

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
June 18, 2013

Members Present: President Tim Sherry, Vice President Kevin Hess, Secretary Dick Wagner, Treasurer Jennifer Curliss, and Past President Janet Loewi; and Directors David Ahrends, Fred Anderson, Lau Christensen, Carolyn Gilb, Dan Lauffer, Mark McFadden, Laurel Neverdahl, Tricia Perkins, Marsha Rummel, Emanuel Scarbrough, Roberta Sladky, and Michelle Taschek.

Members Absent: Kevin Briski, Julie Herfel, Erin Ogden, Susan Stein, and Mike Whaley

Advisors Present: Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Shirley Homburg, Jeff Levy, and Barbara Tensfeldt.

Staff Present: Jeff Epping, Natasha Fuller, Ann Heiden, and Nancy Vidlak.

I. President Sherry called the meeting to order at 4:03pm.

II. APPROVAL OF MINUTES

A motion was made by Mr. Christensen and seconded by Ms. Taschek to approve the meeting minutes of April 16, 2013. 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

What's new in the Gardens this season by Jeff Epping, Director of Horticulture

Mr. Epping described new plantings such as the Moor Grass Meadow located behind the Event Garden. The area is somewhat wet, ideal for a new rain garden. The staff have been very busy and are working on alternatives to blue grass turf. He also described the viewing shelter being constructed for the Serenity Garden which will be a Thai/Japanese design and allow for a great view of the Thai Pavilion and Garden. OBS received a grant for \$25,000 to construct the viewing shelter. Mr. Epping explained that the roof project is giving staff an opportunity to renovate the entire entry area which is located adjacent to the entry canopy. That will include gravel garden areas and new plantings. Mr. Epping also described that the cool moist spring was good for the plants and that losses from last year's drought were minimal because staff were able to irrigate. He has noticed a lot of dead trees elsewhere in the city. About 50 Arborvitae were replaced at Olbrich due to winter damage. There are six ash trees that should be treated with systemic pesticides to preserve from Emerald Ash Borer along with one American Elm that has been under treatment for years.

Staff and interns will begin on State Street planters this week. Three interns are funded for State St. and Parks Beautification projects. Mr. Scarbrough asked how expensive it is to treat the trees per year. Mr. Epping responded that the estimates are being obtained now. The pesticide is injected into the root area and the costs are based on the size of the trees. Most communities are not treating.

V. REPORTS

A. President's Report

President Sherry thanked Board members for the great turnout today and commented that it is the largest he has ever seen! Mr. Sherry introduced the newest Board member – David Ahrens, the newly elected District 15 Alder. Mr. Ahrens worked for 15 years at the UW

School of Medicine and Public Health. He's been a member for some years and is happy to be here. Board directors and advisors introduced themselves to Mr. Ahrens.

Mr. Sherry introduced Natasha Fuller, new Development Specialist who also did a wonderful job taking pictures at Rhapsody in Bloom.

President Sherry reported that 412 people attended Rhapsody in Bloom and reported that "the weather held out" until it started to rain at the end of the live auction. There was a total of 29 sponsors. Guests took the theme to heart with their outfits and hats. Jonathon Suttin from Triple M was the "jockey" who conducted the auction.

Mr. Sherry asked for updates on projects. There is an end of August completion for the restrooms and roof. Ms. Sladky reported that there have been delays due to rain, but also that the Project Manager, Paul Stauffer of City Engineering and staff from Daniels Construction have been very cooperative in working around visitors and renters. Mr. Sherry brought up that the HGA Expansion project has been narrowed down to one schematic and that Exec Comm members are in discussion with the City of Madison and the architects on costs.

B. Financial Report

1. Recommendation that \$25,000 in bequests received May 16, 2013 (Estate of Barbara Fraser) be transferred to Olbrich Botanical Society Foundation to be placed in Board Designated Endowment.

A motion was made by Mr. McFadden and seconded by Mr. Scarbrough to approve the recommendation. Motion carried unanimously.

2. Ms. Curliss reviewed the Financial Report and commented revenues for May looked pretty good because we were over budget in education and gift shop while YTD behind in revenues for Development Special events and memberships by \$38,000. Prospect mailing (usually mailed in Feb) and spring appeal (usually mailed in April) were delayed due to staffing changes. The prospect mailing went out last week. Response to the prospect mailing is usually \$10,000. Plant sale revenue was down most likely due to poor weather. Leaf Mulch sales continue. Mr. Sherry commented that many shortfalls are due to timing.

C. Director's Report

Ms. Sladky thanked all who attended Rhapsody in Bloom. Special thanks to Shirley Homburg and Jack Bolz for their compliments, and then briefly reviewed some highlights from the staff's written reports. She pointed out the huge contribution by staff and volunteers – including advisor Barb Tensfeldt – to bring the plant sale into the computer age with a point-of-sale inventory system. Better data will be available and inventory will not be needed to taken daily.

Ms. Sladky reported that the Ambassador to the US from the Kingdom of Thailand will visit Olbrich Gardens on Thursday afternoon. He is in town to open an exhibit at the University's Red Gym about Thailand's monarch who has done much for science and agriculture in Thailand.

D. Development Report

Ms. Covelli thanked Janet Loewi and volunteers for the successful Rhapsody in Bloom event. Ms. Loewi responded that she was part of staff members' Missy Jeanne and Katy Plantenberg's team. Prior to the committee involvement, the raffle made \$900, but this year raised \$17,000.

Ms. Covelli reported that we are greatly behind on Blooming Butterflies sponsorships. \$9,200 has been received against a budget of \$15,000. However, Home Garden Tour is over budget on sponsorships.

Ms. Covelli shared mock-ups of the Olbrich News which will be printed in color for the fall of 2013.

Capital Campaign by Kevin Hess

Mr. Hess gave an update of the feasibility work by McDonald-Schaefer. Most interviews are completed but there is room for more interviews and particularly an individual who has the capacity to make a seven figure gift. Please let Roberta, Tim, Ann, or Kevin know if you have suggestions. It's clear that we want to do a really good job on the feasibility study since it's a key piece to our plan and are a couple months out from the final results.

E. Marketing & Public Relations Report

Ms. Covelli reported that there is a team that meets quarterly that represents every part of the Gardens. The group is looking at 2014 to determine how and what will be promoted.

VI. New Business

There was no new business.

VII. Announcements

Mr. Bolz: I think we got the food problem solved for Rhapsody. Finally.

Ann: Copies of the sign up sheet for Blooming Butterflies Membership Ambassador table are circulating. There are a lot of openings and Board members should contact Marty to schedule a shift.

VII. Adjournment

A motion was made by Ms. Curliss and seconded by Mr. Hess to adjourn the meeting. Motion carried unanimously.

The meeting was adjourned at 5:00 pm.

The "Numbers" report – June 2013

Daily Attendance (9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
OBG Attendance	2013	2012	Prev 5yr avg
June 30	26,123	24,878	24,426
YTD	109,239	116,322	

Facility Use Report (# programs/#participants)			
Category	June 2013	YTD 2013	YTD 2012
Olbrich Public Events	7 / 413	66 / 3,405	47 / 1,163
Public Events by Partner Organizations	5 / 30	12 / 30	10 / 767
Misc Free Uses	43 / 858	361 / 5,818	286 / 4,415
Non-Profit Rentals	2 / 90	20 / 1,743	30 / 2,180
Private Rentals (incl weddings/receptions)	66 / 3,300	174 / 8,627	200 / 8,822
TOTAL	123 / 4,691	633 / 19,623	573 / 17,347

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	June 2013	YTD 2013	YTD 2012
Adult Programs	20 / 163	138 / 1,385	134 / 1,417
Adult Group Tours – Guided	7 / 241	10 / 301	11 / 238
Adult Group Tours – Self-guided	6 / 211	19 / 693	16 / 631
Family/Intergenerational Programs	2 / 40	20 / 331	14 / 216
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	46 / 1,902	47 / 1,883
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	9 / 321	41 / 1,864	58 / 2,491
K-12 Community Organization	0 / 0	3 / 29	1 / 12
TOTAL	44 / 976	277 / 6,505	281 / 6,888

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	June 2013	June 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$5,900	\$4,780	\$35,770	\$27,516
Room Rentals*	\$13,102	\$6,982	\$69,902	\$67,692
Catering Revenue**	\$2,385	\$3,473	\$7,705	\$7,755
Total	\$21,387	\$15,235	\$113,377	\$102,963

* accrued at time of booking – up to 18 months before event

** accrued on a monthly basis following each catered rental

Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary)

July 10, 2013

The fall mum and aster crop is on schedule. These potted plants have been growing in size in the greenhouse since arrival last month as cuttings. The drip irrigation system was brought out of storage and setup on the Quonset gravel pad on the west side of the greenhouses. All 800 plants were moved from the greenhouse outside this week in a "mum train" of a crew of staff and multiple rolling carts organized by Jen Recoy as the train conductor. Watering of the mums and asters outside is on an automatic timer set to provide the appropriate moisture daily to the plants as they develop. This is the third year utilizing the irrigation system and it has been an efficient water and time saving addition to the greenhouse production program.

Each summer once the fall crop is moved outside and prior to the arrival of the poinsettia cuttings at the end of July, the production greenhouse is completely cleaned inside and the floors power washed. After the greenhouse is cleaned, the vents and fans are closed and the shade curtains left open for approximately one week allowing the temperature of the space to rise naturally to about 120 degrees destroying pests that may be in the space. This cleaning and natural heating is a sustainable method of interruption of life cycles of pests and diseases in the greenhouse.

Behind the scenes preparation for the Blooming Butterflies event is on schedule. Olbrich has passed the 2013 USDA inspection of the butterfly facility and procedures with no deficiencies or changes required. The first butterfly pupae arrived this week and are filling the display cases that have been placed in the conservatory. The four butterfly suppliers from Florida and Alabama that were used last year are being used again this year. All of the screening in the conservatory was checked to ensure its integrity before the butterflies start flying. The secondary screen wall and door were installed at the staff exit/entrance to the conservatory as required for containment. John Wirth has been completing special pruning prior to the event start, especially opening up walkways and areas that may be impacted with the expected crowds.

John Wirth ordered and received the annual shipment of beneficial insects from commercial insectaries. The beneficial insects were released by staff into the conservatory to target the pests known to be in the space and on particular plants. This use of beneficial insects, along with routine sanitation, removal of foliage debris, vigorous foliage washing and appropriate pruning of plant material is central to the sustainable pest control program in the conservatory.

Rejuvenation and repotting of the plant collection in the tropical greenhouse is ongoing by Cindy Cary and Alyssa Studer, our intern. Summer is a great time for this activity for many of the tropical plants as they have several weeks of growth possible before the start of the Wisconsin winter.

June-July Volunteer Program Report
Marty Petillo, Volunteer Services Manager
July 10, 2013

Looking Back:

- **Youth Education Volunteers.** Volunteers are assisting with Little Sprouts Gardening classes, Children's Kitchen Garden, and the regular youth and family classes.
- **Volunteer Tour Guides, Garden Docents, and Outdoor Garden Greeters.** Docents started regular outdoor shifts Fridays, Saturdays, and Sundays in June. Greeters are scheduled only on weekends, except during *Blooming Butterflies* when they are scheduled daily. In addition to prescheduled guided tours, volunteer Tour Guides are staffing the Sunday Strolls, every Sunday afternoon June through September.
- **"How to Supervise Volunteers" Training.** Summer special event and education interns participated in the 2-hour Supervising Volunteers Training on June 21.
- **Rhapsody in Bloom, June 15.** 33 volunteers assisted with set-up and hosting of this event.
- **Home Garden Tour, July 12-13.** About 100 volunteers are scheduled to help with the upcoming Home Garden Tour.
- **Blooming Butterflies, July 17-August 11.** Over the past month, many of the volunteer butterfly shifts have been filled. 120 volunteers have been scheduled so far. A letter went to all scheduled volunteers (as well as those who are not yet scheduled) to remind them of the mandatory volunteer orientation that will be held on Monday, July 15 at 5:00 pm. Natasha will host a special meeting for all Membership Ambassadors after the general butterfly orientation. Volunteers who are not yet scheduled are encouraged to attend the orientation, learn about the event, and help fill the remaining open shifts.
- **Concert Crew.** Volunteers have been recruited and scheduled to help host the Tuesday evening concerts. Two greeters are still needed for the August 6 Madison Public Library special concert.

Looking Ahead:

- **Blooming Butterflies, July 17-August 11.** More volunteers, Membership Ambassadors and Entrance Volunteers in particular, are needed to complete the schedule.
- **Recruitment.** Active recruitment continues for Gift Shop and Garden Greeter weekend volunteers.
- **Fall All Volunteer Letter.** The next All Volunteer Letter will be mailed in mid-August.
- **Data Entry.** August is a crucial month for updating the volunteer database with their hours by job. Maintaining updated records will prove helpful in getting ready for the Fall All Volunteer Letter.
- **Conservatory Volunteers.** The next regular meeting of the Conservatory Greeters and Docent will be Saturday, August 17.
- **Volunteer Bus Trip, August 20.** The summer volunteer bus trip to Chicago Botanic Garden and Elawa Farm is filled. Future interested volunteers will be added to the waiting list.

Growing Gifts Board Report
 Cindy Sullivan, Manager
 July 10, 2013

Our revenue goal for June was again \$31,000 (same as May). Our net sales were \$29,649 narrowly missing goal by \$1,350. We continue to be ahead YTD. This amount is the sales of Gift Shop merchandise, net of all the other sales for other departments.

In June we started to sell Home Garden Tour tickets and continued to sell tons of mulch. Sales for other departments looked like this:

Department	Net sales	Item
Events	\$5,647	Mulch and Garden Tour tickets
Membership	\$335	Memberships
City	\$454	Conservatory entry

Top selling departments for the Gift Shop were as follows

Department	Net Revenue for June	Number of items sold	Cost of goods sold
Apparel	\$3,959	161	\$1,974
Food	\$3,818	1,568	\$1,822
Jewelry	\$3,419	152	\$1,284

Noteworthy:

- Getting ready for Blooming Butterflies
- Our new part time staff continue to work out well
- Bringing in a fruit smoothie machine for the summer months
- Continue to source new local vendors, attending area art shows

BOARD REPORT – Education**June 15 – July 15, 2013****Jane Nicholson, Director of Education**

Classes: Our June-August 2013 classes are underway and doing well, especially for the walks being lead by our horticulture staff and the Youth & Family classes. The September–December 2013 classes menu has been completed and Kai is working on designing the catalog; catalog will be in mailboxes the first week of August.

Twelve of the Youth & Family classes during the June-August session are already filled. We are keeping stats on waiting list numbers to monitor demand for these classes and discussing potential resources available for future expansion. All of the classes have already reached the required minimum number of participants.

K-12 Community Organizations

- We are researching opportunities to provide programming for Daisy Scouts.

Conservatory Exhibitions: *Light Gaps* continues through July 14; *Blooming Butterflies* is July 17-August 11; *Integrated Pest Management* begins August 12. Research is underway for *Plants of the Dinosaur Age* from November 2, 2013 – March 2, 2014. Family classes related to the exhibit during the September-December 2013 session are:

- **I Wonder . . . ? Series**
What Does a Paleontologist Do? (Grades K-3 w/ an adult)
Friday, November 1, 2013, 6:30-7:30 pm
- **Toddler Story and Stroll**
Dinosaurs (Ages 2-4 w/ an adult)
Tuesday, December 3 or Saturday, December 7, 2013, 10-11 a.m.

Schumacher Library: June statistics: 385 visitors; 56 materials checked out; 237 reference questions; 65 materials used in-house; 112.75 volunteer hours.

- Some new resources added to the collection include:
 - Amer. Fuchsia Society. *Fuchsia Culture*.
 - Kavanagh, James. *Dangerous Animals & Plants*.
 - Kavanagh, James. *Medicinal Plants*.
 - Long, Jim. *Growing & Using the Top 10 Most Popular Herbs*.
 - Long, Jim. *Romantic Bentwood Garden Trellises*.
 - Klaus, Carl. *My Vegetable Love: A Journal of a Growing Season*.
 - Manning, Richard. *Grassland: The History, Biology, Politics, and Promise of the American Prairie*.
 - Robertson, Seonaid. *Dyes From Plants*.
 - Scriven, Doreen. *Bluebirds in the Upper Midwest*, 2nd ed.

Greater Madison Writing Project (GMWP): The Summer Teacher's Institute is July 8 – August 1, 2013. For more information, please visit <http://gmwp.wisc.edu/Home>. Planning continues for the 2013 Young Writers' Summer Camp scheduled for August 5-8, 2013, with a family event on August 8; 50 youth in grades 3-8 are registered.

Tram Program: [See Director of Development & Marketing Ann Heiden's report for information regarding funding.] The tram service schedule is weekends until Memorial Day, daily Memorial Day-Labor Day, and then weekends after Labor Day through mid-October.

Children's Kitchen Garden (CKG): The summer program for MSCR started June 25 and continues through August 1.

- Thank you to the CKG Education and Gardener volunteers this summer! June was a bit challenging weather-wise; we appreciate their patience and flexibility.
- Thank you to Aaron, Rob, and Shawn for creating and installing the CKG gates; they look wonderful!
- Thank you to CKG Education/Horticulture Intern Kate Berry, Horticulturist Samara, and Huber Worker Anthony for pruning the apple and pear trees in the CKG!
- CKG Education Interns Brieanne Tingley and Marie Norris have done a wonderful job preparing for the CKG school program and working through the wet weather to provide excellent programming for Madison youth.
- Thank you to Aaron for cutting tree slices to be used in CKG school program activities.
- **Children's Kitchen Garden School Program Statistics**
 - **Week One: *Nature as Inspiration/Biomimicry***
 - Total Students: 62
 - Total Volunteer Hours: 6
 - 3 out of 5 sessions were cancelled: 2 due to weather, 1 due to MSCR

- **Week Two: *Plants to Pants***

- Total Students: 113
- Total Volunteer Hours: 14
- Due to the July 4 holiday, programming only occurred on Tuesday and Wednesday this week

Blooming Butterflies Event: [See Special Events Coordinator Missy Jeanne's report for more information.]

- Jane, Jennifer, and Elisa continue working with the BB Event team on planning this event; volunteer training is on July 15. The BB Docent volunteer schedule is filling up quickly; there are only a handful of available open volunteer slots left – Thank you to Elisa and Marty for contacting volunteers!
- *Breakfast for the Butterflies* classes – 2 of the 3 classes are full
- Youth & Family Programs Coordinator Elisa begins BB schedule on Tuesday; she will work 8:30am-3:30pm TWR next week, and then start her Wed-Sun schedule the following week

Wisconsin Science Festival 2013 - *Curiosity Unleashed*: We are participating in the WI Science Festival (September 26-29, 2013) again this year. We will offer the following activities and programs; watch the Website for details.

- *What is a Rainforest?* Family Drop-in Program
- Tropical Garden Strolls of Olbrich's Bolz Conservatory
- Guided Outdoor Garden Strolls
- Olbrich's Garden Answer Service and Schumacher Library

Olbrich Gardens Book Club - NEW: Join fellow garden enthusiasts and book lovers as we discuss fiction and non-fiction books about plants, gardens, nature, and the environment. The Olbrich Gardens Book Club is a book discussion group hosted by Olbrich's Schumacher Library staff where readers come together to discuss a book and share in the reading experience. The discussions are free and open to the public; for adults and youth (ages 16 and up). Space is limited; register early.; see Website for more information.

- Sunday, September 15, 2013
1:30-3:30 pm
Book: *Second Nature: A Gardener's Education* by Michael Pollen
- Sunday, November 17, 2013
1:30-3:30 pm
Book: *The Brother's Gardener* by Andrea Wulf

Docents & Volunteers: [See Volunteer Services Manager Marty Petillo's report for additional information.]

- **Adult Education Program Hosts:** Training for new volunteers continues one-on-one, as needed.
- **Conservatory Greeters & Docents:** Training new volunteers occurs as needed on Saturdays after the monthly meeting. The 2013-2014 continuing education schedule is finalized.
- **Youth & Family Programs Volunteers:** Jennifer Sterling facilitated a successful Children's Kitchen Garden orientation for volunteers and MSCR staff on June 17.
- **Tour Guides:** One-on-one training and shadowing for new volunteers is in progress.
- **Outdoor Gardens Visitor Services and Interpretation Team:** One-on-one training continues, as needed.
- **Schumacher Library Volunteers:** The July newsletter was forwarded to volunteers; one-on-one training continues, as needed.

NatureNet: Olbrich is participating in the annual NatureNet summer passport program. The Passport is available to the public via a self-serve display in the visitor center lobby.

Urban Pollinator Diversity Project Participation: [See Director of Horticulture Jeff Epping's report for additional information.]

- The Education Department has put together information about this project and dispersed it to the seasonal volunteers and staff. Thank you to Horticulturist Samantha for the information!
 - You will notice some small 'bee bowls' placed on wooden stakes with an informative sign in the Herb Garden this summer. Olbrich Botanical Gardens, along with Tenney Park and some residential sites in Madison, is participating in an Urban Pollinator Diversity Project through the UW-Madison Department of Entomology's Burnet Lab. Using the colored bowls of soapy water, samples of bees are being collected by UW-Madison Zoology PhD student Vera Pfeiffer as part of a study to learn more about how urban land management, especially impervious surface and floral resources, impact bee diversity.

Olbrich Membership Report
June 2013

V. D.

Membership Totals by Year

	Jun-13	Jun-12	Jun-11	Jun-10
Circle (Life) (\$3000)	423	422	410	400
Angel (\$1000)	2	4	1	1
Benefactor (\$500)	10	9	10	4
Patron (\$250)	66	57	51	50
Contributor (\$100)	581	518	483	435
Family & Guests (\$65)	998	857	755	674
Family (\$55)	2,133	2,194	1,965	2,079
Friend Plus One (\$50)	1082	1,044	958	764
Friend (\$40)	1,164	1,141	1,175	1,238
Total Households	6,459	6,246	5,808	5,645
Total Persons	10,524	9,529	8,686	8,494

Membership Campaign Results

APPEAL	June TOTALS	YTD TOTALS
Campaign - free class	1	21
Campaign - concerts and other on-site events	0	56
Campaign - Groupon	0	1
Campaign - Pros Mailing - Rejoin	0	0
Campaign - Pros Mailing - OBS List	0	0
Campaign - Leaf Mulch	0	5
Campaign - Home Garden Tour	0	0
Campaign - Holiday Show	0	0
Complimentary	8	45
Event (BB)	0	0
Event (Garden Expo, Plant Sale, Spring Show, Quilts)	0	335
Gift Shop	5	43
Gifted	3	28
Mail/Phone	18	121
Newsletter	0	0
Online/Web	36	232
Renewal - Misc	0	0
Renewal 1	242	1,294
Renewal 2	38	244
Renewal 3	12	55
Renewal 4 (Postcard)	0	1
Visit to the Gardens	26	162
TOTALS	389	2,643

New and Renewing Members for June 2013

Category	New Members - June	Renewals - June	Rejoins - June**
Friend (\$40)	2	75	1
Friend Plus One (\$50)	5	64	2
Family (\$55)	11	92	1
Family & Guests (\$65)	1	64	4
Contributor (\$100)	6	52	0
Patron (\$250)	1	6	0
Benefactor (\$500)	0	2	0
Angel (\$1000)	0	0	0
Circle (\$3,000)	0	0	0
TOTALS	26	355	8

**Rejoins - Former members who renewed their membership more than 6 months after it expired

V. E.
June 2013

Public Relations and Marketing

Sharon Cybart, Senior Marketing and Communications Coordinator
Katy Plantenberg, Strategic Communication & Event Specialist

Selected Publicity

Events Publicized: News releases and follow-up media contacts for Rhapsody in Bloom, Summer Concerts, July Classes, Olbrich Home Garden Tour.

Publicity Highlights

- Milwaukee Journal Sentinel: Feature article about area garden tours, "Take a walk down the garden path" highlights Olbrich's tour, with color photo.
- Madison Visitors Guide magazine, produced & distributed by the GMCVB, spring/summer issue: feature about the gardens & summer events, highlighting the Thai Garden, concerts, butterflies with color butterfly photo.
- Brava magazine: Highlights classes - yoga and gardening classes under, "June Home Events: Need to spruce up your gardens or fix up your home? Find inspiration at these classes & tours."
- In Business Magazine: "Publisher's View," publisher Jody Glynn Patrick writes about Olbrich as an excellent place to walk outdoors or in the Conservatory.
- Madison Magazine: "In the Garden" feature highlights 5 best places to see roses, including Olbrich.
- Edwardsville, IL (near St. Louis) Inteligencer web newspaper features Olbrich as a "great place to spend an afternoon" in an article about Madison titled "Wisconsin's crown jewel."
- Journal of Public Policy blog post, "Five Inexpensive and Fun Activities in Madison" includes Olbrich as "one of Madison's most popular attractions...An oasis of nature."

Special Activities

Be Inspired brochure highlights Olbrich's Blooming Butterflies: For the first time, thanks to in-kind donations from AdLit brochure distributors, we're able to place our "Be Inspired" panel brochure at the two highest volume rest stops in the state, on the Interstate just south of WI Dells. We've added a highlight for the butterfly exhibit on the front and hope to catch tourists who may "be inspired" to stop in Madison on their way to & from the Dells. This brochure is distributed around the state at tourism sites, rest stops, hotels, etc.

Wisconsin Invasive Species Council Awards Ceremony: For the second year, Olbrich hosted this annual awards ceremony. This is an excellent collaboration and Olbrich's participation was greatly appreciated. About 80 people attended and Jeff Epping gave 20 people a tour of Olbrich's sustainable gardens after the program.

Advertising - Everyday Visitor Campaign: Olbrich partnered with Wisconsin Public Radio to reach their audience, raise awareness & inspire visitors using a seasonal approach. This is the first time we've worked with them for this campaign.

Newsletter Re-Design: Work is beginning on the fall issue with the new full-color design. John Huston designed beautiful interior page layouts. We plan to make the newsletter more visually interesting while maintaining the type of content the newsletter survey showed us our members enjoy. Creating the first issue in the new design will be an exciting process for everyone involved - designer, editor, and all of our wonderful staff writers & photographers.

Intern: Please welcome our volunteer public relations intern Natalie Baumann. She's a great help assisting Katy and Sharon with publicity tasks. Natalie will be a junior at Edgewood College. She's volunteering 12 hours a week for the summer.

E-communication and Social Media

E-newsletter: The full June e-newsletter went out to 6,300 people on our e-news contact list. It covered all of our summer events with a feature article on growing tropicals in your outdoor garden. Samantha Eisner was interviewed for this article about her work with tropicals on the Lussier Terrace. Anyone can sign up to receive these up-to-date newsletters with behind-the-scenes information at <http://www.olbrich.org/about/e-news.cfm>.

Facebook: Looking back, we were very excited to be up to 500 likes on our Facebook page one year ago in June, 2012. We now have almost 5 times as many - more than 2,300 likes! People especially enjoy sharing their own photos of Olbrich; reach is about 20,000 people per week. It's a great place to talk about events, what's blooming, classes, etc.

Twitter: Continues to go well, with re-Tweets & mentions.

Website updates: The Don't Miss segment featured both the lobster claw in the Conservatory by Cindy Cary and the Rose Garden by our public relations intern Natalie Baumann. Thanks to everyone on staff who contributes to Don't Miss.

Website Statistics: Website visits continue to increase towards summer. Top pages visited in June in this order are: visit/hours; events/calendar; events/special; events/summer concerts; events/june 2013; rentals/weddings; visit/photo tour; gardens; events/butterflies. Total visits in 2013:

Jan: 14,816 Feb.: 13,635 Mar: 19,044 April: 17,335 May: 21,393 June: 22,189

