

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
 December 21, 2010

Members Present: Dan Matson, Janet Loewi, Dick Wagner, Jennifer Curliss, Fred Anderson, Susan Davis Canty, Elizabeth Ogren Erickson, Tricia Perkins, Anne Rodgers-Rhyme, Marsha Rummel, Roberta Sladky, Laurel Neverdahl

Members Absent: Emanuel Scarbrough, Kevin Briski, Mark McFadden, Erin Ogden, Larry Palm, Jerry Rekowski, Susan Stein

Advisors Present: Dennis Birke, Treva Breuch, Mary Beth Davis, Shirley Homburg, Dale Mathwich, Tim Sherry, Paul Williams

Guest Present: Dominique Williams, UW Law Student

Staff Present: Connie Beam, Patti Jorenby, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Rodgers-Rhyme and seconded by Ms. Ogren Erickson to approve the meeting minutes of November 16, 2010. Motion carried unanimously.

III. **PUBLIC COMMENTS**

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

IV. **PRESENTATION**

Dominique Williams, a UW Law Student, prepared a Request for Proposals for an Economic and Community Impact Study of Olbrich Botanical Gardens. She presented the criteria she used, cited other groups that had done similar projects, and listed potential vendors who could do such a study. She noted that a successful study will capture the community and economic impact of the Gardens, communicate the Gardens' value to the community, and provide a methodology to update the report in the future. Her recommendations include ways to highlight both the tangible and intangible value of the Gardens.

V. **REPORTS**

A. President's Report

President Matson discussed the OBS Employee Manual and thanked Ms. Perkins for her extra efforts on this project.

A motion was made by Mr. Wagner and seconded by Ms. Davis Canty to accept the Executive Committee recommendation to approve the new manual. Motion carried unanimously.

B. Financial Report

Ms. Curliss reviewed the financial report and noted that November 2010 was very similar to November 2009. Donations are going well for December, but a fundraising revenue shortfall is expected for 2010.

1. Approval of 2011 OBS Budget.

Ms. Curliss reviewed the proposed 2011 OBS Budget, which is flat compared to 2010.

A motion was made by Ms. Loewi and seconded by Ms. Rodgers-Rhyme to approve the 2011 OBS Budget as proposed. Motion carried unanimously.

2. Request to transfer bequests.

A motion was made by Ms. Ogren Erickson and seconded by Mr. Anderson to transfer \$20,118.13 in bequests received in November ((\$20,073.78 from the estate of LaVerne Bartel & \$44.35 from the estate of Helen Mollere)) to the OBS Foundation to be placed in Board Designated Endowment. Motion carried unanimously.

C. Director's Report

Ms. Sladky reviewed staff reports and noted that attendance is still ahead of last year.

D. Education Report

Ms. Rodgers-Rhyme reviewed the Education report. Education staff is testing a middle school Conservatory program. The Education Committee will meet again in February.

E. Development Report

Connie Beam reported that fundraising year-to-date fundraising revenues are \$32,000 ahead of last year, but not far enough ahead to meet the aggressive goal set for 2010. Staff is working to keep expenses down wherever possible. Thanks to everyone who delivered poinsettias to Olbrich's top supporters. One hundred twenty-five plants were delivered in two weeks.

Membership Report: Ms. Ogren Erickson reported that membership is up \$25,000 from last year and is close to making the 2010 goal of 250 new members. An e-mail will be sent if/when that happens.

F. Marketing & Public Relations Report

Connie Beam reported that the Bolz 20th Anniversary Committee met several times and the theme will be "Rainforest Rendezvous -- So Much Yet to Discover." The Anniversary will be recognized throughout 2011. A weekend of events is being planned for November 11, 12 & 13.

The 2011 Polar Dash program (a joint program with Physicians Plus) will take place on January 22, 2011. The event promotes getting kids outside in the winter and has a great 'cuteness' factor.

VI. **NOMINATION REPORT**

President Matson thanked Treva Breuch and John Weston for their many years of service to the OBS Board of Directors. Both Ms. Breuch and Mr. Weston have elected to retire as OBS Board Advisors. Mr. Weston served on the OBS Board from 1987 – 2010; Ms. Breuch served from 2000 – 2010. Several Board Members lauded the contributions from both of these individuals. Mr. Weston, in particular, has served in almost every capacity available and was involved in every fundraising campaign OBS has undertaken. Both of these dedicated volunteers will be missed.

Mr. Birke presented the Nomination Report:

A. Elect Janet Loewi to a third consecutive three-year term (January 2011 thru December 2013) as provided for in the OBS Bylaws.

B. Elect Jennifer Curliss and Susan Stein each to a second consecutive three-year term (January 2011 thru December 2013).

C. Elect Tim Sherry to a first three-year term (January 2011 thru December 2013)

D. Elect the following Board members to serve as officers for the 2011 year:

- President – Janet Loewi
- Vice President – Tim Sherry
- Secretary – R. Richard Wagner
- Treasurer – Jennifer Curliss
- (Dan Matson will serve as Immediate Past President)

E. Elect the following OBS members each to a one-year term (January 2011 thru December 2011) as non-voting Advisors to the Board:

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| Dennis Birke | Sandy Dolister | Dale Mathwich |
| Jack Bolz | Shirley Homburg | Jerry Minnich |
| Jt Covelli | Edith Lawrence-Hilliard | Barbara Tensfeldt |
| Mary Beth Davis | Jeff Levy | Paul Williams |

A motion was made by Ms. Rummel and seconded by Ms. Davis Canty to elect the Board Officers, Directors, and Advisors as presented by the Nominations Committee. Motion carried unanimously.

VII. OBS FOUNDATION REPORT

OBS Foundation President Mary Beth Davis recommended confirmation of the OBS Foundation elections held in November.

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| President | Mary Beth Davis |
| Vice President | Sandy Dolister |
| Secretary/Treasurer | Tim Sherry |
| Director | Jack Bolz |

A motion was made by Ms. Loewi and seconded by Ms. Curliss to confirm the OBS Foundation elections. Motion carried unanimously.

Ms. Davis noted that M & I Wealth Management has been acquired by the Bank of Montreal. She expects a smooth transition. Locally, M & I will be doing business as Harris Bank.

VIII. NEW BUSINESS

Ms. Loewi thanked President Matson for his service as the OBS Board President and for all the many capacities in which he has served and will continue to serve.

IX. ANNOUNCEMENTS

Mr. Wagner reported on the Ad Hoc Committee which has studied the current and future needs of the Gardens. A report will be out early in 2011.

Indulgence tickets will go on sale on January 2.

X. ADJOURNMENT

Meeting was adjourned at 5:10pm.

