

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
November 20, 2012

Members Present: Janet Loewi, Tim Sherry, Dick Wagner, Jennifer Curliss, Dan Matson, Fred Anderson, Carolyn Gilb, Julie Herfel, Kevin Hess, Mark McFadden, Laurel Neverdahl, Erin Ogden, Larry Palm, Tricia Perkins, Roberta Sladky, Susan Stein

Members Absent: Kevin Briski, Susan Davis Canty, Emanuel Scarbrough, Marsha Rummel

Advisors Present: Elizabeth Ogren Erickson

Staff Present: Ann Heiden, Patti Jorenby, Samantha Peckham, Katy Plantenberg

I. **President Loewi called the meeting to order at 4:00pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Matson and seconded by Mr. Anderson to approve the meeting minutes of October 16, 2012. 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**

Samantha Peckham, Horticulturist, and Katy Plantenberg, Public Relations/Special Events Associate gave an update on the upcoming Holiday Express Flower and Model Train Show. The show has a tropical theme with tropical plants, tiki heads, stained glass and flamingos. December, 2012 is the longest possible show, running from Dec 1 – 31, with five weekends. Tickets prices remain the same.

V. **REPORTS**

A. President's Report

President Loewi reminded Board members that the December 18th meeting will be followed by a gathering in the Bolz Conservatory for Board members, prospective Board members and Bolz Conservatory Lighting Project donors. Please plan to stay after the meeting to enjoy refreshments and the new lighting.

a. Nominating Committee Report

Mr. Matson reported that there will be four vacancies on the Board – two Directors have fulfilled their terms and there are two vacant positions. The following have been nominated: Lau Christensen - LR Christensen; Michelle Taschek – US Bank; Mike Whaley – Findorff; and Dan Lauffer – Tetrad Seed Co. A full report will be presented at the December meeting.

B. Financial Report

Ms. Curliss reviewed the October financials and notes that we are slightly ahead in revenues and expenses are down \$83,000 compared to budget.

a. A motion was made by Ms. Curliss and seconded by Mr. McFadden to approve the recommendation that \$1000 in bequests received October 29, 2012 (Estate of Jeanne H Lang) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

C. Director's Report

Ms. Sladky reviewed the staff reports and notes that attendance was lower in October, but we are still ahead YTD. The staff will be attending their first meeting to discuss the facility improvement project in December. There will be a series of five public meetings and dates will be set soon. Each meeting will work from information gathered at previous meetings, so hopefully you will plan to attend the entire series. There is an ATM in the Lobby now – there is no obligation to OBS or the City. The vendor charges a fee to the users.

D. Education Report

Ms. Sladky reminds that the Education Committee is currently on hold. The plan is to re-evaluate the mission for this group as plans for new facilities are developed.

E. Development Report

Ann Heiden distributed the poinsettia delivery sheet – please contact her if you are able to make any deliveries. The holiday annual appeal will go out shortly after Thanksgiving. Cocktails in the Conservatory and Indulgence have their first “business” partner – Monona State Bank. There is a new “Don’t Miss...” link on the bottom left side of the website. This is meant to be a casual voice that keeps you up to date on what’s happening right now at the garden.

Quilts in Bloom will be changing to an fiber art exhibit in the Commons. Staff are working on planning a new “member event” for the Fall, since there won’t be a fall preview party anymore. The change is due to falling attendance and revenue.

Kevin Hess has agreed to chair the Feasibility Campaign (pre-campaign).

F. Marketing & Public Relations Report

There is no additional report.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

Save the Date – Dec 18th Board Meeting will include 2013 budget, the Nominating Committee report, and the Bolz Conservatory gathering afterwards.

VIII. ADJOURNMENT

The meeting was adjourned at 4:50 pm.

OBS Operating Draft Budget Summary Report November 2012 (unaudited)

IV. B.

	Nov-12 Actual	Nov-12 Budget	+/- Budget	Nov-11 Actual	YTD 2012 Actual	YTD 2012 Budget	+/- Budget	YTD 2011 Actual	2012-2011 Actual	2012 Annual Budget	* 2012 Donor Restricted YTD
Operating Revenue											
Dev. Revenue	7,619	7,412	207	15,617	162,058	123,956	38,102	164,670	(2,612)	248,400	
Memberships	26,141	4,650	21,491	22,011	287,861	255,920	31,941	270,799	17,061	324,120	
Spec.Events	912	0	912	2,185	373,829	371,265	2,564	357,063	16,766	390,566	\$129,000 Children of the RF, \$345 Special Events
Library	0	30	(30)	30	406	360	46	719	(313)	420	
Volunteers	0	0	0	0	2,634	2,700	(66)	2,227	407	2,700	
Education	2,119	1,376	743	2,941	57,775	44,913	12,862	62,896	(5,121)	47,150	\$1000 Education Intern
Horticulture	0	0	0	0	0	0	0	0	0	0	\$ 2,000 Hort Herb
Conservatory	0	0	0	0	0	0	0	0	0	0	\$21,250 Conservatory Lights
Admn	759	0	759	187	9,621	5,000	4,621	7,065	2,555	5,000	
Gift Shop	23,863	23,000	863	20,824	263,276	252,000	11,276	254,977	8,299	330,000	
Total Operating Rev.	61,414	36,468	24,946	63,795	1,157,460	1,056,114	101,346	1,120,417	37,043	1,348,356	
Operating Expense											
Development	18,964	23,755	(4,791)	12,825	150,261	153,532	(3,271)	157,364	(7,103)	192,545	
Memberships	12,339	10,190	2,149	6,467	91,412	84,035	7,377	78,149	13,263	112,444	
Special Events	14,204	12,502	1,702	8,325	258,163	254,979	3,184	238,405	19,758	278,711	\$3,000 Children of the RF, \$5,888
PR & Marketing	8,004	10,726	(2,722)	5,260	75,463	78,723	(3,260)	76,690	(1,227)	94,465	
Library	2,589	2,485	104	1,654	21,456	18,007	3,449	17,850	3,606	22,262	
Volunteers	0	30	(30)	12	2,285	2,485	(200)	2,094	190	2,575	\$2,910.40 Vol. donor restr.
Education	21,296	18,783	2,513	8,827	179,665	172,918	6,747	120,322	59,343	210,154	
Horticulture	16,003	18,381	(2,378)	13,180	173,263	164,050	9,213	166,794	6,470	194,368	
Conservatory	6,519	6,282	237	4,420	58,088	54,665	3,423	54,903	3,186	65,293	\$17,910.83 Cons. Lighting, \$533.36 Cons. Intern
Administration	2,476	3,183	(707)	4,758	49,419	54,268	(4,849)	79,322	(29,903)	77,292	\$192.00 Evjue admitts passes
Gift Shop	23,447	22,400	1,047	19,979	233,513	213,217	20,296	230,553	2,960	270,848	
Total Operating Exp.	125,842	128,717	(2,875)	85,705	1,292,988	1,250,879	42,109	1,222,445	70,543	1,520,957	
Net Operating Income (Loss)	(64,428)	(92,249)	27,821	(21,910)	(135,529)	(194,765)	(59,236)	(102,028)	(33,501)	(172,601)	
Foundation Disb											
Net Income (Loss) w/Fdn Dist	(64,428)	(92,249)	27,821	(21,910)	36,832	(22,152)	(59,488)	(102,028)	138,860	12	
Banking/Investment	5,024	0	0	0	51,992	0	0	0	0	0	

The budget is amended in this report to reflect the changes adopted at the June Board meeting.

The "Numbers" report – November 2012

Daily Attendance (9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
OBG Attendance	2012	2011	2010
November 30	12,555	9,868	9,475
YTD	231,900	218,261	231,158

Facility Use Report (# programs/#participants)			
Category	Nov 2012	YTD 2012	YTD 2011
Olbrich Public Events ***	4 / 24	129 / 1,327	134 / 3,038
Public Events by Partner Organizations	1 / 0	21 / 767	23 / 750
Misc Free Uses	56 / 610	513 / 9,736	448 / 10,682
Non-Profit Rentals	10 / 1,371	68 / 5,009	47 / 2,737
Private Rentals (incl weddings/receptions)	14 / 825	468 / 20,762	439 / 18,376
TOTAL	85 / 2,830	1,198 / 37,601	1,091 / 35,763

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	Nov 2012	YTD 2012	YTD 2011
Adult Programs	24 / 332	253 / 2,692	256 / 2,678
Adult Group Tours – Guided	0 / 0	17 / 415	14 / 430
Adult Group Tours – Self-guided	1 / 15	43 / 1,374	45 / 1,465
Family/Intergenerational Programs	4 / 81	36 / 606	45 / 658
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	7 / 282	61 / 2,450	30 / 1,276
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	2 / 55	98 / 3,824	105 / 4,583
K-12 Community Organization	0 / 0	1 / 12	0 / 0
TOTAL	38 / 765	509 / 11,373	495 / 11,090

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	Nov 2012	Nov 2011	YTD 2012	YTD 2011
Bolz Conservatory Admissions	\$1,885	\$1,410	\$60,115	\$38,173
Room Rentals*	\$4,521	\$5,999	\$118,809	\$109,924
Catering Revenue**	\$1,532	\$3,586	\$29,057	\$25,249
Total	\$7,938	\$10,995	\$207,981	\$173,346

* accrued at time of booking – up to 18 months before event

** accrued on a monthly basis following each catered rental

*** 2011 data includes concert attendance – we now have a “counter” and the numbers are included in general attendance

Horticulture Report to the Board – December, 2012

Jeff Epping, Director of Horticulture

Here it is early December and the gardens are covered with a thin brilliant blanket of snow as the cold weather has set in. Nothing like the white stuff to brighten-up the landscape and get you in the holiday spirit!

Up until the recent snowfall, the weather was fairly mild, so the hort crew took advantage of it by thoroughly cleaning up and mulching as many garden beds as they had time for before turning their attention to the holiday show set-up. They also focused their efforts on creating decorative winter containers in the gardens. The myriad of pots are a wonderful addition to the gardens – adding much needed color and interest to our winter landscape. We have been adding as many frost-proof containers to the gardens as possible over the last few years, thanks to generous donations from our members. These durable planters are perfect for varied plant displays throughout all the seasons – spring, summer, fall and winter combinations are created with both live and dry materials by the creative horticulture staff.

The crew finished setting-up the tropical-themed holiday show on November 29th, just in time for the preview party on the 30th. The exhibit is really unique and lots of fun – visitors are really enjoying the creative displays and change of pace from the traditional look. Not too often do you see wood carved Tiki sculptures combined with brightly colored poinsettias and steamy tropical plants! And of course, the trains – everyone loves the trains! The hort staff did a great job of coordinating the train set-up with the Wisconsin Garden Railway Society and continue to work closely with them during the show to keep everything running smoothly and looking good.

Now that the Holiday Show is up and running, the horticulturists will have some time to work on annual winter projects. Spring annual designs need to be finalized by end of December, so the greenhouse crew can start ordering seeds for sowing. Samara Eisner, Samantha Egan and Christina Akinlosotu continue to work on the 2013 Plant Sale to get all the plants ordered for spring. The hottest new plant introductions always go fast, so they order as soon as possible after receiving the new catalogs, in order to secure them for our sophisticated gardening shoppers. The horticulture staff will begin systematically pruning our plant collection -- trees, shrubs and vines throughout the garden need attention during the winter season to keep them in top condition. We will again recruit a corps of volunteers to help out with the shrub pruning -- we're looking forward to working with this cold hardy crew again this winter!

Don Saunders, Jim Maier, Aaron Wilkie and Rob Kay worked diligently over the last several weeks finishing up garden winterization, a rather thankless task. Thanks to all of their hard work the pools have been drained and cleaned, pumps and aerators pulled and water lines blown out with air to keep them from freezing. Snow removal is already occupying some of our time and only time will tell, how much more this winter? All of the paved garden walks are being kept open so that our visitors can enjoy our winter landscape, which is really quite nice right now. Slippery spots on the walkways are sanded rather than salted, to protect our plant collection from salt damage. I think we're finally getting to the point that our gardens are as attractive in winter as in summer and we'd like to make sure our visitors can come and enjoy them, especially after a beautiful snowfall.

Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary)

December 12, 2012

The Four Lakes Wildlife Center at the Dane County Humane Society contacted Olbrich for assistance with providing flowers throughout the winter for the ruby throated hummingbird that they are rehabilitating. The bird had a broken bone that healed, but it was not strong enough to be released and migrate south as the other hummingbirds do in the fall. Conservatory staff are now providing a few sprigs of flowers from the conservatory or greenhouses twice a week. Volunteers from the wildlife center pick up the flowers, take them to the wildlife center and offer them to the hummingbird to enrich its environment and to encourage it to practice flying. The hummingbird (we are told it is probably a "she") has been very excited by the tropical flowers and is gaining muscle strength as it hovers from blossom to blossom. The wildlife center is hoping that she will be strong enough to be released back to the wild once the hummingbirds return to Wisconsin next spring.

The major aspects of the annual fall pruning in the conservatory have been completed by John Wirth. Daily maintenance and pruning of individual plants continues as necessary.

The poinsettias are being moved out of the production greenhouse into the holiday show, to the gift shop and to donors. The tender outdoor garden plants being overwintered in the greenhouse corridor are being moved into the production house and the tropical house as space permits. Additional plants intended to overwinter inside will be moved from the Quonsets and holiday show into the corridor space. These plants "on the move" include banana plants, scented geraniums, xanthosomas and cordylines.

The spring show seedling plants are developing normally and are being transplanted into larger pots. The spring primula crop is on schedule for use in the volunteer luncheon and for the spring sale.

Updating of parts of the electrical wiring in the greenhouses is ongoing by an outside contractor.

Winter preparations of the greenhouses has started with the shut down and clean up of the cooling pad system. The exhaust fans are still operating as the outside temperature is not yet consistently cold enough to shut them off.

November-December Volunteer Program Report
Marty Petillo, Volunteer Services Manager
December 11, 2012

Special Event Volunteer Recruitment Update

- *Holiday Express, Olbrich's Train and Flower Show, December 1-31.* 21 volunteers participated in the November 27 Membership Ambassador Meeting. 25 volunteers participated in the two Tea Room trainings. Volunteers are scheduled to fill volunteer shifts for Train Show Greeting, Tea Room, Conservatory Greeting, and Membership. There are still open shifts for Tea Room Volunteers and Membership Ambassadors on weekends and during Christmas week.
- *US Bank Eve, December 31, 5-8:00 pm.* Volunteers are still needed to host US Bank Eve.

Volunteer Program Management: 2012 in Review

While the Madison area experienced unusual weather all year—mild winter, early spring, dry hot summer, extended fall—Olbrich's Volunteer Program held steady. Though final numbers will not be available until the end of December, more than 600 volunteers will again give more than 25,000 hours to ensure that our visitors experience beautiful outdoor and indoor gardens, inspiring educational programs, fun special events, and an overall fabulous visit while at Olbrich.

Some highlights and interesting trends are:

- About 10% of our active volunteers have been involved at Olbrich since the Botanical Center opened in 1991. Those 20+ year volunteers, especially those who were already retired from "real" work in 1991, are now aging. They are role models for the health benefits of volunteering! They are also beginning to "retire" from their volunteer service at Olbrich, leaving some very big shoes to fill. Their absence in the Gift Shop, Library and Greeter Desk in particular resulted in recruitment of many new volunteers in these roles in 2012.
- Hats off the Horticulturists Samara Eisner and Tony Gomez. Their 23 volunteer gardeners not only gave the most gardening hours of service (1,278 of the total 4,900+ gardener hours), more importantly, this crew had no turnover. 100% of this crew returned after gardening together in 2011 and stuck with it for the 2012 season.
- In 2012, two volunteers achieved a major milestone in service hours. Barb Tensfeldt and Beverly Wilke are the first two Olbrich Volunteers to reach 7000+ hours of service over their volunteer career at Olbrich.
- OBS Board President Janet Loewi was nominated for and selected to receive the Wisconsin Museum Federation 2012 Volunteer Excellence Award.
- 317 volunteers received an Olbrich Appreciation Card because they volunteered 25+ hours in 2011. As a result, in 2012, 53 volunteers attended 109 classes for free, and 30 Gift Shop transactions received a 10% discount (total value of discount = \$18.92).
- In reviewing data on how new volunteers learned about Olbrich's Volunteer Program, the two most important sources of information the motivated new folks to volunteer were 1) visiting the gardens and 2) referral by a current Olbrich Volunteer. A personal connection to the garden is an important factor in recruiting new volunteers who are placed in open jobs.
- In addition to their "official" shifts, volunteers attended Olbrich trainings; came for volunteer events (two potlucks, one 50-person bus trip); regularly visited the gardens and participated in events here; and shopped, shopped, shopped in the Gift Shop.
- Phyllis Lovrien again sponsored the 2012 Annual Volunteer Appreciation Lunch. We are grateful for her continued support of the Volunteer Program.

It was another good year!

Growing Gifts Board Report
 Cindy Sullivan, Manager
 December 12, 2012

November's sales came in just over budget. Our sales were \$23,863.39 over a budgeted \$23,000.

Still YTD we are behind our revenue goal by \$11,700. December is always a big sales month, coupled with the Tea Room we may make up some of that difference, but will most likely finish the year end behind our goal. On a more positive note, our cost of goods has been held down so our total expenses are under our YTD budget.

On another positive note, it is important to mention that November 2012 was ahead of November 2011, November 2010 and 2009.

Below are the top three revenue numbers by department. The top three were very close, and in third place we are now seeing ornaments.

Department	Net Revenue for Oct	Number of items sold	Cost of goods sold
Apparel	\$2551	89	\$1225
Jewelry	\$2458	208	\$1195
Ornaments	\$2411	307	\$1229

I am continuing to source high quality locally or at least USA made goods. Newly added is a line of upscale jewelry from a California company. It is all sterling silver, well designed and constructed and available to us at reasonable cost. It is also not work that is readily available at other shops. We are purposely introducing it just in time for gift giving.

BOARD REPORT – Education**November 15 – December 15, 2012****Jane Nicholson, Director of Education**

Classes: We are wrapping up the last few classes for the September–December 2012 session. The January–May 2013 classes catalog has been completed, mailed, and delivered. Education Registrar Kai completed setting up RecTrac/WebTrac for the semester, and we have sent the instructor contract letters. Volunteer Services Manager Marty has set up the volunteer Web schedules for the Adult Education Program Hosts and Youth & Family Programs Volunteers. Public Relations Associate Katy is working on updating the Website with the upcoming classes. Volunteer Opal Procknow hand-delivered approximately 900 new catalogs to various areas community organizations for distribution. Thank you to all of these people for their help with getting ready for the next semester. We could not do it without them!

Explorer School Programs: A marketing e-mail was sent at the end of November for the 2013 *Tropical Explorer* and *Botany Explorer School Programs*; staff has started receiving correspondence regarding registration for these programs.

Conservatory Exhibitions: The Conservatory Staff and Jane will meet in early January to discuss ideas and determine the November 2, 2013–March 23, 2014 Conservatory exhibit.

Schumacher Library: November statistics: 231 visitors; 15 materials checked out; 97 reference questions; 44 items used in-house; 111 volunteer hours.

- Lynn developed and forwarded the Library's volunteer schedule and newsletter to the volunteers.
- Some new resources added to the collection include:
 - Hutton, Jeff. Rocks, Dirt, Worms & Weeds: A Fun, User-Friendly Guide...Kids.
 - Inciarrano, Michelle. Tiny World Terrariums.
 - Cole, Joanna. The Magic School Bus Inside the Earth.
 - Harris' Farmer's Almanac 2013.
 - Lovejoy, Sharon. Toad Cottages & Shooting Stars.
 - Marris, Emma. Rambunctious Garden: Saving Nature in a Post-Wild world
 - Reader's Digest Successful Gardening Journal.

Greater Madison Writing Project (GMWP): Planning continues for the 2013 program, including a teacher orientation, summer institute, and youth writing workshop in conjunction with the Latino Youth Summit at UW-Madison.

Children's Kitchen Garden: The CKG Education Intern job description has been updated and posted on our Website; application deadline is February 15, 2013.

Tram Program: [See Director of Development & Marketing Ann Heiden's report for information regarding funding.] Lead Tram Driver Sharon Larsen is working on seasonal stats and met with the Tram Drivers to discuss updates to the current interpretive tour.

Docents & Volunteers: [See Volunteer Services Manager Marty Petillo's report for additional information.]

- **Adult Education Program Hosts:** Training for new volunteers continues one-on-one, as needed. Next semester update meeting is February 2, 2013; next new volunteer group training session is February 16, 2013.
- **Conservatory Greeters & Docents:** Next meeting is Saturday, December 15; training of new volunteers occurs as needed on Saturdays after the monthly meeting.
- **Youth & Family Programs Volunteers:** Next meeting January 23, 2013. Thank you letters were sent to Ecology Explorer School Program volunteers; an end-of-the-year thank you letter will be sent to all 2012 Youth & Family Programs volunteers.
- **Schumacher Library Volunteers:** Training for new volunteers continues one-on-one, as needed.

Education Planning:

- Education staff are working on planning and coordinating 2013-2014 programs, events, activities in concert with other staff and departments.
- Jennifer and Jane are researching educational opportunities at other similar institutions and planning future potential growth/changes at Olbrich.
- Jane met with Public Relations Associate Katy, Manager of Marketing & Public Relations Sharon, and Director of Development & Marketing Ann to discuss current and future marketing of our educational opportunities.
- Adult Group Tours – Jane is working with the Marketing Department on updating Adult Group Tour opportunities information for the 2013 marketing postcard and Website.

DRAFT OBS Development Report as of Nov 30, 2012

	Nov-12	Nov-11	12-'11	12 YTD	11 YTD	'12-'11	12 Budget	11 Yr End
Undesig. Operating Revenues								
Annual Fund & Donations **	5,178	13,341	-8,163	71,350	100,641	-29,291	184,000	190,593
Membership*	25,861	22,136	3,725	285,639	269,110	16,529	310,220	309,404
Tributes/Memorials	1,996	410	1,586	51,556	35,887	15,669	13,600	37,438
Tribute Trellis	100	100	0	1,638	8,308	-6,670	5,500	8,708
Event Revenue	912	17,574	-16,662	371,692	360,859	10,833	390,566	379,518
Donation Boxes	216	1,307	-1,091	18,900	17,356	1,544	18,600	18,783
Raffle Revenue	129	263	-134	420	3,102	-2,682	2,000	3,731
Tram Sponsorships	0	0	0	15,000	0	15,000	10,000	
Tram Rider Donations	56		56	3655	0	3655	3,000	
Total: Undes. Op. Revenues	\$34,448	\$55,131	-\$20,683	\$819,850	\$795,263	\$24,587	\$937,486	\$948,175
Foundation Disbursements								
Bolz Family Fund for OBG	0	0	0	12,748	13,210	-462	13,000	13,210
OBS Foundation	\$0	\$0	0	\$159,613	\$0	159,613	\$159,613	\$153,152
Total: Foundation Disb	\$0	\$0	\$0	\$172,361	\$13,210	\$159,151	\$172,613	\$166,362
Additional Gifts								
Designated Contributions	1,000	5,960	-4,960	33,276	24,036	9,240		44,578
Endowment	0	0	0	0	5,000	-5,000		5,000
Bequests	1,000	0	1,000	1,000	55,049	-54,049		55,049
Tram Donations (2011 only)	0	0	0	0	0			8,502
Total: Additional Gifts	\$2,000	\$5,960	-\$3,960	\$34,276	\$84,085	-\$49,809		\$113,129
Total: Gifts Without GIK	\$36,448	\$61,091	-\$24,643	\$1,026,487	\$892,558	\$133,929		\$1,179,383
Gifts In Kind	\$2,325	2,841	-516	\$37,912	59,488	-\$21,576		\$201,717
Total: All Donations	\$38,773	\$63,932	-\$25,159	\$1,064,399	\$952,046	\$112,353		\$1,429,383

*Incentives are being offered for early renewals. Month to month comparisons will be out of sync because many members are taking advantage of the early renewals.

** 2012 Solicited YTD = \$ 38,715 vs 2011 Solicited YTD \$31,269 (\$7,446) 2012 Unsolicited YTD = \$27,457 vs 2011 Unsolicited YTD = \$55,278 (-\$27,821)

BOARD REPORT – SPECIAL EVENTS

DECEMBER 12, 2012

Holiday Express Show

Over 1,000 members and sponsor guests attended the Holiday show preview party on Friday, November 30. Donations and discounts were received by Woodmans, A to Z Rental, HyVee, and Elegant Foods. Visitors seem to really enjoy the tropical theme. One of the tiki head sculptures in the show has already sold! Attendance during the first weekend was slow but steady which is typical of the first weekend.

Cocktails in the Conservatory 2013

For 2013, we have scheduled two Cocktails in the Conservatory events. The January event will feature DJ Nick Nice and the March event showcases DJ Trichrome. The event time has been extended by two hours to allow for more visitors to cycle in and out. The admission price was raised to \$6. Monona State Bank will sponsor both events.

Indulgence 2012

The winery and chocolatier invitations to participate in Indulgence were mailed in October and a reminder email was sent on December 3. So far we have confirmed four wineries: Fisher King Winery (newer), Phillips Distributing, Spurgeon Vineyards & Winery, and Wollersheim Winery; one distillery, Rokker Vodka, and one local bakery, Gigi Cupcakes. Monona State Bank has agreed to be the presenting sponsor for the event at \$1,500. Tickets for Indulgence will go on sale January 7.

Leaf Mulch Sale

A job description has been posted for the Leaf Mulch Supervisor position. We will begin the interview process mid January.

Rhapsody in Bloom 2013

The tasting with Circolo Catering was fantastic and the menu has been finalized! So far sixteen companies have been confirmed, that's a record for the October sponsor solicit. Several additional tables have also been purchased. Becca Anderson is working on creating the January sponsor solicit. The RIB committee will not meet in December, monthly meetings will resume in January.

Home Garden Tour 2013

The theme for next year's tour will be – "Olbrich's Home Garden Tour, *Featuring Olbrich's Neighbors*". The garden sites are located in the neighborhood directly surrounding the Gardens. Potential sponsors have been determined and sponsor letters have been printed. The committee will begin follow up calls later this month.

Quilts in Bloom

An official decision has been made to discontinue the Quilts in Bloom show. Olbrich will host a Fiber Art Show in the Commons for 4-5 weeks in the fall to help ease the transition of dropping this event from our annual line up. A meeting is schedule with the Thursday Quilting Friends to discuss this change. We anticipate still offering the Thursday Quilting Friends the opportunity to sell their quilts in the lobby for a few weekends in the fall.

Event Marketing

The 2013 event marketing budget has been finalized. Event and marketing staff are meeting with our media reps to set up all of our annual advertising contracts.

Submitted by: Melissa Keegan, Special Events Coordinator

Membership Totals by Year

	Nov-12	Nov-11	Nov-10	Nov-09
Circle (Life) (\$3000)	425	416	403	397
Angel (\$1000)	2	3	1	2
Benefactor (\$500)	9	7	8	4
Patron (\$250)	58	53	52	39
Contributor (\$100)	533	470	442	402
Family & Guests (\$65)	912	738	713	570
Family (\$55)	2,127	2,309	1,883	2,272
Friend Plus One (\$50)	1,027	935	871	484
Friend (\$40)	1,087	1,153	1,179	1,161
Total Households	6,180	6,084	5,552	5,331
Total Persons	9,549	9,310	8,346	8,195

Membership Campaign Results

APPEAL	Nov TOTALS	YTD TOTALS
Campaign - free class	0	22
Campaign - concerts and other on-site events	0	0
Campaign - Holiday 1/2 price gift memberships	3	65
Campaign - Groupon	2	327
Campaign - Pros Mailing - Rejoin	0	154
Campaign - Pros Mailing - OBS List	0	66
Campaign - Leaf Mulch	0	24
Campaign - Home Garden Tour	0	53
Campaign - Holiday Show	0	0
Class Generated	0	0
Complimentary	0	67
Event (BB)	0	324
Event (Garden Expo, Plant Sale, Spring Show, Quilts)	0	154
Gift Shop	1	46
Gifted	32	103
Mail/Phone	30	192
Newsletter	0	0
Online/Web	29	346
Renewal - Misc	0	0
Renewal 1	236	2,407
Renewal 2	22	374
Renewal 3	8	130
Visit to the Gardens	4	185
TOTALS	367	5,039

New and Renewing Members for November 2012

Category	New Members - November	Renewals - November	Rejoins - November**
Friend (\$40)	1	61	2
Friend Plus One (\$50)	17	54	5
Family (\$55)	51	123	6
Family & Guests (\$65)	2	76	2
Contributor (\$100)	0	45	0
Patron (\$250)	0	8	0
Benefactor (\$500)	0	0	0
Angel (\$1000)	0	0	0
Circle (\$3,000)	0	0	0
TOTALS	71	367	15

**Rejoins - Former members who renewed their membership more than 6 months after it expired

Selected Publicity

Events Publicized: Promotion in Nov. focused on Olbrich's Holiday Express & Concerts. This is the second time we've tried a colorful, graphic media release with links to news releases, photos, and more information. Positive reaction from the media to these. Also promoted Nov. & Dec. Adult & Children's Classes; previewed 2013 events to various publications.

Flora of Tropical Thailand Exhibit

- State Journal featured photo: "Get Moving: Take a walk in the tropics" with photo & exhibit description.

Holiday Show

- State Journal: front page local – "Traditional, meet tropical," color photo of train show set-up with show info.
- AAAliving.com: "Artful escape," color photo and information about holiday show

General

- UW Press e-newsletter: featured Birdscaping in Midwest class. Sent to gardening clubs & Midwest garden centers.
- Isthmus giving insert: includes info about Olbrich & request for holiday volunteers and listing of holiday show.
- Madison Magazine: includes Olbrich in article about wedding sites.

Special Activities

WI Federation of Museums/Volunteer Award: Sharon (on the board of directors of WFM) attended the annual conference on Nov. 12 & was honored to host Janet Loewi who was presented with WFM's statewide Volunteer Excellence Award. Janet gave a very nice acceptance speech to this group of about 80 museum professionals from around the state. Janet was able to stay for the excellent keynote speaker who spoke about the future of museums, collaborations, technology, and providing visitors valuable "experiences." Thank you, Janet, for all of your work for Olbrich – and congratulations again on the Volunteer Excellence Award! Sharon attended other valuable sessions on Chasing Technology/Augmented Reality and Collaborations.

Social Media Seminar: Sharon attended a free, half-day seminar sponsored by the Greater Madison Convention & Visitors Bureau. Excellent presentations by area social media experts from The Creative Company, Hiebing, and Pilch & Barnet. Sessions included the Importance of Social Media in Tourism; Taking Your Social Media Presence to the Next Level; and Powerful Writing for Social Media. The morning ended with the opportunity for "speed-dating" type one-on-one meetings with professionals from these companies. Feedback for Olbrich was that our Facebook page is excellent and we should continue to grow it.

Scavenger Hunt: Olbrich once again offered one free ticket to the holiday show to anyone who completed a new Website Scavenger Hunt correctly. The program ran Nov. 19 – Dec. 11. People enjoy the activity and seem grateful for the opportunity to get a free ticket.

Member Newsletter Survey: The newsletter survey, to evaluate how effective our print newsletter is in reaching our goals and communicating with members, concluded on Nov. 14 with excellent responses both to the online and mailed versions. Fred Petillo, who has expertise in this area, volunteered time to offer us interpretation of the results. We will be compiling & reviewing all the information along with input from staff and the graphic designer, to be used as a basis for an update or re-design of Olbrich's newsletter in 2013.

Olbrich Garden News, Winter/Spring 2013 issue: Work on this issue, which will arrive in homes in early January, is in progress. As a test/transition to a new look for the newsletter, photos on the back & front covers will be in color. Keep your eye out for this & let us know what you think!

New Intern: We are grateful to have a new public relations volunteer intern for about 4 hours a week. Please welcome Lisa Volkening if you see her at the volunteer station on Thursdays!

E-Communication and Social Media:

E-news: The newsletter survey was e-mailed as an e-postcard on Oct. 31 with a reminder e-postcard to those who hadn't responded on Nov. 9. A colorful e-postcard about the gift shop holiday sale went out on Nov. 15. Olbrich's overall open rate is 36% and click-through rate 11%; compared with benchmarks of 19% and 2% respectively.

Facebook: Tested a "promoted post" for the gift shop holiday sale & saw dramatic results! Most posts get a nice 200-800 views, but this promoted post got 6,690 views! While this trial was free, these promoted posts can cost as little as \$10. This is definitely something to try more in the coming year! We currently have 1,332 "likes" and growing.

Twitter: Up to about 500 followers, good mentions & interactions. Daily Tweets linked to Facebook posts.

Website

We saw a peak in users starting at Thanksgiving and rising through the beginning of December.

November 2012: Total Visits 10,041 Unique visitors: 8,056 Avg. pages per visit: 3.24 New visits: 65%



Olbrich Botanical Society Board of Directors 2013 Nominations

Thank you to our outgoing Board members who have completed their terms:

Dan Matson has completed three three-year terms on the Board and served as President 2009-2010.
Susan Canty has completed one three-year term on the Board.

Olbrich Botanical Society has 5 openings on the Board of Directors beginning January 1, 2013. The Nominations Committee recommends the following nominations to begin terms in 2013.

- A. Elect **Erin Ogden** to a second three year term on the Board of Directors
- B. Elect **Lau Christensen** to a three year term on the Board of Directors
- C. Elect **Mike Whaley** to a three year term on the Board of Directors
- D. Elect **Dan Lauffer** to a three year term on the Board of Directors
- E. Elect **Michelle Taschek** to a three year term on the Board of Directors

The Nominations Committee recommends the following Officers be elected.

- President – Tim Sherry**
- Vice President – Kevin Hess**
- Secretary – Dick Wagner**
- Treasurer – Jennifer Nordlof-Curliss**
- Past President – Janet Loewi**

Elect the following OBS members to serve a one year term for the calendar year 2013 as non-voting Advisors to the Board of Directors

- a. **Dennis Birke**
- b. **Jack Bolz**
- c. **JT Covelli**
- d. **Sandy Dolister**
- e. **Elizabeth Ogren-Erickson**
- f. **Edith Lawrence-Hilliard**
- g. **Shirley Homburg**
- h. **Jeff Levy**
- i. **Dale Mathwich**
- j. **Jerry Minnich**
- k. **Ann Rodgers-Rhyme**
- l. **Barbara Tensfeldt**
- m. **Paul Williams**
- n. **Dan Matson**

In addition to the elected directors, the OBS Board has seven ex officio positions which are filled as follows:

- **Madison Parks Superintendent - Kevin Briski**
- **Neighborhood Association Representative - Mark McFadden**
- **Olbrich Garden Club Representative - Laurel Neverdahl**
- **District 15 Alder - Larry Palm**
- **District 6 Alder - Marsha Rummel**
- **Madison Board of Park Commissioners Representative - Emanuel Scarbrough**
- **Garden Director - Roberta Sladky**

Green Team Annual Report
December 11, 2012

On November 11, a team of staff convened to review 2012 accomplishments in making Olbrich more sustainable. Participating staff were: Marty Petillo (facilitator and report writer), Jen Recoy, Ann Heiden, Jane Nicholson, Jeff Epping, Aaron Wilkie, Sam Peckham, and Don Saunders. All staff then reviewed the report.

2012 Accomplishments

1. Communication and Education
 - Offered public classes on sustainable gardening
 - Replaced print annual report with electronic version
 - Published three OBS newsletters instead of four, and added monthly e-newsletter
 - Consolidated events brochures
 - Used one postcard to promote all plant sale mailings
 - Emailed “thank you” notes to volunteers
 - Education communicated with schools by email
2. Waste Reduction, Reuse, and Recycling
 - City’s recycling program improved so recycle more: plastic containers, soil bags, trays
 - Gave used hoop house plastic to Troy Garden for re-use
3. Energy Efficiency, Conservation, and Management
 - Replaced outdoor garden, conservatory, greenhouse and botanical center light fixtures with LED fixtures that have dimming capabilities and light sensors
 - Replaced our old water heater with a new energy efficient condensing water heater that can operate at temperatures as low as 95 degrees (this water heater is used to raise the temperature of water used to water plants)
 - Added weather stripping on external botanic center doors
 - Began replacing heat valves so they close when appropriate
 - Cleaned and tuned boilers
 - Purchased LED TV for use in lobby
 - Replaced printer, fax, and copier in Garver Cottage with a single multi-function machine; recycled old equipment through City of Madison
 - Since December 2011, Olbrich’s solar sunflower has produced 672 kWh, enough electricity to power 22 houses for one day each. There has been a carbon offset of 1,024 lbs, the equivalent produced by 12 trees. Real time data on solar output is available at <https://enlighten.enphaseenergy.com/public/systems/KwXZ51997>
 - Because of Olbrich’s conservation improvements, electricity expenses were significantly lower in 2012 compared with 2011 expenses
4. Water Conservation and Wastewater Management
 - Focused watering in outdoor gardens on targeted beds
 - Added new Rain Garden and reduced turf near bat house
 - Herb Gravel Garden was not watered this summer, even in the drought!
5. Transportation
 - In making leaf mulch, reduced fuel by 400 gallons

6. Wildlife and Landscape Conservation and Management
 - Used bio-fungicide on poinsettias in place of harsher chemicals
 - Used only organic fertilizer on turf: compost tea and corn gluten
7. Purchasing
 - Increased the number of locally produced items sold in Gift Shop
8. Local Community Benefits
 - Sold plants dug or divided from the gardens and leftover potting soil from our containers in the Gift Shop. In the past, these were composted.
 - In 2012 Holiday Express Train Show, featured art produced by two local artists
 - Offered free “scholarship” passes to those in need for admission to the conservatory

Future Plans

2013

- Share new recycling update info
- Educate staff about Travel Green
- Offer new staff TNS training
- Give education program users an option to get the education catalog electronically
- Install variable frequency drives (VFDs) on water features to save electricity
- Install new roof with insulation that will save natural gas (heating) and electric (cooling)
- Replacing front landscaping with more sustainable design
- Purchase new truck in 2013 that will be more efficient and have plow that will save staff time
- Improve Quonsets
- Purchase shade cloth for greenhouses to prevent heat loss; investigate options for conserving heat lost from conservatory
- Find ways to communicate sustainability message when the lobby wall is updated with campaign info
- Add more signage in outdoor garden about sustainable gardening
- Replace lobby water fountain with one that fills water bottles and counts how many are filled

2014+

- Build new bathroom adjacent to Commons
- Get more natural light in lobby by gift shop to support sale of plants
- Get new building automation system (HVAC control panel) to save energy
- Install solar water heater or something
- Progressively improve watershed along creek
- Build our own well for watering
- Create food compost area for caterers
- Establish Olbrich as leading resource in sustainable horticulture
- Fund in-service training so staff can learn about new technologies
- Find funding for these “green” ideas



**2013 OBS Board Meetings
Olbrich Botanical Gardens Meeting Room**

4 pm, 3rd Tuesday of the Month

Tuesday Jan 15

No Regular Meeting in February, but a meeting with the project architects is being planned for February 21!

Tuesday Mar 19

Tuesday Apr 16 (audit meeting)

Tuesday May 21

Tuesday Jun 18

Tuesday Jul 16

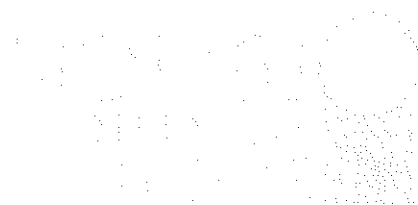
Tuesday Aug 20

Tuesday Sep 17

Tuesday Oct 15

Tuesday Nov 19

Tuesday Dec 17



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