

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
May 19, 2015

Members Present: Kevin Hess, Bill White, Dick Wagner, Mary Phillips, Tim Sherry, Renee Boyce, Julie Herfel, Dan Lauffer, Erin Ogden (4:20pm), Susan Derse Phillips, Julie Rupert, Eric Knepp, Laurel Neverdahl, Roberta Sladky

Members Absent: Michelle Taschek, David Ahrens, Jeffrey Lewis, Marsha Rummel

Advisors Present: Fred Anderson, Jack Bolz, Jennifer Curliss, Elizabeth Ogren-Erickson, Janet Loewi, Dale Mathwich, Dan Matson, Emanuel Scarbrough, Barb Tensfeldt, Paul Williams

Guests Present: Charles Romines - Parks

Staff Present: Missy Jeanne, Patti Jorenby, Katy Morgan-Davies, Katy Plantenberg, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Derse Phillips and seconded by Mr. Sherry to approve the meeting minutes of April 28, 2015. 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**

a. Plant Sale Review/Report – by Missy Jeanne, Special Events Manager

Missy Jeanne distributed a hand-out that provides comparisons for the past five years of the Plant Sale With the Pros. The 2015 net goal was \$27,000 and is expected to be closer to \$30,000. Ms. Jeanne noted the Gift Shop POS system has really helped with inventory and sales. The customer receives a detailed receipt which has improved customer service. The Early Bird shopping option has grown each year it has been available. The full report is attached.

V. **REPORTS**

A. President's Report

President Hess announced that Neighborhood Association Representative, Sue Thering, has resigned from the Board because she has moved out of the neighborhood.

a. Capital Campaign Update: The feedback from the draft campaign materials was very helpful and staff are currently working on improving the materials. There are a number of questions that need to be resolved.

B. Financial Report

a. April 2015 Financials: Ms. Phillips reports that YTD is within 2% of budgeted revenue and 5% below budgeted expenses.

b. Employee Health Care Changes/Updates: A new employee health care plan was implemented in May. Group Health Cooperative of South Central Wisconsin continues as the provider, but the plan was changed to an Affordable Care Act compliant plan. Ms Phillips expects that the savings will be substantial, between \$30,000 and \$40,000 annually.

C. Director's Report

Mr. Knepp introduced Charlie Romines, one of two new Parks Assistant Superintendents. Charlie will handle operational services and facilities, which includes Olbrich. Kay Rutledge is the Assistant Superintendant for planning and finance.

Ms. Sladky noted that attendance is ahead year to date. Spring containers are mostly completed and the plants in the lower level of the Conservatory are showing lots of growth due to the extra light making it to the lower level after the pruning in March. Most of the Horticulture interns started this week. There will be a quilt raffle over the summer and staff person, Marty Petillo, created the quilt – which is stunning. Olbrich will co-host the American Public Garden Association Symposium for Facilities, Grounds and Greenhouses with the UW Arboretum.

D. Development and Marketing Staff Update

Katy Morgan Davies noted that Olbrich Gardens was awarded the 2015 Trip Advisor Award of Excellence and Olbrich Botanical Gardens remains #1 (of 126) in Madison attractions. Ms Davies is working with QTI to fill the Capital Campaign position and Membership positions that are open. Home Garden Tour tickets go on sale July 1st. GLEAM planning continues and the artists are currently working with Horticulture staff re: garden space needed, the footprint of their piece, etc.. The opening reception will be August 28th and is a ticketed event. We need an additional \$8500 to be fully funded for the project.

E. Development Committee Report

Katy Morgan Davies reports the meeting times have changed to 7:30am, every other month. Rhapsody in Bloom theme is “Through the Looking Glass”, inspired by Alice in Wonderland. Since it is the 10th Anniversary of the Rose Garden, the suggested attire is “rose” inspired.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

There are no announcements.

VIII. ADJOURNMENT

The meeting was adjourned at 4:35pm.