

From: Janet Piraino <jlpiraino@gmail.com>
Sent: Monday, July 6, 2026 4:47 PM
To: Park Commission <pacommission@cityofmadison.com>
Cc: Zastrow, Tanya A < TZastrow@cityofmadison.com>
Subject: BPC Mtg 7/8/2026, Agenda Item 10

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Dear Board of Park Commissioners,

I write in support of the Olbrich Gardens Comprehensive Master Plan. As a member of the OBS Board of Directors involved in creation of the plan, I can say with confidence that the Board and Olbrich staff worked hard to draft this plan with maximum input from neighbors, supporters and patrons. Care was taken to reach out to engage the neighbors and a diverse group of patrons.

The gardens are so popular that they need to expand to meet our growing community. The plan will guide Olbrich Gardens expansion over the next 20 years by adding badly needed garden and event space.

Much thought, care and input went into the creation of this plan. I urge the Board of Park Commissioners to approve the plan as written.

Thank you for the opportunity to comment.

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Janet Piraino
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From: Ellie Westman Chin <chin@destinationmadison.com>

Sent: Monday, July 6, 2026 5:19 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: BPC Mtg 7/8/2026, Agenda Item 10

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Dear City Board of Parks Commissioners,

On behalf of Destination Madison, I am reaching out to express our hope that the Board considers the adoption of the proposed Olbrich Botanical Gardens' Comprehensive Master Plan. Olbrich Botanical Gardens is a nationally renowned institution and one of Madison's most valuable community assets. It is also an affordable destination for visitors, offering a memorable experience that reflects the beauty, accessibility and sense of place that makes Madison special.

As Madison and Dane County continue to grow, Olbrich's role as both a community treasure and a visitor destination will only become more important. The Comprehensive Master Plan provides a thoughtful, long-term framework to address aging infrastructure, explore future garden expansion, improve the guest experience, and ensure Olbrich can continue meeting the needs of a growing local community and tourism audience.

Olbrich Botanical Gardens welcomed a record 393,000 guests in 2025, underscoring its ongoing impact on Madison's tourism landscape. Many of those visitors also support restaurants, shops, hotels, and other local businesses around Olbrich and throughout the community, strengthening Madison's visitor economy.

For these reasons, Destination Madison enthusiastically asks the Board to consider adoption of Olbrich Botanical Gardens' Comprehensive Master Plan. Advancing this plan will help preserve and enhance an exceptional public garden, strengthen a meaningful community asset and ensure Olbrich continues to enrich the Madison experience for residents and visitors for years to come.

Kind regards,



Ellie Westman Chin

President & CEO

Destination Madison

From: Miller Hayes, Michele D. <millerhayesm@sva.com>

Sent: Monday, July 6, 2026 10:04 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: BPC Mtg 7/8/2026, Agenda Item 10

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Good evening. I write in support of the Olbrich Botanical Gardens Comprehensive Master Plan. I am a serving board member on the OBS board and fully support the adoption of the CMP. Regrettably I am unable to attend the meeting as my husband is having surgery on Wednesday. As a result, I am submitting my written comments.

As you know, the Gardens are a cherished resource for the Madison communities and far beyond. The number of people who travel from substantial distances to enjoy the Gardens is astonishing and quite impressive. The locals often are frequent flyers and spend significant time at the gardens throughout the year. You are never quite "done" with the Gardens. I have reviewed the CMP and seen presentations on the CMP. While the Gardens are amazing as they currently exist the CMP will take the Gardens to the next level of excellence and will sustain the Gardens for many years into the future and generate even more revenue for many years to come.

I look forward to enjoying the Gardens and watching the progression of the CMP. I hope the Park Commissioners will find this to be a worthy cause. Thank you for your consideration.

Michele Miller Hayes

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Support!

Michele Miller Hayes, J.D. *Principal/Chief Operating Officer/General Counsel*

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