

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
July 15, 2014

Members Present: Tim Sherry, Kevin Hess, Dick Wagner, Janet Loewi, Fred Anderson, Julie Herfel, Tricia Perkins, Susan Derse Phillips, Michelle Taschek, William White, Mary Phillips, David Ahrens, Marsha Rummel, Roberta Sladky, Sue Thering

Members Absent: Jennifer Curliss, Carolyn Gilb, Dan Lauffer, Erin Ogden, Laurel Neverdahl

Advisors Present: Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Dale Mathwich, Barb Tensfeldt, Paul Williams, Emanuel Scarbrough

Staff Present: Natasha Fuller, Patti Jorenby, Katy Morgan-Davies, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Derse Phillips and seconded by Mr. Hess to approve the meeting minutes of May 20, 2014. It is noted that the Advisors that were present at the meeting were not included in the minutes. They will be noted below this motion. Motion carried unanimously.

Advisors Present at May 20, 2014 meeting: Jack Bolz, Elizabeth Ogren Erickson, Dale Mathwich, Barb Tensfeldt

III. **PUBLIC COMMENTS**

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

IV. **OLBRICH STAFF PRESENTATION**

a. Meet Olbrich's Interns

This agenda item was amended to introduce Olbrich's new Director of Development and Marketing, Katy Morgan-Davies. Ms Morgan-Davies begins her position on July 21 and stated that she is looking forward to being part of Olbrich as a premier institution in Madison.

V. **REPORTS**

A. President's Report

President Sherry introduced new Board member, Mary Phillips.

C. Director's Report

Ms. Sladky gave overview of recent and upcoming events:

- The Legacy Luncheon was well attended. The Legacy Society is for people that have included Olbrich Gardens in their estate plans. There are @ 80 living members of this group and 40 attended the event.
- 110 volunteers attended the Blooming Butterflies training last night and all volunteer shifts are currently filled. 26,000 individuals attend Blooming Butterflies each year (and this doesn't include garden visitors who do not attend Blooming Butterflies). The

event started in 1999 with a plan of running for 4-5 years, however it has become a signature event for the Gardens and is in its 15th year.

- The Garver Feed Mill Criteria and Selection Committee will meet July 21st at 6:30pm here at Olbrich. There will be a tour of the feed mill at 5:30pm.
- Ms. Ogren Erickson has made suggestions that will increase OBS' rating on "Charity Navigator". The first area of focus in to formalize a donor privacy policy.
- General attendance is up and Education classes are doing well. All of the Toddler Story & Stroll classes are filled with waiting lists.

B. Financial Report

a. June 2014 Financials: Ms. Sladky noted that the June financials are in order – being slightly over on revenue and slightly under on expense.

b. Approval to file tax return, form 990: Copies of the 990 were handed out at the meeting. This item will be held over to the August meeting, so members have time to review and comment.

D. Development Report

Ms. Covelli noted that Rhapsody in Bloom ticket sales were down slightly, but, the event went very well with the live and silent auctions success. The Home Garden Tour was budgeted at 750 tickets sold, but actually 900 were sold. Sold 150 tickets more than projected, but everything else for the event went great. Attendees enjoyed University Heights and the great gardens found there. Blooming Butterflies opens tomorrow and there is a vinyl billboard that you may see around town.

Natasha Fuller, Membership Manager, noted that 33 memberships (both new members and renewing members) were sold at the Home Garden Tour. The membership goal for Blooming Butterflies is 325.

E. Marketing & Public Relations Report

Ms. Covelli noted that the committee is taking an increased interest in contacts with our everyday visitors – working on increased presence on Facebook, easy navigation on the website, and looking at a mobile website.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

There are no announcements.

VIII. ADJOURNMENT

The meeting was adjourned at 5:00pm.