

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
January 15, 2013

Members Present: Tim Sherry, Janet Loewi, Dick Wagner, Jennifer Curliss, Fred Anderson, Kevin Briski, Julie Herfel, Kevin Hess, Mark McFadden, Erin Ogden, Emanuel Scarbrough, Tricia Perkins, Roberta Sladky, Susan Stein, Dan Lauffer, Michelle Taschek, Mike Whaley

Members Absent: Carolyn Gilb, Laurel Neverdahl, Larry Palm, Marsha Rummel, Lau Christensen

Advisors Present: Jt Covelli, Sandy Dolister, Shirley Homburg, Jeff Levy

Guests Present: d'Andre Willis, Angie Tabrizi and James Shields – HGA; Jeanne Hoffman and Jim Whitney – City Engineering Dept

Staff Present: Ann Heiden, Patti Jorenby, Nancy Vidlak

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

II **APPROVAL OF MINUTES**

A motion was made by Mr. McFadden and seconded by Mr. Anderson to approve the meeting minutes of December 18, 2012. Motion carried unanimously.

III. **PUBLIC COMMENTS**

There were no members of the public who wished to comment on items not on the agenda.

IV. **REPORTS**

A. President's Report

President Sherry introduced new Board members and asked Board members present to introduce themselves. He noted that two Olbrich volunteers, Beverly Wilke and Barbara Tensfeldt, have over 7000 hours of service each and have been recognized with a Presidential Volunteer Award. Ten such awards were made in Wisconsin with only Olbrich's two in Madison.

B. HGA Presentation

Ms. Sladky introduced the architects with HGA and noted that the first public meeting is tonite at 6:30pm. d'Andre Willis, Angie Tabrizi and James Shields gave a preview of the information that will be presented at the public meeting tonite. The presentation will be available on Olbrich's website as well as a City Channel recording of the public meeting. Public responses collected at the meeting will also be made available on the Website.

C. Financial Report

Ms. Curliss distributed the December, 2012 Budget Summary Report and noted that we had a good December and exceeded revenue goals by at least \$9000. Expenses are down, but a

few expenses are pending. Ms Curliss stated that she expects to make budget goals for 2012. The 2011 Annual report is complete and is available on the website. It will only be mailed upon request. A new format has been implemented and staff will begin work on the 2012 Annual report in February so that the report won't be delayed.

D. Director's Report

Ms. Sladky asked that board members review the staff reports submitted in the Board packet. The Gift Shop report was distributed at this meeting.

E. Development Report

Ms. Covelli reminded Board members that the Sponsor Thank You Party is scheduled for January 24, 5-7 pm in the Conservatory. Other upcoming events include Children of the Rainforest on the 19th, Cocktails in the Conservatory on the 25th and Indulgence on February 23rd. Rhapsody in Bloom and Home Garden Tour sponsorships are ahead of schedule.

F. Marketing & Public Relations

Ms. Covelli reported that committee and staff are currently working on electronic notifications, and using Facebook and other social media better. They are also discussing ways to jointly advertise like events and get more value for each dollar spent.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNMENT

The meeting was adjourned at 5:20 pm.



Whistleblower Policy Final Draft

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.

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, 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 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.

V. A. a.

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.

Acting in Good Faith

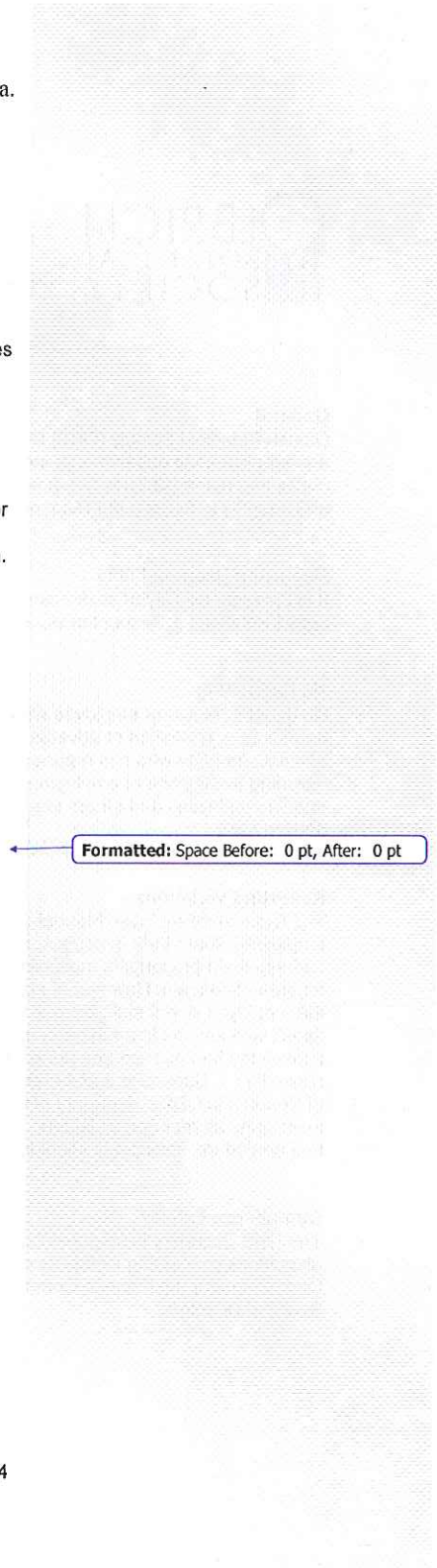
Anyone filing a complaint concerning a violation or suspected violation of the Code must be acting in good faith and have reasonable grounds for believing the information disclosed indicates a violation of the Code. Any allegations that prove not to be substantiated and which prove to have been made 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 violation within five business days. All reports will be promptly investigated and appropriate corrective action will be taken if warranted by the investigation.



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OBS Operating Budget Summary Report (unaudited)

V. B.

January 2013

	Jan-13 Actual	Jan-13 Budget	+/- Budget	Jan-12 Actual	YTD 2013 Actual	YTD 2013 Budget	+/- Budget	YTD 2012 Actual	2013-2012 Actual	2013 Annual Budget	* 2013 Donor Restricted YTD
Operating Revenue											
Dev. Revenue	4,006	12,841	(8,835)	7,716	4,006	12,841	(8,835)	7,716	(3,710)	260,623	
Membership	12,611	27,864	(15,253)	13,686	12,611	27,864	(15,253)	13,686	(1,075)	334,365	
Spec.Events	25,467	22,650	2,817	15,582	25,467	22,650	2,817	15,582	9,885	393,022	
Library	0	0	0	0	0	0	0	0	0	450	
Volunteers	0	0	0	0	0	0	0	0	0	3,800	
Education	17,820	11,106	6,714	10,713	17,820	11,106	6,714	10,713	7,106	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	474	0	474	0	474	0	474	0	474	5,000	
Gift Shop	7,543	8,000	(457)	8,212	7,543	8,000	(457)	8,212	(669)	316,500	
Total Operating Rev.	67,920	82,461	(14,541)	55,910	67,920	82,461	(14,541)	55,910	12,010	1,366,960	
Operating Expense											
Development	12,489	13,857	(1,368)	10,617	12,485	13,857	(1,372)	10,617	1,868	197,058	
Membership	7,368	16,040	(8,672)	4,232	7,371	16,040	(8,669)	4,232	3,139	126,588	
Special Events	14,718	12,016	2,702	7,598	14,711	12,016	2,695	7,598	7,113	277,946	\$750 Child/rainforest
PR & Marketing	6,127	10,314	(4,187)	4,375	6,126	10,314	(4,188)	4,375	1,751	97,792	
Library	2,090	1,960	130	1,274	2,089	1,960	129	1,274	815	23,857	
Volunteers	50	95	(45)	5	50	95	(45)	5	45	3,875	\$112.58 Vol prg
Education	12,221	13,710	(1,489)	11,150	12,168	13,710	(1,542)	11,150	1,018	213,773	
Horticulture	12,452	11,596	856	8,206	12,449	11,596	853	8,206	4,243	197,948	
Conservatory	4,490	4,618	(128)	3,503	4,475	4,618	(143)	3,503	972	65,922	\$52.50 Conserv Intern
Administration	2,966	9,318	(6,352)	4,141	3,053	9,318	(6,265)	4,141	(1,089)	80,642	
Gift Shop	12,491	13,162	(671)	12,828	12,486	13,162	(676)	12,828	(342)	265,195	
Total Operating Exp.	87,463	106,686	(19,223)	125,909	87,463	106,686	(19,223)	67,929	19,534	1,550,596	
Net Operating Income (Loss)	(19,543)	(24,225)	4,682	(70,000)	(19,543)	(24,225)	4,682	(12,019)	(7,524)	(183,636)	
Foundation Disb	42,540	42,540	0	0	42,540	42,540	0	0	42,540	183,661	
Net Income (Loss) w/Fdn Dist	22,997	18,315	4,682	(70,000)	22,997	18,315	4,682	(12,019)	35,016	25	
Banking/Investment	17,826	0	0	24,705	17,826	0	0	0	17,826	0	

OBS Operating Budget Summary Report (unaudited)
February 2013

V. B.

	Feb-13 Actual	Feb-13 Budget	+/- Budget	Feb-12 Actual	YTD 2013 Actual	YTD 2013 Budget	+/- Budget	YTD 2012 Actual	2013-2012 Actual	2013 Annual Budget	* 2013 Donor Restricted YTD
Operating Revenue											
Dev. Revenue	7,038	12,639	(5,601)	2,124	11,123	25,480	(14,357)	9,840	1,283	260,623	
Memberships	29,011	24,212	4,799	22,665	41,622	39,300	2,322	36,351	5,271	334,365	
Spec.Events	22,979	17,393	5,586	29,860	48,445	40,043	8,402	47,162	1,284	393,022	
Library	144	5	139	0	144	5	139	0	144	450	
Volunteers	0	0	0	0	0	0	0	0	0	3,800	
Education	5,482	9,230	(3,748)	8,327	23,302	20,336	2,966	19,041	4,262	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	46	0	46	0	519	0	519	0	519	5,000	
Gift Shop	12,225	10,000	2,225	13,007	19,768	18,000	1,768	21,219	(1,451)	316,500	
Total Operating Rev.	76,924	73,479	3,446	75,983	144,923	143,164	1,759	133,612	11,311	1,366,960	
Operating Expense											
Development	17,027	13,727	3,300	13,160	29,515	27,585	1,930	23,777	5,738	197,058	
Memberships	8,190	7,411	779	6,308	15,559	23,451	(7,892)	10,540	5,019	126,588	
Special Events	12,063	18,774	(6,711)	15,661	26,780	30,790	(4,010)	23,259	3,521	277,946	\$2000/Dnr Recr Ctr, \$500/Sponsor Thank You
PR & Marketing	8,435	7,239	1,196	7,060	14,562	17,553	(2,991)	11,435	3,127	97,792	
Library	2,168	1,860	308	2,032	4,258	3,820	438	3,305	953	23,857	
Volunteers	33	20	13	0	33	115	(82)	5	28	3,875	
Education	15,019	13,760	1,259	13,411	27,240	27,470	(230)	24,561	2,679	213,773	\$868.20/Educ. Prg
Horticulture	11,657	14,310	(2,653)	12,259	24,109	25,906	(1,797)	20,465	3,644	197,948	
Conservatory	4,474	4,618	(144)	4,384	8,964	9,236	(272)	7,887	1,078	65,922	
Administration	4,469	2,703	1,766	2,654	7,436	12,021	(4,585)	6,795	641	80,642	\$24/Evjue Admission
Gift Shop	13,654	13,662	(8)	14,654	26,145	26,824	(679)	27,482	(1,337)	265,195	
Total Operating Exp.	97,189	98,084	(895)	91,582	184,602	204,771	(20,169)	159,511	25,090	1,550,596	
Net Operating Income (Loss)	(20,265)	(24,605)	4,341	(15,600)	(39,679)	(61,607)	(21,928)	(25,899)	(13,780)	(183,636)	
Foundation Disb*			0	0	42,540	42,540	0	0	42,540	183,661	
Net Income (Loss) w/Fdn Dist	(20,265)	(24,605)	4,341	(15,600)	2,861	(19,067)	21,928	(25,899)	28,760	25	
Banking/Investment	2,765	0	0	17,554	20,591	0	0	40,705	(20,114)	0	

*The 2012 1st quarter OBS Foundation disbursement was not deposited until March.

The "Numbers" report – January 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
January 31	9,019	10,785	9,796
YTD	9,019	10,785	9,796

Facility Use Report (# programs/#participants)			
Category	Jan 2013	YTD 2013	YTD 2012
Olbrich Public Events ***	3 / 900	3 / 900	2 / 1,138
Public Events by Partner Organizations	0 / 0	0 / 0	1 / 692
Misc Free Uses	42 / 607	42 / 607	64 / 477
Non-Profit Rentals	3 / 105	3 / 105	2 / 140
Private Rentals (incl weddings/receptions)	9 / 290	9 / 290	7 / 468
TOTAL	57 / 1,902	57 / 1,902	76 / 2,915

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	Jan 2013	YTD 2013	YTD 2012
Adult Programs	15 / 115	15 / 115	14 / 120
Adult Group Tours – Guided	0 / 0	0 / 0	1 / 30
Adult Group Tours – Self-guided	0 / 0	0 / 0	0 / 0
Family/Intergenerational Programs	1 / 8	1 / 8	0 / 0
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	0 / 0	0 / 0
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	0 / 0	0 / 0	7 / 185
K-12 Community Organization	0 / 0	0 / 0	0 / 0
TOTAL	16 / 123	16 / 123	22 / 335

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	Jan 2013	Jan 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$4,728	\$4,441	\$4,728	\$4,441
Room Rentals*	\$10,204	\$7,330	\$10,204	\$7,330
Catering Revenue**	\$510	\$696	\$510	\$696
Total	\$15,442	\$12,467	\$15,442	\$12,467

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

** accrued on a monthly basis following each catered rental

*** 2011 does not include concert estimates (2010 did)

The "Numbers" report – February 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
February 28	11,358	11,896	9,866
YTD	20,377	22,681	19,662

Facility Use Report (# programs/#participants)			
Category	Feb 2013	YTD 2013	YTD 2012
Olbrich Public Events ***	8 / 1,152	11 / 2,052	8 / 1,138
Public Events by Partner Organizations	0 / 0	0 / 0	1 / 692
Misc Free Uses	44 / 842	86 / 1,449	94 / 1,459
Non-Profit Rentals	2 / 230	5 / 335	5 / 405
Private Rentals (incl weddings/receptions)	9 / 495	18 / 785	17 / 893
TOTAL	63 / 2,719	120 / 4,621	125 / 4,587

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	Feb 2013	YTD 2013	YTD 2012
Adult Programs	29 / 378	44 / 493	36 / 361
Adult Group Tours – Guided	1 / 9	1 / 9	3 / 67
Adult Group Tours – Self-guided	0 / 0	0 / 0	0 / 0
Family/Intergenerational Programs	5 / 63	6 / 71	4 / 48
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	12 / 511	12 / 511	13 / 547
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	2 / 94	2 / 94	13 / 351
K-12 Community Organization	0 / 0	0 / 0	0 / 0
TOTAL	49 / 1,055	65 / 1,178	69 / 1,374

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	Feb 2013	Feb 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$5,396	\$5,465	\$10,124	\$9,906
Room Rentals*	\$5,258	\$5,635	\$15,462	\$12,965
Catering Revenue**	\$2,803	\$859	\$3,313	\$1,555
Total	\$13,457	\$11,959	\$28,899	\$24,426

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

** accrued on a monthly basis following each catered rental

*** 2011 does not include concert estimates (2010 did)

Horticulture Report to the Board - March, 2013

Jeff Epping, Director of Horticulture

Winter, winter, winter...is it ever gonna end? This seems to be the question everyone is asking lately, since we still have about a foot of the white stuff on the ground and new snow falling about every other day lately. Everyone is getting antsy, since temperatures have stayed consistently near or below freezing, with no real signs of spring to this point. Looking back at last year's March board report, I wrote, "Here it is March 13th and the temperatures are in the low 70's and are supposed to be the same for the coming week". Crazy how different one spring can be from the next! To be honest, looking back at last spring, I much prefer this colder weather with a gradual warm-up and I'm hoping that's what we get. Of course, it's still way too early to tell, so we'll see what Mother Nature brings us.

Since the last board report, the horticulture staff dismantled the holiday show and put together the spring show, "Wisconsin Woodlands". This year's show features over 20 intricate wood carvings, metal sculpture and colorful paintings by local artist, Bill Wilkie. Wilkie's work speaks for itself and could easily stand on its own, but of course we wanted to create an even more exciting, synergistic display. To this end, the hort staff put together a naturalistic, picturesque landscape complete with tranquil water features, moss covered boulders, cut and living trees, lush and colorful shrubs and a hundreds of brilliant flowers – all displayed to satisfy our visitor's need for spring. Each vignette cleverly ties in the artwork to the surrounding landscape, so is quite fun to study and see how the staff designed each space.

The gardening staff has obviously been very busy with snow removal from the gardens, parking lots and sidewalks. As part of that task, they have had to spend a good deal of time brushing snow off of evergreen plantings in the gardens after the storms that produced the wet, heavy snow. They did their best week in and week out, but one of the worst storms in January, caused extensive damage to many of our plants during the night time hours. The heavy snow, combined with high winds and plummeting temperatures that bonded the snow to the foliage, really took its toll on many of our eastern arborvitae. The damage was so bad to some plants, that we are faced with removal and replanting, which is a real disappointment. The good news is that not all cultivars of arborvitae were adversely affected, so we learned a lot from the event and will replant with resistant cultivars. Arborvitae are still excellent native plants for Midwestern gardens and definitely worth replanting. We are getting this message out to the gardening public through articles, radio appearances and lectures, as well as answering a multitude of calls and e-mails.

The staff has been making their way through the gardens pruning our trees, shrubs and vines. With all of the issues with snow, I'm not sure we'll be able to make it through everything this year, but what we do our best. Indoors they're catching up on mapping, plant ordering, label making, preparing for spring educational workshops and equipment maintenance. Aaron Wilkie, Rob Kay and the Huber workers have been repairing and oiling garden benches, mounting Donor's Arbor plaques, live trapping rabbits, grinding mulch for Olbrich's sale and the gardens and of course...snow removal.

Samantha Peckham, Samara Eisner and Christina Akinlosotu continue to work on all the details of getting plants ready for our big Spring plant sale. The bulk of the work continues throughout the winter right up to the sale and even a few weeks afterward, then lesser so, the rest of the year. They are working with Cindy Sullivan on getting the gift shops P.O.S. system up and running for the sale. The initial set-up is very time-consuming, but will pay us back in the end. The plant sale is a big task, but one that is much appreciated by our members and gardening community when they come and buy all those gorgeous annuals, perennials and woodies...won't be long now!

Samara Eisner and I worked on selecting our interns for this growing season and we have successfully hired a crack staff of horticulture interns. This year we had about 16 applicants – overall, one of the most qualified groups we have ever had, which made it difficult to select just a handful, but I guess that's a good problem to have! The majority of the interns are from the Univ. of Wisconsin system, but we do have one each from two schools at the opposite ends of the climate spectrum – Univ. of Minnesota and Univ. of Florida – this will be the first intern we've had from the Sunshine State.

Aaron Wilkie and I have been busy working with the HGA and the rest of the Core Advisory Team on the new master plan for the Garden. HGA is a great firm with very knowledgeable staff and Aaron and I are finding the planning process to be very exciting and we're looking forward to the "final product" and the future expansion of the Garden. I have been working with Parks staff on planning for the 2013 State St. annual planter project as well as a new project. This year we'll be working on a Parks Beautification Project with the Parks staff and interns at several area parks. The project, funded through the Parks division, will establish a number of new plantings in Olin-Turville, Reindahl, James Madison and Vilas Parks, to name a few. I've been busy working on budgets, planting plans and placing nursery orders in preparation for lots of planting this spring – I'm hoping they'll be quite a hit!

Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary)

March 13, 2013

Olbrich Gardens participated in the 2013 Orchid Quest Show in Madison held annually at the beginning of February. Several unusual orchids were selected by John Wirth from the permanent collection and entered in the show with the local Orchid Guild booth. Four of these orchids received award ribbons. Roberta helped by delivering the plants to the show again this year. John was able to obtain new orchids from growers at the show and these plants were accessioned into the collection.

The plants grown in the greenhouses for use in the Olbrich Spring Show have developed well. Jennifer Recoy selected a variety of brightly flowering plants including calendula, snapdragons, violas, and lobelia for the staff to select from to use. Primula grown for the volunteer appreciation luncheon and the annual primula sale were in full bloom for the events.

The spring and summer growing season has started in force in the greenhouse. Seeds for the outdoor gardens have been ordered by Jen and are being received. The production volunteer crew has started their sessions of seeding and transplanting three mornings a week. Propagation by cuttings of tender overwintering plants such as the coleus, Iresine and scented geraniums has been ongoing by Cindy Cary.

Preparations for the annual conservatory maintenance in April have been started by John, Don Saunders and Jim Maier. New pruning tools, fans, lights and other materials are being received. The LED lights to replace the outdated upper can lights in the conservatory have been trialed.

One of the bamboo arbors on the upper level was replaced by Don and Jim of the Olbrich staff with assistance from Parks Department carpenters Bill Christoph and Pete Polodna. Replacement was needed due to normal deterioration seen in wet and humid conditions. The placement of the bamboo posts into the ground was done using a new technique to help prevent rotting. Replacement of the second arbor is anticipated in the next year.

Interviews with conservatory/greenhouse summer intern applicants have been scheduled and selection of the person for the position is anticipated for March. This position provides valuable support during the busy summer months.

January-March Volunteer Program Report
Marty Petillo, Volunteer Services Manager
March 11, 2013

Special Event Volunteers

- Volunteers who assisted with *Children of the Rainforest* (Jan 19, Feb 16), *Garden Expo* (Feb 8-10), and *Indulgence! Wine & Chocolate* (Feb 23) completed their duties and made these events very enjoyable for all attending.
- *Cocktails in the Conservatory, Jan 25 & March 22*. Volunteers helped with the January event and are being recruited for the March event.
- *Spring Flower Show, March 9-24; Sale March 25*. Volunteers have been recruited as Greeters, Membership Ambassadors, and Sale Volunteers. There are still a few openings for Membership Ambassadors.
- *Primula Sale, March 9 & Pansy Sale, April 6*. Volunteers have been recruited to assist with these fun spring events. All plants were propagated at Olbrich with the help of Greenhouse Volunteers.
- *Spring Plant Sale Production, March 25-28*. Recruitment is complete for plant production volunteers who will assist in preparing bare root woodies and perennials for the plant sale.
- *Leaf Mulch Sale, April 11-13, May 23-24*. Leaf Mulch Sale volunteers are being recruited.
- *Spring Plant Sale, May 10-11*. The Spring Plant Sale recruitment letter will be sent to 250 volunteers by the 4th week in March.
- *Home Garden Tour, July 12-13*. Recruitment for several new Volunteer Home Coordinators continues.

Gardening Volunteers

- *Outdoor Gardening Volunteers*: All 2012 garden crew volunteers received an email, asking them to confirm if they planned to garden again in 2013; 18 new volunteers have been added to crews. In total, 99 gardening volunteers are ready to start in April. All 22 gardening crews starting in April are completely full! Two volunteers for the May 30-Sept 25 Children's Kitchen Garden crew.
- *What's in Bloom*. Most 2012 volunteers have confirmed they are returning for the 2013 season. There is one volunteer needed for the Thursday am shift.
- *Greenhouse Volunteers*. Greenhouse staff has scheduled a full complement of volunteers.

Education

- *Conservatory Docents & Conservatory Greeters*. Conservatory Volunteers met on February 16; their next meeting will be Monday, March 18.
- *Youth & Family Program Volunteers*. Jenny Sterling & Elisa Collins Zinda met with Youth & Family Program Volunteers on Jan 23 to train Kids Class and Explorer Volunteers. Explorer Volunteers did a fabulous job working with the school groups participating in the Tropical Explorer programs. Training for the next session of Explorer Volunteers will be held April 17.
- *Library Volunteers*. This group met on Feb 9 to review OPAL database.

Other Volunteer Activities

- *2013 Annual Volunteer Appreciation Lunch*. 223 volunteers, staff, and guests attended the 2013 Lunch. The capacity crowd enjoyed warm welcomes from Madison Mayor Paul Soglin and Madison Parks Superintendent Kevin Briski, a presentation on the Future of Botanical Gardens, a report on the past year, and an inspirational music DVD. The next Olbrich Volunteer Appreciation Lunch will be February 14, 2014. It's never too early to mark your calendars!
- *Volunteer Shirts*. This season, new lighter weight t-shirts and polo shirts will be sold.
- *All Volunteer Letter*. In late March, the next All Volunteer Letter will be sent and will include volunteer opportunities for spring and summer and an order form for volunteer shirts.
- *Spring Volunteer Potluck, May 20, 5:00 pm*. Join Olbrich Volunteers in a delicious potluck supper. RSVP to Marty.
- *Volunteers in the News*. A 2/18 WI State Journal column honored Janet Loewi, Barb Tensfeldt and Bev Wilke. Volunteer Wisconsin featured Barb as their March Volunteer of the Month on their website and Facebook page. Olbrich volunteering was featured in the Dating Dementia e-newsletter.

Growing Gifts Board Report
 Cindy Sullivan, Manager
 March 13, 2013

January and February 2013 sales and revenues have been as expected. The weather is cold and snowy, visitors are few and shoppers are fewer. But behind the scenes the gift shop staff is busy ordering stock that sold during the fourth quarter and searching for new interesting items to add to the offerings. Our volunteers keep the register busy selling tickets for Indulgence, tickets for the Garden Expo.

Total net revenue for January \$7267 missing our \$8000 goal by \$287. Additionally we managed \$5035 in sales for other departments.

Total net revenue for February \$12,215 against a goal of \$10,000. We beat goal by + \$2215. Additionally we managed \$4941 in sales for other departments.

Our top selling departments and revenues for the combined January/February are as follows:

Department	Net Revenue for Jan/Feb	Number of items sold	Cost of goods sold
Jewelry	\$2292	203	\$1087
Fashion Accessory	\$1845	76	\$1089
Food	\$1779	794	\$843

Noteworthy

- Working with horticulture department and events to put the plant sale on our POS system for better reporting and easier ordering and inventory management
- We brought in a selection of seeds early this year, they have been selling quickly as people dream of spring
- Many hours devoted to planning with HGC as part of the Core Team

DRAFT OBS Development Report as of February 28, 2013

	Feb-13	Feb-12	13-'12	13 YTD	12 YTD	'13-'12	13 Budget	12 Yr End
Undesignated Operating Revenues								
Annual Fund & Donations	4,240	320	3,920	6035	7,545	-1,510	197,000	150,324
Membership*	29,011	22,705	6,306	41687	36,391	5,296	334,365	322,335
Tributes/Memorials	1,525	1,260	265	3115	1,490	1,625	15,800	69,675
Tribute Trellis	695	0	695	1045	0	1,045	5,200	3,038
Event Revenue	22,979	29,860	-6,881	48445	53,876	-5,431	393,022	396,249
Donation Boxes	578	563	15	1248	849	399	18,900	19,351
Raffle Revenue	0	0	0	0	0	0	0	602
Grants & Sponsorships							20,000	15,400
Tram Rider Donations							3,723	3,655
Total: Undes. Op. Revenues*	\$59,028	\$54,708	\$4,320	\$101,575	\$100,151	\$1,424	\$988,010	\$980,629
Foundation Disbursements								
Bolz Family Fund for OBG	0	0	0	0	0	0	13,500	12,748
OBS Foundation**	\$42,540	\$0	42,540	\$0	\$0	0	170,160	\$159,613
Total: Foundation Disb	\$42,540	\$0	42,540	\$0	\$0	\$0	\$183,660	\$172,361
Additional Gifts								
Designated Contributions	0	7,400	-7,400	0	7600	-7,600		93,102
Endowment			0			0		0
Bequests	40,000	0	40,000			0		1,000
Tram Donations			0			0		
Total: Additional Gifts	\$40,000	\$7,400	\$32,600	\$0	\$7,600	-\$7,600		\$94,102
Total: Gifts Without GIK	\$141,568	\$62,108	\$79,460	\$101,575	\$107,751	-\$6,176		\$1,247,092
Gifts In Kind	3413	\$581	2,832	3612	\$3,891	-\$279		\$172,765
Total: All Donations	\$144,981	\$62,689	\$82,292	\$105,187	\$111,642	-\$6,455		\$1,419,857

BOARD REPORT – SPECIAL EVENTS
MARCH 14, 2013

Cocktails in the Conservatory

The first Cocktails in the Conservatory event was hosted on Friday, January 27, 7-11 p.m. and attracted 170 people, which was just short of our goal of 200. Unfortunately the ¼ page Isthmus ad was printed late so it was only viewable starting the day before the event which may have contributed to the lower attendance. Monona State Bank sponsored the event. The second Cocktails in the Conservatory event is scheduled for Friday, March 22, featuring DJ Trichrome, a local reggae DJ.

Winter Concerts

The winter concerts in February including the Botanical Boogie (\$2 admission) totaled \$550, exceeding goal by \$100.

Indulgence

At 360 people Indulgence sold out again this year a week before the event. The event featured ten wineries, two distilleries, four chocolatiers, two bakeries and one local pepper farmer (who featured chocolate desserts that incorporated his peppers) for a total of nineteen vendors. We welcomed seven new vendors – Fisher King Winery, Import! Wines, Inc., Bloom Bake Shop, Chocolaterian Café, Gigi's Cupcakes, Savory Accents and Spirit of Wisconsin Gourmet Foods, Inc. Volunteers sold \$400 in raffle tickets for the vendor showcase items. The estimated net revenue is \$6,100 (goal \$5,500).

Spring Show

Over 540 members (300 in '12, 250 in '11) attend the Spring Show Preview Party on Saturday, March 9. This was the highest attendance we've experience for the spring preview party in several years. Clasen's European Bakery donated \$531 of quiche and Whole Foods Market donated pastries and bagels for guests to enjoy. The Mary Harris jazz trio performed. Show admission donations for the first three days are up about \$163 from last year.

Primula Sale

This year we changed the primula sale date from the last Sunday of the Spring Show to the opening day of the show and it was a great success selling over 500 primula in only three hours. The sale net \$2,500 for the Gardens.

Leaf Mulch Sale

The new leaf mulch production manager is doing a great job working with the Huber volunteers to produce 9,500 bags of leaf mulch. Production is ahead of schedule. 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.

Rhapsody in Bloom 2012

A total of 29 sponsors have been confirmed for Rhapsody in Bloom (Event Essentials and Spectra Print Corp – in-kind). The Rhapsody in Bloom committee will meet on March 20 to continue discussions on live and silent auction possibilities. The full page color ad in Madison Magazine's May issue is being designed and will be uploaded this Friday. Over 2,600 invitations will mailed to past attendees and members of certain giving level by March 18.

Home Garden Tour

The Home Garden Tour Committee is working to confirm tour sponsors. Confirmed sponsors include: Avant Gardening and Landscaping at \$500, Chalet, Ski and Patio amount tbd, Estate "The Tree Care Specialist at \$500, Flower Factory at \$500, Jung Garden Center at \$1,000, Klein's Floral & Greenhouses at \$500, Madison Area Master Gardeners at \$500 and The Vinery at \$500 for a total of \$4,000. The sponsor goal for 2013 is \$5,000. We are looking into different food carts to offer a lunch service at Olbrich on the tour dates.

Submitted by: Melissa Jeanne, Special Events Coordinator

Membership Totals by Year

	Jan-13	Jan-12	Jan-11	Jan-10
Circle (Life) (\$3000)	426	418	406	400
Angel (\$1000)	2	3	1	2
Benefactor (\$500)	8	8	8	4
Patron (\$250)	60	52	51	43
Contributor (\$100)	547	473	455	413
Family & Guests (\$65)	938	789	744	609
Family (\$55)	2,200	2,381	2,088	2,340
Friend Plus One (\$50)	1,060	991	919	514
Friend (\$40)	1,110	1,147	1,189	1,165
Total Households	6,351	6,262	5,861	5,490
Total Persons	9,757	9,563	8,787	8,453

Membership Campaign Results

APPEAL	Jan TOTALS	YTD TOTALS
Campaign - free class	10	10
Campaign - Holiday 1/2 price gift memberships	0	0
Campaign - Groupon	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	5	5
Event (BB)	0	0
Event (Garden Expo, Plant Sale, Spring Show)	2	2
Gift Shop	4	4
Gifted	3	3
Mail/Phone	26	26
Newsletter	0	0
Online/Web	28	28
Renewal 1	102	102
Renewal 2	15	15
Renewal 3	9	9
Visit to the Gardens	18	18
TOTALS	222	222

New and Renewing Members for January 2013

Category	New Members - January	Renewals - January	Rejoins - January**
Friend (\$40)	11	38	8
Friend Plus One (\$50)	13	31	4
Family (\$55)	11	43	5
Family & Guests (\$65)	3	24	2
Contributor (\$100)	1	24	1
Patron (\$250)	0	2	0
Benefactor (\$500)	0	0	0
Angel (\$1000)	0	0	0
Circle (\$3,000)	0	1	0
TOTALS	39	163	20

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

Membership Totals by Year

	Feb-13	Feb-12	Feb-11	Feb-10
Circle (Life) (\$3000)	424	418	406	401
Angel (\$1000)	2	3	1	1
Benefactor (\$500)	9	9	8	4
Patron (\$250)	60	52	53	43
Contributor (\$100)	559	467	461	409
Family & Guests (\$65)	984	797	732	595
Family (\$55)	2,192	2,211	2,018	2,206
Friend Plus One (\$50)	1,086	1,005	945	550
Friend (\$40)	1,134	1,147	1,177	1,174
Total Households	6,450	6,109	5,801	5,383
Total Persons	9,887	9,332	8,680	8,262

Membership Campaign Results

APPEAL	Feb TOTALS	YTD TOTALS
Campaign - free class	3	13
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	6	11
Event (BB)	0	0
Event (Garden Expo, Plant Sales, Spring Show, other onsite)	304	306
Gift Shop	7	11
Gifted	6	9
Mail/Phone	31	57
Newsletter	0	0
Online/Web	34	62
Renewal 1	192	294
Renewal 2	41	56
Renewal 3	10	19
Visit to the Gardens	5	23
TOTALS	639	861

New and Renewing Members for February 2013

Category	New Members - February	Renewals - February	Rejoins - February **
Friend (\$40)	38	79	16
Friend Plus One (\$50)	62	67	7
Family (\$55)	81	71	23
Family & Guests (\$65)	73	49	11
Contributor (\$100)	9	45	3
Patron (\$250)	0	3	0
Benefactor (\$500)	1	1	0
Angel (\$1000)	0	0	0
Circle (\$3,000)	0	0	0
TOTALS	264	315	60

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

