

**OLBRICH BOTANICAL SOCIETY  
Board of Directors Meeting Minutes  
March 19, 2013**

**Members Present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, Fred Anderson, Lau Christensen, Dan Lauffer, Mark McFadden, Emanuel Scarbrough, Tricia Perkins, Roberta Sladky, Michelle Taschek

**Members Absent:** Larry Palm, Kevin Briski, Carolyn Gilb, Julie Herfel, Laurel Neverdahl, Erin Ogden, Marsha Rummel, Susan Stein, Mike Whaley

**Advisors Present:** Jt Covelli, Elizabeth Ogren Erickson, Anne Rodgers-Rhyme, Paul Williams

**Staff Present:** Ann Heiden, Patti Jorenby, Marty Petillo, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Curliss and seconded by Ms. Loewi to approve the meeting minutes of January 15, 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. Volunteer Appreciation at Olbrich – by Marty Petillo, Volunteer Services Manager  
Ms. Petillo provided an overview of the 2013 Volunteer Appreciation Luncheon. The luncheon program presented a world view of botanical gardens. She received many positive comments about her program from attendees who appreciated the information. Ms. Petillo presented her ‘inspiration video’ produced for the 2013 luncheon. Ms. Petillo closed by describing that the success of Olbrich’s program is – in part – due to the fact that volunteers do tangible work that is valued by the staff, and, that Olbrich Gardens touches them and that there are intangible benefits received by both the Gardens and the individual volunteers.

V. **REPORTS**

**A. President’s Report**

a. **Whistleblower Policy**

The proposed Whistleblower Policy (attached) was discussed. A question was raised about whether the 5 day timeline for response indicated in the last paragraph was a requirement of such policies. Ms. Sladky will question the auditors regarding that question. A new final draft will be presented at the next meeting and will include an alternate contact person to the Secretary.

b. **HGA Project Update**

Ms. Sladky and Mr. Wagner displayed four conceptual design plans that HGA had sent for review by the Executive Committee and core staff team. They explained that many changes and concerns have been expressed and those concerns passed on to HGA. They expect to see those concerns addressed in the new schematic designs that will be presented at the next public meeting – March 25, 5-7 pm.

c. **Capital Campaign Update** – Mr. Hess explained that a mailing list has been developed of people that are being invited to be interviewed about the posposed Capital Campaign. Those letters should be in the mail next week.

**B. Monthly Financial Report**

Ms. Curliss reported that February is right on target for revenue. The audit that started March 4<sup>th</sup> is proceeding well and will be presented at the April meeting.

a. A motion was made by Ms. Curliss and seconded by Mr. Hess to accept the recommendation that \$40,000 in bequests received January 21, 2013 (estate of Janice Norman Lang) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

**C. Director's Report**

Ms. Sladky reported that she attended a recent seminar that says she inspire the Board at these meetings. She read a very complimentary letter regarding the Toddler Story & Stroll classes.

Ms. Sladky noted that attendance is behind 2012, but we had 70 – 80 degree days last year at this time with lots of bulbs blooming. The Gift Shop is slightly ahead of budget and Ms. Sladky pointed out the quantity of other Department items that are sold at the Gift Shop – i.e., special event tickets, plants, Conservatory admission, etc...

The Marketing & Public Relations Report and Education Report were distributed. They were not ready in time to be included in the Board packet.

**D. Development Report**

Ms. Covelli reported that an \$18,000 grant was pledged by American Family Insurance for 2014 Blooming Butterflies. Adams Outdoor Advertising will provide four digital spaces for events. The Newsletter is being revamped.

**Special Events** – Ann Heiden reminded the Board that the second Cocktails in the Conservatory will take place this Friday, March 22<sup>nd</sup> and is \$6 at the door. Rhapsody in Bloom tickets are now on sale. The work continues on aligning the Plant Sale w/the Pro's with the Gift Shop POS software, GiftLogic. Barcodes will be used to check out and the inventory will be able to be better managed, and will be in a form that can be analyzed for the future.

**Membership** – Ann Heiden reviewed the report and noted that the renewal notices are being redesigned for looks and to save money on printing.

**Capital Campaign** – Mr. Hess reported that a mailing list of approximately 80 people has been put together and an invitation for an interview will be going out by March 25<sup>th</sup>. Consultants from McDonald-Schaefer hope to do 50 interviews by the end of May complete the feasibility study done by the end of June.

**E. Marketing & Public Relations Report**

Ms. Covelli indicated that her information was included in Ms Heiden's Development Report.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

Three public meetings remain: March 25, 5 – 7 pm, April 22, 6:30- 8:30 pm, and May 20, 6:30 – 8:30pm.

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:15pm.



**General**

Olbrich Botanical Society (OBS) Code of Ethics and Employee Manual requires directors, officers and employees to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. As employees and representatives of OBS, we must practice honesty and integrity in fulfilling our responsibilities and comply with all applicable laws and regulations.

**Reporting Responsibility**

It is the responsibility of all directors, officers and employees to comply with the Code and to report violations or suspected violations in accordance with this Whistleblower Policy.

**No Retaliation**

No director, officer or employee who, in good faith, reports a violation of the Code shall suffer harassment, retaliation or adverse employment consequence. An employee who retaliates against someone who has reported a violation in good faith is subject to discipline up to and including termination of employment. This Whistleblower Policy is intended to encourage and enable employees and others to raise serious concerns within OBS prior to seeking resolution outside OBS. Report incidents of retaliation using the same process as listed in the Reporting Violations section of this policy.

**Reporting Violations**

The Code and Employee Manual addresses the OBS's open door policy and suggests that employees share their questions, concerns, suggestions or complaints with someone who can address them properly. In most cases, an employee's supervisor is in the best position to address an area of concern. However, if an employee is not comfortable speaking with the supervisor or if the employee is not satisfied with the supervisor's response, employees are encouraged to speak with anyone in management that the employee feels comfortable in approaching or to consult the human resource provider(s) under contract with OBS for confidential human resource consulting. Supervisors and managers are required to report suspected violations of the Code of Conduct to OBS's Secretary of the Board, or designee, who has specific and exclusive responsibility to investigate all reported violations. For suspected fraud, or when not satisfied or comfortable with that procedure, individuals should contact the OBS Secretary, or designee, directly.

**Compliance Officer**

The OBS Secretary is responsible for investigating and resolving all reported complaints and allegations concerning violations of the Code and, at his/her discretion, shall advise the Executive Director and/or the Finance Committee. The Secretary is a member of Finance Committee of the Board of Directors.

**Accounting and Auditing Matters**

The Finance Committee of the Board of Directors of which the Secretary is a member, shall address all reported concerns or complaints regarding corporate accounting practices, internal controls or auditing.



IV. A. a.

**Acting in Good Faith**

Anyone filing a complaint concerning a violation or suspected violation of the Code must be acting in good faith and have reasonable grounds for believing the information disclosed indicates a violation of the Code. Any allegations that prove not to be substantiated and which prove to have been made maliciously or knowingly to be false will be viewed as a serious disciplinary offense.

**Confidentiality**

Violations or suspected violations may be submitted on a confidential basis by the complainant or may be submitted anonymously. Reports of violations or suspected violations will be kept confidential to the extent possible, consistent with the need to conduct an adequate investigation.

**Handling of Reported Violations**

The Secretary will notify the sender and acknowledge receipt of the reported violation or suspected. All reports will be promptly investigated and appropriate corrective action, up to and including termination of employment, will be taken if warranted by the investigation.

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OBS Operating Budget Summary Report (unaudited)  
March 2013

IV. B.

	Mar-13 Actual	Mar-13 Budget	+/ Budget	Mar-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	11,667	18,558	(6,891)	19,067	22,790	44,038	(21,248)	28,907	(6,117)	260,623	
Membership	31,460	32,613	(1,153)	32,492	73,082	71,913	1,169	68,843	4,239	334,365	
Spec. Events	19,928	35,950	(16,022)	25,628	68,374	75,993	(7,620)	72,789	(4,416)	393,022	
Library	9	15	(6)	0	154	20	134	0	154	450	
Volunteers	0	60	(60)	0	0	60	(60)	0	0	3,800	
Education	4,060	5,024	(964)	3,412	27,362	25,360	2,002	22,453	4,910	53,200	
Horticulture	0	0	0	0	0	0	0	0	0	0	
Conservatory	0	0	0	0	0	0	0	0	0	0	
Admin	132	0	132	852	651	0	651	852	(201)	5,000	\$133,300/US Settlement transfer to Found
Gift Shop	26,845	18,000	8,845	26,232	46,627	36,000	10,627	47,451	(824)	316,500	
<b>Total Operating Rev.</b>	<b>94,102</b>	<b>110,220</b>	<b>(16,118)</b>	<b>107,682</b>	<b>239,040</b>	<b>253,384</b>	<b>(14,345)</b>	<b>241,295</b>	<b>(2,285)</b>	<b>1,366,960</b>	
<b>Operating Expense</b>											
Development	14,717	17,741	(3,024)	8,959	44,233	45,325	(1,092)	32,736	11,496	197,058	
Membership	8,484	12,810	(4,326)	11,038	24,042	36,261	(12,219)	21,578	2,464	126,588	
Special Events	17,331	21,216	(3,885)	20,686	44,112	52,006	(7,895)	43,945	166	277,946	\$220/07/ R/ICF, \$500/2ampl Thank you
PR & Marketing	5,949	5,765	184	6,559	20,512	23,318	(2,807)	17,994	2,517	97,792	
Library	1,955	1,860	95	1,625	6,214	5,680	534	4,930	1,283	23,857	
Volunteers	26	25	1	39	109	140	(31)	45	64	3,875	\$2916.58 Dnr Rst Vol Prg
Education	14,798	14,360	438	13,627	42,037	41,830	207	38,187	3,850	213,773	\$868.20/Educ. Prg
Horticulture	13,830	15,310	(1,480)	10,165	37,939	41,216	(3,277)	30,630	7,309	197,948	
Conservatory	4,535	4,718	(183)	4,529	13,499	13,954	(455)	12,416	1,083	65,922	\$903/Conservatory Intern
Administration	3,229	6,702	(3,473)	12,466	10,665	18,723	(8,058)	19,261	(8,596)	80,642	\$24/Evjue Admission
Gift Shop	20,931	17,262	3,669	21,610	47,076	44,086	2,990	49,092	(2,016)	265,195	
<b>Total Operating Exp.</b>	<b>105,785</b>	<b>117,769</b>	<b>(11,984)</b>	<b>111,305</b>	<b>290,437</b>	<b>322,539</b>	<b>(32,102)</b>	<b>270,816</b>	<b>19,621</b>	<b>1,550,996</b>	
<b>Net Operating Income (Loss)</b>	<b>(11,683)</b>	<b>(7,549)</b>	<b>(4,134)</b>	<b>(3,622)</b>	<b>(51,397)</b>	<b>(69,155)</b>	<b>(17,758)</b>	<b>(29,521)</b>	<b>(21,876)</b>	<b>(183,636)</b>	
Foundation Disb*	0	13,500	(13,500)	52,651	42,540	56,040	(13,500)	52,651	(10,111)	183,661	
<b>Net Income (Loss) w/Fdn Dist</b>	<b>(11,683)</b>	<b>5,951</b>	<b>(17,634)</b>	<b>49,029</b>	<b>(8,857)</b>	<b>(13,116)</b>	<b>4,258</b>	<b>23,130</b>	<b>(31,987)</b>	<b>25</b>	
Banking/Investment	10,887	0	0	7,670	31,477	0	0	48,375	(16,897)	0	

\*Bolz Distribution has been requested, but not received

## The "Numbers" report – March 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	2011
March 31	18,642	18,756	14,384
<b>YTD</b>	<b>39,019</b>	<b>41,437</b>	<b>34,046</b>

Facility Use Report (# programs/#participants)			
Category	March 2013	YTD 2013	YTD 2012
Olbrich Public Events	27 / 615	38 / 2,667	29 / 1,163
Public Events by Partner Organizations	0 / 0	0 / 0	1 / 692
Misc Free Uses	67 / 1,248	153 / 2,697	146 / 2,332
Non-Profit Rentals	2 / 185	7 / 520	10 / 680
Private Rentals (incl weddings/receptions)	6 / 206	24 / 991	23 / 1,183
<b>TOTAL</b>	<b>102 / 2,254</b>	<b>222 / 6,875</b>	<b>209 / 6,050</b>

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	March 2013	YTD 2013	YTD 2012
Adult Programs	24 / 267	68 / 760	61 / 730
Adult Group Tours – Guided	1 / 21	2 / 30	3 / 67
Adult Group Tours – Self-guided	6 / 115	6 / 115	1 / 50
Family/Intergenerational Programs	7 / 119	13 / 190	8 / 109
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	12 / 511	13 / 547
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	3 / 95	5 / 189	15 / 506
K-12 Community Organization	1 / 11	1 / 11	0 / 0
<b>TOTAL</b>	<b>42 / 628</b>	<b>107 / 1,806</b>	<b>101 / 2,009</b>

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	March 2013	March 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$9,613	\$4,275	\$19,737	\$14,181
Room Rentals*	\$22,904	\$22,295	\$38,366	\$35,260
Catering Revenue**	\$861	\$0	\$4,174	\$1,555
<b>Total</b>	<b>\$33,378</b>	<b>\$26,570</b>	<b>\$62,277</b>	<b>\$50,996</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 - April, 2013**

Jeff Epping, Director of Horticulture

This is an excerpt from last April's board report... "Recent record high temperatures (low 80's) have encouraged everything to start coming alive in the gardens *way* earlier than normal. Snowdrops, crocus, corneliancherry dogwood, flowering cherries, forsythia and magnolias are already in *and* out of bloom and ornamental crabapples and lilacs are in full glorious bloom on the 10th of April...crazy!" Incredible how different one year is from the next here in Wisconsin! Good thing gardeners are patient and able to roll with the punches. At this moment on April 9th, the ground is still partially frozen, some piles of snow are still melting and the high temps are only in the 30's and 40's. As opposed to last year, this winter seems like the longest one I can remember - lots of snow and no lack of freezing temperatures all winter long.

The gardening staff is keeping busy outdoors pruning, cutting back perennials and cleaning up beds throughout the gardens. Ornamental grasses and other perennials left up over the winter for garden interest need to be cut to the ground to make way for the thousands of bulbs that have been planted beneath them over the years. Many of the naturalized bulb plantings are bulking up nicely with years of growth under their belts and displays are becoming more impressive every spring. Huge masses of colorful crocus and pure white snowdrops are up and blooming and jewel-like scilla, puschkinia and species tulips are soon to follow. Indoors the gang is catching up on mapping, plant ordering, label making, preparing for spring educational lectures and workshops and tool and equipment maintenance.

Our Huber worker team worked diligently grinding and bagging over 9,500 bags of leaf mulch this spring! On top of that they processed a mountain of mulch to sell at the bulk sale and provide us with what we need for mulching all of the garden beds this spring – quite impressive. I firmly believe that this is the finest mulch you can find anywhere and we wouldn't trade it for anything out there... gardener's gold!

Samara Eisner and I worked on selecting our interns for this growing season and I think we have successfully secured a crack staff of horticulture interns. We have not only hired five individuals for working in the garden, but also hired an additional three for working with the new Parks Beautification project and maintaining the annual plantings down on State St. The majority of the interns start in mid-May, when schools out and we're looking forward to their arrival already, since they bring lots of enthusiasm and muscle with them!

I have been working with the horticulturists on a number of planting designs throughout the gardens to renovate areas that are not up to snuff for one reason or another. We have had to remove close to fifty arborvitae this spring due to severe snow storm damage this winter. It's very disappointing to remove older, well-established plants, but not much we can do about it. I think our visitors will be shocked by the new look in the gardens this year, but it won't take long before the new plants grow and fill in again. It has given us an opportunity to up-grade to better, snow-tolerant cultivars. We'll also be creating some new gardens by the Visitor Center entrance and Lussier Terrace due to the roof replacement and new restroom construction. Great opportunities for us to create some nice new garden spaces...change is a good thing.

## Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary)

April 10, 2013

The annual conservatory maintenance and pruning are successfully ongoing by conservatory and maintenance staff. Assistance has also been provided by building attendants and Huber volunteers. John Wirth has been pruning and shaping the conservatory plants that is necessary for the long term health of the plants in the conservatory. Pruning of the tallest trees also allows sunlight to the lower level plants. This process in nature is known as a "light gap". The educational exhibit describing the light gap and the regrowth of the foliage will be installed when the conservatory reopens.

This year the Majestic Palm near the entrance of the conservatory was cut down and removed because the growing point had died and the mature height had reached near the roof glass. A section of the palm trunk was left as a natural support for climbing vines that may be planted in the future. The massive Zulu Fig near the waterfall was pruned back substantially to balance the weight to help maintain vertical growth. Maintenance on all the paddle fans was done. The upper can lights were replaced with more efficient LED fixtures.

Seeding and transplanting of the spring and summer crop of annuals for the outdoor garden continues on schedule. The plants are filling the production house. Preparation for fall has started and Jen Recoy has ordered the fall seeds and mums.

Potting of plants for the plant sale was completed in March. The annual volunteer crew did a wonderful job again.

Propagation by cuttings of tender overwintering plants such as the coleus, Iresine and scented geraniums has been completed by Cindy Cary.

Interviews with conservatory/greenhouse summer intern applicants were completed. Alyssa Studer, a junior at UW- Madison, was selected. She will be starting the summer internship on May 21<sup>st</sup>.



**March-April Volunteer Program Report**  
**Marty Petillo, Volunteer Services Manager**  
**April 9, 2013**

**Special Event Volunteers**

- *Spring Flower Show, Mar 9-24, Sale Mar 25.* 30 Spring Show Volunteers helped during the preview party, as show greeters and membership ambassadors, and helped with the show plant sale.
- *Spring Primula Sale, March 9.* 2 volunteers helped with the Spring Primula Sale.
- *Spring Plant Sale Production, March 25-29, Spring Plant Sale, May 10-11.* Volunteer Plant Sale Coordinator Barb Tensfeldt, 5 Volunteer Crew Leaders, and 26 Potting Volunteers efficiently completed the advance greenhouse work for the Spring Plant Sale. Recruitment is underway for Spring Plant Sale volunteers.
- *Spring Pansy Sale, April 6.* 7 volunteers helped with the Spring Pansy Sale. READI Volunteers assisted with the Pansy Sale set-up and in making boxes.
- *Leaf Mulch Sale, April 11-13.* Leaf Mulch Volunteers are scheduled for Traffic Directors, Volunteer Check-in, Membership Ambassadors, Order Takers, and Cashiers and for the Bulk Mulch Sales. Volunteers for the new May 24-25 sale are still needed.
- *Home Garden Tour, July 12-13.* Volunteers coordinating the 7 tour locations will meet May 16 to get a briefing on the 2013 tour and contact info for their volunteer recruitment. Recruitment continues for one more Volunteer Site Coordinator.
- *Blooming Butterflies, July 17-August 11.* Volunteers are already calling in to schedule shifts for this event!

**Horticulture Volunteers**

- *Garden Crews.* All crews are filled. 100 new and returning Olbrich Volunteers have been scheduled into specific garden crews. Six Kitchen Gardeners are scheduled to start May 29.
- *Greenhouse Volunteers.* Spring seeding continues with the help of Greenhouse Volunteer Crews.
- *What's in Bloom.* What's in Bloom crews will start when there are plants in bloom.

**Education Volunteers**

- *Explorer Program Volunteers.* Training for Explorer Volunteers took place on April 17 to prepare them to host 6 weeks of classes.
- *Conservatory Docents.* Education Director Jane Nicholson met with the docents on March 18. Their next meeting is Saturday, April 20.
- *Garden Docents, Tour Guides, Outdoor Garden Greeters.* Initial training for new volunteers will be held Tuesday, May 7. Specialized training for all interpretation volunteers will be held Friday, May 17.

**Office Volunteers**

- *Finance.* A new volunteer began working with Angela in April.
- *Membership.* A new Membership Mailing Volunteer and two new Correspondence Volunteers were recruited.

**Trainings for April and May**

- 21 new Olbrich Volunteers received one-on-one orientations in the past month; more are scheduled.
- Garden Greeters Gathering and Spring Update, April 10, 12:00-1:00 pm
- New Conservatory Volunteer Orientation, Saturday, April 20, 10:30-11:15 am
- Spring Plant Sale Training: Cashiers/Callers, TBD
- New Interpretation Volunteer Orientation, Tuesday, May 7, 5:30-7:00 pm
- Home Garden Tour Volunteer Site Coordinators, Thursday, May 16, 5:30-6:30 pm
- Garden-Specific Training for Interpretation Volunteers, Friday, May 17, 8:30-11:30 am
- Volunteer Supervisor Training for Olbrich's Horticulture Interns, Wednesday, May 29, 10-noon; Kitchen Garden and Special Events Interns, Fri, June 21, 10-noon.

**Volunteer Events**

- *All Volunteer Letter, Week of March 25.* All volunteers received a recruitment letter in March, generating many offers to assist from volunteers, order form for volunteers shirts (deadline for shirt orders is May 17<sup>th</sup>), and information about the Aug 20 Volunteer Bus Trip.
- *Volunteer Potluck, Mon, May 20, 5:00-6:30 pm* RSVP to Marty.

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

March's weather was wintery, but sales in the gift shop were brisk! Our revenue for the month of March was \$26,845 against a revenue goal of \$18,000. For the month we are +\$8845 and YTD we are +\$10,343 over goal.

Additionally we managed \$845 in revenue for other departments, most notable \$315 in memberships, and \$524 admission tickets for the Conservatory.

A new metric I am tracking is the average spend per visitor. In March we had 18,642 visitors that spent an average of \$1.44 each.

Our top selling departments and revenues for March are as follows:

Department	Net Revenue for March	Number of items sold	Cost of goods sold
Jewelry	\$4291	263	\$2075
Toys	\$2356	577	\$1081
Apparel	\$1910	100	\$1379

#### Noteworthy

- Connie Glasheen resigned her position as Retail Associate in the gift shop. I will be posting and hiring again for the position.
- We sold 858 packages of seeds in March, with a netting us \$978
- I continue to devote several hours per week planning with HGC as part of the Core Team

**BOARD REPORT – Education****March 15 – April 15, 2013****Jane Nicholson, Director of Education**

**Classes:** Registration for January–May 2013 classes continues to do well with all of the Youth & Family classes meeting minimums, filling and/or having waiting lists and most adult classes meeting or surpassing required minimums.

The summer classes (June–August) catalog production is in progress; the catalog is scheduled to drop the week of April 29. Education Registrar Kai is working on setting up RecTrac/WebTrac with these classes.

**Explorer School Programs:**

- **Botany Explorer** is April 23–May 30, 2013.
  - Volunteer recruitment is underway for this program and the orientation is scheduled for April 17.
  - All 34 available sessions have filled to date; we have a waiting list of 7 schools.

**Conservatory Exhibitions:** *Flora of Tropical Thailand* exhibit closed on Sunday, March 24. *Light Gaps* will be installed after maintenance; open on Saturday, April 13 and continue through July 14.

**Schumacher Library:** March was a very busy month! -- March statistics: 625 visitors; 119 materials checked out; 193 reference questions; 163 materials used in-house; 125.5 volunteer hours.

- Some new resources added to the collection include:
  - Hill, May Brawley. Grandmother's Garden.
  - Tessen, Daryl. Wisconsin's Favorite Bird Haunts, rev. ed.
  - Thompson, Lauren. Little Bunny.
  - Tice, Patricia. Gardening in America, 1830-1910.
- We will hold a used book sale on Friday, May 10 during the plant sale again this year in the Lobby.
  - Donations now being accepted: Please check your book shelves for plant-related/environmental books you don't use or need. We could use your donations for the sale!

**Greater Madison Writing Project (GMWP):** Planning continues for the 2013 program, including a teacher orientation, summer institute, and youth writing workshop at Olbrich.

- The Young Writers' Summer Workshop is scheduled for August 5-8, 2013  
**Description:** The Greater Madison Writing Project, in partnership with Olbrich Botanical Gardens, is sponsoring a 4-day workshop for young writers entering grades 3-8. Using Olbrich's gardens as inspiration, they will meet each day in writing groups led by experienced writers and teachers whose goal is to inspire and support writers of all abilities. The week will end with a family celebration of participants' writing Thursday evening. Each writer will contribute a piece of writing to be published in an anthology, which participants will receive a copy.
- The Summer Teacher Institute will occur July 8 – August 1, 2013 with an orientation on May 4. For more information, please visit <http://gmwp.wisc.edu/Home>

**Children's Kitchen Garden:** The summer program for MSCR will occur June 25–August 1; school participation has been confirmed and planning is in progress for school group transportation. Thanks to Marty Petillo, we have a full crew for CKG Volunteer Gardeners for the season; they will start work in the garden on May 29. Plans are underway to replace the fence around the CKG – materials have been purchased and the fencing will be replaced once the ground thaws; roto-tilling and mulching is planned for early to mid May. The planting design and plan is underway.

**Tram Program:** [See Director of Development & Marketing Ann Heiden's report for information regarding funding.] Lead Tram Driver Sharon Larson and Jane continue preparing for the 2013 season.

**Personnel:**

- Marie Norris, a graduate student at Northern University, and Brienne Tingley, an undergraduate student at the University of WI-Madison, have accepted the positions of Children's Kitchen Garden Education Interns. They will start June 19.
- Gary Case has accepted the open position of Tram Driver.

**Madison Public Library Summer Reading Program – Dig Into Reading! Collaboration**

- Olbrich has donated *Blooming Butterflies* admission tickets to the MPL Summer Reading Program; they will be used as reading incentives. [See Special Events report for more information.]

- MPL will hold their summer reading program end-of-season family celebration again this year at Olbrich on August 6; we are collaborating with them to provide a family hands-on activity during the event.
  - 500 plant pot decorating and seed planting activity kits have been put together in preparation for the event; we will facilitate the activity during the event.
- MPLS brought to our attention they have low census with toddler registration for the summer reading program. To assist them in increasing participation, we will advertise the MPL summer reading program in the Schumacher Library, in our Education Classes catalog, on the Website, and during our toddler/family classes and encourage families to register and participate. We will have registration materials available during our family classes and in the Schumacher Library so families can readily register.

**Blooming Butterflies Event** [See Special Events Coordinator Missy Jeanne's report for more information.]

- Jane and Katy are reviewing the family passport and butterfly ID cards for updates and printing.

**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.

- **Conservatory Greeters & Docents:** Next meeting is Saturday, April 20; training of new volunteers occurs as needed on Saturdays after the monthly meeting. We are finalizing the 2013-2014 continuing education schedule.
- **Youth & Family Programs Volunteers:** Next meeting April 17, 2013. We are recruiting volunteers for the upcoming Explorer School Program.
- **Schumacher Library Volunteers:** Training for new volunteers continues one-on-one, as needed.
- **Tour Guides:** The 2013 summer/fall Web schedule has been updated.
- **Outdoor Gardens Visitor Services and Interpretation Team:** Jane has contacted all of last season's volunteer requesting level of interest in participating again this year; the response has been excellent. Marty Petillo continues to recruit new volunteers for this team. Upcoming seasonal Meeting is Friday, May 17; training for new volunteers is May 7 in the evening.

**BOARD REPORT – DIRECTOR OF DEVELOPMENT**

April 16, 2013

**Cap Camp:**

The feasibility invites have been mailed and should be in mailboxes the week of April 15<sup>th</sup>. Ann will start calling the 80 invitees to schedule appointments for the interviews, which will be conducted onsite (or off if necessary) at the interviewee's convenience. The roof project has put a few limits on available space.

**Financial Report:**

The Annual Fund - Spring Appeal letters will be mailed out mid-May to approximately 1200 households. Last year the Spring Appeal raised \$65,763. Our goal for the 2013 Annual Fund is \$197,000.

**Grants and Sponsorships:**

This is a new item on my financial report that was formerly known as Tram Sponsorships. The name was changed to reflect the grants and sponsorships we are seeking for the Tram, Education, and general sponsorship support (not specific to an event).

We currently have submitted grants to the Evjue Foundation (\$5K), USBank (\$5K) and Courtier (\$5K) for Tram/Education programs. Oakwood Village Prairie Ridge has confirmed a \$5K Tram sponsorship.

**Membership:**

We are in the process of accepting applications for the new Development and Membership Specialist (DMS). The ad was placed on Jobs in Madison, WI Nonprofit Job Network, and AFP – Madison. To date, 36 have applied. We have narrowed the group down to 6. Ann is currently conducting phone interviews to narrow the field to 3 or 4, with in person interviews being conducted by Tricia Perkins and Ann Heiden. If all goes well, we could have someone in place by mid-May.

In the meantime, Kelsey Dodson and Ann Heiden will be responsible for the daily/weekly donation data entry and month end reports, and miscellaneous membership issues that arise.

We have little concern of the impact of Luba's leaving on our renewal program, Kelsey oversees it now and has proven to be quite successful at maintaining our numbers. On the other hand, recruiting new members could experience a slowdown until the new DMS is up to speed. For example, membership volunteers were not scheduled for the Thursday or Saturday during Leaf Mulch. Ann will serve as backup if we are unable to find volunteers.

DRAFT OBS Development Report as of March 31, 2013								
	Mar-13	Mar-12	13 - '12	13 YTD	12 YTD	'13 - '12	13 Budget	12 Yr End
<b>Undesignated Operating Revenues</b>								
Annual Fund & Donations	6,665	1,245	5,420	12,380	8,765	3,615	197,000	150,324
Membership*	31,460	32,717	-1,257	73,082	68,883	4,199	334,365	322,335
Tributes/Memorials	3,775	15,845	-12,070	6,890	17,335	-10,445	15,800	69,675
Tribute Trellis	0	300	-300	1,045	300	745	5,200	3,038
Event Revenue	19,928	25,894	-5,966	68,374	53,876	14,498	393,022	396,249
Donation Boxes		563	-563	2,475	2,355	120	18,900	19,351
Raffle Revenue	0	184	-184	0	184	-184	0	602
Grants & Sponsorships*	0	0	0	0	0	0	20,000	15,400
Tram Rider Donations	0	0	0	0	0	0	3,723	3,655
<b>Total: Undes. Op. Revenues*</b>	<b>\$61,828</b>	<b>\$76,748</b>	<b>-\$14,920</b>	<b>\$164,246</b>	<b>\$151,698</b>	<b>\$12,548</b>	<b>\$988,010</b>	<b>\$980,629</b>
<b>Foundation Disbursements</b>								
Bolz Family Fund for OBG**	0	12,748	-12,748	0	12,748	-12,748	13,500	12,748
OBS Foundation	\$0	\$0	0	\$42,540	\$39,903	2,637	170,160	\$159,613
<b>Total: Foundation Disb</b>	<b>\$0</b>	<b>\$12,748</b>	<b>-12,748</b>	<b>\$42,540</b>	<b>\$52,651</b>	<b>-\$10,111</b>	<b>\$183,660</b>	<b>\$172,361</b>
<b>Additional Gifts</b>								
Designated Contributions	2000	8,250	-6,250	2,000	15850	-13,850		93,102
Endowment			0			0		0
Bequests	40,000	0	40,000			0		1,000
<b>Total: Additional Gifts</b>	<b>\$42,000</b>	<b>\$8,250</b>	<b>\$33,750</b>	<b>\$2,000</b>	<b>\$15,850</b>	<b>-\$13,850</b>		<b>\$94,102</b>
<b>Total: Gifts Without GIK</b>	<b>\$103,828</b>	<b>\$97,746</b>	<b>\$6,082</b>	<b>\$208,786</b>	<b>\$220,199</b>	<b>-\$11,413</b>		<b>\$1,247,092</b>
<b>Gifts In Kind</b>	<b>3413</b>	<b>\$4,363</b>	<b>-950</b>	<b>3612</b>	<b>\$8,254</b>	<b>-\$4,642</b>		<b>\$172,765</b>
<b>Total: All Donations</b>	<b>\$107,241</b>	<b>\$102,109</b>	<b>\$5,132</b>	<b>\$212,398</b>	<b>\$228,453</b>	<b>-\$16,055</b>		<b>\$1,419,857</b>
*This is a new line item, formerly Tram Donations. ** Bolz distribution has been requested, but not received.								

BOARD REPORT – SPECIAL EVENTS  
APRIL 10, 2013

Cocktails in the Conservatory

The second Cocktails in the Conservatory event was hosted on Friday, March 22, 7-11 p.m. and attracted over 400 people!!! Double the budgeted attendance goal!!! The event will net almost \$4,000, which includes 40% of the bar take during the event. To reach a younger demographic the event was advertised in the Isthmus with a ¼ page ad, on I heart radio through Z104.1 and the CW offered to run TV and Facebook ads for free! Monona State Bank sponsored the event.

Winter Concerts

The winter concerts in March including the Botanical Boogie (\$2 admission) totaled \$514, only \$36 under goal. The winter concert series as whole totaled \$1,063.89 (goal \$1,000).

Spring Show

The spring show attendance was up this year by about 1,000 visitors at 6,400 (5,004 in '12/5,526 in '11). At \$6,310, donations were up by \$1,200 compared to last year ('13 - goal \$7,000)! The hort staff did an excellent job creating a beautiful show again this year. The post show flower sale did very well bringing in \$2,112.52 (goal - \$1,500).

Pansy Sale

The pansy was a success! The sale began at 10 a.m. on Saturday, April 6 and by 11 a.m. more than 50% of 1,000 pansies were sold! The gift shop took over sales starting at 1 p.m. on Saturday and by Wednesday morning had sold another 209 pansies. We hope to sell the rest of the pansies by the end of this week.

Leaf Mulch Sale

The first full service leaf mulch sale will be held on April 11, 12, and 13. A second full service sale is planned for May 23 & 24. We have scaled back on the number of volunteers scheduled during the full service sale since the volume of customers has decreased over the past few years.

Plant Sale with the Pros

The event, hort and gift shop staff have been meeting weekly to iron out the implementation of the new POS system, Gift Logic, for the plant sale. Events and maintenance staff is also working with the City of Madison to install a remote broadcast system in the plant sale area that will be used to run to the new POS system. The prep and planning time has greatly increased for the plant sale this year, but the new system should drastically decrease staff and volunteers hours for future sales.

Rhapsody in Bloom 2012

The Rhapsody in Bloom committee is working on securing live and silent auction items. Reservation update: (280) sponsor guests, (2) table purchases and (4) individual reservations for a total of 300 attendees out of 500 available reservations.

Home Garden Tour

Events is working with the City of Madison to establish an outside online ticket software program to sell Home Garden Tour tickets through. We are also working to confirm a food vendor that will be stationed at Olbrich Gardens, the tour center, during the tour.

Submitted by: Melissa Jeanne, Special Events Coordinator

### Membership Totals by Year

	Mar-13	Mar-12	Mar-11	Mar-10
Circle (Life) (\$3000)	426	420	405	401
Angel (\$1000)	2	4	1	1
Benefactor (\$500)	9	9	8	4
Patron (\$250)	60	56	54	46
Contributor (\$100)	575	487	475	409
Family & Guests (\$65)	1019	800	739	619
Family (\$55)	2,180	2,215	2,020	2,166
Friend Plus One (\$50)	1,102	1,027	938	612
Friend (\$40)	1,146	1,140	1,187	1,173
<b>Total Households</b>	<b>6,519</b>	<b>6,158</b>	<b>5,827</b>	<b>5,431</b>
<b>Total Persons</b>	<b>11,475</b>	<b>9,426</b>	<b>8,718</b>	<b>8,305</b>

### Membership Campaign Results

APPEAL	March TOTALS	YTD TOTALS
Campaign - free class	1	14
Campaign - Holiday 1/2 price gift memberships	0	0
Campaign - Pros Mailing - Rejoin	0	0
Campaign - Pros Mailing - OBS List	0	0
Campaign - Leaf Mulch	0	0
Campaign - Home Garden Tour	0	0
Campaign - Holiday Show	0	0
Complimentary	8	19
Event (BB)	0	0
Event (Garden Expo, Plant Sales, Spring Show, other onsite)	44	350
Gift Shop	6	17
Gifted	5	14
Mail/Phone	22	80
Newsletter	0	0
Online/Web	43	105
Renewal 1	285	579
Renewal 2	50	106
Renewal 3	7	25
Visit to the Gardens	43	66
<b>TOTALS</b>	<b>514</b>	<b>1,375</b>

### New and Renewing Members for March 2013

Category	New Members - March	Renewals - March	Rejoins - March **
Friend (\$40)	9	101	11
Friend Plus One (\$50)	12	90	6
Family (\$55)	18	90	9
Family & Guests (\$65)	14	75	6
Contributor (\$100)	6	62	0
Patron (\$250)	0	4	0
Benefactor (\$500)	0	0	0
Angel (\$1000)	1	0	0
Circle (\$3,000)	0	0	0
<b>TOTALS</b>	<b>60</b>	<b>422</b>	<b>32</b>

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