

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
November 15, 2016

Members Present: Kevin Hess, Bill White, Dick Wagner, Mary Phillips, Tim Sherry, Dan Lauffer, Susan Derse Phillips, Julie Rupert, Michelle Taschek, Eric Knepp, Laurel Neverdahl, Roberta Sladky

Members Absent: Renee Boyce, Julie Herfel, Erin Ogden, David Ahrens, Jeffrey Lewis, Marsha Rummel, Betty Chewning

Advisors Present: Dan Matson

Guests Present: Randy Wiesner, Architect, City Engineering Division

Staff Present: Patti Jorenby, Jane Nicholson, Marty Petillo, Joe Vande Slunt

I. Meeting was called to order at 4:05pm.

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Rupert and seconded by Mr. Wagner to approve the meeting minutes of October 18, 2016. Motion carried unanimously.

III. **PUBLIC COMMENT**

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

IV. **REPORTS**

A. President's Report

President Hess reminded board members that nominations will be made at the December meeting. If you have any suggestions of possible members, please contact Ms. Sladky. There will be a new Board President for 2017 (Mr. White) and Mr. Sherry will be leaving the Board, so a small reception will be held following the December meeting.

a. Capital Campaign Update – Ashlyn Mehlhaff submitted written comments. Total pledges and fundraising is \$2,744,348 with \$815,493 already received. Priority Donor List Outreach has been completed, although haven't received responses from everyone. The Donor's Arbor list is being processed. Ashlyn will begin to approach businesses, but will work with Missy Jeanne so that any Capital Campaign asks are coordinated with event underwriting asks.

Here are the current capital campaign fund-raising goals:

October – \$2.5 million (50% of goal)

December - \$2.6 million (52% of goal)

January - \$2.9 million (58% of goal)

February - \$3.2 million (64% of goal)

April - \$3.75 million (75% of goal)

b. RFQ/RFP Process – by Randy Wiesner, Architect, City Engineering Division

Mr. Wiesner gave a slide presentation of a typical Public Works project timeline and the Capital Campaign project. He noted that the timeline is @ 5 – 8 years from the getting an item on the budget to construction completion. Six architect/engineering firms submitted qualifications that met the that met the RFQ requirements. A selection committee narrowed

that to 3 finalist firms. Interviews will take place on Dec 8th and a public open house will be held that evening from 6:30 – 8:30 pm, with a final selection made by December 12th. The current schedule is:

2016 RFQ / RFP Process
 2017 Mostly design work
 2018 Final drawings and start construction @ October
 2019 Finish construction and occupy @ October 2019

It is noted that there may be two add-on projects: relocate the Schumacher Library and create a Visitor Orientation space. Question was raised re: who is responsible for any costs associated with bringing existing spaces up to code (items affected by construction). Mr. Knepp assures that the City of Madison has invested a lot of money into Olbrich in recent years and if code issues were to put the project over budget, the City would do everything possible to facilitate funding those improvements/code upgrades.

B. Financial Report

Ms. Phillips reviewed the October 2016 Financials. Special Events is +\$14,000 in Revenue. Total Expenses for October and YTD are below budget. Net Income was expected to be -\$22,000, but has a positive variance of +\$88,000.

C. Director's Report

Ms. Sladky reviewed staff reports and noted that attendance continues to be strong and ahead of 2015. The new Conservatory exhibit had a members-only preview event that was well attended and the exhibit received very positive feedback.

D. Development & Marketing Staff Update

Joe Vande Slunt noted that Development & Membership revenue are down a bit for the year, but staff are doing some extra work and hope to catch up by year end.

E. Development Committee Report

No report.

F. Marketing & Public Relations Report

Ms. Sladky reported that Katy Plantenberg is expected to be on maternity leave any day now, so staff are preparing for her absence. OBS is contracting with an editor to edit the next newsletter and with Decision Point to manage social media. A PR intern that will do basic press releases with oversight from Missy Jeanne & Ms. Sladky. Olbrich's new Visitors Services Specialist (City employee) has some social media experience and may be able to assist with some tasks.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNMENT

The meeting was adjourned at 5:10pm.