

**OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes**

January 20, 2015

Members Present: Renee Boyce, Kevin Hess, Dan Lauffer, Mary Phillips, Susan Derse Philips, Marsha Rummel, Julie Rupert, Tim Sherry, Roberta Sladky, Michelle Taschek, Sue Thering, Dick Wagner, William White

Members Absent: David Ahrens, Julie Herfel, Eric Knepp, Jeffrey Lewis, Laurel Neverdahl, Erin Ogden

Advisors Present: Jt Covelli, Janet Loewi, Tricia Perkins, Paul Williams

Guest Present: Dan Rolfs, Community Development Project Manager

Staff Present: Natasha Fuller, Missy Jeanne, Patti Jorenby, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Sherry and seconded by Ms. S. Phillips to approve the meeting minutes of December 9, 2014. Motion carried unanimously.

III. **PUBLIC COMMENTS**

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

IV. **WELCOME & INTRODUCTION OF NEW BOARD MEMBERS**

President Hess introduced new Board members in attendance – Renee Boyce and Julie Rupert - and had everyone tell a little about themselves.

V. **OLBRICH STAFF PRESENTATION**

a. Overview of New Fall Special Event – by Missy Jeanne, Special Events Manager
Missy Jeanne presented “GLEAM – Art in a New Light” – the new fall special event. She gave a little history of the previous art installations, including 16 permanent art pieces in the Garden. Olbrich collaborated with MMOCA for the “Art on Site” exhibit from 2004 -2005 which had a goal of 200,000 visitors, which was exceeded by 23,000.

Missy Jeanne reviewed several projects in the region that staff visited in 2013 and 2014.

GLEAM will take place August 28 – November 1, 2015. Plan to have six site specific sculptural art installations and hope to increase attendance for that same time period by 20%. There will be an opening reception on August 28th, which will be a ticketed event. We will have evening viewing hours Sept 2 – Oct 30 (Wed – Fri), from 7 – 10pm. The proposed admission fee will be \$12 adults /\$10 members, \$6 child/\$5 member, under 2 is free. David Wells will be the Artistic Director and Reinders Inc will be the lighting partner. The projected revenue is \$50,600 (majority from sponsorships), and projected expense is \$40,250 (mostly artists’ stipends).

A motion was made by Mr. White and seconded by Mr. Sherry to support Missy Jeanne and these efforts. Motion carried unanimously.

VI. **REPORTS**

A. President's Report

a. Garver Feed Mill Reuse – by Dan Rolfs, Community Development Project Manager

President Hess introduced Dan Rolfs to give an update on the Garver Reuse proposals. Dan gave a history of the original purchase by OBS. The City received four proposals for the current RFP: Alexander Co – event space; ACC – affordable independent living, senior living and assisted living; Ogden – market rate residential apartments; and Baum – food production space and micro-lodges.

There will be a public meeting on Thur, Jan 22 at 5pm in Room 300, MMB for presentations by the developers – no public discussion or questions. The committee meets again in February for a public meeting which would be open for public comments and discussion. The committee should make a decision at their March mtg and then goes to City Council.

Ms. Thering noted the neighborhood has two committees looking at this project.

b. Capital Campaign Update

President Hess reported that staff are continuing to meet with McDonald Schaefer and working on the case for support. They are meeting weekly at this point. The case will showcase the need.

B. Financial Report

Ms. M. Phillips reported that we exceeded revenue goals for both December and YTD. Expenses were below budget for December and YTD.

C. Director's Report

Ms. Sladky requested that board members review staff reports included in your Board packet and noted that record attendance of 287,777 was counted in 2014. The Sponsor Thank You party will take place January 29th from 5 – 7pm. Your invitation is in your packet.

D. & E. Development Report & Marketing and Public Relations Report

Ms. Covelli noted the committee is working on marketing all of the upcoming events.

VII. **NEW BUSINESS**

There is no new business.

VIII. **ANNOUNCEMENTS**

There are no announcements.

IX. **ADJOURNMENT**

The meeting was adjourned by unanimous consent at 5:25pm.