

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**September 17, 2019**

**Members Present:** Philip Bradbury, Renee Boyce, Mary Phillips, Bill White, Alnisa Allgood, Susan Goodwin, Erik Lincoln, Laura Peterson, Tim Sherry, Dick Wagner, Betty Chewning, Brad Hinkfuss, Angela Jenkins, Laurel Neverdahl, Nancy Ragland, Roberta Sladky

**Members Absent:** Julie Rupert, Kevin Hess, Susan Derse Phillips, Eric Knepp

**Advisors Present:** Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Dale Mathwich, Barb Tensfeldt

**Staff Present:** Jake Immel, Missy Jeanne, Patti Jorenby, Katy Plantenberg, Rylee Schuchardt, Kai Skadahl, Elizabeth Spry, Hannah Tubbs, Joe Vande Slunt, Randy Wiesner (City Engineering)

I. **The meeting called to order at 4:00 pm.**

II. **APPROVAL OF MINUTES**

A motion was made by Mr. Wagner and seconded by Ms. Peterson to approve the meeting minutes of July 16, 2019. 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. **GLEAM 2019 Installations – by Missy Jeanne, Special Projects Manager**

Missy explained how the idea for GLEAM: Art in a New Light originated and how this exhibition has helped create a greater public awareness of the Gardens. She described the 2019 project collaborators and each art installation and the artists who created them. It was also noted that many departments at Olbrich are involved in the success of GLEAM from recruiting volunteers, to educational opportunities, and also offering membership specials. She also gave a special thanks to Ho-Chunk Gaming Madison and Epic for their sponsorships this year.

Missy presented the GLEAM Goals for 2020:

- Secure an increase in underwriting to support larger artist stipends
- Confirm 1-2 new GLEAM team members
- Invite 25 new artists/designers to submit proposals
- Solidify a strong proposal for the Bolz Conservatory
- Map all existing landscape lighting and develop ongoing maintenance plan
- Identify and install new area or garden with landscape lighting
- Identify potential wayfinding collaborators beyond GLEAM team members
- Develop one new GLEAM related education walk, class or workshop

V. **REPORTS**

**A. President's Report**

- a. **Capital Campaign Update** – Joe Vande Slunt reviewed the Development Report and highlighted the \$75,000 pledge that was received from Lifetime member Sally Wilmeth and her husband Terry Guerink. He also notes that Development is in the final stages of sending out a direct mail solicitation for the Capital Campaign. The appeal will hit homes around the same time as the member newsletter, which also includes an ask for support from Roberta.
- b. **Project Update** – Randy Wiesner reported that negotiations took place with the contractor and they were granted an extension for completion of the project. The greenhouse will be completed first with occupancy on October 7. Plants moving back from Fitchburg on Oct. 17. The Wadsworth system will not

be in place at occupancy so staff will have to manually control until the equipment arrives. The learning center is scheduled to be completed by early November. Furniture is being delivered on Nov. 11 and that is firm. The project budget is doing well.

- c. **Grand Opening Update** – Joe Vande Slunt reported that with an uncertain construction end date, it is risky to prepare for a large, public grand opening in mid-October to early November. After seeing the rollout of Goodman Community Center’s new facilities (they did a soft open house once the buildings were up and a large community celebration months later), we are thinking about doing something similar: a donor reception in mid-November, an open-house in February, and a grand opening celebration in early June. More to come.
- d. **Board Survey** – Vice President Philip Bradbury reported that the Executive Committee is working on creating a survey to send to current Board members. The intent of this survey is to help everyone understand their role on the board and to help identify strengths. This survey will also be given to new recruits.

Vice President Bradbury also mentioned that the Mayor visited in July and had a tour of the new construction with members of the Executive Committee. He commended Ms. Sladky for giving a great tour.

## **B. Financial Report**

- a. **July 2019 Financials** – Ms. Phillips reviewed the Financial Summary Report. She noted that, YTD revenue in development, membership, and gift shop are below budget. Programs & exhibitions is also down, but that is due to a timing issue and will increase with revenue from Blooming Butterflies.

## **C. Director’s Report**

- a. **The Case for a New Masterplan** – Ms. Sladky discussed the summary of Jeff Epping’s presentation to the Board (from the Feb. 2019 Bd. meeting.) She asked the Board to look it over and that any comments and feedback were welcome. Mr. Wagner suggested that a timeline should be included and we should think about critical dates for moving ahead. There was also discussion about how to incorporate Phase 2 of the facilities project into the masterplan. The Olbrich Park land use plan was also discussed.

**Staff Written Reports** – Ms. Sladky reviewed the staff reports. She added that the walkway between Starkweather Creek and the Rock Garden pond is closed, as is the discovery dock, due to the creek rising. She also announced that we received a check from the Thai Consul General, so we now have enough money to fund a study to repair the roof on the Thai Pavilion.

- D. Development Report** – Mr. Vande Slunt reviewed the development report. He highlighted the significant bequest that we received from Jack Lussier.

- E. Marketing & Public Relations Report** – Ms. Plantenberg reviewed the marketing & PR report. She emphasized that the advertising focus is on GLEAM right now and reminded everyone to check out the new GLEAM promotional videos. She also commended Tom Fullmer for doing an amazing job with our social media ... over 200K people reached!

## **VI. NEW BUSINESS**

There was no new business.

## **VII. ANNOUNCEMENTS**

There are no announcements.

## **VIII. ADJOURNED**

The meeting adjourned at 5:08 pm.