OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
December 18, 2012

Members Present: Janet Loewi, Tim Sherry, Dick Wagner, Dan Matson, Fred Anderson, Kevin Briski, Carolyn Gilb, Julie Herfel, Kevin Hess, Mark McFadden, Erin Ogden, Tricia Perkins, Roberta Sladky, Susan Stein

Members Absent: Jennifer Curliss, Susan Davis Canty, Laurel Neverdahl, Larry Palm, Emanuel Scarbrough, Marsha Rummel

Advisors Present: Jt Covelli, Elizabeth Ogren Erickson, Dale Mathwich, Anne Rodgers-Rhyme, Paul Williams

Staff Present: Patti Jorenby, Nancy Vidlak

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

II. APPROVAL OF MINUTES

A motion was made by Mr. Sherry and seconded by Mr. Hess to approve the meeting minutes of November 20, 2012. 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

President Loewi thanked Board members who have completed their terms – Dan Matson and Susan Davis Canty. She also thanked everyone for a great year of service to the Gardens.

B. Financial Report

Ms. Sladky reviewed the financial information submitted by Ms. Curliss. She reports that November 2012 operating revenue is in line with November 2011. The November 2012 expenses are higher than 2011, primarily due to three pay periods in November 2012. As of November 30, 2012, OBS has a $37,000 increase in net assets and is ahead of budget by $59,000, which puts us in a good position going into the last month of the year.

a. Ms. Sladky distributed the 2013 OBS Operating Budget (was also e-mailed earlier today). Budget reflects a 1.95% increase over 2012. Items of note in Revenue – created a new line for grants/sponsorships to more accurately reflect money received for sponsorships of operating budget items such as the Tram. The OBS Foundation disbursement is up $10,000 for 2013. Items of note in Expenses: 2012 had $2400 for HR Assistance, but we only used $50, so reduced that for 2013. The payroll increase made in July 2012, is carried forward into 2013. There is a 5.3% increase in health insurance premiums. Tram expenses are included in the Education Dept budget, where the program is managed. Tram sponsorship revenue and donation box revenue is reflected in Development.

A motion was made by Mr. Wagner and seconded by Mr. Sherry to approve the 2013 OBS Operating Budget. Motion carried unanimously.

C. Director's Report
Ms. Sladky thanked everyone for their support during her family emergency, and reviewed staff reports. She noted that YTD attendance is still ahead of 2011. The architects will be at the January 15th Board meeting, prior to the first public meeting the same evening. The new roof project is still on track for spring 2013.

D. Education Report
Ms. Sladky reported the final 2012 classes are taking place this week and 2013 class registration is doing well.

E. Development Report (F. Marketing & Public Relations included)
Ms. Covelli reported that Ann Heiden has been spending time on individual visits with donors and that most poinsettias have been delivered. Sharon Cybart experimented with a "promoted post" in Facebook. Here's how it works: Olbrich normally has a free posting/ad on Facebook – it is free and they put it wherever they want. This time we paid a $10 fee to have prominent placement. The free ad generates @600 hits in a month and the paid ad generated @6000 hits. "Promoted posts." especially during special events, will continue to be used.

The Development Committee will host a party for event sponsors on January 24th from 5 – 7 pm in the Conservatory. The winning raffle ticket was drawn for the stained glass and the winner is Carolyn Gilb.

V. OBS Board of Directors Nominations & VI. OBS Advisory Board Nominations
The Nominations Report includes both Board of Directors and Advisors. Mr. Matson reviewed the report and nominations and motions were made on each set of nominations as follows:

Olbrich Botanical Society has 5 openings on the Board of Directors beginning January 1, 2013. The Nominations Committee recommends the following nominations to begin terms in 2013.

A. Elect **Erin Ogden** to a second three year term on the Board of Directors
B. Elect **Lau Christensen** to a three year term on the Board of Directors
C. Elect **Mike Whaley** to a three year term on the Board of Directors
D. Elect **Dan Lauffer** to a three year term on the Board of Directors
E. Elect **Michelle Taschek** to a three year term on the Board of Directors

A motion was made by Mr. Matson and seconded by Mr. Hess to approve the nominations for Board of Director members. Motion carried unanimously.

The Nominations Committee recommends the following Officers be elected. 2012 President Janet Loewi will serve in the Past-President position.

President – Tim Sherry
Vice President – Kevin Hess
Secretary – Dick Wagner
Treasurer – Jennifer Nordlof-Curliss

A motion was made by Mr. Matson and seconded by Ms. Stein to approve the Board of Directors officers. Motion carried unanimously.

Elect the following OBS members to serve a one year term for the calendar year 2013 as non-voting Advisors to the Board of Directors

a. **Dennis Birke**
b. **Jack Bolz**
c. **JT Covelli**
d. **Sandy Dolister**
e. **Elizabeth Ogren-Erickson**
f. **Edith Lawrence-Hilliard**
g. **Shirley Homburg**
h. **Jeff Levy**
i. **Dale Mathwich**
j. **Jerry Minnich**
k. **Ann Rodgers-Rhyme**
l. **Barbara Tensfeldt**
m. **Paul Williams**
n. **Dan Matson**

A motion was made by Mr. Matson and Mr. Sherry to approve the Board of Advisors nominations. Correct spelling of (k.) Ann Rodgers-Rhyme to *Anne*. Correct (e.) Elizabeth Ogren-Erickson to not use a hyphen. Motion carried unanimously with corrections.

VII. NEW BUSINESS

President Loewi reminds there is a Green Team Report in your packet along with 2013 meeting dates.

Mr. Sherry thanked President Loewi for her services as Board President.

IX. ANNOUNCEMENTS

There are no announcements.

X. ADJOURNMENT

Meeting was adjourned at 4:55 pm.

The "Numbers" report – December 2012

Daily Attendance (9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
OBG Attendance	**2012**	**2011**	**2010**
December 31	20,850	26,922	21,890
YTD	252,750	245,183	253,048

Facility Use Report (# programs/#participants)			
Category	**Dec 2012**	**YTD 2012**	**YTD 2011**
Olbrich Public Events ***	35 / 0	164 / 1,327	172 / 3,804
Public Events by Partner Organizations	0 / 0	21 / 767	25 / 1,590
Misc Free Uses	22 / 444	535 / 10,180	484 / 11,395
Non-Profit Rentals	4 / 370	72 / 5,379	51 / 3,287
Private Rentals (incl weddings/receptions)	8 / 675	476 / 21,437	452 / 19,096
TOTAL	69 / 1,489	1,268 / 39,090	1,184 / 39,172

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	**Dec 2012**	**YTD 2012**	**YTD 2011**
Adult Programs	11 / 68	264 / 2,760	268 / 2,758
Adult Group Tours – Guided	1 / 13	18 / 428	15 / 435
Adult Group Tours – Self-guided	2 / 90	45 / 1,464	52 / 1,656
Family/Intergenerational Programs	4 / 88	40 / 694	46 / 676
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	61 / 2,450	30 / 1,276
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	2 / 55	100 / 3/879	109 / 4,733
K-12 Community Organization	0 / 0	1 / 12	0 / 0
TOTAL	**20 / 314**	**529 / 11,687**	**520 / 11,534**

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	Dec 2012	**Dec 2011**	**YTD 2012**	**YTD 2011**
Bolz Conservatory Admissions	**$6,328**	**$6,537**	**$66,443**	**$44,710**
Room Rentals*	**$3,130**	**$7,440**	**$121,939**	**$117,364**
Catering Revenue**	**$2,580**	**$3,620**	**$31,637**	**$28,869**
Total	**$12,038**	**$17,597**	**$220,019**	**$190,943**

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

** accrued on a monthly basis following each catered rental

*** 2011 data includes concert attendance – we now have a "counter" and the numbers are included in general attendance

Horticulture Report to the Board - January, 2013
Jeff Epping, Director of Horticulture

The new year is starting off on the chilly side, which is great weather to preserve our beautiful thick blanket of show that we were lucky enough to get in December . Unfortunately, a warm-up is predicted for the next few days, but hopefully it won't be intense enough to melt it all away, since cold temps are going to settle back in afterward. The snow is the perfect insulator to protect all of our perennials from the freezing and thawing that can hurt them.

A great deal of the horticulture staff's time in December was spent building, maintaining and then finally, dismantling the holiday show. The show is now all put away for the year, which gives us time to work on other winter projects. This year's tropical-styled holiday exhibit was truly unique and a big hit with our visitors. Many were skeptical of the idea prior to the show, since it was quite a change from the traditional holiday set-up that we've been acustomed too, but in the end, all was good. The exhibit is truly a team effort with Olbrich's staff coordinating the many facets of the show and working with many volunteers to make it all happen. We always have to give special thanks to the Wisconsin Garden Railway Society for their many hours of engineering throughout the show. They are also very generous in sharing their myriad of trains. The variety and detail of the trains is amazing and they really make the show special and keep people coming back for more. The wooden Tiki Head Sculptures added a nice sense of whimsy to the show and the intricate stained glass always adds a nice touch. The horticulture staff will now be focusing on other garden projects until late February, when set-up for the spring flower show begins.

The gardeners have been working on annual flower bed and container designs. Each year they plan for three separate plantings: one of cool season spring annuals that get planted around mid-April, one of warmer season summer annuals that are planted between late May and mid-June, and one of fall annuals which are planted in September. This creative group tries to *wow* our visitors by coming up with unique combinations of annuals and tropicals that are on the cutting edge of horticulture. They also strive to incorporate exciting new varieties into their designs in combination with proven performers from past years. Can't wait to see what they come up with!

The horticulturists will focus on outdoor pruning and various other winter projects over the next couple of months. We try to get out and prune our tree and shrub collection when temperatures are in the teens or greater if possible and work on indoor projects when colder. When it gets extremely cold, the group concentrates on indoor projects, such as placing plant orders and record-keeping. It is very important that we catch-up on record-keeping tasks during the winter, since it understandably gets put on the back burner during the season. Up-dating the computer database, mapping and labelling are all a part of the process and if we neglect it for a season, it can quickly get out of hand. Kate McWhirter, our new part-time plant recorder, has settled in well this season and is working hard to get all the information into the computer and work with her volunteers to make display labels for all the plants that will be going in the gardens this spring...it will be here before you know it!

Conservatory and Greenhouse Report

John Wirth (submitted by Cindy Cary) January 8, 2013

The ruby throated hummingbird undergoing rehabilitation at Four Lakes Wildlife Center at the Dane County Humane Society is progressing well and is enjoying the flowers being supplied from the conservatory and greenhouses at Olbrich. The bird is now flying short distances.

John Wirth continues to maintain and care for the orchid collection with the needed repotting, dividing and foliage cleaning. With the integrated pest management program in place, he has seen a decrease in the incidence of a particularly persistent pest insect in orchid collections, called Boisduval scale.

Olbrich's annual pest management report was written and submitted for inclusion with the Madison Parks report for 2012. The use of beneficial insects in the conservatory and rotation of chemicals in the greenhouses continues to be successful.

Now that the poinsettia crop has finished and the spring crops are developing, the production greenhouse has been set up for the annual energy conservation program. Energy curtains on the north side were programmed to stay closed overnight and the temperature set-point lowered into the 40 degree range. The cooler nighttime temperature on that side is also being used for flower initiation and development of two of the spring *Primula* and *Cineraria* crops. The greenhouse exhaust fans were prepared for winter after the consistently colder weather. Styrofoam insulation was placed in the fan chambers.

Jen Recoy has saved about a dozen plants from this year's poinsettia crop that will be grown out as poinsettia bushes for the 2013 holiday show, repeating the success of the bushes grown for the 2012 show.

The butterfly pupae orders have been placed by Cindy Cary for this coming summer Blooming Butterflies event. The four butterfly farms in Florida and Alabama that we have used previously will be used again this year.

The conservatory/greenhouse summer intern position was posted and we have started to receive applications. Matt Gerdts, our 2011 summer intern, continues into 2013 in the part time conservatory/greenhouse LTE position providing valuable support to the full time staff in the conservatory and greenhouse.

December-January Volunteer Program Report
Marty Petillo, Volunteer Services Manager
January 9, 2013

2012 Volunteer Summary
With 26560.50 hours by 623 volunteers and 7 volunteer groups and an 80% retention rate, Olbrich had a remarkably successful 2012 Volunteer Program! (See next page for volunteer hours by job.) These overall volunteer rates are practically identical to the previous year's volunteer rates. Olbrich's Volunteer Program is VERY stable. This allows staff to depend on volunteers to get needed work done. While there are changes in jobs, changes in schedules, changes in abilities, the Volunteer Program delivers the assistance the gardens needs everyday.

2012 Annual Volunteer Appreciation Lunch
In appreciation for their service, all volunteers received a "Thank You" letter during the second week of January, with a handout listing winter/spring volunteer opportunities. Those volunteers that gave more than 25 hours in 2012—326 volunteers—were invited to the Annual Volunteer Appreciation Lunch on Thursday, February 14. (RSVPs are due February 7.) Lunch invitations were also sent to Olbrich staff, Mayor Soglin, lunch sponsor Phyllis Lovrien, new OBS Board Directors, and several Emeritus Volunteers.

Upcoming Special Events

- *Holiday Express, Olbrich's Train and Flower Show, December 1-31.* 89 volunteers assisted with the Preview Party, Train Show Greeting, Tea Room, Conservatory Greeting, Office Work, and Membership. They gave 884.5 hours.
- *US Bank Eve, December 31, 5-8:00 pm.* Four volunteers helped with this fun end-of-year event.
- *Children of the Rainforest, January 19 & February 16.* Recruitment is underway.
- *Garden Expo, February 8-10.* Recruitment is underway.
- *Indulgence! Wine & Chocolate, Feb 23, 5:30-8:30 pm.* Recruitment is underway.
- *Spring Plant Sale Production.* Volunteer Barb Tensfeldt is again coordinating the greenhouse advance work for the Spring Plant Sale. Greenhouse set-up will take place the end of March. Recruitment for crew leaders and Plant Production Volunteers will take place the end of January.

<u>The President's Call to Service Award Winners</u>
In January, two of Olbrich's most committed volunteers were selected to receive national recognition for their exceptional service. Beverly Wilke and Barb Tensfeldt both surpassed 7000 career service hours at Olbrich this last year. Nomination statements sent to the Corporation for National and Community Service—the award's administrating body—read:

> Since 1990, Beverly Wilke has given Olbrich Botanical Gardens 7,150 hours of service. Over the past 20 years, Bev has volunteered weekly in Olbrich's Growing Gifts Shop and at the Botanical Center Greeter Desk. She has shared her enthusiasm for the gardens with 1,000s of visitors. Her dedication and commitment to excellent customer service make her one of our best volunteers.
>
> Since 1992, Barbara Tensfeldt has given Olbrich Botanical Gardens 7,154 hours of service. Barb has served on the Olbrich Botanical Society Board of Directors since 1997; spear-headed the Annual Spring Plant Sale, one of our biggest fund-raisers; worked weekly as a gardening crew member; and assisted at most special events. She continues to be an involved, caring volunteer leader. Her positive attitude and can-do spirit has made the garden what it is today.

These award winners will receive a Presidential Call to Service lapel pin, an award certificate, and a letter from President Obama on official White House stationary. Sincere thanks to these two hard-working volunteers and to all the volunteers that make Olbrich the special place it is today.

Volunteer Hours

	Q1	Q2	Q3	Q4	Total hrs in 2012	Total hrs in 2011	Total vols in 2012	Total vols in 2011
OBS Board/Committee	449.50	428.00	374.00	454.00	1705.50	1235.00	36	37
Greeters	1045.75	1042.50	1088.25	1058.25	4234.75	4323.50	51	48
Gift Shop	492.50	527.50	563.00	541.00	2124.00	2009.00	36	38
Library	329.00	326.50	358.00	342.00	1355.50	1411.75	27	30
Conserv Maintenance	139.75	122.00	125.25	159.25	546.25	579.75	21	20
Plant Production	163.50	137.75	35.75	32.50	369.50	428.25	11	11
Conservatory Vols	275.75	253.50	192.25	297.25	1018.75	966.50	28	30
Garden Do/GR/Guide		208.25	199.25	18.25	425.75	446.75	33	23
Adult Education	93.00	75.25	58.50	39.25	266.00	242.25	16	16
Explorer Program	149.25	297.50		165.75	612.50	290.75	34	25
Children's Classes	31.50	37.50	64.25	66.75	200.00	199.00	10	15
Children's Garden		48.25	114.25		162.50	216.50	8	10
Good Friends/Outreach	30.25	5.00		2.00	37.25	33.50	3	5
Office/Development	409.75	305.50	239.75	249.00	1204.00	1528.25	44	41
Gardeners/Plant Data	171.00	2396.50	1761.75	768.50	5097.75	4917.25	115	116
Year-round Subtotal	3780.50	6211.50	5174.25	4193.75	19360.00	18828.00	473	465
SPECIAL EVENTS								
Concert Crews	7.00	7.75	37.00		51.75	89.00	13	14
Polar Dash	22.75				22.75	33.50	22	14
Cocktails in the Cons	8.00				8.00		3	
Garden Expo	70.50				70.50	73.50	21	19
Children of Rainforest	55.00				55.00	50.00	19	19
Wine & Choc	40.25				40.25	39.00	13	13
Spring Flower Show	206.75				206.75	203.50	38	41
Primula Sale	26.00				26.00		8	
Pansy Sale		19.50			19.50	23.75	8	10
Leaf Mulch Sale		205.50		16.25	221.75	157.50	40	33
Plant Sale		1323.25			1323.25	1420.75	185	185
Rhapsody in Bloom	10.00	170.50	18.00	45.00	243.50	175.25	34	37
Home Garden Tour		52.50	995.75	16.00	1064.25	994.75	128	114
Blooming Butterflies			1768.75		1768.75	1785.50	153	143
Thai Fest/Bolz 20th			46.00		46.00	134.00	15	21
Fall Quilt Show				256.00	256.00	245.25	46	49
Crackle				75.00	75.00	98.50	23	30
Holiday Train Show				684.75	684.75	869.50	89	116
US Bank Eve				13.50	13.50	21.50	4	6
Spec Event Subtotal	446.25	1779.00	2865.50	1106.50	6197.25	6414.75	862	864
SUBTOTAL INDIVIDUAL VOLUNTEERS					25557.25	25242.75	1335	1329
GROUPS								
Pansy Sale	20.00				20.00	20.00	READI	
Outdoor Garden	55.00				55.00	75.00	Americorps	
Plant Sale		20.00			20.00	20.00	READI	
Sunday Herb Garden		9.25	22.50		31.75	44.00	Madison Herb Soc	
Children's Garden			42.50		42.50	75.00	Edgewood HS	
Fall Quilt Show				284.00	284.00	151.00	Thursday Quilting Friends	
Holiday Show				550.00	550.00	550.00	WI Garden Railway Soc	
Other						57.00	HGT Hospice Vols	
GROUP SUBTOTAL	75.00	29.25	65.00	834.00	1003.25	992.00		
TOTAL	4301.75	8019.75	8104.75	6134.25	26560.50	26234.75		

BOARD REPORT – Education

December 15, 2012 – January 15, 2013

Jane Nicholson, Director of Education

Classes: January – May 2013 classes begin this month; online registration and registration by mail are coming in strong at the beginning of 2013. Adult Education contract instructor letters of agreement have been completed and are being processed as they are received. Adult Education Program Hosts are registering to help facilitate the classes and AV/Room Set Up Requests are being processed for adult classes.

Youth & Family Programs Coordinator Jennifer Sterling is working on lesson plans and coordinating Youth & Family Program Volunteers to assist with classes. Classes for this audience group begin end of January.

Explorer School Programs: Preparations are in progress for the 2013 *Tropical Explorer* and *Botany Explorer School Programs*; staff has started receiving correspondence regarding registration for these programs.

Conservatory Exhibitions: The Conservatory Staff and Jane met to discuss ideas and determine the November 2, 2013-March 23, 2014 Conservatory exhibit; topic/title to be announced soon. We continue to receive positive feedback about the current *Flora of Tropical Thailand* exhibit.

Schumacher Library: December statistics: 479 visitors; 58 materials checked out; 74 reference questions; 98 materials used in-house; 105 volunteer hours

- Some new resources added to the collection include:
  - Singer, Jonathan. Fine Bonsai. (a gift from Ken Wood)
  - Benson, David. Owls of the North: A Naturalist's Handbook.
  - Roach, Margaret. And I Shall Have Some Peace Here.
  - Roach, Margaret. A New Way to Garden.

Greater Madison Writing Project (GMWP): Planning continues for the 2013 program, including a teacher orientation, summer institute, and youth writing workshop in conjunction with the Latino Youth Summit at UW-Madison.

Children's Kitchen Garden: The CKG Education Intern job application deadline is February 15, 2013. We will interview and select candidates by mid-March.

Tram Program: [See Director of Development & Marketing Ann Heiden's report for information regarding funding.] Lead Tram Driver Sharon Larsen completed seasonal stats, which are available upon request. Sharon and Jane are working on updating the current interpretive tour.

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. Next update meeting is February 2, 2013; next new volunteer group training session is February 16, 2013.
- **Conservatory Greeters & Docents**: Next meeting is Saturday, February 16; training of new volunteers occurs as needed on Saturdays after the monthly meeting. We are working on the 2013-2014 continuing education schedule.
- **Youth & Family Programs Volunteers:** Next meeting January 23, 2013. We are recruiting volunteers for the upcoming Explorer School Program.
- **Schumacher Library Volunteers:** Training for new volunteers continues one-on-one, as needed.
- **Tour Guides:** The 2013 summer/fall Web schedule has been updated.
- **Outdoor Garden Docents:** Jane is working with the Madison Herb Society on the 2013 summer schedule of interpretation in the Herb Garden; Volunteer Cindy Koschman met with Jane to discuss and plan updating Thai Garden Docent training materials. 2013 training and orientation dates have been scheduled.

Education Planning:

- Education staff continues planning and coordinating 2013-2014 programs, events, activities in concert with other staff and departments. 2014 room reservation requests for school, family/youth, and volunteer programs and activities were determined and submitted to Patti for the OBG master calendar.
- Jennifer and Jane are researching educational opportunities at other similar institutions and planning future potential growth/changes at Olbrich.

Miscellaneous

- The Education and Horticulture Departments received a generous gift of two new LCD projects and a laptop for public program presentations. We are grateful for these much-needed tools. [See Director of Development and Marketing Ann Heiden's report for more information.]

DRAFT OBS Development Report as of Dec 31, 2012

	Dec-12	Dec-11	*12 -' 11*	12 YTD	11 YTD	*'12 -' 11*	12 Budget	11 Yr End
Undesig. Operating Revenues								
Annual Fund & Donations **	78,974	90,545	*-11,571*	150,324	191,186	*-40,862*	**195,300**	190,593
Membership*	36,696	39,022	*-2,326*	322,335	308,133	*14,202*	**324,120**	309,404
Tributes/Memorials	17,988	3,005	*14,983*	69,675	38,892	*30,783*	**13,600**	37,438
Tribute Trellis	1,400	400	*1,000*	3,038	8,708	*-5,670*	**5,500**	8,708
Event Revenue	26,546	13,148	*13,398*	396,249	367,243	*29,006*	**390,566**	379,518
Donation Boxes	712	901	*-189*	19,351	19,092	*259*	**19,000**	18,783
Raffle Revenue	182	287	*-105*	602	3,760	*-3,158*	**2,000**	3,731
Tram Sponsorships	0	0	0	15,400	0	*15,400*	**10,000**	
Tram Rider Donations	56	0	56	3655	0	3655	**3,000**	
Total: Undes. Op. Revenues	**$162,554**	**$147,308**	***$15,246***	**$980,629**	**$937,014**	***$43,615***	**$963,086**	**$948,175**
Foundation Disbursements								
Bolz Family Fund for OBG	0	0	*0*	12,748	13,210	*-462*	**13,000**	13,210
OBS Foundation	$0	$0	*0*	$159,613	$0	*159,613*	**$159,613**	$153,152
Total: Foundation Disb	**$0**	**$0**	**$0**	**$172,361**	**$13,210**	***$159,151***	**$172,613**	**$166,362**
Additional Gifts								
Designated Contributions	58,827	7,880	*50,947*	93,102	37,876	*55,226*		44,578
Endowment	0	0	*0*	0	5,000	*-5,000*		5,000
Bequests	1,000	0	*1,000*	1,000	55,049	*-54,049*		55,049
Tram Donations (2011 only)	0	0	*0*	0				8,502
Total: Additional Gifts	**$59,827**	**$7,880**	***$51,947***	**$94,102**	**$97,925**	***-$3,823***		**$113,129**
Total: Gifts Without GIK	**$222,381**	**$155,188**	***$67,193***	**$1,247,092**	**$1,048,149**	***$198,943***		**$1,179,383**
Gifts In Kind	$112,158	116,959	*-4,801*	$37,912	59,488	*-$21,576*		$201,717
Total: All Donations	**$334,539**	**$272,147**	**$62,392**	**$1,285,004**	**$1,107,637**	**$177,367**		**$1,429,383**

*Incentives are being offered for early renewals. Month to month comparisons will be out of sync because many members are taking advantage of the early renewals.

** 2012 Solicited YTD =$ 80,168 vs 2011 Solicited YTD $81,441 (-$1273) 2012 Unsolicited YTD = $70,156 vs 2011 Unsolicited YTD = $109,745 (-$39,589)

Board Report – Special Events
January 8, 2013

Holiday Express Show 2012
This year's Holiday Express was a success with 14,465 visitors (18,532 ppl – '11/14,156 ppl – '10) bringing in $23,584 (goal - $21,000). The show featured carved wooden tiki heads created by local artist Mark Stauffer. Artist from The Vinery Stained Glass Studio created 10 stained glass panels showcasing native birds. Olbrich's Growing Gifts Shop sold two tiki heads for a total commission of $39. Olbrich collaborated with the Wisconsin Garden Railway Society to provide a variety of model trains. Thanks to American Family Insurance and Pop Deluxe we exceeded the sponsorship goal by $500 (goal - $2,000). A total of $650 in donations were given for the "Sponsor a Tree" program.

Cocktails in the Conservatory
The first Cocktails in the Conservatory event will take place Friday, January 27, 7-11 p.m. The Isthmus has signed on as a media sponsor for this new event providing advertising through a ¼ page print ad, web site ad and mentions in their e-blasts. DJ Nick Nice will provide a variety of music, and Blue Plate catering will offer a cash bar. Tickets will be sold for $6 at the door the night of the event (no advanced ticket sales). Monona State Bank has agreed to sponsor each of the Cocktails in the Conservatory events at $750.

Winter Concerts
The winter concert series will begin on February 3 and run every Sunday through March 31. There will be five regular concerts (theater style seating), two Kicks for Kids concerts and two Botanical Boogie concerts ($2 admission charge) in the series. The Isthmus is committed as a media sponsor for the Kicks for Kids concerts. They will be running online ads on Isthmusparents.com.

Indulgence
So far we have confirmed nine wineries, one distiller, four chocolatiers and one bakery for the event. We anticipate using the Atrium to open up more space at the event, allowing for more vendors. We have sold (26) member tickets, (25) non-member tickets, and (1) designated driver tickets for a total of 52 tickets out of 375. Magic 98 will be running PSAs for the event towards the end of January and into February. Monona State Bank has agreed to be the presenting sponsor for the event at $1,500. Vivo will perform on the musicians terrace in the conservatory during the event.

Leaf Mulch Sale
A job description has been posted for the Leaf Mulch Supervisor position, but we haven't received any promising applications. We will extend the application deadline.

Events Marketing & Advertising
Annual advertising agreements have been secured again with the Isthmus, Wisconsin Public Radio, Capital Newspapers and Magic 98 to help maximize our advertising dollars.

Rhapsody in Bloom
The second round of sponsorship solicitations will be mailed by January 20. The RIB committee will make follow up calls to try and confirm 28 - $1,500 sponsorships by the deadline on February 17. So far 19 sponsors have been confirmed for the event. Special event staff is working on hiring the musical entertainment and making arrangements for cut flower rose centerpieces.

Home Garden Tour
The Home Garden Tour Committee is working to confirm tour sponsors. Confirmed sponsors include: Avant Gardening and Landscaping at $500, Flower Factory at $500, Greenscapes – amount tbd, Jung Garden Center at $1,000, Klein's Floral & Greenhouses at $500, Madison Area Master Gardeners at $500 and The Vinery at $500 for a total of $3,500. The sponsor goal for 2013 is $5,000. Olbrich Gardens will serve as the tour center this year (main ticket outlet during the tour). We are looking into different food carts to offer a lunch service at Olbrich on the tour dates.

Submitted by: Melissa Jeanne, Special Events Coordinator

Membership Totals by Year

	Dec-12	Dec-11	Dec-10	Dec-09
Circle (Life) ($3000)	427	418	404	400
Angel ($1000)	2	3	1	2
Benefactor ($500)	8	8	8	4
Patron ($250)	60	52	54	39
Contributor ($100)	542	473	452	410
Family & Guests ($65)	941	785	743	588
Family ($55)	2,237	2,385	2,086	2,340
Friend Plus One ($50)	1,061	986	907	497
Friend ($40)	1,097	1,157	1,186	1,146
Total Households	**6,375**	**6,267**	**5,841**	**5,426**
Total Persons	9,803	9,566	8,762	8,478

Membership Campaign Results

APPEAL	Dec TOTALS	YTD TOTALS
Campaign - free class	7	29
Campaign - concerts and other on-site events	0	0
Campaign - Holiday 1/2 price gift memberships	87	152
Campaign - Groupon	5	332
Campaign - Pros Mailing - Rejoin	0	154
Campaign - Pros Mailing - OBS List	0	66
Campaign - Leaf Mulch	0	24
Campaign - Home Garden Tour	0	53
Campaign - Holiday Show	106	106
Class Generated	0	0
Complimentary	4	71
Event (BB)	0	324
Event (Garden Expo, Plant Sale, Spring Show, Quilts)	0	154
Gift Shop	4	50
Gifted	41	144
Mail/Phone	37	229
Newsletter	0	0
Online/Web	57	403
Renewal - Misc	0	0
Renewal 1	175	2,582
Renewal 2	60	434
Renewal 3	14	144
Visit to the Gardens	13	198
TOTALS	**610**	**5,649**

New and Renewing Members for December 2012

Category	New Members - December	Renewals - December	Rejoins - December**
Friend ($40)	7	61	11
Friend Plus One ($50)	36	57	13
Family ($55)	92	115	36
Family & Guests ($65)	20	79	11
Contributor ($100)	0	56	2
Patron ($250)	1	12	0
Benefactor ($500)	0	1	0
Angel ($1000)	0	0	0
Circle ($3,000)	0	0	0
TOTALS	**156**	**381**	**73**

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

Public Relations and Marketing

December 2012/2012 Year-end Wrap-up
Sharon Cybart, Manager of Marketing and Public Relations
Katy Plantenberg, Public Relations and Special Events Associate

Publicity Overview 2012

Olbrich maintained an excellent relationship with media, despite rapidly shifting media outlets and staff. In 2012, Olbrich was included in a minimum of 139 features articles (local, regional & national); 157 color photos; staff members were interviewed/quoted 24 times (print, television, radio, web); and Olbrich was featured in half a dozen TV live shots. Sustainability, a key message, featured in Olbrich's media coverage more than 25 times including classes, sustainable gardening practices, leaf mulch, and more. Highlights of national publicity in 2012:

- *Country Gardens* magazine, published by Better Homes and Gardens: Olbrich featured in the article, "Our Favorite Public Gardens" by garden writer Marty Ross, a syndicated writer we've had a positive relationship with for years.
- *Group Travel Leader* magazine: Olbrich featured as a destination for tour groups in the article, "Let Gardens Entertain You." Sharon Cybart quoted.

Highlights - Special Activities 2012

- **Electronic media releases:** Katy developed a colorful electronic release for three major events -- Butterflies, Thai Fest, and Holiday Show. This linked to news releases, fact sheets, and publication photos on our website. This is the first time we've been able to offer photos through the website (instead of by e-mail or on our ftp site). Media reaction very positive.
- **Request for Qualifications:** News releases, fact sheets, and web page developed about RFQs regarding Olbrich's building use & the City's Garver evaluation. A reporter commented these were some of the best press materials he'd ever seen.
- **Olbrich Garden News:** In 2012, the Marketing Team defined goals for the member newsletter. Olbrich conducted its first newsletter survey ever to determine how members use and value the newsletter. Comments overwhelmingly positive & will inform a newsletter re-design in 2013. As a test, the first 2013 issue featured color photos on the front & back pages.
- **Google Street View:** Two Google workers from California rode a "trike" with multiple cameras mounted on top through the Gardens Sept. 14. Google will help us promote the streetview feature when it goes online this year.

2012 Advertising: Everyday Visitor Campaign

In 2012, Olbrich received $51,471 in donated advertising (up from 2011) for the "everyday visitor campaign" by leveraging a small advertising budget of $4,500. The goals for the "everyday visitor campaign" as directed in Olbrich's marketing plan: to encourage visitors to come to the gardens during non-event periods; to visit for the first time; and to visit more frequently.

2012 E-Communications/Social Media

- **Facebook:** Olbrich's Facebook page officially launched in March. By June we had 500 "likes," now up to 1,400. An excellent avenue to reach a new audience; many "likes" and "shares" for posts, as well as visitors sharing amazing photos. Postings: what's in bloom, behind-the-scenes hort & greenhouse, show set-up, classes, etc. Most popular posts: updates on Olbrich's donations to Second Harvest. Most exciting: tried a "promoted post" for free (normally only $10) for the gift shop holiday sale & reached more than 6,000 people! We'll definitely develop a plan for using this feature in 2013. The social media consulting firm Decision Point generously donated $6,000 in-kind in 2012 to help develop the page and continues to consult.
- **E-news:** 2012 was the first entire year for the program, an excellent communication vehicle to keep people updated on a monthly basis and for quick e-postcards. There were 111,601 e-mails sent in 2012. Open and click through rates are excellent, higher for Olbrich's e-mails than averages of other groups that use the same e-mail service. Olbrich's open rate is 35%, benchmark is 19%; Olbrich's click-through rate is 9%, benchmark is 2%. Likewise, Olbrich's opt-out rate is lower. The feature articles, usually a behind-the-scenes or gardening how-to article (such as how to deal with Japanese beetles), consistently get the highest click-through numbers.
- **Twitter:** Olbrich began "Tweeting" in March 2011, had 209 followers in December 2011, up to about 540 followers in December 2012. Many mentions & re-Tweets. In 2012, we had fun Tweeting with a hashtag of #MartyMonarch during Butterflies to promote the "sponsor a butterfly" program. Marty migrated in August, but may return in 2013!

2012 Website

- Website visits and unique visitors are steadily rising: in 2012, there were 192,491 visits to www.olbrich.org, compared to 178,597 visits in 2011. That's 13,894 more visits. (Compared to 160,417 visits in 2010 and 135,668 in 2009.)
- In 2012 -- 133,308 unique visitors, compared to 123,863 unique visitors in 2011. That's 9,445 more unique visitors.
- Don't Miss: This feature added on Olbrich's homepage to highlight something exciting growing in the gardens or Conservatory. The goal is to point out the ever-changing nature of the gardens and encourage people to come visit. Click-through numbers are good and each "Don't Miss…" is posted on Olbrich's Facebook page.
- Interesting that two years in a row the single day with the highest number of visitors was the day the Groupon offer went live: on June 20, 2012 we had 1,329 visits; on June 22, 2011 the website had a similar high - almost 1,400 visitors.
- The five most-viewed pages stayed the same in 2012, 2011, 2010, and 2009. They are, in order of most views: homepage; hours/admission/directions; monthly events calendar; Olbrich special events page; weddings page.