

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**July 16, 2013**

**Members Present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, Fred Anderson, Kevin Briski, Mark McFadden, Roberta Sladky, Michelle Taschek, Mike Whaley

**Members Absent:** David Ahrens, Carolyn Gilb, Julie Herfel, Dan Lauffer, Laurel Neverdahl, Erin Ogden, Emanuel Scarbrough, Tricia Perkins, Marsha Rummel, Susan Stein

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

**Staff Present:** Cindy Cary, Natasha Fuller, Ann Heiden, Missy Jeanne, Patti Jorenby, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Mr. McFadden and seconded by Mr. Anderson to approve the meeting minutes of June 18, 2013. 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. **Blooming Butterflies Overview**

The staff showcased the goals that are achieved through the Blooming Butterflies event: new membership sales; increased Gift Shop sales; and meeting the mission of education about the natural world.

Missy Jeanne passed around the new Butterfly Guide and the Butterfly Passport. She also explained the \$20 Adopt-a-Butterfly program. Olbrich partnered with the Madison Public Library and provided 4500 children's tickets as a prize for the library's summer reading program.

Natasha Fuller explained that the membership sales goal is 300 (320 were sold in 2012). Marty Petillo noted we have a minimum of 60 volunteers per day during Blooming Butterflies which includes the event volunteers and our regular complement of summer volunteers.

Cindy Cary explained that we have an "Interstate USDA" permit for the event. The butterflies – especially in their larval stage - are considered "noxious pests" and are strictly regulated by the USDA and the WI Dept of Ag. Regulators want to prevent captive-raised butterfly DNA from mixing with native butterflies, as well as preventing any diseases or parasites carried by captive-raised butterflies from contaminating local populations of butterflies. The current permit expires in January 2014. The pupae cost between \$3.65 and \$4.50 each, which is the largest expense for the event. At least 4,000 are order from growers in the south.

Regulators inspected the facility and reviewed Standard Operating Procedures in April.

## V. **REPORTS**

### **A. President's Report**

President Sherry reported that the roof and bathroom projects should be completed by September 1<sup>st</sup>. There was a meeting with the Mayor in June, to discuss of the HGA project and a second meeting is being planned.

### **B. Financial Report**

Ms. Curliss reviewed the Financial Report and notes that YTD financials are under-reported by @ \$17,000 due to payroll accrual from the end of last year, that has not been reversed out yet. It will be corrected in July. President Sherry reported the Executive Committee has noted that many revenue sources are trending down compared to last year and should be watched carefully.

a. A motion was made by Mr. Whaley and seconded by Mr. McFadden to approve filing of tax return Form 990. Motion carried unanimously.

b. A motion was made by President Sherry and seconded by Ms. Taschek to approve the recommendation that a \$50,000 bequest received June 25, 2013 (estate of Rose Zerwick) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

c. A motion was made by Mr. McFadden and seconded by Ms. Loewi to approve the recommendation that a \$8,152.42 bequest (final distribution) received June 25, 2013 (estate of Janice N Lang) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

### **C. Director's Report**

Ms. Sladky notified the members that fake OBS checks are being circulated around the country. The scam involves someone an item on Craigslist or eBay. The buyer sends an overpayment issued by OBS (faked). They ask the seller to deposit the check and return the overpayment by money order. Associated Bank was very prompt in setting up security to protect our account.

In other news, Cindy Sullivan, Gift Shop Manager, participated in a panel discussion at the Association of Midwest Museums Conference which was held in Madison. Ms. Sladky would also like to thank Board members who participated with Home Garden Tour, whether as a homeowner, volunteer, or by purchasing a ticket. She also notes that June 2013 attendance is ahead of 2012 and we added a 5 yr average column to the attendance numbers.

### **D. Development Report**

Ann Heiden reports the Development Committee is discussing new meeting times, new initiatives and how to support the Development Department. They are also looking at soliciting for "general annual" sponsorships, as well as for specific events.

The Development Financial Report has been re-formatted. Ann explained the new format, terms used, etc... She notes that membership income is low due to a February mailing that

didn't go out, but it is going out now via e-mail. We are not offering a Groupon this year, since the renewal rate was very low from the 2011 Groupon.

**Capital Campaign:** Kevin Hess reports they hope to finish the feasibility interviews by the end of August.

**E. Marketing & Public Relations Report**

Ms. Covelli reports that things are going well. They are proofing a lot of ads and asking for free space for Blooming Butterflies. She notes they have received help from everyone they have asked.

**VI. NEW BUSINESS**

A request was made to have the Board information list include contact information, names, etc... for spouses.

**VII. ANNOUNCEMENTS**

\* Blooming Butterflies open tomorrow, July 17.

\* The second part of "What Makes A Brick Happy" meetings will be at Goodman Center on July 25.

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:20pm.

OBS Operating Budget Summary July 2013 (unaudited)

V. B.

	Jul-13 Actual	Jul-13 Budget	+/- Budget	Jul-12 Actual	YTD 2013 Actual	YTD 2013 Budget	+/- Budget	YTD 2012 Actual	2013-2012 Actual	2013 Annual Budget	* 2013 Donor Restricted YTD
<b>Operating Revenue</b>											
Dev. Revenue	27,350	15,863	11,487	21,309	101,880	138,317	(36,437)	130,776	(28,896)	260,623	
Memberships	38,351	38,512	(161)	39,173	188,246	207,119	(18,873)	200,600	(12,354)	334,365	
Spec. Events	55,700	50,101	5,599	51,015	309,701	332,547	(22,846)	322,288	(12,587)	393,022	
Library	0	65	(65)	81	560	250	310	354	206	450	
Volunteers	297	720	(423)	60	4,899	3,600	1,299	2,600	2,300	3,800	
Education	1,990	3,130	(1,140)	1,138	44,274	41,558	2,716	36,184	8,089	53,200	
Horticulture	0	0	0	0	0	0	0	0	0	0	
Conservatory	0	0	0	0	0	0	0	0	0	0	
Admn	360	0	360	148	1,023	0	1,023	1,000	23	5,000	
Gift Shop	39,306	36,000	3,306	31,023	164,479	154,000	10,479	159,660	4,818	316,500	
<b>Total Operating Rev.</b>	<b>163,354</b>	<b>144,391</b>	<b>18,963</b>	<b>143,947</b>	<b>815,062</b>	<b>877,391</b>	<b>(62,329)</b>	<b>853,462</b>	<b>(38,400)</b>	<b>1,366,960</b>	
<b>Operating Expense</b>											
Development	15,209	16,262	(1,053)	12,631	104,043	114,345	(10,302)	91,170	12,872	197,058	
Memberships	5,583	7,830	(2,247)	9,372	55,926	76,867	(20,941)	49,905	6,021	126,588	
Special Events	34,156	40,549	(6,393)	47,665	191,907	203,462	(11,554)	194,669	(2,762)	277,946	\$275,000 for Rec. Ctr. \$5000 Sponsor Thank You
PR & Marketing	7,802	6,389	1,413	8,072	48,865	58,950	(10,085)	49,308	(444)	97,792	
Library	1,640	1,860	(220)	1,865	14,179	13,891	288	12,691	1,489	23,857	
Volunteers	8	30	(22)	1,398	142	630	(488)	2,205	(2,063)	3,875	\$3180.58/Vol Prg
Education	18,536	20,053	(1,517)	19,145	118,572	121,980	(3,408)	111,925	6,647	213,773	\$1736.40/Educ. Prg
Horticulture	23,942	20,884	3,058	23,714	124,457	121,647	2,810	111,579	12,878	197,948	\$6732/Serenity Grd
Conservatory	5,934	6,269	(335)	6,127	37,756	40,254	(2,498)	36,820	936	65,922	\$2854.07/Conserv Intern
Administration	5,707	4,888	819	3,347	44,196	48,125	(3,929)	41,020	3,176	80,642	\$154/Evjeue Admission
Gift Shop	26,948	26,662	286	23,206	138,526	140,457	(1,931)	145,426	(6,901)	265,195	
<b>Total Operating Exp.</b>	<b>145,466</b>	<b>151,676</b>	<b>(6,210)</b>	<b>156,542</b>	<b>878,568</b>	<b>940,608</b>	<b>(62,039)</b>	<b>846,719</b>	<b>31,850</b>	<b>1,550,596</b>	
<b>Net Operating Income (Loss)</b>	<b>17,888</b>	<b>(7,286)</b>	<b>25,173</b>	<b>(12,595)</b>	<b>(63,506)</b>	<b>(63,217)</b>	<b>290</b>	<b>6,743</b>	<b>(70,249)</b>	<b>(183,636)</b>	
Foundation Disb*	42,540	42,540	0	39,903	139,921	141,120	(1,199)	132,458	7,464	183,661	
Net Income (Loss) w/Fdn Dist	60,428	35,254	25,173	27,309	76,415	77,903	(1,488)	139,201	(62,786)	25	
<b>Banking/Investment</b>	<b>16,522</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46,064</b>	<b>0</b>	<b>0</b>	<b>4,039</b>	<b>42,024</b>	<b>0</b>	

Special Events Revenue includes \$5000 Blooming Butterflies sponsor received in 2012. Membership is understated by \$121.00 compared to Development's report (\$55 did not clear from bank in July, \$65 NSF check received in January but was processed in 2012, and \$1 from rounding). YTD 2012 has been corrected.

## The "Numbers" report – July 2013

Daily Attendance (9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
OBG Attendance	2013	2012	Prev 5yr avg
July 31	38,786	31,843	38,834
YTD	148,025	148,165	

Facility Use Report (# programs/#participants)			
Category	July 2013	YTD 2013	YTD 2012
Olbrich Public Events	26 / 0	92 / 3,405	73 / 1,163
Public Events by Partner Organizations	3 / 0	15 / 30	13 / 767
Misc Free Uses	63 / 1,225	434 / 7,043	339 / 5,453
Non-Profit Rentals	1 / 65	21 / 1,808	32 / 2,290
Private Rentals (incl weddings/receptions)	67 / 3,636	239 / 12,246	262 / 12,072
<b>TOTAL</b>	<b>160 / 4,926</b>	<b>791 / 24,532</b>	<b>719 / 21,745</b>

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	July 2013	YTD 2013	YTD 2012
Adult Programs	21 / 169	159 / 1,554	154 / 1,536
Adult Group Tours – Guided	2 / 26	12 / 327	12 / 264
Adult Group Tours – Self-guided	8 / 172	27 / 865	27 / 915
Family/Intergenerational Programs	8 / 168	28 / 499	20 / 318
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	46 / 1,902	47 / 1,883
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	20 / 525	61 / 2,389	72 / 2,865
K-12 Community Organization	0 / 0	3 / 29	1 / 12
<b>TOTAL</b>	<b>59 / 1,060</b>	<b>336 / 7,565</b>	<b>333 / 7,793</b>

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	July 2013	July 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$11,736	\$5,590	\$47,506	\$33,106
Room Rentals*	\$9,154	\$14,744	\$79,056	\$82,436
Catering Revenue**	\$2,372	\$3,711	\$10,077	\$11,466
<b>Total</b>	<b>\$23,262</b>	<b>\$24,045</b>	<b>\$136,639</b>	<b>\$127,008</b>

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

\*\* accrued on a monthly basis following each catered rental

**Horticulture Report to the Board - August, 2013**

Jeff Epping, Director of Horticulture

This gardening season has been fantastic for both plants and gardeners. The season has been relatively cool with ample rain - quite a change for the better from last year's record-breaking heat and drought. It has been rather dry the last few weeks and some recent heavy rainfalls missed us to the south and north, so we are anxiously waiting for the next rain event. In the meanwhile, we've started irrigating a little, especially newer plantings that were put in the ground this year and last. Some plants, even mature trees and shrubs, are still exhibiting signs of last year's drought, so we certainly don't want to put any additional stress on them again this season.

The horticulture staff has been working diligently to keep their gardens looking their best through not only sound watering practices, but regular plant maintenance -- dead-heading, weeding, pruning, etc. Any gardener in the upper Midwest knows that it's not easy to keep a garden looking good through the summer months, but the staff and volunteers are doing an excellent job of doing just that. There are always so many challenges to overcome from insects and disease, crazy weather, drought stress, etc.

Japanese beetles are probably our most prominent insect pest at the moment, but they've been tolerable and we just try to live with them, rather than attack them with toxic chemicals. A far worse insect pest that we're battling in the Rose Garden, is the infamous Rose Midge -- an insect that is nearly invisible to the untrained eye, but incredibly damaging to developing rose flowers. These nasty little guys feed on developing rose buds, causing them to abort before they can develop into the beautiful flowers that we all know and love. We have been introducing parasitic nematodes that attack the midge, but this year for some reason, the midge seems to be getting the upper hand.

But, once again by far, our most damaging pest has been the vermin, *Sylvilagus floridanus* -- better known as the Eastern Cottontail Rabbit. This problem is not only incredibly frustrating to the staff and volunteers, but also very costly. Caging the most vulnerable plants takes a lot of time, but it is the only sure way to protect our investment.

Sadly, the worst plant malady to hit since Dutch elm disease devastated the American Elm, is on the horizon and closing in fast. The Emerald Ash Borer will most likely be here next year and some reports say that it's already here, but we're just not seeing the effects of it yet. Either way, we will begin seeing the devastation very soon and it's not going to be pretty.

# Conservatory and Greenhouse Report

V. C.

John Wirth (submitted by Cindy Cary)

August 13, 2013

Preparations are ongoing for the Bolz Conservatory educational exhibit that will highlight the "Plants of the Dinosaur Age" starting this fall. John Wirth has obtained a Giant Horsetail plant (*Equisetum myriochaetum*) from the University of Wisconsin-Madison botany department for use in this exhibit. Like the ancient, giant relatives of the plant that existed during the time of the dinosaurs, this contemporary species can grow several feet tall, although ours are only 1 foot tall at this point. Since it has a tropical origin, it is our best chance for an *Equisetum* that will stay evergreen through the fall and winter and not go dormant during the exhibit. John has divided the original pot into three plants and is supplementing watering with a special nutrient mix providing components for structural strength during growth of the long, pencil-like stems.

The poinsettia cuttings arrived at the end of July and are being maintained in the production greenhouse. The 1,300 plants that were received are being grown for use in the gardens for the holiday show, sale in the gift shop and for donor appreciation gifts. A group of volunteers and staff potted up cuttings into final pots in a flurry of activity at the beginning of August. Plants selected for display in hanging baskets were shifted into small pots until placed in the baskets later this month. To protect the roots from common soil pathogens, Jen Recoy applied a liquid drench to the soil in the pots that contained beneficial soil microorganisms. This type of application has decreased the need for chemical fungicides to treat the many root diseases that can occur in poinsettia crops.

The mums, asters and assorted fall crop plants are maturing well outside on the gravel pad and the bleacher areas adjacent to the greenhouses. Seeding of the additional plants for fall such as the lettuce was completed. Seeds were sown for the *Primula* plants used at the 2014 volunteer luncheon.

The final shipment of butterfly pupae arrived last week for this year's Blooming Butterflies event. Each year we order and receive approximately 4,000 pupae from four commercial butterfly farms located in Florida and Alabama. The popular Breakfast for the Butterflies classes sold out again this year. Once a week for three weeks, the class was taught by Cindy Cary, educational staff and volunteers. The kids and adults that attend these early morning classes participate in feeding the butterflies sugar water and fruit, learn about the care of the pupae in the display cases, release adult butterflies from the cases, and then feed the birds and fish; all before the public arrives at 10 am.

The carnivorous plant exhibit was rejuvenated by our intern Alyssa Studer and staff as part of the preparation of the conservatory for the butterfly event. Because the carnivorous *Sarracenia* pitcher plants require an annual dormant period, plants are rotated from the greenhouse into the exhibit at least twice a year.

Alyssa Studer will complete the conservatory/greenhouse internship at the end of this month and return to school at UW- Madison. She is a very personable, hardworking and knowledgeable person and has been a wonderful addition to our staff this summer.

The staff has continued the daily work to maintain the health of the indoor collection plants in the conservatory and greenhouses. Routine maintenance in the summer especially includes pruning to shape rapidly growing plants, repotting orchids, transplanting and dividing plants as needed, monitoring for pest burdens, and upkeep of the mechanicals that assist in cooling.

**July-August Volunteer Program Report**  
**Marty Petillo, Volunteer Services Manager**  
**August 14, 2013**

*Looking Back:*

- **Home Garden Tour 2013.** 120 Olbrich Home Garden Tour Volunteers gave 975 hours to help greet, educate, and delight tour participants. Many thanks to the HGT Volunteer Committee—John Cannon, Wendy Strang, Jt Covelli and Linda Grosz—for their invaluable contributions to this successful event.
- **Blooming Butterflies, July 17 through August 11, BB Body Guards August 12-25.** Through the summer heat, 145 Butterfly Volunteers have helped welcome, process memberships, take tickets, orient at the Conservatory entrance, educate at the exhibit and hatcheries, feed butterflies, keep hatcheries clean, unpack and hang chrysalides, and assist with office tasks. These volunteers have given Olbrich about 1,700 hours of service so far. Butterfly Body Guards are scheduled through August 25. We are grateful for the knowledge, experience, and patience of our volunteer butterfly crew.
- **Concert Crew.** Ten volunteers helped host the Tuesday evening concerts in June and July, providing 45 hours of service. Volunteer Concert Coordinator John Kastl was an incredible asset through the summer season.
- **Volunteers in the outdoor gardens.** The approximately 100 Outdoor Garden Volunteers and the crew of 29 Interpretation Volunteers and Madison Herb Society Docents continued to provide excellent assistance, stamina, and good will in the outdoor gardens throughout the summer. Olbrich and our visitors are lucky to have such talented and dedicated volunteers!
- **Children's Kitchen Garden.** The weekly 5-person gardening crew started in June and has provided 70 hours of service in June/July. They will continue through the end of September. The 11 education volunteers assisted with both the MCSR groups and Little Sprouts; they provided 79 hours of service this summer.

*Looking Ahead:*

- **Conservatory Volunteers.** Conservatory Docents will meet on Saturday, August 17, 9-10:30 am.
- **All Volunteer Mailing.** To keep volunteers informed about fall volunteer opportunities, they will receive a Fall All-Volunteer Letter in mid-August.
- **Greeter Meeting, Sept 6.** Greeters will meet for their fall update.
- **OBS Member Appreciation Movie Night, September 6.** Special event volunteers are being recruited to set-up, greet, and assist with this new event.
- **Bulk Mulch Sales.** One volunteer is needed each Saturday (Sept 21-Oct 12) for the fall Bulk Mulch Sales.
- **CRACKLE, Sept 27.** Volunteers will be recruited to assist with event set-up and with hosting the event.
- **APGA's Volunteer Interaction Conference, Sept 25-27.** Marty will be travelling to Reiman Gardens in Ames, Iowa the biennial meeting of volunteer managers from public gardens.
- **Fall Volunteer Potluck, Oct 14.** Volunteers tell me that they are often so busy doing their work here, that they don't have much time to spend with other volunteers—people who share their love of gardening. To provide an avenue for volunteers to enjoy each others' company, a potluck will be held on **Thursday, Oct 14, 5-7:00 pm.** Guests are welcome. RSVP to Marty.
- **December OBS Newsletter Preparation.** All 2013 volunteers will be listed in the winter issue of the OBS newsletter. In preparation, all volunteer data must be entered and proofed in August and September.
- **February 14, 2014 Volunteer Appreciation Lunch!** Yes, I'm already scheming... Creative ideas welcome.



Growing Gifts Board Report  
 Cindy Sullivan, Manager  
 August 10, 2013

We enjoyed excellent sales in the Gift Shop during July, the weather was wonderful and attendance at the first part of Blooming Butterflies both contributed to our successful month.

	Net sales	Revenue goal	Difference	Net sales per visitor	Number of sales	Number of items sold	Average price of items sold
July	\$39,305	\$36,000	+\$3305	\$1.10	3171	7485	\$7.20
Year to Date	\$163,675	\$15,000	+\$9675	\$1.12			

Department	Net sales	Item
Events	\$3013	Mulch
Events	\$2240	Home Garden Tour Tickets
Events	\$300	Adopt a Butterfly Program
City	\$182	Conservatory entry
Membership	\$505	Membership

Top selling departments for the Gift Shop in July were as follows

Department	Number of items sold	Net Sales	Cost of goods sold
Jewelry	335	\$5009.44	\$2310.25
Food	2143	\$4863.80	\$2238.11
Apparel	193	\$4199.33	\$1923.40
Toys	909	\$3687.00	\$1622.24

Noteworthy:

- Many many small sales during Blooming Butterflies
- We sold 369 fruit smoothies during July and August. I feel it was an interesting experiment, quite a lot of work to clean and maintain. We are not sure we will offer these next seasons.
- Apparel numbers this month were mostly Magic Butterfly Tee Shirts
- Working with Jane Nicholson on a universal gift card. One that a customer could use anywhere at Olbrich Gardens.

## BOARD REPORT – Education

July 15 – August 15, 2013

Jane Nicholson, Director of Education

**Classes:** The classes catalog for Sept.-Dec. 2013 has been completed, along with setting up RecTrac/WebTrac and contract instructor agreements -- thanks to Kai. The catalog was mailed to contact lists and volunteer Opal Procknow hand-delivered 950 catalogs to approximately 25 local sites for general public distribution. Thank you to Katy for getting the fall classes posted on our Website. A call for proposals for classes during the January – May 2014 session was sent to prospective contact instructors; deadline is Monday, September 16 for proposals.

All of the remaining Youth & Family classes during the June–August session are full; we are keeping stats on waiting list numbers to monitor demand for these classes and discussing potential resources available for future expansion. 17 Youth & Family Classes will be offered September – December 2013; four of the fall Toddler Story & Stroll classes have already reached the required minimum number of participants. US Bank is sponsoring the fall *I Wonder? . . .* class series.

**Madison Public Library Family Picnic and Concert:** Approximately 620 people attended the MPL's end-of-the-summer reading program family picnic and concert on August 6 at Olbrich. The Education Department provided a take-home activity for children attending the event; approximately 250 children participated in the activity. Each child received a 'kit' containing a peat pot, decoration for the pot, and seeds to plant with care instructions. Two Youth & Family Programs Volunteers assisted with the project.

**Conservatory Exhibitions:** *Integrated Pest Management* began August 12. Research is underway for *Plants of the Dinosaur Age* from November 2, 2013 – March 2, 2014. Family classes related to the exhibit during the September-December 2013 session are listed below. We are working on exhibit-related classes to occur during January – March 2014.

- **I Wonder . . . ? Series**  
*What Does a Paleontologist Do?* (Grades K-3 w/ an adult)  
Friday, November 1, 2013, 6:30-7:30 pm
- **Toddler Story and Stroll**  
*Dinosaurs* (Ages 2-4 w/ an adult)  
Tuesday, December 3 or Saturday, December 7, 2013, 10-11 a.m.

**Schumacher Library:** June statistics: 482 visitors; 62 materials checked out; 269 reference questions; 73 materials used in-house; 121.75 volunteer hours.

- Some new resources added to the collection include:
  - Connolly. [In an Irish Garden.](#)
  - Hanson. [Breaking Through Concrete: Building an Urban Farm Revival.](#)
  - Munroe. [An Artist in the Garden: Guide to Creative and Natural Gardening.](#)
  - Taylor. [Gardens of Obsession: Eccentric and Extravagant Visions.](#)
  - Cole, Joanna. [The Magic School Bus in the Time of the Dinosaurs.](#)
  - Dane County Land & Water Resource Dept. Parks Division. [Integrated Pest Management Plan.](#)
  - Rupp, Rebecca. [How Carrots Won the Trojan War.](#)
  - Toensmeier, Eric. [Paradise Lot: Two Plant Geeks, One-tenth of an Acre and the Making of an Edible Garden Oasis in the City.](#)
- Lynn attended “Reading by the Lake” book discussion training in preparation for facilitating our new book club.

**Olbrich Gardens Book Club - NEW:** Join fellow garden enthusiasts and book lovers as we discuss fiction and non-fiction books about plants, gardens, nature, and the environment. The Olbrich Gardens Book Club is a book discussion group hosted by Olbrich's Schumacher Library staff where readers come together to discuss a book and share in the reading experience. The discussions are free and open to the public; for adults and youth (ages 16 and up). Space is limited; register early; see Website for more information.

- Sunday, September 15, 2013, 1:30-3:30 pm  
Book: *Second Nature: A Gardener's Education* by Michael Pollen
- Sunday, November 17, 2013, 1:30-3:30 pm  
Book: *The Brother Gardeners* by Andrea Wulf

**Greater Madison Writing Project (GMWP):** The GMWP Summer Teacher's Institute was July 8 – August 1, 2013. The 2013 Young Writers' Summer Camp occurred August 5-8, 2013, with a family event on August 8. Approximately 18 teachers, 7 guest mentor writers, and fifty youth in grades 3-8 participated in the successful summer camp. Approximately 200 people attended the family event/celebration. During the family event participants shared a selection of writing from the camp with everyone, enjoyed refreshments, viewed a slide presentation documenting the week's activities, received a commemorative t-shirt, and viewed art/writing produced during the camp.

**Tram Program:** [See Director of Development & Marketing Ann Heiden's report for information regarding funding.]

The tram service schedule is weekends until Memorial Day, daily Memorial Day-Labor Day, and then weekends after Labor Day through mid-October. End-of-season debriefing meeting with outdoor gardens volunteer team and the Tram Drivers is Monday, October 14 at 6 p.m.

**Children's Kitchen Garden (CKG):** The summer program for MSCR concluded on August 1.

- Thank you to CKG Education/Horticulture Intern Kate Berry and the CKG Education and Gardener volunteers this summer for their work in the garden. As of today, we have donated 78 pounds of produce Second Harvest Foodbank of Southern Wisconsin; produce donations are down this year due to a wet start to the season and grazing by local deer.
- CKG Education Interns Brienne Tingley and Marie Norris wrapped up their internships on August 9. They did a wonderful job providing excellent programming for Madison youth, and we wish them the best in their future endeavors.
- **Children's Kitchen Garden School Program Statistics**
  - MSCR Final Statistics - Approximately 150 students participated in the CKG program this summer from 6 different MSCR sites; 6 volunteers assisted for a total of 32 volunteer hours.
- **Little Sprouts Gardening Classes** - Five out of six classes reached the max. of 25 participants per class; 44 total volunteer hours

**Blooming Butterflies Event:** [See Special Events Coordinator Missy Jeanne's report and Volunteer Service Manager Marty Petillo's report for more information.]

- Butterfly Docents - 43 total Docents; 507.25 volunteer hours
- Outdoor Garden Greeters - 18 total Greeters; 143 volunteer hours
- *Breakfast for the Butterflies* classes – All three classes were full with 15 registered children and approximately 15 adults in each class.

**Wisconsin Science Festival 2013 - *Curiosity Unleashed*:** We are participating in the WI Science Festival (September 26-29, 2013) again this year. We will offer the following activities and programs; watch the Website for details.

- *What is a Rainforest?* Family Drop-in Program
- Tropical Garden Strolls of Olbrich's Bolz Conservatory
- Guided Outdoor Garden Strolls
- Olbrich's Garden Answer Service and Schumacher Library

**Explorer School Program:** Mass marketing e-mail sent to schools for the 2013-2014 Explorer School Programs; schools have started registering for the programs. Ecology Explorer School Program will occur October 15-November 14, 2013, for grades K-5.

**Guided Garden Strolls:** Continue through Sunday, September 29.

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

- **Adult Education Program Hosts:** Next meeting Monday, Sept. 9 from 6-7 p.m. Training for new volunteers continues one-on-one, as needed.
- **Conservatory Greeters & Docents:** Next meeting is Saturday, August 17 at 9 a.m. Training new volunteers occurs as needed on Saturdays after the monthly meeting. The 2013-2014 continuing education schedule is finalized.
- **Youth & Family Programs Volunteers:** New Youth & Family Programs Volunteers will meet on October 9 for orientation; Ecology Explorer School Program volunteers will meet for training on October 9 also.
- **Tour Guides:** One-on-one training and shadowing for new volunteers is in progress.
- **Outdoor Gardens Visitor Services and Interpretation Team:** One-on-one training continues, as needed. End-of-season debriefing meeting with these volunteers and the Tram Drivers is Monday, October 14 at 6 p.m.
- **Schumacher Library Volunteers:** The August newsletter was forwarded to volunteers; one-on-one training continues, as needed.

**NatureNet:** Olbrich is participating in the annual NatureNet summer passport program. The Passport is available to the public via a self-serve display in the visitor center lobby until September 2.

**Personnel:** Youth & Family Programs Assistant Elisa Collins Zinda's last day was August 12. Elisa started working at Olbrich in May 2011. Throughout this time, she provided valuable contributions to the *Blooming Butterflies* Event, Explorer School Programs, and Toddler Story and Stroll classes. We thank Elisa for all of her hard work through the Education Department and Olbrich.

OBS Development Report - Unaudited  
July, 2013

V. D.

	Jul-13	Jul-12	Jul 2013 - Jul 2012	YTD 2013	Budget YTD	YTD 2013 - YTD Budget	YTD 2012	YTD 2013 - YTD 2012	2013 Total Budget	2012 Year End Actual
<b>Development Revenues (to support operations)</b>										
Annual Fund (Spring & Year-end)***	\$ 16,684	\$ 15,700	\$ 984	\$ 48,294	\$ 32,900	\$ 15,394	\$ 31,980	\$ 16,314	\$ 98,500	\$ 80,168
Other Donations	\$ 440	\$ 780	\$ (340)	\$ 11,767	\$ 57,458	\$ (45,691)	\$ 24,465	\$ (12,698)	\$ 98,500	\$ 70,156
Solicited Gifts	\$ 500	\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -
Tributes/Memorials*	\$ 2,835	\$ 1,330	\$ 1,505	\$ 12,273	\$ 9,217	\$ 3,056	\$ 43,335	\$ (31,062)	\$ 15,800	\$ 69,675
Grants	\$ 5,000	\$ -	\$ 5,000	\$ 15,000	\$ 20,000	\$ (5,000)	\$ 15,000	\$ -	\$ 20,000	\$ 15,400
Tribute Trellis	\$ 450	\$ 100	\$ 350	\$ 2,145	\$ 3,035	\$ (890)	\$ 1,300	\$ 845	\$ 5,200	\$ 3,038
Donation Boxes (General)	\$ 1,626	\$ 2,708	\$ (1,082)	\$ 9,353	\$ 13,666	\$ (4,313)	\$ 12,394	\$ (3,041)	\$ 18,900	\$ 19,351
Tram Rider Donations	\$ 1,014	\$ 691	\$ 323	\$ 2,548	\$ 2,041	\$ 507	\$ 2,078	\$ 470	\$ 3,723	\$ 3,655
<b>TOTAL Development Revenue***</b>	\$ 28,549	\$ 21,309	\$ 7,240	\$ 101,880	\$ 138,317	\$ (36,937)	\$ 130,552	\$ (28,672)	\$ 260,623	\$ 261,443
<b>All Membership Revenues (to support operations)**</b>	\$ 38,406	\$ 39,173	\$ (767)	\$ 188,367	\$ 207,119	\$ (18,752)	\$ 200,600	\$ (12,233)	\$ 334,365	\$ 324,411
<b>All Special Event Revenues (to support operations)</b>	\$ 55,700	\$ 51,015	\$ 4,685	\$ 309,701	\$ 332,547	\$ (22,846)	\$ 322,288	\$ (12,587)	\$ 393,022	\$ 409,260
<b>Foundation Disbursements (to support operations)</b>										
Bolz Family Fund at MCF	\$ -	\$ -	\$ -	\$ 12,301	\$ 13,500	\$ (1,199)	\$ 12,748	\$ (447)	\$ 13,500	\$ 12,748
OBS Foundation	\$ 42,540	\$ 39,903	\$ 2,637	\$ 127,620	\$ 127,620	\$ -	\$ 119,710	\$ 7,910	\$ 170,160	\$ 159,613
<b>Total Foundation Disbursements</b>	\$ 42,540	\$ 39,903	\$ 2,637	\$ 139,921	\$ 141,120	\$ (1,199)	\$ 132,458	\$ 7,463	\$ 183,660	\$ 172,361
<b>Total - Budgeted Operations Revenue</b>	\$ 165,195	\$ 151,400	\$ 13,795	\$ 739,869	\$ 819,103	\$ (79,733)	\$ 785,898	\$ (46,029)	\$ 1,171,670	\$ 1,167,475
<b>Additional Gifts (not included in the operating budget)</b>										
Donor Designated Contributions	\$ -	\$ 95	\$ (95)	\$ 2,000	\$ -	\$ -	\$ 16,295	\$ (14,295)	\$ -	\$ 93,102
Bequests/Endowment Contributions	\$ 58,152	\$ -	\$ 58,152	\$ 123,152	\$ -	\$ -	\$ -	\$ 123,152	\$ -	\$ 1,000
<b>Total Additional Gifts Revenue</b>	\$ 58,152	\$ 95	\$ 58,057	\$ 125,152	\$ -	\$ -	\$ 16,295	\$ 108,857	\$ -	\$ 94,102
<b>Total: All Revenue without GIK</b>	\$ 223,347	\$ 151,495	\$ 71,852	\$ 865,021	\$ 819,103	\$ (79,733)	\$ 802,193	\$ 62,828	\$ 1,171,670	\$ 1,261,577
<b>Gifts in Kind</b>	\$ 30	\$ 1,845	\$ (1,815)	\$ 10,802	\$ -	\$ -	\$ 12,612	\$ (1,810)	\$ -	\$ 172,765
<b>Grand Total</b>	\$ 223,377	\$ 153,340	\$ 70,037	\$ 875,823	\$ 819,103	\$ (79,733)	\$ 814,805	\$ 61,018	\$ 1,171,670	\$ 1,434,342

OBS Development Report - Unaudited  
July, 2013

V. D.

- \* Includes \$1100 Pledge entered into RaisersEdge, not reflected on Quickbooks because the actual payment has not been received.
- \*\* See Angela's notes regarding \$55 Bank error - check was recorded 2X by bank, also \$65 off due to an NSF check, and \$1 rounding.
- \*\*\* \$100 was redirected from Annual fund to Special events due to a donation intended for a laptop for the Spring plant sale.
- \*\*\*\* 2012 YTD previously reflected \$224 raffle income. This is no longer a line item and does not appear on the 2013 report.

Definitions:	
Annual Fund:	In response to 2 mailed solicitations/year - Spring & Year-end Appeals
Other Donations:	Donations received that can't be associated with an appeal, solicitation, solicitor, etc.
Solicited Gifts (outside of appeals):	Includes: Major gifts, Benches, Corporate Sponsors (non-event) due to direct personal contact from solicitor
Grants:	Includes: Operations support, projects w/in operating budget.

BOARD REPORT – SPECIAL EVENTS  
AUGUST 14, 2013

Leaf Mulch Sale

Bags of leaf mulch have been discounted - buy one get one free. Leaf mulch's net revenue is down by approximately \$10,000 due to a decrease in bag sales. Four bulk mulch sales are scheduled for this fall, creating an opportunity to increase the overall revenue. We will continue to sell bags of mulch through September/beginning of October.

Home Garden Tour

The Home Garden Tour was a success, with over 850 participating patrons! Overall the event is estimated to come in \$800 over net goal! This year's theme, "Olbrich's Neighbors" featured seven private home gardens and Olbrich Gardens as the tour center.

Ticket sales

Pre-sale tickets 215 (155 – member, 60 – nonmember) / 2012 - 197 (139 –member, 58 – nonmember)  
Tour day tickets 614 (360 – member, 254 – non member) / 2012 - 661(307 – member, 321- nonmember tickets)  
The HGT committee secured \$5,200 in event sponsorships which provided additional underwriting for tour advertising. Bayou Meals on Wheels provided tasty and very reasonably priced boxes lunch options at the Olbrich Gardens (tour center).

Blooming Butterflies

The net revenue for Blooming Butterflies will exceed goal by approximately \$14,000!!! The overall attendance was up from last year by approximately 2,000 visitors (there was an 800 person increase of paying customers). Though our sponsorship goal was down by \$5,700, a \$2 increase in the adult ticket price (\$5 to \$7) that was not included in the original budget boosted revenues significantly!

Fall Fiber Art Exhibit

The application deadline for the fall Fiber Art Exhibit (in the Commons) has been extended to Monday, September 30. The exhibit will be open November 3 – January 26.

CRACKLE, Fire & Froth

Tickets will go on sale on September 3. We anticipate offering online ticket sales through Ticketfly, new online software that has been approved by the city.

Submitted by: Melissa Jeanne, Special Events Coordinator

Olbrich Membership Report  
July 2013

V. D.

**Membership Totals by Year**

	Jul-13	Jul-12	Jul-11	Jul-10
Circle (Life) (\$3000)	446	426	410	404
Angel (\$1000)	2	3	3	1
Benefactor (\$500)	8	9	10	6
Patron (\$250)	57	56	53	49
Contributor (\$100)	584	526	482	436
Family & Guests (\$65)	1038	920	778	709
Family (\$55)	2,190	2,376	2,178	2,086
Friend Plus One (\$50)	1107	1,082	969	796
Friend (\$40)	1,162	1,179	1,181	1,216
<b>Total Households</b>	<b>6,594</b>	<b>6,577</b>	<b>6,064</b>	<b>5,703</b>
Total Persons	10,763	10,107	9,153	8,641

**Membership Campaign Results**

APPEAL	July TOTALS	YTD TOTALS
Campaign - free class	0	21
Campaign - concerts and other on-site events	0	0
Campaign - Groupon	0	0
Campaign - Pros Mailing - Rejoin	0	0
Campaign - Pros Mailing - OBS List	0	0
Campaign - Leaf Mulch	0	5
Campaign - Home Garden Tour	42	42
Campaign - Holiday Show	0	0
Class Generated	0	0
Complimentary	9	54
Event (BB)	210	210
Event (Garden Expo, Plant Sale, Spring Show, Quilts)	0	391
Gift Shop	8	51
Gifted	2	30
Groupon	0	1
Mail/Phone	10	131
Newsletter	0	0
Online/Web	61	293
Renewal - Misc	0	1
Renewal 1	207	1,501
Renewal 2	59	303
Renewal 3	15	70
Visit to the Gardens	14	176
<b>TOTALS</b>	<b>637</b>	<b>3,280</b>

**New and Renewing Members for July 2012**

Category	New Members - July	Renewals - July	Rejoins - July**
Friend (\$40)	19	62	12
Friend Plus One (\$50)	34	76	8
Family (\$55)	98	118	19
Family & Guests (\$65)	33	80	13
Contributor (\$100)	1	53	2
Patron (\$250)	0	8	0
Benefactor (\$500)	0	0	0
Angel (\$1000)	0	1	0
Circle (\$3,000)	0	0	0
<b>TOTALS</b>	<b>185</b>	<b>398</b>	<b>54</b>

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

**Public Relations and Marketing**

Sharon Cybart, Senior Marketing and Communications Coordinator  
Katy Plantenberg, Strategic Communication & Event Specialist

**Selected Publicity**

**Events Publicized:** Releases and follow-up media contacts concentrated on the Home Garden Tour and Olbrich's Blooming Butterflies. An electronic media kit for Butterflies was sent in a specially designed e-mail to more than 200 area media outlets, freelance writers, and neighborhood/community centers. This linked to a media page created on our website including press releases, a calendar of events, publication-quality photos, etc. This type of media kit on the website allows the media to access information quickly and at any time during the event. We've had good feedback from the media on this.

**Selected Publicity Highlights****Olbrich's Blooming Butterflies**

- WMTV, NBC 15: Live in-studio preview interview with Sharon Cybart the day before Butterflies opened
- WISC, Ch. 3: Live shot at Olbrich in the Conservatory with two interviews with Katy Plantenberg
- Wisconsin State Journal, front page, local: Large b&w photo of butterfly close-up with event info
- State Journal, 77 Square: "Weekly Top 5" – Butterflies is #1 choice, large color photo
- Isthmus: selected as "Critic's Choice" for opening week, with butterfly photo
- Capital Times online photo gallery: Cap Times photographer took butterfly photos at the event

**Classes** Multiple listings in Isthmus (print & online), Hulafrog (website for family activities), Evansville Review

**Olbrich Home Garden Tour** Eachlittleworld, garden writer Linda Brazill's blog: preview, with photos, endorses tour, "...we know what a great tour this should prove to be." After event called the tour, "a great group of gardens."

**General** Liveability.com, America's Best Places to Live & Visit: features Olbrich as a "Don't Miss Attraction" in Madison

**Leaf Mulch** Fiskars.com: article "Mulch: A Gardener's Secret Weapon" by nationally syndicated garden writer Marty Ross features photos of Olbrich's leaf mulch and quotes from Jeff Epping.

**Special Activities**

**Website Scavenger Hunt:** Visitors explored our website to receive 1 free ticket to Butterflies. People commented that they learned something about Olbrich (our goal). Preliminary numbers: more than 300 participants.

**Social Media Breakfast:** Sharon attended this monthly gathering of social media professionals. Excellent presentation, "Closing the Gap: Connecting Social Media with Traditional Marketing Touchpoints" by Dana Arnold, public relations and social media director at Hiebing and David Stidham, VP of marketing for Culver's restaurants.

**Newsletter Re-Design:** Editing the fall/winter issue is in full swing; implementing the updated, full-color design. We're lucky to have such talented writers and photographers on staff to keep our newsletter full of valuable information and now even more – and full color – beautiful photos!

**E-communication and Social Media**

**E-newsletter:** Two e-postcards sent to 6,300 people each; featuring the Home Garden Tour and Olbrich's 2014 trip to Thailand trip with a preview by Jeff Epping. They both had excellent open rates and good clickthrough rates.

**Facebook:** Lots of activity, likes, shares & beautiful photos shared on our page by others – especially butterfly photos. Reach is excellent (the number of unique people who've seen each post). Top posts for the month were varied: a photo of Ol' Bear "getting dressed;" a gorgeous rose photo & stunning butterfly photo taken by visitors (shared by our page); the Scavenger Hunt for 1 free ticket to Butterflies; Home Garden Tour; and summer concert. The top post for the month was a photo of a smiling intern & volunteer pinning the butterfly chrysalises the day before the event opened.

**Twitter:** Going well, with new followers daily & dozens of re-Tweets & mentions.

**Website updates:** The Don't Miss segment featured Olbrich's gorgeous container gardens, written by our public relations intern Natalie Baumann. Created the media page for Olbrich's Blooming Butterflies (see Events Publicized above).

**Website Statistics:** July showed a dramatic rise in the number of website visits – from 22,189 in June to 30,674 in July. Visits for July peaked around July 15, right before Butterflies opened, then stayed high. Top pages visited, in order: visit/hours; events/butterflies; events/special; events/calendar; events/scavengerhunt; events/summerconcert; events/july2013; events/homegardentour; rentals/weddings.

*Total visits in 2013:*

Jan: 14,816    Feb: 13,635    Mar: 19,044    April: 17,335    May: 21,393    June: 22,189    July: 30,674