips, Julie Herfel, Dan Lauffer, Susan Derse Phillips, Michelle Taschek, Erik Lincoln, Roberta Sladky, Nancy Ragland

**Advisors Present:** Jack Bolz, Jt Covelli, Dale Mathwich

**Staff Present:** Jake Immel, Patti Jorenby, Ashlyn Mehlhaff, Marty Petillo, Erin Presley, Dan Schuknecht, Kai Skadahl, Joe Vande Slunt

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

**II. APPROVAL OF MINUTES**

A motion was made by Ms. Rupert and seconded by Mr. Hess to approve the meeting minutes of September 19, 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. OLBRICH STAFF PRESENTATION**

- a. Horticulturists Erin Presley & Dan Schuknecht report on their experience as Guest Gardeners at Chanticleer, a public garden in the Philadelphia area

Chanticleer has a foundation and, as a former estate has enough space to allow for housing guest gardeners. A survey is sent in advance to find out interests which are matched with their gardeners to best meet the guests' needs and interests.

Dan was interested in the Asian Woods area – as the Thai garden original trees are maturing, he can now think about the understory. He saw some great examples, although not all options would be hardy enough here.

Erin was interested in the vegetable garden and North American forest – she also worked in the gravel gardens. She intends to bring more architecture and drought resistant plants to her gardens and to create more late season interest in the Wildflower Garden.

Erin and Dan also noted that not only did the Chanticleer staff share their time, they also shared seeds, cuttings and divisions. The staff at Chanticleer have more “free time”, so have time to spend on individual installations, small touches like fresh flowers in the public bathrooms, and they make their own compost. Many things Erin and Dan think that can be added at OBG over time. The area outside Philadelphia is known for “30 gardens in 30 miles”, so Erin and Dan were able to visit a number of other gardens in the area.

**V. REPORTS****A. President's Report**

- a. Capital Campaign Update – Ashlyn Mehlhaff reported that she is working with Development staff to touch everything and everyone possible, to hand hold donors and get the best donation possible. The architects met about 2 weeks ago and don't have updated naming opportunities yet. When design is finished, it should be easy to get the remaining funds needed thru the naming rights opportunities.

President White noted that the building project is moving along and the Urban Design Commission will be getting a presentation tomorrow – just informational. The City of Madison did include the \$4.5 million in the 2018 approved capital budget.

**B. Financial Report**

Please review financial reports in packet.

**C. Director's Report**

Please review staff reports. Olbrich Gardens attendance is up 28,000. The 2018 Board of Directors meeting dates are included in your packet. There were 10,000 visitors to GLEAM, which is an increase of 30% from 2016 and created approximately \$40,000 net over the goal.

**D. Development & Marketing Staff Update**

Please review staff reports.

**E. Marketing & Public Relations Report**

Please review staff reports.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

Preview Party for the Holiday Train Show is Fri, December 1 from 3 – 6pm. It has a western theme and there will be square dance callers at the party.

Eric Knepp gave a few announcements:

- During the budget process, there was no discussion regarding the \$4.5 million request which is a testament to the recognition of good work and the relationships between City and OBS
- The sale of the Garver Feed Mill is days or weeks away
- The City of Madison is working on a strategic management initiative that seeks to align City operations towards achieving City-wide goals. Parks staff are actively participating in this process and are focusing on ensuring that park services that are critical to the quality of life of Madison are well represented in the City-wide goals.
- Thanks to everyone for all their hard work and for being a model

**VIII. ADJOURNMENT**

Meeting was adjourned at 4:51pm.