

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
December 20, 2016

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

Members Absent: Julie Herfel, Erin Ogden, David Ahrens, Jeffrey Lewis, Laurel Neverdahl, Marsha Rummel

Advisors Present: Fred Anderson, Janet Loewi, Dale Mathwich, Dan Matson, Paul Williams

Guest Present: Mike Bare, BKM Group LLC

Staff Present: Patti Jorenby, Ashlyn Mehlhaff, Joe Vande Slunt

I. Meeting was called to order at 4:00pm.

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Derse Phillips and seconded by Mr. Lauffer to approve the meeting minutes of November 15, 2016. 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**

A. President's Report

a. Capital Campaign Update – Ashlyn Mehlhaff reported that the January fundraising goal of \$2.9 million has been met and she is continuing to work through priority donors.

b. Nominations - Mr. Sherry thanked Ms. Ogden for her service to the Board and presented the 2017 nominations as follows:

Elect **Alnisa Allgood** to a three-year term on the Board of Directors

Alnisa Allgood is the founder and executive director of Collaboration Good. Her Nonprofit Tech business provides technology services for not-for-profit organizations with technology and technology decisions. Alnisa is also the founder of Madison's Non-Profit Day. Alnisa volunteers at Olbrich Botanical Gardens in the Schumacher Library and has advised staff on technology availability and decisions.

Elect **Phillip Bradbury** to a three-year term on the Board of Directors

Phillip Bradbury is an attorney with von Briesen & Roper in their Madison office. His practice is focused on commercial law and litigation, construction law and litigation, real estate, alternative dispute resolution, and business and estate planning for closely held businesses. Phil was selected by Best Lawyers® as Madison's 2016 "Lawyer of the Year" for Construction Law and has been listed in Best Lawyers in America® in Construction Law each year since 2008.

Elect **William F. White** to a second three-year term on the Board of Directors

Elect **Susan Derse Phillips** to a second three-year term on the Board of Directors.

Elect **Tim Sherry** to a third three-year term on the Board of Directors (with special circumstances per the bylaws)

A motion was made by Mr. Lauffer and seconded by Ms. Taschek to approve the nominations above. Motion carried unanimously.

The Nominations Committee recommends the following Officers be elected for the calendar year 2017

President – William F. White
Vice President – Julie Rupert
Secretary – Dick Wagner
Treasurer – Mary Phillips
Past President – Kevin Hess

A motion was made by Ms. Derse Phillips and seconded by Ms. Boyce to approve the Officers above. Motion carried unanimously.

Elect the following OBS members to serve a one year term for the calendar year 2017 as non-voting Advisors to the Board of Directors

| | |
|---------------------------------|---------------------------------|
| Fred Anderson | Dennis Birke |
| Jack Bolz | JT Covelli |
| Sandy Dolister | Elizabeth Ogren Erickson |
| Edith Lawrence-Hilliard | Jeff Levy |
| Janet Loewi | Dale Mathwich |
| Dan Matson | Jerry Minnich |
| Jennifer Nordlof-Curliss | Tricia Perkins |
| Emanuel Scarbrough | Barbara Tensfeldt |
| Paul Williams | |

A motion was made by Mr. Hess and seconded by Ms. Rupert to approve the Advisors above. Motion carried unanimously.

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

- Madison Parks Superintendent – **Eric Knepp**
- Neighborhood Association Representative – **Betty Chewning**
- Olbrich Garden Club Representative - **Laurel Neverdahl**
- District 15 Alder – **David Ahrens**
- District 6 Alder - **Marsha Rummel**
- Madison Board of Park Commissioners Representative – vacant until the Park Commission assigns
- Garden Director - **Roberta Sladky**

c. **Confirm OBS Foundation Election**

Olbrich Botanical Society Foundation Board of Directors Confirmation of Elections held 11/10/2016

Election of Officers for 2017 (excerpt from the draft minutes)

A motion was made by Mr. Bolz and seconded by Mr. Sherry to re-elect the slate Officers as proposed.

Re-elect as President
 Re-elect as Vice President
 Re-elect as Secretary-Treasurer

Sandy Dolister
 Tim Sherry
 Phyllis Lovrien

A motion was made by Mr. Wagner and seconded by Ms. Taschek to confirm the OBS Foundation Board of Directors as noted above. Motion carried unanimously.

Ex Officio OBSF Directors for 2017

(assuming OBS nominees are elected Dec 20, 2016)

| | |
|--------------------------|----------------|
| OBS Board President | Bill White |
| OBS Board Past President | Kevin Hess |
| OBS Board Treasurer | Mary Phillips |
| OBG Garden Director | Roberta Sladky |

d. Biergarten at Olbrich Park Beach Proposal

Mike Bare from BKM Group LLC outlined the proposal of a Biergarten in Olbrich Park near the beach house. He noted that the Milwaukee area has 4 of these venues that are operating successfully. Milwaukee opened its first Biergarten in 2012 and there are two “permanent” Biergarten’s and two that “travel”. The organization would use the beach house and an area adjacent for the Biergarten. The beach house would also be used by Rutabaga for boat rental, paddle boats, etc. The space does not have a designated use in the Olbrich Park Master Plan.

The proposed improvements include \$47,500 of capital improvements (clean, paint, upgrade bathrooms, upgrade electrical, repair roof/walls, install seating area, etc..) and additional bike racks. The Biergarten would be open seasonally in accordance with the City Parks spring and winterizing schedule, which is @ May – October, weather depending. The last call for beer purchases would be at 9 pm and the park closes at 10pm. The owners are local and plan to hire an operating manager. All staff would be age 21 or over. The menu would include beer, sports drinks, water, pretzels, mini-brats, potato salad and rules would be posted (no carry in of alcohol, no unaccompanied minors, no grills, no smoking) but customers would be allowed to bring picnics.

At this point BKM still needs the following: parks vending permit, liquor license, restaurant health permit and a building permit. Additional information:

- size = @ 5800 sq ft, but not specifically determined at this time
- would like live music (performers, but not rock concerts)
- plan to be open for 2017
- 270 person capacity
- open 7 days a week
- There are 120 parking stalls in the beach parking and 170 stalls across Atwood at the ball diamond parking lot

Board members raised concerns about the name -- as Olbrich Biergarten – people think it is at Olbrich Gardens. It was suggested that Olbrich “Beach” be in the title to help visitors know where they are going.

Contact info: mike.bare83@gmail.com
 920-242-1639
www.olbrichbiergarten.com

B. Financial Report**a. November 2016 Financials**

Ms. Phillips noted that revenue and expenses are trending consistent with 2015. Net income is about \$40,000 YTD.

b. Approval of 2017 OBS Operating Budget

Ms. Phillips reported that Revenue & Expenses are budgeted 2% higher for 2017 than 2016. Some budget notes:

Revenue: Leaf Mulch revenue has been removed

Gift Shop revenue increase is reflected (based on 2015 actual)

Expenses: the largest line item is wages and benefits and this budget includes a 3% increase for most staff

A motion was made by Mr. Sherry and seconded by Mr. White to approve the 2017 OBS Operating Budget. It is noted that the last column should be titled “ % change from 2016 approved budget to 2017 proposed budget”. Motion carried unanimously with the change noted.

C. Director’s Report

Ms. Sladky reviewed staff reports. Attendance continues to trend higher, although December and the Train Show attendance have been lower due to extreme cold and snowy weekends. The UW has reached out to us to work with a visiting artist for an installation at the Gardens. The City of Madison has not finalized an architect. City engineering staff are reviewing the proposals and will finalize the selection this month.

D. Development & Marketing Staff Update

Joe Vande Slunt notes that Olbrich is behind in overall appeal responses, but have received a great response for December to date. There is a lot of interest in the Tribute Trellis so two more leaves will be added. To date 131 gift memberships have been purchased.

E. Development Committee Report

Please review report in packet.

F. Marketing & Public Relations Report

Please review report in packet.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

The 2017 meeting schedule was distributed.

VII. ADJOURNMENT

The meeting was adjourned at 5:06pm.