

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
October 18, 2016

Members Present: Kevin Hess, Dick Wagner, Mary Phillips, Tim Sherry, Renee Boyce, Julie Herfel, Erin Ogden, Julie Rupert, Michelle Taschek, Laurel Neverdahl, Roberta Sladky, Betty Chewning

Members Absent: Bill White, Dan Lauffer, Susan Derse Phillips, David Ahrens, Eric Knepp, Jeffrey Lewis, Marsha Rummel

Advisors Present: Jack Bolz, Jt Covelli, Jeff Levy, Janet Loewi, Barb Tensfeldt, Paul Williams

Staff Present: Missy Jeanne, Patti Jorenby, Ashlyn Mehlhaff

I. Meeting was called to order at 4:00pm.

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Ogden and seconded by Ms. Taschek to approve the meeting minutes of September 20, 2016. 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

a. Capital Campaign Update – Ashlyn Mehlhaff reported that we have raised \$2,451,000 to date and notes that some funds that weren't expected until 2017, will be coming in 2016.

Ms. Sladky noted that the RFQ for architects is out and responses are coming in. There is a committee made up of Olbrich staff and city engineering staff that will score the submissions and only pre-qualified architects will be able to bid on the project. Hope to interview architects in early December and make a decision at that point.

b. Rhapsody in Bloom Restructure – Special Events Manager, Missy Jeanne presented a new format for the 2017 Rhapsody in Bloom gala with the support of RIB Committee (and OBS board) members Julie Herfel and Janet Loewi. After researching other local non-profit with similar missions it became evident that the tax-deductible portion of the current RIB sponsorships should be much higher in order to increase the overall net revenue for the event. Olbrich plans to reduce catering and rental equipment expenses by eliminating the seated dinner and simplifying the food offerings. The benefits include; less pressure on sponsors to fill seated tables, more opportunity to enjoy the gardens while socializing and the ability to accommodate a larger number of guests by spreading the event areas throughout the gardens (seated dinner capacity 500 – informal food stations 600-800). The sponsorship levels have been re-imagined to offer a variety of recognition opportunities while maximizing each sponsor's tax deductible contribution. To make the event more accessible while still increasing revenue the 2017 event will offer tiered ticket pricing and a reduced individual ticket cost (Full Experience ticket @ \$95, 6-11:00 pm / Late Night ticket @ \$55, 8-11:00 pm). The event will feature a New York focused theme, including food carts, performers and other classic New York attributes.

B. Financial Report

a. September 2016 Financials – Ms. Phillips noted that September revenue for Special Events is higher due to GLEAM and CRACKLE. YTD we had predicted a loss of \$51,000 overall, but pleased to have income of \$55,000, overall.

b. Approval to file the 2015 OBS 990 Tax Return

A motion was made by Ms. Ogden and seconded by Ms. Chewing to approve filing the 2015 OBS 990 Tax Return. Motion carried unanimously.

C. Director's Report

Ms. Sladky reviewed staff reports. October has been busy and we haven't had a killing frost yet, so staff continue to work outdoors and slowly removing the tender tropicals from the outdoor Gardens. GLEAM is going well – we are currently at goal for revenue and have 6 more nights of the event. Tribute Trellis plaques will go up soon and there is a ceremony for donors and celebrants on the last night of GLEAM, Oct 28th.

D. Development & Marketing Staff Update

Ms. Sladky asked that board members review reports. Staff will be at “In Business” event at the Expo center tomorrow.

E. Development Committee Report

Ms. Covelli reported that all teams are working on their events and noted that Blooming Butterflies did not reach the ticket revenue goal due to the summer heat during the event.

F. Marketing & Public Relations Report

Ms. Covelli noted that staff are working on hiring a freelance editor to do the next newsletter while Katy Plantenberg is on maternity leave.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

There are no announcements.

VII. ADJOURNMENT

The meeting is adjourned at 5:08pm.