

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**April 29, 2014**

**Members Present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, Julie Herfel, Dan Lauffer, Erin Ogden, Tricia Perkins, Michelle Taschek, William White, Laurel Neverdahl, Marsha Rummel, Emanuel Scarbrough, Roberta Sladky, Sue Thering

**Members Absent:** Fred Anderson, Carolyn Gilb, Susan Derse Phillips, David Ahrens, Kevin Briski

**Advisors Present:** Jt Covelli, Barb Tensfeldt, Paul Williams

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

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

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

II. **APPROVAL OF MINUTES**

A motion was made by Vice President Hess and seconded by Ms. Herfel to approve the meeting minutes of March 18, 2014. 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 reported that Mike Whaley has resigned from the Board due to business and travel commitments.

The resolution regarding the expansion/capital campaign will be presented at the Park Commission meeting that will take place on May 14, 2014 at 6:30pm at the Goodman Center.

**B. Financial Report**

b. Presentation of the 2013 Audit by Smith & Gesteland, LLP

Debbie Wiora & Todd Kleibor reviewed the 2013 audit results. They issued a "clean" opinion, which is the highest possible result and noted that assets were higher this year, generally due to bequests and investment income. Liabilities were also higher, mainly due to \$107,000 owed to City of Madison for the HGA bill. The total net assets were up by @ \$990,000 compared to 2012.

A motion was made by Mr. Scarbrough and seconded by Ms. Ogden to accept the 2013 audit results. Motion carried unanimously.

a. Ms. Curliss reported that YTD financials look good with \$140,000 in Revenue and \$123,000 in Expenses.

**C. Director's Report**

Ms. Sladky reviewed staff reports and noted that attendance continues to be higher than 2013 YTD. The Mayor's Office through the Parks Department requested a list of our Top 5 Projects/Initiatives and this is what was submitted:

1. Capital Campaign (Quiet phase begins mid to late 2014)
2. Strengthen Olbrich Botanical Gardens' brand & messages
3. Serenity Garden Viewing/Landscaping
4. Parks Beautification 2014
5. Emergency Procedures Update

Contact Ms. Sladky if you would like expanded information on any of these items.

Interns have been hired and most will start mid May. Erin Presley, a 50% horticulturist started. She replaced Christina Akinlosotu. Olbrich's Plant Sale with the Pros is May 9 & 10, and the Mother's Day concert is on May 11, Mother's Day.

#### **D. Development Report**

Ms. Covelli reports that 2013 was a good year and 2014 is beating it right now. The Annual Appeal will go out the 2<sup>nd</sup> week of May. There is ongoing work on recruiting for the Steering Committee for the Capital Campaign.

#### **E. Marketing & Public Relations Report**

Ms. Covelli reminds that Ann Heiden is leaving at the end of May. The Development Dept has been working on re-organizing, updating job descriptions, etc... before a new Development Director is hired. American Printing - will print the 4<sup>th</sup> newsletter for free and do the design work for less. This will allow Olbrich to return to 4 newsletters/year in 2015.

#### **V. NEW BUSINESS**

Ms. Herfel noted that the Rhapsody in Bloom silent auction item theme for the OBS Board is your "favorite Madison activity or experience". Please bring items to the May 20<sup>th</sup> Board mtg. (event tickets, memberships, etc...)

#### **VI. ANNOUNCEMENTS**

- Ms. Rummel noted that the Garver Surplus Committee will be introduced at the Common Council meeting tonight. Six of the seven members have been selected.
- Kevin Briski will be leaving City of Madison employment mid- June. Mr. Wagner proposed that the Olbrich Botanical Society Board go on record to thank Mr. Briski for his service to the City and to Olbrich Botanical Gardens.

A motion was made by Mr. Wagner and seconded by Ms. Curliss to thank Mr. Briski for his service. Motion carried unanimously.

- Emanuel Scarbrough has completed his term on the Park Commission. Ms. Sladky proposed that the Olbrich Botanical Society Board go on record to thank Mr. Scarbrough for his service to Madison Parks and Olbrich Botanical Gardens.

A motion was made by Ms. Sladky and seconded by Mr. Wagner to thank Mr. Scarbrough for his service. Motion carried unanimously.

#### **VII. ADJOURNMENT**

The meeting was adjourned at 5:05pm.