

**OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
October 25, 2022**

Members Present: Philip Bradbury, Alnisa Allgood, Laura Peterson, Julie Rupert, Matt Cornwell, Susan Goodwin, Bethany Ordaz, Bill Patek, Sandi Statz, Betty Chewning, Liz Dannenbaum, Moira Harrington, Laurel Neverdahl, Tanya Zastrow

Members Absent: Renee Boyce, Julie Bernauer, Juscha Robinson, Maurice Sheppard, Tim Sherry, Bill White, Eric Knepp

Advisors Present: Jt Covelli, Kevin Hess, Dan Matson, Barb Tensfeldt, Paul Williams

Staff Present: Lisa Laschinger (Assistant Parks Superintendent), Kai Skadah, Joe Vande Slunt

I. **The meeting called to order at 4:02 pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Peterson and seconded by Ms. Goodwin to approve the meeting minutes of July 19, 2022. Motion carried unanimously.

III. **PUBLIC COMMENTS**

There were no public comments.

IV. **REPORTS**

A. **President's Report**

- a. **Strategic Plan Update** – Ms. Zastrow noted that the 2nd week of meetings with Rick Daley, from EMD Consulting Group, took place last week. She explained that in these meetings, the Core Planning Team came up with a list of objectives for each goal, which were based on the items generated by staff, volunteers and the Board. She added that if anyone had additional ideas, to email them to her.

Ms. Zastrow presented the first major components of the strategic plan, which included the mission statement, vision statement, guiding principles, inclusion statement, financial statement, transformative goals and strategies (this presentation was emailed to the Board on 10/26/2022.) There were discussions about the four transformative goals, where ideas and suggestions were recorded to be shared with the Core Planning Team. Goal 1 emphasized horticulture and demonstrating the best sustainable practices. Goal 2 focused on education, interpretation and the audiences Olbrich will attract. Goal 3 was about creating an inclusive guest experience. Goal 4 concentrated on building Olbrich's financial resources to invest in people and infrastructure.

Ms. Zastrow explained that the Core Team would be reviewing the objectives, add or delete objectives based on review feedback, prioritize the objectives, and then put completion dates and people responsible for each one. She added that once the process was complete, the final draft plan would be brought back to the Board for another review.

To conclude, Ms. Zastrow noted that the Olbrich Leadership Team and the OBS Board would review the tracking document quarterly, and update each objective based on its status. She added that at the end of 2023, the plan would be reviewed and objectives for the year 2026 would be set. It was suggested that a review meeting would take place before the next year's budget process began.

- b. **2023 OBS Budget Update** – Ms. Zastrow reported that progress was being made on the 2023 OBS Budget writing process, and that there were a few strategic planning related items that needed to

be figured out before the budget could be completed. Mr. Vande Slunt added that there would be another update at the November 15th Board meeting and the final version would be presented to the Board for a vote at the December 20th meeting.

- c. **Thai Pavilion Update** – Ms. Zastrow announced that a trip to Chicago is being planned to meet with the Royal Thai Consulate, noting that this will include staff from Olbrich and the UW.

B. Financial Report

- a. **August 2022 Financials** – Treasurer Laura Peterson reviewed the Financial Reports. She highlighted that year to date, revenue was 30% over budget and 49% over last year’s actual.

C. Director’s Report

Staff Written Reports – Ms. Zastrow reminded the Board that Vol-A-Pa-Loo-Za would be taking place on October 26, 1-2:15 pm, where the conservatory and greenhouse staff would be giving a glimpse into their world of plants and their plans for the coming year. She added that she was looking for a few Board members to serve as the welcoming committee for staff and their families at a staff appreciation event at the Madison Children’s Museum on Nov. 9, 6-8 pm.

- D. Development Report** – Mr. Vande Slunt mentioned that they were looking for two Board members to greet Olbrich members for the Holiday Train Show preview party on December 2nd from 3-6 pm. He also thanked Board Director Liz Dannenbaum for taking the lead on the annual poinsettia plant delivery. He noted that they were looking for Board members that could help deliver plants on the two delivery dates (Nov. 26 & Dec. 3).

V. **NEW BUSINESS**

MOTION, to move two bequests recently received from the OBS Legacy Gifts account at Monona Bank to the OBS Foundation, the first bequest from the Estate of Paul and Jackie Vastola, in the amount of \$10,000, to be used for general purposes, and the second bequest from the Estate of R. Richard Wagner, in the amount of \$42,626.79, designated to the Ursula Schmidt Educational Fund within the OBS Foundation.

A motion was made by Ms. Peterson and seconded by Ms. Rupert to approve moving the two bequests to the OBS Foundation. Motion carried unanimously.

VI. **ANNOUNCEMENTS**

There were no new announcements.

VII. **ADJOURNED**

The meeting adjourned at 5:15 pm.