

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

**Members present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, Fred Anderson, Lau Christensen, Julie Herfel, Tricia Perkins, Roberta Sladky, Susan Stein, Michelle Taschek, Mike Whaley

**Members Absent:** David Ahrens, Kevin Briski, Carolyn Gilb, Dan Lauffer, Mark McFadden, Laurel Neverdahl, Erin Ogden, Emanuel Scarbrough, Marsha Rummel

**Advisors Present:** Jt Covelli, Elizabeth Ogren Erickson, Shirley Homburg

**Guests Present:** Debbie Wiora & Todd Kleibor, Smith & Gesteland

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

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

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Christensen and seconded by Mr. Wagner to approve the meeting minutes of March 19, 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. **REPORTS**

**B. Monthly Financial Report – Audit Review**

a. Presentation of the 2012 Audit by Smith & Gesteland, LLP

Ms. Curliss introduced Debbie Wiora & Todd Kleibor from Smith & Gesteland to review the audit. They noted there are four main areas of focus for their audit – investments, net assets, contributions and estimates. They have issued an unmodified “clean” opinion. Audit materials were distributed and data reviewed. An item to note is that program expenses were 78% of total expenses in 2012 (they were 74% in 2011).

A motion was made by Ms. Stein and seconded by Ms. Loewi to accept the 2012 Audit. Motion carried unanimously.

**A. President’s Report**

**a. Whistleblower Policy**

The revised Whistleblower Policy was included in the Board packet. An additional change was suggested – that the President of OBS be listed in the policy as the alternate to the Secretary, should the Secretary be unavailable.

A motion was made by Ms. Curliss and seconded by Mr. Hess to approve the policy with the changes noted above. Motion carried unanimously.

The final Whistleblower Policy is attached to these minutes.

**b. HGA Update**

Mr. Wagner reviewed the three options presented at the March public meeting. Design A has been selected to move forward, with alterations to address concerns. It will be presented with changes at the public meeting on April 22 at 6:30 pm.

**B. Monthly Financial Report - Financial Statements and Grant Request**

Ms. Curliss reviewed the March financial statements and noted that YTD is on budget. Ms. Curliss asked that the Board approve and support a grant application to the Courtier Foundation. The grant request is for \$5000 to support education programs including the Tram. The Foundation asks that grant requests be supported by Boards of Directors.

A motion was made by Ms. Loewi and seconded by Mr. Sherry to approve seeking a grant for \$5000 from the Courtier Foundation. Motion carried unanimously.

**C. Director's Report**

Ms. Sladky noted that attendance is looking good, although a little lower than in 2012, which is likely due to the colder weather this year. Conservatory maintenance is complete - a large palm became too large for the space and its crown died and had to be taken down. The Volunteer Potluck is May 20<sup>th</sup> at 5 pm, right before the final public meeting – if you are interested, Marty Petillo has a sign-up sheet. Youth and Family programs scheduled through the end of May are filled and have waiting lists, as well as the Botany Explorer school program.

**D. Development Report**

Ms. Covelli distributed the Marketing Report. We have a minimum of 10,000 people checking our Facebook page every week and the website had 19,000 visits in March. Ann Heiden is currently doing interviews to fill the Membership vacancy and hopes to have someone in the position by mid-May. We sold about half the leaf mulch on opening weekend as we did in 2012, but the weather was awful. We do have a new, 2<sup>nd</sup> full service sale scheduled for May 23 & 24 from noon – 5 pm.

**Capital Campaign** – Mr. Hess reports the letter requesting interviews for the feasibility study went out a few days late, but doesn't expect changes to the schedule. The next task is set up the interviews with McDonald Schaefer consultants.

**E. Marketing & Public Relations Report**

Ms. Covelli reviewed the information in the Development Report.

**V. NEW BUSINESS**

There is no new business.

**VI. ANNOUNCEMENTS**

Emanuel Scarbrough won an award for best cheesecake through UMOJA.

The LCD projector being used today was donated by Jeff Levy who provided funding for two LCD projectors and a computer.

**VII. ADJOURNED**

The meeting was adjourned at 5:15pm.



## Whistleblower Policy

*Adopted by Olbrich Botanical Society Board of Directors April 16, 2013*

### 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 (in his/her absence the OBS President of the Board), 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 (in his/her absence OBS President of the Board), directly.

### Compliance Officer

The OBS Secretary (in his/her absence the OBS President of the Board) 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

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controls or auditing.

**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 (in his/her absence the OBS President of the Board), 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 May 2013 (unaudited)

V. B.

	May-13 Actual	May-13 Budget	+/ Budget	May-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	20,965	22,199	(1,235)	16,413	47,479	85,895	(38,416)	72,121	(24,642)	260,623	
Membership	25,166	28,359	(3,193)	27,191	124,814	138,695	(13,881)	133,067	(8,253)	334,365	
Spec.Events	109,274	113,753	(4,479)	110,835	214,516	247,446	(32,930)	234,633	(20,117)	393,022	
Library	345	65	280	217	498	120	378	217	281	450	
Volunteers	2,094	650	1,444	651	4,154	860	3,294	2,348	1,806	3,800	
Education	9,850	5,826	4,024	5,984	38,884	33,660	5,224	33,221	5,663	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	0	0	0	0	651	0	651	852	(201)	5,000	
Gift Shop	34,728	31,000	3,728	31,083	95,431	87,000	8,431	101,551	(6,120)	316,500	
<b>Total Operating Rev.</b>	<b>262,420</b>	<b>261,852</b>	<b>569</b>	<b>192,375</b>	<b>526,428</b>	<b>593,677</b>	<b>(67,249)</b>	<b>578,010</b>	<b>(51,582)</b>	<b>1,366,960</b>	
<b>Operating Expense</b>											
Development	17,162	24,876	(7,714)	17,839	74,858	84,142	(9,284)	63,829	11,029	197,058	
Membership	6,367	17,951	(11,584)	6,994	41,732	61,625	(19,893)	36,197	5,536	126,588	
Special Events	51,516	46,380	5,136	45,873	124,982	120,940	4,042	113,198	11,784	277,946	2329/De. Fun. Ctr. 5600/Donor Thank you
PR & Marketing	7,602	17,689	(10,087)	13,083	33,597	46,771	(13,174)	36,106	(2,509)	97,792	
Library	2,736	2,631	105	2,498	10,722	10,171	551	9,217	1,505	23,857	
Volunteers	0	45	(45)	219	134	205	(71)	303	(169)	3,875	\$3180.58/Vol Prg
Education	22,367	25,222	(2,855)	23,006	80,598	80,902	(304)	76,176	4,422	213,773	\$868.20/Educ. Prg
Horticulture	23,167	25,353	(2,186)	23,241	75,108	79,880	(4,772)	66,921	8,188	197,948	
Conservatory	6,467	7,918	(1,451)	5,896	24,489	26,490	(2,001)	23,177	1,312	65,922	51373.40/Conserv.Intern
Administration	4,105	8,303	(4,198)	7,528	29,209	34,330	(5,121)	29,949	(740)	80,642	\$24/Evjue Admission
Gift Shop	26,775	26,785	(10)	27,409	89,095	89,633	(538)	99,109	(10,014)	265,195	
<b>Total Operating Exp.</b>	<b>163,265</b>	<b>203,153</b>	<b>(39,888)</b>	<b>173,585</b>	<b>584,525</b>	<b>635,089</b>	<b>(50,564)</b>	<b>554,183</b>	<b>30,343</b>	<b>1,550,596</b>	
<b>Net Operating Income (Loss)</b>	<b>34,155</b>	<b>(1,301)</b>	<b>35,456</b>	<b>18,790</b>	<b>(58,097)</b>	<b>(41,413)</b>	<b>16,685</b>	<b>23,827</b>	<b>(81,924)</b>	<b>(183,636)</b>	
Foundation Disb*	0	0	0	0	97,381	98,580	(1,199)	92,554	4,827	183,661	
<b>Net Income (Loss) w/Fdn Dist</b>	<b>34,155</b>	<b>(1,301)</b>	<b>35,456</b>	<b>18,790</b>	<b>39,284</b>	<b>57,167</b>	<b>(17,883)</b>	<b>116,382</b>	<b>(77,097)</b>	<b>25</b>	
Banking/Investment	3,487	0	0	(29,946)	39,924	0	0	17,438	22,485	0	
Adjustments will be made in June for mis coding American Family Policy (Liability and Workman's comp)											

## The "Numbers" report – May 2013

<b>Daily Attendance</b>			
(9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
<b>OBG Attendance</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
May 31	30,328	28,544	27,140
<b>YTD</b>	<b>82,916</b>	<b>91,444</b>	<b>77,280</b>

<b>Facility Use Report (# programs/#participants)</b>			
<b>Category</b>	<b>May 2013</b>	<b>YTD 2013</b>	<b>YTD 2012</b>
Olbrich Public Events	11 / 0	59 / 2,992	42 / 1,163
Public Events by Partner Organizations	5 / 0	7 / 0	8 / 767
Misc Free Uses	72 / 1,164	318 / 4,960	245 / 3,781
Non-Profit Rentals	6 / 355	18 / 1,653	26 / 1,840
Private Rentals (incl weddings/receptions)	65 / 3,517	108 / 5,127	127 / 5,431
<b>TOTAL</b>	<b>159 / 5,036</b>	<b>510 / 14,732</b>	<b>448 / 12,982</b>

<b>Education Classes, Events, &amp; Tours Attendance (# programs/# participants)</b>			
<b>Audience</b>	<b>May 2013</b>	<b>YTD 2013</b>	<b>YTD 2012</b>
Adult Programs	12 / 189	118 / 1,222	113 / 1,261
Adult Group Tours – Guided	1 / 30	3 / 60	5 / 120
Adult Group Tours – Self-guided	6 / 341	13 / 482	7 / 317
Family/Intergenerational Programs	3 / 60	18 / 291	13 / 198
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	26 / 1,080	46 / 1,902	47 / 1,883
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	18 / 959	32 / 1,543	49 / 2,036
K-12 Community Organization	2 / 18	3 / 29	1 / 12
<b>TOTAL</b>	<b>77 / 2,677</b>	<b>233 / 5,529</b>	<b>235 / 5,827</b>

<b>City of Madison Revenue Highlights (payments made through OBS and directly to City)</b>				
	<b>May 2013</b>	<b>May 2012</b>	<b>YTD 2013</b>	<b>YTD 2012</b>
Bolz Conservatory Admissions	\$6,925	\$3,874	\$29,870	\$22,736
Room Rentals*	\$11,738	\$13,736	\$56,800	\$60,710
Catering Revenue**	\$782	\$945	\$5,320	\$4,282
<b>Total</b>	<b>\$19,445</b>	<b>\$18,555</b>	<b>\$91,990</b>	<b>\$87,728</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 – June 2013

Jeff Epping, Director of Horticulture

The weather couldn't be better for gardening so far this spring. Some say it's been too wet and cold, but the plants say, "Thank You", especially after the unseasonal heat last spring and even hotter and terribly dry summer. The stress on every living thing was formidable last year and the myriad of dead plants this spring was proof of that. This spring the gardens are growing quite lush with consistent timely rainfalls, nice warm, but not hot temperatures and bright, sunny days.

The horticulture staff has been very busy preparing the gardens for *Rhapsody in Bloom*. The horticulturists, interns and volunteers have been planting annuals in beds and containers throughout the gardens. All of the beautiful spring annual beds and containers that we've been enjoying the last 6-8 weeks are beginning to decline with the warmer temps, so they're hitting the compost pile and making way for the heat-seeking summer annuals. I'm looking forward to seeing all of the gardener's summer annual designs come to life. Once the plantings take root and come into bloom – their gardening wizardry will soon become evident to our visitors. A lot of hard work goes into designing beds and containers, not to mention all of the effort that goes into acquiring seeds, cuttings and plants to make the varied compositions come to life. John Wirth, Cindy Cary and Jen Recoy did an incredible job this winter and spring of growing the majority of our annuals – you'd be hard-pressed to find higher quality plants anywhere. Once the plants are handed-off to the gardeners and planted, they must be skillfully grown for the entire season to reach their potential – grown through the vagaries of our Wisconsin summer – heat, drought, insects, diseases, etc. The most critical stage to their success is right now – getting them planted as early as possible, while the weather is ideal for their root development and growth. Once they've taken root, then they're nurtured through the season, skillfully watered, fed and groomed by the hort staff and volunteers – a true team effort by the crew to make the annuals shine through the season.

Beyond the annuals the gang has been working with our regular volunteers, Huber volunteers and interns on weeding and mulching every square inch of the Garden, planting lots of new tree and shrub varieties, nurturing all of the newly planted perennials and woodies, keeping pools and paths clean, maintaining the nursery, maintaining the turf and meadows, laying drainage tile, repairing landscape lighting, teaching classes and workshops, giving lectures and tours, giving interviews to the media, digging and bagging tulip bulbs to sell from this year's spring displays, mapping and labeling this year's plantings, grinding leaf mulch, maintaining all of our equipment, etc., etc., etc. – in Spring, there is no lack of projects to keep us busy!

## Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary)

June 12, 2013

Spring has definitely “sprung” in the Bolz Conservatory. Since the annual pruning and maintenance that was completed approximately 8 weeks ago, the foliage regrowth has been lush and vibrant. The koi fish have been spawning and there have been new baby birds born, including canaries, button quail and even an orange cheeked waxbill.

Several new plants were selected from the greenhouse collection and planted into the conservatory beds by John Wirth. The most recent addition was the Langsat (*Lansium domesticum*) planted near the pond. The Langsat is native to the Malay Archipelago in Asia and bears clusters of flowers and edible fruit. This particular tree has been maturing in the tropical greenhouse and now is a size suitable to be planted and thrive in the conservatory.

The annual application of a thick layer of hardwood mulch to the conservatory planting beds has been completed. In the warm humid environment of the conservatory, the mulch decomposes each year adding a good layer of organic material to the soil and while maintaining needed soil moisture during the hot summer months.

The crop of summer annuals grown for the outdoor gardens and overwintered tender plants were moved outside to the Quonsets and “bleacher” area adjacent to the greenhouse for hardening off.

The fall mum and aster rooted cuttings arrived and were potted up this week by the production volunteer crew. The plants are maintained in the greenhouse by Jen Recoy as they get established. The plants are then moved outside in July to the gravel pad by the Quonsets where the automatic irrigation system will be set up.

Our summer intern, Alyssa Studer, has started working in the conservatory and greenhouses. She is a great addition to the staff and is already contributing positively.

The first shipment of butterfly pupae is scheduled to arrive within a month on July 9<sup>th</sup> for the Blooming Butterflies event. The *Pentas* plants that are used as nectar plants for the event arrived and were potted up into display containers.



**May-June Volunteer Program Report**  
**Marty Petillo, Volunteer Services Manager**  
**June 10, 2013**

**Special Event Volunteers**

- *Leaf Mulch Sale, April 11-13, May 24-25.* 32 volunteers gave 148 service hours during the two leaf mulch sales.
- *Rhapsody in Bloom, June 15.* 34 set-up and party volunteers have been recruited for the event.
- *Home Garden Tour, July 12-13.* Volunteer Coordinators met on May 16 and are now recruiting Membership Ambassadors and Garden Guides for the gardens; training will be July 9, 5:00 pm. Special thanks to OBS Board Secretary Dick Wagner whose garden is included in the 2013 tour.
- *Blooming Butterflies, July 17 through August 11.* Butterfly Volunteer recruitment letters were sent out the last week of May. While many shifts are filled, there are still many more volunteers needed to complete the schedule. Volunteer training will be held on Monday, July 15 at 5:00. A special meeting for all Membership Ambassadors will be held that evening at 6:00 pm. All OBS Board Members are invited to participate.
- *Concert Crew.* Volunteers are being recruited to help host the Tuesday evening concerts.

**Education Volunteers**

- *Interpretation Volunteers.* On May 17, education staff partnered with horticulture staff to deliver garden-specific training for Herb Garden Docents, Thai Garden Volunteers, Outdoor Garden Greeters, Tour Guides, and Tram Drivers. Free Sunday Strolls will be offered at 1:30 and 3:00 pm each Sunday starting in June. Docents and Greeters start their summer shifts in June.
- *Children's Kitchen Garden.* The Wednesday morning gardening crew started working with Horticulture Intern Jane on May 29. Education Volunteers are being recruited for the 2013 season, with training planned for June 17.

**Garden Volunteers**

- *Outdoor Garden Crews.* While the crews had a late start—the last week in April, they are now in full swing. All shift openings are filled.

**Staff Training**

- *Volunteer Supervision Training.* Eight outdoor garden Horticulture Interns and the Conservatory Intern attended training on how to manage volunteers, delivered by Marty Petillo. A second training will be offered June 21 for the Special Event Intern and two Children's Garden Interns.
- *Staff Training.* On May 17, Marty provided a volunteer orientation to new Development Specialist Natasha Fuller as well as Kelsey Dodson and Ann Heiden. Marty oriented the new volunteer PR Intern Natalie Baumann to the volunteer program on June 4.

**Volunteer Events**

- *Volunteer Potluck.* About 50 volunteers attended the May 20 Volunteer Potluck.
- *Volunteer Shirts.* 89 volunteer shirts were sold this spring! Wow! Unfortunately, the supplier, High Impact, closed their business on the day the order should have been placed. A new vendor has been identified, and orders will be filled as planned with only a slight delay.
- *Volunteer Bus Trip, August 20.* 46 travelers have registered so far for the annual Volunteer Bus Trip to Chicago Botanic Gardens and Elawa Farm.

Growing Gifts Board Report  
 Cindy Sullivan, Manager  
 June 12, 2013

May was a very good month for gift shop sales. Our revenue goal was \$31,000. Our net sales were \$34,728. We continue to be ahead YTD.

In addition to our own sales we managed the post-plant sale and sold \$13,333 for other departments (this does not include the post- plant sale). Sales for other departments looked like this:

Department	Net sales	Item
Events	\$12,170	Mulch
Membership	\$805	Memberships
City	\$358	Conservatory entry

Top selling departments for the Gift Shop were as follows

Department	Net Revenue for May	Number of items sold	Cost of goods sold
Jewelry	\$4781	240	\$2226
Food	\$3525	1448	\$1755
Live Plants	\$3419	1111	\$412

#### Noteworthy

- Jeanne Kessenich and I worked with the cashiers for the Plant Sale with the Pros. Jeanne recruited volunteers that were well suited to using the new POS system. Then, she and I held two training sessions to familiarize volunteers with the changes and logistics of how the checkout lines would work. Aside from a few bumps, we were happy with the first time use of the computer system, and feel like it will only continue to help us as the sales data accumulates.
- The post-plant sale was held in the atrium and ran for three days. Sales were approximately \$1000 per day and worth the effort. We know the inventory going into the post sale and after it was complete.
- Jeanne and I spent a good deal of time during May training our 3 new staff members in Gift Shop. A short introduction to each is below.
  - Denise Gotzion will be working almost exclusively weekends. She works as a medical assistant during the normal work week, and is joining us part time on the weekends and on an occasional holiday. Her retail background was at the Artisan Gift Shop on Monona Dr and a short stint at DSW. She is an avid gardener and bird lover. Her first weekend working in the gift shop was Mother's Day and she survived... smiling.
  - Monica Moen will be working approximately 16-20 hours per week. She managed Winslow's Hallmark for several years before the owners decided to close all of their stores. She completely understands the soup-nuts business that we have here and has great real life experience to share. She is also an avid gardener, an Olbrich member, and a plant sale shopper!
  - Camela Decaire (pronounced like Pamela) will also be working approximately 16-20 hours per week. Camela has a self described diverse background. She was an art director and creative manager at American Girl and simultaneously owned and managed a farm that delivered veggies to 300 customers. Stir in a couple of pre-school age kids, and that's a little too busy for anyone! Suffice it to say, she loves growing things and will be a great asset with displays!

**BOARD REPORT – Education****May 15 – June 15, 2013****Jane Nicholson, Director of Education**

**Classes:** Our January–May 2013 classes ended; June–August 2013 classes have started. We have been receiving a lot of class registrations, especially for the walks being lead by our horticulture staff and the Youth & Family classes. We are developing the September–December 2013 classes menu and confirming contract instructors for adult classes; work on January–May 2014 classes has begun with ‘early bird’ current contracted instructors.

Six of the Youth & Family classes during the June–August session are already filled. We are keeping stats on waiting list numbers to monitor demand for these classes and discussing potential resources available for future expansion. Twelve of the classes have already reached the required minimum number of participants.

**K-12 Community Organizations**

- We facilitated a *Flower Fairies* class for a local Girl Scout group, as requested; other requests are being considered.

**Explorer School Programs:**

- *Botany Explorer* was April 23–May 30, 2013; K-3 grades
  - 2013 Final Statistics
    - Total Students: 1,207
    - Total Adults: 371
    - Total Sessions Available: 34 (all filled)
    - Total No. of Schools on Wait-list: 7
    - Total No. Volunteers: 26; Total Volunteer Hours: 318; 93% of volunteer slots filled
    - 20 different schools were represented; 1 school from out of state (Iowa); 7 counties were represented within Wisconsin

**Conservatory Exhibitions:** *Light Gaps* continues through July 14. Research is underway for *Plants of the Dinosaur Age* from November 2, 2013 – March 2, 2014. [NOTE: Conservatory maintenance dates have shifted for 2014, so the end date for the exhibit has shifted.]

**Schumacher Library:** May statistics: 362 visitors; 53 materials checked out; 224 reference questions; 93 materials used in-house; 135.5 volunteer hours.

- Some new resources added to the collection include:
  - Clark-McDowell. *The Sanctuary Garden.*
  - Murray. *Mindfulness in the Garden : Zen Tools for Digging in the Dirt.*
  - Olwell. *Gardening From the Heart: Why Gardeners Garden.*
  - *Ideas & How-to: Stone Landscaping.* Better Homes & Gardens series.
  - N. Colborn. *The Garden Floor.*
  - H. Johnson. *Principles of Gardening.*
  - O. Pitkin. *My Garden and I.*
  - J. Smith. *The Garden of Invention.*
- Lynn attended the spring multi-type library meeting at Globe University West.

**Greater Madison Writing Project (GMWP):** Planning continues for the 2013 program, including a teacher summer institute and young writer’s summer camp at Olbrich

- The Young Writers’ Summer Camp is scheduled for August 5-8, 2013; with a family event on August 8.
- The Summer Teacher’s Institute will occur July 8 – August 1, 2013. For more information, please visit <http://gmwp.wisc.edu/Home>.

**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.

**Children’s Kitchen Garden:** The summer program for MSCR is June 25–August 1. Planning continues for this summer school program and the garden plantings. The fence around the CKG is being replaced and will be completed in June;

thank you to Aaron Willkie and the Huber Workers for completing this project. Kate Berry, CKG Education Horticulture Intern, started working in the CKG with the CKG Volunteer Gardeners on June 5.

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

- Planning continues with MPL to assist them in increasing summer reading program participation by toddlers and their families.
  - Olbrich will facilitate registering toddlers and their families in the MPL Summer Reading Program “Dig Into Reading” through our Schumacher library and our toddler/family classes.
  - Olbrich has included advertising this program in our classes catalog, on our Website, and through buttons Education staff and volunteers will wear during programs and while in the Schumacher Library.
- MPL will hold their summer reading program end-of-season family celebration at Olbrich on August 6; Olbrich will facilitate a family activity for an anticipated 500 children. We have developed a seed-planting/pot decorating project and assembled 500 project kits to use during the event.

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

- Jane, Jennifer, and Elisa continue working with the BB Event team on planning this event.

**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:** Training new volunteers occurs as needed on Saturdays after the monthly meeting. The 2013-2014 continuing education schedule is finalized.
- **Youth & Family Programs Volunteers:** June 17 is the Children’s Kitchen Garden orientation for volunteers and MSCR staff.
- **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.
- **Schumacher Library Volunteers:** The June 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.

**OBS Development Report as of May 31, 2013**

	May-13	May-12	13-'12	13 YTD	12 YTD	'13 -'12	13 Budget	12 Yr End
<b>Undesig. Operating Revenues</b>								
Annual Fund & Donations	11,980	10,610	1,370	26,163	28,242	-2,079	197,000	150,324
Membership*	25,086	27,301	-2,215	124,944	133,300	-8,356	334,365	322,335
Tribute Trellis	200	300	-100	1,595	900	695	5,200	3,038
Event Revenue	109,274	110,094	-820	214,516	242,174	-27,658	393,022	396,249
Donation Boxes	2000	2,676	-676	5,026	6,382	-1,356	18,900	19,351
Raffle Revenue	0	15	-15	0	224	-224	0	602
Grants & Sponsorships*	5,000	0	5,000	5,000	5,000	0	20,000	15,400
Tram Rider Donations	475	577	-102	475	577	-102	3,723	3,655
<b>Total: Undes. Op. Revenues</b>	<b>\$154,015</b>	<b>\$151,573</b>	<b>\$2,442</b>	<b>\$377,719</b>	<b>\$416,799</b>	<b>-\$39,080</b>	<b>\$972,210</b>	<b>\$910,954</b>
<b>Foundation Disbursements</b>								
Bolz Family Fund for OBG	0	0	0	12,301	12,748	-447	13,000	13,210
OBS Foundation		\$0	0	\$85,080	\$79,806	5,274	\$159,613	\$153,152
<b>Total: Foundation Disb</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$97,381</b>	<b>\$92,554</b>	<b>\$4,827</b>	<b>\$172,613</b>	<b>\$166,362</b>
<b>Additional Gifts</b>								
Designated Contributions		0	0	2,000	16,200	-14,200		44,578
Endowment			0		0	0		5,000
Bequests	25,000	0	25,000	65,000	0	65,000		54,049
Tributes/Memorials	1,309	2,235	-926	9,040	30,795	-21,755		69,675
<b>Total: Additional Gifts</b>	<b>\$26,309</b>	<b>\$2,235</b>	<b>\$24,074</b>	<b>\$76,040</b>	<b>\$46,995</b>	<b>\$29,045</b>		<b>\$173,302</b>
<b>Total: Gifts Without GIK</b>	<b>\$180,324</b>	<b>\$153,808</b>	<b>\$26,516</b>	<b>\$551,140</b>	<b>\$556,348</b>	<b>-\$5,208</b>		<b>\$1,179,383</b>
<b>Gifts In Kind</b>	<b>\$2,277</b>	<b>0</b>	<b>2,277</b>	<b>\$9,289</b>	<b>9,688</b>	<b>-\$399</b>		<b>\$201,717</b>
<b>Total: All Donations</b>	<b>\$182,601</b>	<b>\$153,808</b>	<b>\$28,793</b>	<b>\$560,429</b>	<b>\$566,036</b>	<b>-\$5,607</b>		<b>\$1,452,335</b>
*This is a new line item, formerly Tram Sponsors.								

BOARD REPORT – SPECIAL EVENTS  
JUNE 12, 2013

### Leaf Mulch Sale

During the second full service sale on May 23 & 24 we sold approximately 759 (400 – '12) bags of leaf mulch and 28.5 bulk scoops (17 – '12). As of today about 3,000 bags of leaf mulch remain. The leaf mulch revenue is being recorded later in the season due to the late spring this year, but we anticipate meeting our goal. Bags will most likely be discounted sometime in August – buy one, get one.

### Rhapsody in Bloom 2012

409 reservations were made for Rhapsody in Bloom (capacity 500, 431 in '12, 485 in '11); the reservation deadline was June 7. Individual reservations are down by about 25 people. A mailing to guests including an event timeline, live/silent auction preview and information about the new key raffle was sent on June 11. We anticipate 55 silent auction items this year (69 in '12 / 50 items in '11). Jonathan Suttin from Triple M radio station will emcee the live auction. All of the volunteers have been recruited. Final planning meetings with Event Essentials, Circolo Catering and Blue Plate catering have been conducted. The Mary Harris Duo (jazz), The Hanson Family Jazz Band and The Blue Olives will provide live music at the event. Becca Anderson did an excellent job designing the event program; Spectra Print Corp and American Printing donated the printing again this year. We anticipate a great event!

### Home Garden Tour

The Volunteer Site Coordinators' meeting was held on May 16. Site Coordinators are recruiting greeters and garden guides and will meet with their assigned homeowner sometime this month. The sponsor liaisons (committee members and Olbrich staff) will be contacting the tour sponsors soon to determine their onsite set ups during the tour. Olbrich Growing Gifts Shop has sold 9 member tickets and 1 non-member. The Home Garden Tour will be featured in the July e-newsletter. The Home Garden Tour committee will meet again on June 18 to discuss tour marketing and other logistical aspects of the tour. The meeting with the city's IT department went very well concerning finding an online ticket software, so we are hopeful that Olbrich will be offering event tickets for sale online by this fall. Committee member, John Cannon, has already lined up 8 new gardens for the committee to preview for next year's tour. Garden viewing appointments are scheduled for July 24-26 so that the potential gardens are viewed during the prime season.

### Blooming Butterflies

The last staff planning meeting was held on June 6. Volunteer training is scheduled for July 15 from 5-7 p.m.

Submitted by: Melissa Jeanne, Special Events Coordinator

Olbrich Membership Report  
May 2013

V. D.

**Membership Totals by Year**

	May-13	May-12	May-11	May-10
Circle (Life) (\$3000)	423	421	409	401
Angel (\$1000)	2	4	1	1
Benefactor (\$500)	10	8	8	4
Patron (\$250)	62	57	51	48
Contributor (\$100)	581	512	483	430
Family & Guests (\$65)	1012	846	757	672
Family (\$55)	2,159	2,172	1,988	2,147
Friend Plus One (\$50)	1,096	1,058	987	745
Friend (\$40)	1,158	1,178	1,241	1,273
<b>Total Households</b>	<b>6,503</b>	<b>6,256</b>	<b>5,925</b>	<b>5,721</b>
<b>Total Persons</b>	<b>10,450</b>	<b>9,524</b>	<b>8,795</b>	<b>8,640</b>

**Membership Campaign Results**

APPEAL	MAY TOTALS	YTD TOTALS
Campaign - Free Class	4	20
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	1	5
Campaign - Home Garden Tour	0	0
Campaign - Holiday Show	0	0
Complimentary	13	28
Event (BB)	0	
Event (Garden Expo, Plant Sales, Spring Show, other onsite)	40	391
Gift Shop	15	38
Gifted	8	25
Mail/Phone	10	104
Newsletter	0	0
Online/Web	58	196
Renewal 1	206	1,052
Renewal 2	40	206
Renewal 3	5	43
Visit to the Gardens	35	136
<b>TOTALS</b>	<b>435</b>	<b>2,244</b>

**New and Renewing Members for May 2013**

Category	New Members - May	Renewals - May	Rejoins - May **
Friend (\$40)	17	84	7
Friend Plus One (\$50)	15	79	5
Family (\$55)	19	82	11
Family & Guests (\$65)	9	56	7
Contributor (\$100)	0	36	1
Patron (\$250)	0	7	0
Benefactor (\$500)	0	0	0
Angel (\$1000)	0	0	0
Circle (\$3,000)	0	0	0
<b>TOTALS</b>	<b>60</b>	<b>344</b>	<b>31</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:** News releases and follow-up media contacts for May and June Classes, Pansy Sale, Leaf Mulch Sales, Plant Sale with the Pros, Public Stakeholder Meetings.

**Publicity Highlights**

- Chicago Sun Times website: feature, "The It List: Quick Road Trips" highlights Olbrich; photo of Thai Pavilion.
- Wisconsin State Journal: "Get Moving: Celebrate Public Gardens" feature about Olbrich (b&w photo of Olbrich) describes spring blooms, Conservatory, classes, Plant Sale, Guided Garden Strolls, and National Public Gardens Day.

**Plant Sale with the Pros**

- Wisconsin State Journal: "Get growing this weekend," with color photo of plant sale.
- Eachlittleworld, garden writer Linda Brazill's blog: describes Olbrich's sale as one of her personal favorites and "a must for gardeners at any stage."
- Isthmus/thedailyage.com: calendar listing/website lists full description of all plant sale features.
- Fon du Lac Reporter: Feature article on Plant Sale with color photos.
- WMTV, WISC: a.m. and evening news; interview with Jeff Epping.
- GMCVB website, visitmadison.com: Featured with color photo.
- Steenbock Memorial Library blog: "What's in your garden?" describes plant sale.
- Madisonconsumer.com (website & e-mail subscribers): plant sale highlights and National Public Gardens Day.

**Public Meetings**

- WKOW: Interview with Roberta Sladky about public meetings.
- Wisconsin State Journal: front page feature, "Officials cultivate master plan, seek funding sources: timing is unclear for the proposal which would upgrade the facility's buildings, because of its price tag." Promotes last public meeting.

**Special Activities**

**National Public Gardens Day, May 10:** Visitors could print a coupon from the NPGD website for 2 free admissions to the Conservatory. NPGD, presented by the American Public Gardens Association, raises awareness of America's public gardens and their important role in promoting environmental awareness, plant and water conservation, and education.

**Wisconsin Museums Week, May 12-18:** The purpose of this event, sponsored by the Wisconsin Federation of Museums, is to increase public awareness of the contributions that museums, historical societies, botanical gardens, zoos, and related institutions make in their communities. All of Olbrich's events that week were promoted on the WFM website.

**Newsletter Re-Design:** Our newsletter & marketing teams met again to review designer John Huston's final cover proposals (based on our previous input). John then worked on designing interior page options. The newsletter re-design process will continue this summer with work on the fall/winter issue, refining the look to enhance the content.

**Wisconsin Gardening Magazine:** Sharon gave a tour to a garden writer for Wisconsin Gardening magazine. An excellent connection was made and many ideas for future features discussed. She was very impressed with Olbrich!

**E-communication and Social Media**

**E-newsletter:** Full April and May e-news sent out; also sent two e-postcards on public meetings, one about the Plant Sale. Now have 6,300 people on our e-news list. Christian Harper interviewed for a feature article on daffodils in the April issue; Jeff Epping for feature on replacing arborvitae in the May issue. Excellent open rate of 35%, compared to 20% benchmark.

**Facebook:** Currently 2,200 "likes;" weekly total reach is up to 20,000 – 25,000 people. Photos of spring blooms at Olbrich are popular; people have been sharing gorgeous spring photos they took here. Good positive interactions. Consistently getting 5-600 views per post now, up to 1,000-1,500, especially for "what's in bloom" type posts. Used a "promoted post," for the Plant Sale. Inexpensive – \$30 reached 7,800 people with great numbers on likes and shares.

**Twitter:** Continues to go well, up to 700 followers (at 600 in March). Re-Tweets & mentions.

**Website updates:** Classes and workshops for June-August were added. There were 614 visitors to the "Don't Miss" page on Saturday, May 25. A Don't Miss post about the Century Plant was added on May 23, and a Facebook post about it on May 25 directed people to read more information on the Don't Miss section of the website. A good example of all of our electronic media working together! (1,600+ people saw that FB post, with 57 likes and 13 shares – good numbers.) Overall, the "Don't Miss" feature is seeing good web traffic. Thanks to staff for contributing!

**Website Statistics:** Website visits continue to grow; always showing more visits as spring/summer approach and around events. A spike in visitors May 8 – 11 around the plant sale. Total visits in 2013:

Jan: 14,816    Feb.: 13,635    Mar: 19,044    April: 17,335    May: 21,393