

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
 November 15, 2011

Members Present: Janet Loewi, Tim Sherry, Dick Wagner, Jennifer Curliss, Kevin Briski, Elizabeth Ogren Erickson, Laurel Neverdahl, Erin Ogden, Tricia Perkins, Emanuel Scarbrough, Roberta Sladky, Susan Stein

Members Absent: Dan Matson, Fred Anderson, Susan David Canty, Mark McFadden, Larry Palm, Jerry Rekowski, Anne Rodgers-Rhyme, Marsha Rummel

Advisors Present: Jack Bolz, Jt Covelli, Shirley Homburg, Barb Tensfeldt, Paul Williams

Staff Present: Connie Beam, Patti Jorenby, Missy Keegan

I. **President Loewi called the meeting to order at 4:10pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Ogren Erickson and seconded by Mr. Scarbrough to approve the meeting minutes of October 18, 2011. 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**

Special Events Coordinator Missy Keegan provided a review of the 2nd annual "CRACKLE – Fire & Froth." Revenue was \$1,266 over goal and expenses were \$2,643 under budget, leaving a net of \$3,773. Two new sponsors participated – Great Dane Pub and Madison Block & Stone. 483 tickets were sold compared to 540 in 2010. The variance may have been due to the very early sell-out of advance sale tickets. Three more fire pits were added this year for a total of eight. The Gift Shop stayed open and had \$426 in sales; donated mini Rayovac flashlights were sold for \$1 bringing in \$270.

V. **REPORTS**

A. President's Report

President Loewi reported that six Board members have terms that expire at the end of 2011. Carolyn Gilb of American Family, Kevin Hess of TDS Telecom, and Julie Herfel of Lindsey, Stone and Briggs have expressed interest in joining the OBS Board. A full Nomination Report will be included for the December meeting.

B. Financial Report

Ms. Curliss reviewed the financial report. YTD looks good with nothing remarkable compared to last year. She commented that the transition to QuickBooks is nearly complete and a new report format will be ready for the December meeting.

C. Director's Report

Ms. Sladky reported that September attendance was higher than the average of the past five years. The solar sunflower has been installed near the side parking lot and the energy produced will go into the MG&E grid. The Holiday Train Show set-up began

yesterday and the show will open to the general public on Sat, December 3. Please review other staff reports.

D. Education Report

Ms. Sladky reported that Jane Nicholson is back to work (splitting time between the office and working at home). Shelley Ryan will interview Youth and Family Programs Coordinator Jennifer Sterling tomorrow for WPRs Wisconsin Gardener. The interview will probably air in April or May 2012. When the date is determined, the Board will be notified.

E. Development Report

Ms. Stein reviewed highlights from "Party Under the Palms" and other Bolz Conservatory 20th Anniversary events. She noted that attendees enjoyed the additional landscape lighting and the new glass sculpture in the Conservatory. The Tiny Terrarium family activity brought in 300 children in three hours. The two Margaret Lowman (Canopy Meg) lectures were very well-received. Many people commented on her dynamic and engaging presentations for both children and adults. There were approximately 200 people at the Ken Lonquist concerts on Sunday. Connie Beam distributed a final report. Mr. Williams commented on the success of the Education Department programs for the weekend and felt that Canopy Meg's message to children was on point.

Ms. Stein noted that YTD donations are up 4% for the year, with Tributes & Memorials being up by 60%.

Membership Report: Please review the membership report.

F. Marketing & Public Relations Report

Ms. Covelli reported that poinsettia deliveries to Olbrich's top supporters will be coming up soon. Contact Connie Beam if you are available for deliveries Nov 28 – Dec 10. Otherwise, the group is continuing to update on-going events and planning ahead for 2012.

VI. NEW BUSINESS

Mr. Wagner distributed "Olbrich Gardens in the 21st Century," a report developed by the Ad Hoc Committee on Space Needs. The report discusses current space needs and looks into the future. He noted that Olbrich has focused on garden development, but hasn't improved or expanded its facilities. The Ad Hoc Committee toured newer green facilities in Madison and Milwaukee. The existing Botanical Center building that opened in 1990 was designed for 100,000 visitors per year. Currently Olbrich hosts at least 250,000 visitors per year. The ad hoc report doesn't make specific recommendations but does provide information for future discussions. Board members and advisors not present will receive a copy in the mail following this meeting.

VII. ANNOUNCEMENTS

There are no announcements.

VIII. ADJOURNMENT

The meeting was adjourned at 5:15 p.m.