

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**September 16, 2014**

**Members Present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Fred Anderson, Julie Herfel, Dan Lauffer, Mary Phillips, Michelle Taschek, William White, Laurel Neverdahl, Roberta Sladky, Sue Thering

**Members Absent:** Janet Loewi, Carolyn Gilb, Erin Ogden, Tricia Perkins, Susan Derse Phillips, David Ahrens, Marsha Rummel

**Advisors Present:** Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Dale Mathwich, Emanuel Scarbrough, Barb Tensfeldt

**Staff Present:** Jeff Epping, Patti Jorenby, Katy Morgan-Davies, Katy Plantenberg, Nancy Vidlak

I. **President Sherry called the meeting to order at 4:05pm.**

II. **APPROVAL OF MINUTES**

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

**a. 2014 Garden Updates – by Jeff Epping, Director of Horticulture**

Mr. Epping gave a slide presentation showing what the garden and plants looked like last year compared to now, including effects from the “polar vortex” of last winter, and lingering effects of the drought the previous summer. The *Miscanthus sinensis* ‘Adagio’ adjacent to the Donors Arbor did not survive the winter. Newly planted yew in the Herb Garden did not survive. There are seven ash trees that are being treated for emerald ash borer and the rest will likely be cut down in the next year or two. The respite pavilion was complete this year thanks to a gift from the Mead Witter Foundation. The Thai Pavilion roof showed damage, so had some minor patching done by a local metal artist. Funds to restore the landscape damaged by the roof construction in 2013 were used to create new gravel gardens outside the front entrance and a new garden to be viewed from the lobby. Jeff also showcased the plantings that he and staff have done in Madison Parks including Reindahl Park, Goodman Pool, Olin Park and others.

V. **REPORTS**

**A. President’s Report**

President Sherry reminded Directors to review the upcoming Events Calendar (included in your Board packet).

a. Social Media Policy – Katy Morgan-Davies reviewed the Social Media Policy and Usage Guidelines. Please review and contact Ms Morgan-Davies with your comments. The policy will be on the October agenda for adoption. Note that the Policy is for the Employee

Handbook and the Usage Guidelines are intended for the staff who work on Olbrich's social media outlets.

b. Nominations – Please get any suggestions to President Sherry, Ms. Sladky or Ms. Loewi.

**B. Financial Report**

Ms. Curliss noted that Revenue is down \$19,000 from budget, mostly due to timing of Blooming Butterflies. Blooming Butterflies preliminary revenue appears to be \$8000 over budget and expenses appear to be only \$4000 over budget. Special Events Revenue is currently \$30,000 over budget.

**C. Director's Report**

Ms. Sladky reviewed staff reports and noted that visitor attendance continues to be high compared to the previous year. Education classes and participants are also higher than 2013. Marty Petillo's report reminds directors that the Volunteer Recognition lunch is scheduled for Friday, February 13, 2015, so get it on your calendars. The Gift Shop is \$22,000 ahead of budgeted revenue. Katy Plantenberg & Jane Nicholson are working on a new Visitor Map and Guide that will include the Bolz Conservatory and the outdoor gardens in the same print piece.

**D. Development Report**

Ms. Covelli reported that the Development Committee met last week. The Spring Appeal for Circle members didn't go out at usual time, due to change in leadership, but is going out next week.

**E. Marketing & Public Relations Report**

Ms. Covelli noted that Katy Plantenberg is now chairing the staff Marketing Committee. The committee is discussing adding a new event for 2015.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

Thai Fest is Sunday, Sept. 21<sup>st</sup>, 11am – 4pm.

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:05pm.