

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
April 17, 2018

Members Present: Bill White, Dick Wagner, Mary Phillips, Kevin Hess, Alnisa Allgood, Philip Bradbury, Tim Sherry, Erik Lincoln, Angela Jenkins, Betty Chewning, Laurel Neverdahl, Roberta Sladky, Brad Hinkfuss, Nancy Ragland

Members Absent: Julie Rupert, Renee Boyce, Dan Lauffer, Susan Derse Phillips, Michelle Taschek, Eric Knepp

Advisors Present: Fred Anderson, Jack Bolz, Jt Covelli, Sandy Dolister, Barb Tensfeldt

Guests Present: Debbie Wiora, Craig Keleher & Alisha Paul – Smith & Gesteland; Phyllis Lovrien – OBS Foundation

Staff Present: Angela Donahue, Mike Gibson, Jake Immel, Patti Jorenby, Katy Plantenberg, Kai Skadahl, Joe Vande Slunt

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

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Hess and seconded by Ms. Jenkins to approve the meeting minutes of March 20, 2018. 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**

B. Financial Report

b. Presentation of the 2017 Audit by Smith & Gesteland, LLP

Debbie Wiora, Craig Keleher and Alisha Paul gave an overview of the audit results. The areas of focus are Investments, Capital Campaign, Net Assets, Contributions and Estimates. An unmodified “clean” opinion was issued – which is the highest-level opinion. S & G pointed out that the ratio of program expense to total expense is 76.6%. That ratio is an important number to donors.

A motion was made by Mr. Sherry and seconded by Mr. Bradbury to accept the audit results as presented. Motion carried unanimously.

A. President’s Report

President White attended the Garver project groundbreaking ceremony earlier in the day and noted he is looking forward to some interesting vendors there.

a. Capital Campaign Update – We are looking for support for the cistern, which is approximately \$350,000, and a couple of asks are still out. We are also planning to finalize naming opportunities. Randy Wiesner – City Architect, will be at the May board meeting and we should have better estimates at that time.

B. Financial Report (continued)

a. February 2018 Financials – Ms. Phillips reviewed the February financial report and noted that revenue is ahead for the month and for year-to-date. Expenses are down approximately \$7,000. A accounting consultant has been engaged to perform a month-end reconciliation so the Board will have more confidence in the monthly reports and there will be fewer adjustments made during the year-end audit.

C. Director's Report

Ms. Sladky reviewed staff reports and noted that attendance is continuing to be higher than previous years, in spite of the questionable weather. Many interns will start in mid to late May. They will be working in Horticulture, Marketing, Education and Special Events. Botany Explorer started today and runs thru May 31st. Many thanks to Ms. Phillips for assisting with finding a new health insurance plan for OBS staff – the new plan will save approximately \$30,000 for the year.

D. Development Reports

Please review staff reports.

Membership Update: There is a special prospecting mailing out right now aimed at people with memberships that are lapsed 6 – 24 months and currently 42 of those households have renewed.

E. Marketing & Public Relations Report

Katy Plantenberg discussed working with Greater Madison Convention and Visitors Bureau on the “Experience Project”. Olbrich Gardens was selected to work with a consultant and other local venues to create a special event or experience that would be a ticketed event at Olbrich Gardens. Staff are working on an outline of a tour in different areas of the garden with special information and an “ingredient” in each area, which would then come to create a special item at the end. Marketing staff are also working with City of Madison IT staff on a website re-design. That should be completed within this year.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNMENT

The meeting was adjourned at 5:00pm.