

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**August 20, 2013**

**Members Present:** Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Janet Loewi, David Ahrens, Fred Anderson, Julie Herfel, Dan Lauffer, Mark McFadden, Erin Ogden, Emanuel Scarbrough, Tricia Perkins, Marsha Rummel, Robert Sladky, Susan Stein, Michelle Taschek

**Members Absent:** Kevin Briski, Carolyn Gilb, Laurel Neverdahl, Mike Whaley

**Advisors Present:** Jack Bolz, Jt Covelli, Elizabeth Ogren Erickson, Shirley Homburg, Barb Tensfeldt

**Staff Present:** Ann Heiden, Patti Jorenby, Jane Nicholson

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Ogden and seconded by Ms. Curliss to approve the meeting minutes of July 16, 2013. 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. Greater Madison Writing Project 2013 Programs Update, by Jane Nicholson, Director of Education

Ms. Nicholson provided an overview of the Greater Madison Writing Project 2013 – a collaboration with the University of Wisconsin-Madison. The goal of the GMWP is to “foster the growth and development of teachers and students through writing.” The program started at Olbrich in 2011, and is in its 3<sup>rd</sup> year. The Young Writers’ Camp began in August 2013. The camp is for youth grades 3 – 8. It was hoped that 20 kids would enroll – and had to cap enrollment at 50 kids. A handout was provided that outlines the programs and is attached to these minutes.

V. **REPORTS**

**A. President’s Report**

President Sherry reported that Lau Christensen recently resigned from the Board. Olbrich’s Blooming Butterflies was successful. The bathroom and roof projects will be completed in the next few weeks. There is a meeting with city engineering, fire and zoning scheduled for tomorrow to discuss what code issues would have to be corrected during Phase 1 of the project construction. This information will help determine a budget for Phase 1. The Garver Feed Mill report is available online and we will have one bound copy available soon in the Library.

**B. Financial Report**

Ms. Curliss that the Operating Budget Revenue is up by @ \$19,000 and the Expenses are down @ \$6,000. Overall July has been a good month.

**C. Director's Report**

Ms. Sladky reviewed staff reports. There is a Greeter meeting scheduled for September 4<sup>th</sup> at noon which will include a cake to celebrate the opening of the new bathroom. The Horticulture staff will be doing the landscaping needed around the new bathroom addition.

**D. Development Report**

Ms. Covelli reported that Blooming Butterflies went very well; and that the good weather throughout the event really helped. There was good weather throughout the event and she thanked everyone who contributed in any way. The membership goal was 300, but we had 360 new members or rejoins (rejoins have lapsed at least 6 months.) The new member event – Movie Night – will take place on September 6<sup>th</sup>.

Ann Heiden noted that a prospect e-mail went out to 5,000 people. It turned up a query issue in Raisers' Edge which has been addressed to ensure it will not occur in the future. July memberships are on target and Leaf Mulch is currently buy 1, get 1 free. CRACKLE tickets go on sale September 3 and, for the first time, can be purchased on-line as well as in the Gift Shop. The online sales utilize TicketFly and there are additional fees charged by TicketFly.

The cumulative gift total to become a Circle member is changing from \$3000 to \$5000 starting in 2014. Members close to the \$3000 goal have been contacted to alert them. They can make a donation by the end of the year (or make a pledge) in order to reach the \$3000 cumulative total by December 31. This has generated about \$15,000 to date.

**Capital Campaign** – Mr. Hess reported that the final feasibility study interviews have been scheduled and the report should be ready by the September board meeting.

**E. Marketing & Public Relations Report**

Ms. Covelli passed around the July publicity folder. She noted that CRACKLE will take place on September 27<sup>th</sup>, instead of in October, as in previous years. Some of the Marketing budget had been moved to assist with Home Garden Tour and CRACKLE. The Holiday Train Show opens to the public on December 7<sup>th</sup>, the latest possible date, so it is only open a little over 3 weeks. Ms. Heiden pointed out that the budget was developed knowing that there were fewer days of train show in 2013.

Ms. Heiden thanked Ms. Covelli for all the connections she makes for advertising and advertising matching gifts.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

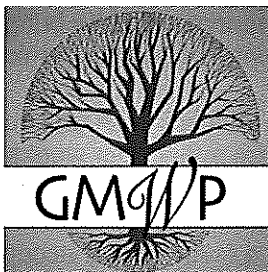
- \* Member Movie Night – September 6<sup>th</sup>
- \* CRACKLE – September 27<sup>th</sup> (tickets on sale Sept 3<sup>rd</sup>)

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:05pm.



**Partnership with the Greater Madison Writing Project  
Education Department**



**Greater Madison Writing Project (GMWP)**

The Greater Madison Writing Project, an affiliate of the National Writing Project (NWP), is a community of Madison area educators, fostering the growth and development of teachers and students through writing. Our aim is to provide useful resources for teachers interested in classroom-tested writing strategies and techniques, to connect teachers interested in writing across the curriculum, and to promote the craft of writing in our Wisconsin communities.

GMWP is a joint effort at UW-Madison between the College of Letters & Science and the School of Education in partnership with Olbrich Botanical Gardens.

**GMWP Staff – through UW-Madison**

- **Mark Dziedzic** is serving as director of the GMWP.
- **Beth Torrison** is serving as co-director. She is a retired English teacher who taught 36 years at Madison East High School.

Funding for the local initiative comes, in part, from the U.S. Department of Education, UW-Madison, and Susan Cellmer, a UW-Madison alumna who chairs the School of Education's Board of Visitors. The funding includes fellowships to provide participants in the summer teacher institute full tuition for six credits from UW-Madison, ongoing support during the school year, funds to attend and present at regional, state, and national conferences, and opportunities to develop and deliver professional development.

**GMWP Part of National Writing Project**

The National Writing Project network consists of more than 200 sites, including four in Wisconsin:

- The Milwaukee Writing Project at Carroll University
  - Program partnership with the Milwaukee Art Museum, Milwaukee, WI
- The Fox Valley Writing Project at UW-Oshkosh
- The UW-Milwaukee Writing Project
- The Greater Madison Writing Project at UW-Madison (affiliation accepted in 2011)
  - Program partnership with Olbrich Botanical Gardens, Madison, WI

The UW–Madison School of Education was home of the Wisconsin Writing Project, part of the NWP network, from 1978 to 1993. But that program was discontinued due to lack of funding. The availability of additional funding sources made it possible to restart the program.

### GMWP Summer Teacher Institute

**Location:** Olbrich Botanical Gardens

**Start Date:** Summer 2011

**Duration:** 4 weeks annually; July-August

**Description:** In partnership with Olbrich Botanical Gardens, the Greater Madison Writing Project's (GMWP) Invitational Summer Institute brings together a select group of outstanding teachers working with student-writers in all academic content areas and at all grade levels, kindergarten through college.

- Using Olbrich's gardens as inspiration and supported by the GMWP directors and each other, these teachers spend four weeks immersed in writing, reading, and teacher inquiry workshops, ultimately returning to their schools as GMWP Teacher-Leaders.
- Teachers apply, receive a fellowship, if accepted, and obtain 6 credits from UW-Madison for participating.
- The Summer Institute represents the first leg in what thousands of Writing Project Teacher-Leaders around the country have described as a career-transforming journey.



### Young Writer's Summer Camp

**Location:** Olbrich Botanical Gardens

**Start Date:** Summer 2013

**Duration:** 4-5 days, annually

**Description:** The Greater Madison Writing Project, in partnership with Olbrich Botanical Gardens, sponsors a 4-day workshop for young writers entering grades 3-8. Using Olbrich's gardens as inspiration, participants meet each day in writing groups led by experienced writers and teachers whose goal is to inspire and support writers of all abilities. The week ends with a family celebration of participants' writing Thursday evening. Each writer contributes a piece of writing to be published in an anthology, which participants will receive a copy.

#### 2013 Camp Facts

- The 2013 Young Writers' Summer Camp occurred August 5-8, 2013, with a family event on August 8.
- Approximately 18 teachers, 7 guest mentor writers, and fifty youth in grades 3-8 participated in the successful summer camp.
- Approximately 200 people attended the family event/celebration.
- During the family event participants shared a selection of writing from the camp with everyone, enjoyed refreshments, viewed a slide presentation documenting the week's

activities, received a commemorative t-shirt, and viewed art/writing produced during the camp.

- Participants received a commemorative t-shirt and one copy of the published anthology, which includes one piece of writing per participant.

#### **UPCOMING EVENTS and FUTURE DISCUSSIONS**

- **GMWP Revue**  
**Start Date:** Fall 2013
- **Writing Camp for High School Students**
- **Writing Marathon for Adults**



#### **National Writing Project**

##### **Mission**

The National Writing Project (NWP) focuses the knowledge, expertise, and leadership of our nation's educators on sustained efforts to improve writing and learning for all learners.

##### **NWP Core Principles**

The core principles at the foundation of NWP's national program model are:

- Teachers at every level—from kindergarten through college—are the agents of reform; universities and schools are ideal partners for investing in that reform through professional development.
- Writing can and should be taught, not just assigned, at every grade level. Professional development programs should provide opportunities for teachers to work together to understand the full spectrum of writing development across grades and across subject areas.
- Knowledge about the teaching of writing comes from many sources: theory and research, the analysis of practice, and the experience of writing. Effective professional development programs provide frequent and ongoing opportunities for teachers to write and to examine theory, research, and practice together systematically.
- There is no single right approach to teaching writing; however, some practices prove to be more effective than others. A reflective and informed community of practice is in the best position to design and develop comprehensive writing programs.
- Teachers who are well informed and effective in their practice can be successful teachers of other teachers as well as partners in educational research, development, and implementation. Collectively, teacher-leaders are our greatest resource for educational reform.

OBS Operating Draft Budget Summary August 2013 (unaudited)

V. B.

	Aug-13 Actual	Aug-13 Budget	+/- Budget	Aug-12 Actual	YTD 2013 Actual	YTD 2013 Budget	+/- Budget	YTD 2012 Actual	2013-2012 Actual	2013 Annual Budget	* 2013 Donor Restricted YTD
<b>Operating Revenue</b>											
Dev. Revenue	21,668	15,458	6,210	8,568	123,548	153,775	(30,227)	139,344	(15,796)	260,623	
Memberships	36,661	29,592	7,069	29,823	224,962	236,710	(11,748)	230,423	(5,461)	334,365	
Spec.Events	45,168	27,399	17,769	27,299	359,870	359,947	(77)	349,587	10,283	393,022	
Library	0	65	(65)	0	560	315	245	354	206	450	
Volunteers	91	200	(109)	11	4,990	3,800	1,190	2,611	2,379	3,800	
Education	1,038	3,100	(2,062)	9,719	54,509	44,658	9,851	45,903	8,606	53,200	
Horticulture	0	0	0	0	0	0	0	0	0	0	
Conservatory	0	0	0	0	0	0	0	0	0	0	
Admn	0	0	0	0	1,023	0	1,023	1,000	23	5,000	
Gift Shop	38,649	33,000	5,649	32,823	202,324	187,000	15,324	192,483	9,841	316,500	
<b>Total Operating Rev.</b>	<b>143,274</b>	<b>108,814</b>	<b>34,460</b>	<b>108,243</b>	<b>971,786</b>	<b>986,205</b>	<b>(14,419)</b>	<b>961,705</b>	<b>10,081</b>	<b>1,366,960</b>	
<b>Operating Expense</b>											
Development	13,332	13,966	(634)	13,141	113,093	128,311	(15,218)	104,312	8,781	197,058	
Memberships	14,036	7,830	6,206	8,016	69,329	84,697	(15,368)	57,922	11,407	126,588	
Special Events	26,160	22,536	3,624	19,140	216,587	225,998	(9,411)	210,809	5,778	277,946	\$2750/Dnr Rct Chr, \$500/Sponsor/Thank you
PR & Marketing	12,870	7,164	5,706	5,617	60,052	66,114	(6,062)	54,925	5,127	97,792	
Library	1,714	1,860	(146)	1,998	15,445	15,751	(306)	14,689	756	23,857	
Volunteers	1,077	3,070	(1,993)	0	1,218	3,700	(2,482)	2,205	(987)	3,875	\$3180.58/Vol Prg
Education	23,044	21,611	1,433	18,871	139,633	143,591	(3,958)	130,941	8,692	213,773	\$1736.40/Educ. Prg
Horticulture	19,647	17,299	2,348	19,458	141,373	138,946	2,427	130,892	10,481	197,948	\$6732/Serenity Grd
Conservatory	5,582	5,497	85	5,962	42,304	45,751	(3,447)	42,782	(478)	65,922	\$2854.07/Conserv Intern
Administration	1,945	3,078	(1,133)	2,530	45,208	51,203	(5,995)	43,358	1,850	80,642	\$154/Evjue Admission
Gift Shop	26,952	24,762	2,190	24,319	163,485	165,219	(1,734)	169,745	(6,260)	265,195	
<b>Total Operating Exp.</b>	<b>146,359</b>	<b>128,673</b>	<b>17,686</b>	<b>119,052</b>	<b>1,007,728</b>	<b>1,069,281</b>	<b>(61,553)</b>	<b>962,580</b>	<b>45,148</b>	<b>1,550,596</b>	
<b>Net Operating Income (Loss)</b>	<b>(3,085)</b>	<b>(19,859)</b>	<b>16,774</b>	<b>(10,809)</b>	<b>(35,942)</b>	<b>(83,076)</b>	<b>(47,134)</b>	<b>(875)</b>	<b>(35,067)</b>	<b>(183,636)</b>	
Foundation Disb*	0	0	0	0	139,921	141,120	(1,199)	132,458	7,463	183,661	
<b>Net Income (Loss) w/Fdn Dist</b>	<b>(3,085)</b>	<b>(19,859)</b>	<b>16,774</b>	<b>(10,809)</b>	<b>103,980</b>	<b>58,044</b>	<b>45,935</b>	<b>131,583</b>	<b>(27,603)</b>	<b>25</b>	
<b>Banking/Investment</b>	<b>11,344</b>	<b>0</b>	<b>0</b>	<b>10,117</b>	<b>34,720</b>	<b>0</b>	<b>0</b>	<b>42,520</b>	<b>(7,800)</b>	<b>0</b>	

Special Events Revenue includes \$5000 Blooming Butterflies sponsor received in 2012. Membership is understated by \$11 (\$55 check cleared this month from July report, \$65 NSF check received in January but was processed in 2012, and \$1 from rounding). YTD 2012 has been corrected.

## The "Numbers" report – August 2013

Daily Attendance (9 am – 4 pm visitor count, plus events that start before 9 am or after 4 pm –includes all events)			
OBG Attendance	2013	2012	Prev 5yr avg
August 31	36,824	36,140	33,770
YTD	184,849	184,305	

Facility Use Report (# programs/#participants)			
Category	Aug 2013	YTD 2013	YTD 2012
Olbrich Public Events	15 / 0	107 / 3,405	89 / 1,163
Public Events by Partner Organizations	6 / 703	21 / 733	17 / 767
Misc Free Uses	49 / 1,422	473 / 8,465	375 / 6,920
Non-Profit Rentals	6 / 300	27 / 2,108	39 / 2,915
Private Rentals (incl weddings/receptions)	87 / 3,563	326 / 15,809	349 / 16,137
<b>TOTAL</b>	<b>163 / 5,988</b>	<b>954 / 30,520</b>	<b>869 / 27,922</b>

Education Classes, Events, & Tours Attendance (# programs/# participants)			
Audience	Aug 2013	YTD 2013	YTD 2012
Adult Programs	23 / 188	182 / 1,742	177 / 1,686
Adult Group Tours – Guided	2 / 38	14 / 365	15 / 378
Adult Group Tours – Self-guided	7 / 170	34 / 1,035	34 / 1,130
Family/Intergenerational Programs	7 / 157	35 / 656	26 / 418
Youth (grades 6-12) Programs	0 / 0	0 / 0	0 / 0
School & Teacher Explorer Programs	0 / 0	46 / 1,902	47 / 1,883
School Group Tours – Guided	0 / 0	0 / 0	0 / 0
School Group Tours – Self-guided	11 / 283	72 / 2,672	88 / 3,316
K-12 Community Organization	0 / 0	3 / 29	1 / 12
<b>TOTAL</b>	<b>50 / 836</b>	<b>386 / 8,401</b>	<b>388 / 8,823</b>

City of Madison Revenue Highlights (payments made through OBS and directly to City)				
	Aug 2013	Aug 2012	YTD 2013	YTD 2012
Bolz Conservatory Admissions	\$12,358	\$17,443	\$59,864	\$50,549
Room Rentals*	\$9,916	\$8,847	\$88,972	\$91,283
Catering Revenue**	\$8,967	\$3,866	\$19,044	\$15,332
<b>Total</b>	<b>\$31,241</b>	<b>\$30,156</b>	<b>\$167,880</b>	<b>\$157,164</b>

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

\*\* accrued on a monthly basis following each catered rental

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

This summer has been a roller coaster in terms of growing conditions. Early in the season, we had the good fortune of frequent timely rainfalls and overall this season, we have had favorable temperatures and moisture. As a result of the favorable weather, early summer agriculture reports were predicting record corn yields. Most plants -- agricultural and ornamental -- responded favorably early and mid-year, but too many went downhill later in the season, as drought conditions set in -- too reminiscent of last year. As stress levels rose, so did fungal diseases that gained a foothold during the rainy spell early in the season. Ornamental crabapples were especially affected by apple scab and even the most resistant cultivars are infected and losing some leaves. Most of the hawthorns have been hit hard by cedar-apple rust, anthracnose is taking its toll on sycamores and of course, black spot has been running rampant on hybrid tea roses. Unfortunately the long-range forecast is devoid of any moisture, so we continue to water and keep our fingers crossed for the real thing soon.

The horticulture staff has been working diligently to keep the gardens looking their best. Most gardeners can relate to the late season gardening blues and know how hard it is to keep the garden looking good until fall. Usually, if you can keep up with the watering and keep plant stress to a minimum until the rains and cooler temperatures return, you'll be duly rewarded with a great fall show. All in all, the crew has done a great job of keeping our plants as healthy as possible through the worst of the insect and disease challenges and our fall display should be excellent.

The horticulturists, with the help of many volunteer hands are busy planting mums and asters throughout the Garden. Samara Eisner and Tony Gomez are sprucing up containers in the Rose Garden and Christian Harper in the Event Garden. Phillip Stutz has been tucking in asters here and there in the Perennial Garden to complement the beautiful ornamental grasses that are looking awesome right now. Christina Akinlosotu, Samantha Peckham and Mark Shimasaki are interplanting them in the beds of the Sunken, Herb and Thai Gardens as well. All of the horticulturists are adding mums and asters to their container plantings to infuse some brilliant autumn colors to the mix of summer annuals that are still looking relatively fresh. The trick to keeping container plantings looking good through the later part of the season is to pull the tired annuals in each of the pots and replace them with new plants that appreciate the cooler temps of fall -- pansies, violas, ornamental kale and cabbage and even ornamental lettuce thrive in the fall.

If you haven't made the trek out to visit the Thai Garden lately, it is well worth taking a look. This is the time of year that all of the bold, heat-loving tropicals look their best and have reached their full potential. Mark's castor beans, elephant ears and Abyssinian bananas are as big as he's ever grown them and the colors and textures are stunning! Samara and Tony's tropical plantings on the Lussier Terrace are also looking fantastic and worth a few pictures before cold temps start to set in and frost zaps them in a few weeks.

This is the time of year we sadly bid farewell to our summer horticulture interns. We had an excellent intern corps this year and hope they enjoyed working here as much as we have enjoyed them. I know they gained some valuable work experience which they will think back to after they graduate and put to good use. Someone else is also leaving us...Christina Akinlosotu, our Sunken Garden horticulturist. Christina maintained the Sunken Garden, Donor's Arbor and Morse Terrace, among other varied responsibilities for the last four years. She did a fantastic job and we are all sad to see her leave, but happy for her as she begins a new chapter of her life with her husband out in Spokane, WA.



# Conservatory and Greenhouse Report

V. C.

John Wirth (submitted by Cindy Cary)

September 11, 2013

The 2013 Blooming Butterflies event has officially ended and the butterfly activity in the Bolz Conservatory is winding down. There are still a few remaining Zebra and Julia longwing butterflies flying in the conservatory as they live out their natural lifespan inside. The display cases and associated supplies have been cleaned and stored. The USDA required containment signage will remain in place while there are live butterflies flying.

The forms for renewal of the USDA permit for the Olbrich Gardens butterfly event have been submitted by Cindy Cary and John Wirth. The approval process can take several weeks so the submission was completed far in advance of the current permit expiration date.

The “Integrated Pest Management” educational exhibit was installed in the conservatory. The various management techniques, such as sanitation, washing foliage and selection of the right plant for the right place, are discussed in the exhibit. Examples of the types of beneficial insects used for pest control are also shown on the exhibit signage. As part of the conservatory pest control program, we obtained six more female *Coturnix* quail to add to the existing colony. Before introducing them into the colony, their health was monitored and they acclimated to the new surroundings while living in a large cage placed near the bird feeding area. The new quail were released to join the other quail that enjoy searching out and eating pest insects found in the mulch.

The quarterly cleaning and upkeep of the conservatory water feature pumping and filtration system were completed by conservatory and maintenance staff. The adult koi fish in our water feature have been growing vigorously and reached a size and number that required us to rebalance the population to avoid overloading the biological limits of the system. We accomplished this rebalance by rehoming 10 adult koi to the Allen Centennial Gardens on the University of Wisconsin-Madison campus. The staff at this garden was delighted to add koi to their large pond and the koi are enjoying the new home. At Olbrich we now have 14 fish in our water feature – 11 adult koi, 1 adult fantail goldfish, and two young koi fry that were born in the conservatory pond this summer.

The poinsettias are growing well in the production greenhouse. The plants that were held over from last year to grow as shrubs and small trees were brought inside for final preparations for their use in the holiday show. The dark night lighting cycle and elimination of extraneous light at night required for poinsettia color to occur was started. Jen Recoy has been completing the pinching, special fertilization, growth measurements and pest monitoring that is a routine part of this intensive crop.

The mums, asters and assorted brassicas grown for the fall have matured well. Plants are now being planted in the outdoor gardens and are available for sale in the gift shop as planned. The *Primula* seeds for the annual spring sale plants have been sown.

Although the weather outdoors still feels like summer, Don and Jim in maintenance turned on the boiler that will now provide heat on an as needed basis. Outdoor garden plants that overwinter in the greenhouse are starting to come inside. Cuttings from tender plants, such as coleus, were taken by the horticulture staff and are being cared for in the greenhouse. These plants will be stock plants for the 1,000 or so propagated cuttings that will be taken and grown by greenhouse staff for the summer 2014 outdoor gardens.

## August-September Volunteer Program Report

### Marty Petillo, Volunteer Services Manager

### September 10, 2013

#### Education Volunteers

- **Conservatory Volunteers.** Conservatory Docents and Greeters met on Saturday, August 17 and will meet next on September 16 and October 19.
- **Interpretation Volunteers.** The end of season debriefing for Herb Garden Docents, Thai Volunteers, Outdoor Garden Greeters, and Tour Guides will be held on October 14.
- **Adult Education Program Hosts.** Program Host Volunteers met on September 9.
- **Youth & Family Program Volunteers and Explorer School Program.** Youth Education Volunteers will meet on October 9, just before the volunteer training for Ecology Explorer School Program Volunteers that same morning.

#### Gardeners

- **Outdoor Garden Crews.** Volunteer gardeners will work through October. For the first time ever, no new gardener volunteers will be added to the fall crews because there was so little “drop-out” among volunteers! What’s in Bloom Volunteers will finish their display tasks in October as well.
- **Children’s Kitchen Garden.** The volunteer garden crew maintained the garden and will harvest produce through the end of September. Edgewood High School students will assist staff in putting the garden to bed on October 2.

#### Special Events

- **Bulk Leaf Mulch Sale.** Volunteer have been recruited for the fall sale.
- **Member Movie Night, September 6.** Fourteen volunteers assisted staff with this new special event.
- **Crackle, Sept 27.** Volunteers are still needed as ticket sellers and fine monitors.
- **Holiday Train and Flower Show, Dec 7-31.** In mid-October, the recruitment mailing will be sent to volunteers who helped in the past or have expressed in volunteering this December.

#### Visitor Services

- **Garden Greeters.** Greeters met for an in-service training on September 4.
- **Office Volunteer.** After 18 years answering the main phone on Friday mornings, Gert Wernecke has retired. New Friday am office volunteers are being recruited.

#### Development Department

- **Loyal Friends Reception, Sept 26.** Volunteers will assist with hospitality tasks for this event.
- **PR & Marketing Unpaid Internship.** Edgewood College student Natalie Baumann will continue to fill the PR & Marketing Intern position.

#### Volunteer Activities & Outreach

- **All Volunteer Mailing.** To keep volunteers informed about fall volunteer opportunities, they received a Fall All-Volunteer Letter in mid-August.
- **Volunteer Bus Trip, Aug 20.** 50 Olbrich volunteers travelled to Chicago and had a great day.
- **Fall Volunteer Potluck, Oct 10.** Volunteers, their guests, and staff are invited to share a delicious potluck dinner and then stroll outdoors and experience the low-voltage outdoor garden lighting. RSVP to Marty.
- **December OBS Newsletter Preparation.** All 2013 volunteers will be listed in the Winter OBS newsletter. In preparation, all volunteer data must be entered and proofed in August and September. The newsletter will also feature articles and volunteer photos.
- **Code of Conduct for Volunteers.** Marty is updating the Volunteer Handbook by adding a Code of Conduct. This Code will also be posted at both Volunteer Stations in the Botanical Center.
- **American Public Garden Association Training.** From September 25-27, Marty will participate in APGA’s 2013 Volunteer Interaction Conference at Reiman Gardens in Ames, Iowa.

Growing Gifts Board Report  
 Cindy Sullivan, Manager  
 September 10, 2013

August was another successful sales month in the Gift Shop. Blooming Butterflies event was well attended and the weather was beautiful! Details are below:

	Net sales	Revenue goal	Difference	Net sales per visitor	Number of sales	Number of items sold	Average price of items sold	Average number of items per sale
August	\$38,649	\$33,000	+\$5649	\$1.15	2973	6801	\$5.88	2.26
Year to Date	\$202,324	\$187,000	+\$15,324	\$1.21	16,379	40,796	\$6.19	2.43

Additional sales managed by the Gift Shop:

Department	Net sales	Item
Events	\$1108	Mulch
Events	\$420	Adopt a Butterfly Program
City	\$206	Conservatory entry
Membership	\$195	Membership

Top selling departments for the Gift Shop in July were as follows

Department	Number of items sold	Net Sales	Cost of goods sold
Food	2366	\$5427	\$2558
Jewelry	348	\$4764.	\$2117
Apparel	207	\$4674	\$2277
Toys	994	\$3556	\$1466.

Noteworthy:

- Blooming Butterflies attendance was very good, and contributed heavily to our sales for August.
- We are resetting some of the departments in the store to increase interest/sales
- Included in August sales is \$1071 that came from the Penny Machine in the lobby and the Chocolate Rock machine in the Gift Shop. The Penny Machine has a total of 7344 plays on it so far.
- We are spending much time preparing for Holiday

**BOARD REPORT – Education****August 15 – September 15, 2013****Jane Nicholson, Director of Education**

**Classes:** A call for proposals for classes during the January – May 2014 session was sent to prospective contact instructors; deadline is Monday, September 16 for proposals. We are working on scheduling and contracting instructors for these classes.

The September–December 2013 classes menu has been available to members and the general public since the beginning of August and registrations continue to come in strong. This semester's classes started the week of September 9.

- Upcoming adult classes that have reached their minimums: *Tai Chi Meditation (Sept. – Oct. series)*; *The Invasive Garden*; *Great Plants for the Autumn Garden Walk*; *Papermaking and Papercasting*; *Garden Silks – Making Silk Scarves with Botanical Dyes*; *Tai Chi Meditation (Oct. – Nov. series)*; *Pastel Interpretations*; *Behind-the-Scenes Greenhouse Holiday Tour*
- Upcoming adult classes that have filled: *Small Trees and Shrubs – Big Impact! Walk*; *Introduction to Painting in Soft Pastel*; *Wet-felted Laminate (Nuno) Scarf*; *Introduction to Home Cheese Making*; *Herbal Gift Making – Hands-on, Interactive, and Fun!*; *Putting Your Garden to Bed*

Six of the fall family classes have already reached the required minimum number of participants; an additional nine of the fall family classes have filled and we are keeping a waiting list. US Bank is sponsoring the fall *I Wonder? . . .* series.

**Conservatory Exhibitions:** Research is underway for *Plants of the Dinosaur Age* from November 2, 2013 – March 2, 2014. Family classes related to the exhibit during the September–December 2013 session are listed below. We are working on exhibit-related classes to occur during January – March 2014.

- **I Wonder . . . ? Series**  
*What Does a Paleontologist Do?* (Grades K-3 w/ an adult)  
Friday, November 1, 2013, 6:30-7:30 pm
- **Toddler Story and Stroll**  
*Dinosaurs* (Ages 2-4 w/ an adult)  
Tuesday, December 3 or Saturday, December 7, 2013, 10-11 a.m.

**Schumacher Library:** August statistics: 469 visitors; 41 materials checked out; 240 reference questions; 85 materials used in-house; 95 volunteer hours.

- Some new resources added to the collection include:
  - Fish, Margery. *We Made a Garden.*
  - Mickey, Thomas J. *America's Romance with the English Garden.*
  - Rushing, Felder. *Bottle Trees and the Whimsical Art of Garden Glass.*
  - Walsh, Liza Gardner. *Fairy Garden Handbook.*
  - *Prairie in the City: Naturalism in Chicago's Parks, 1870-1940.* Chicago Historical Society.
  - Watermolen, Dreux. *Checklists of Wisconsin Vertebrates.*
  - Wright, Richardson. *The Gardener's Day Book.*
- Lynn continues to work on planning for our new book club; visit [www.olbrich.org](http://www.olbrich.org) for more information.
- The family of Rose Zerwick, a past Schumacher Library Volunteer, donated two boxes of her gardening books to Schumacher library.

**Greater Madison Writing Project (GMWP):** We are working with GMWP on reviewing the programs of 2013 and planning for 2014. Discussions include the GMWP Summer Teacher's Institute, the Young Writers' Summer Camp, and one or two potential new writing programs for high school students and/or adults.

**Tram Program:** [See Director of Development & Marketing Ann Heiden's report for information regarding funding.] The tram service has transitioned from daily to weekends only through October 13. End-of-season debriefing meeting with outdoor gardens volunteer team and the Tram Drivers is Monday, October 14 at 6 p.m.

**Children's Kitchen Garden (CKG):**

- 414.5 pounds of produce have been donated to Second Harvest Foodbank of Southern Wisconsin to date
- CKG Volunteer Gardeners will continue to meet every Wednesday morning through September 25

- OBG is partnering with Edgewood High School again this year for their day of service in the community; 8 high school students, along with their adult chaperones, will work in the CKG from 10am-2pm on Wednesday, October 2 to close the garden for the season.
- **Little Sprouts Gardening Series of Six Classes** - 126 total registered participants (many of these signed up for the entire series – so this is only a reflection of # of slots filled, not # of individuals in the classes); 48 total volunteer hours

**Wisconsin Science Festival 2013 - *Curiosity Unleashed*:** We are participating in the WI Science Festival (September 26-29, 2013) again this year. We will offer the following activities and programs; watch the Website for details.

- *What is a Rainforest?* Family Drop-in Program
- Tropical Garden Strolls of Olbrich's Bolz Conservatory
- Guided Outdoor Garden Strolls
- Olbrich's Garden Answer Service and Schumacher Library

**Explorer School Program:** Mass marketing e-mail and some letters sent to schools for the 2013-2014 Explorer School Programs; schools have started registering for the programs. Ecology Explorer School Program will occur October 15-November 14, 2013, for grades K-5.

**K-12 Community Organizations:** Planning is underway to provide programs for Daisy Scout, Brownies, and Girl Scout troops; we are currently receiving many requests for programming from these groups.

**Guided Garden Strolls:** Continue through Sunday, September 29.

**Docents & Volunteers:** [See Volunteer Services Manager Marty Petillo's report for additional information.]

- **Adult Education Program Hosts:** Met Monday, Sept. 9 from 6-7 p.m.; Jane trained 3 new volunteers.
- **Conservatory Greeters & Docents:** Next meeting is Monday, September 16 at 6 p.m.
- **Youth & Family Programs Volunteers:** New Youth & Family Programs Volunteers will meet on October 9 for orientation; Ecology Explorer School Program volunteers will meet for training on October 9 also.
- **Tour Guides:** One-on-one training and shadowing for new volunteers is in progress.
- **Outdoor Gardens Visitor Services and Interpretation Team:** End-of-season debriefing meeting with these volunteers and the Tram Drivers is Monday, October 14 at 6 p.m.
- **Schumacher Library Volunteers:** The September newsletter was forwarded to volunteers; one-on-one training continues, as needed.

**NatureNet:** Olbrich participated in the annual NatureNet summer passport program, which ended Labor Day; 400 Passports were distributed from Olbrich via a self-serve display in the visitor center lobby until September 2.

**Personnel:** The Youth & Family Programs Assistant is currently open; we are accepting applications through September 16; interviews will be scheduled for the end of September/early October

OBS Development Report - Unaudited  
August, 2013

V. D.

	Aug-13	Aug-12	Aug 2013 -		YTD 2013	Budget YTD	YTD 2013 -		YTD 2012	YTD 2013 -		2012 Year End Actual
			Aug 2012	Aug 2013			YTD Budget	YTD Budget		YTD 2012	2013 Total Budget	
<b>Development Revenues (to support operations)</b>												
Annual Fund (Spring & Year-end)*	\$ 7,373	\$ 1,420	\$ 5,953	\$ 55,667	\$ 35,100	\$ 20,567	\$ 39,815	\$ 15,852	\$ 98,500	\$ 80,168		
Other Donations	\$ 7,108	\$ 1,965	\$ 5,143	\$ 18,876	\$ 65,666	\$ (46,790)	\$ 20,015	\$ (1,139)	\$ 98,500	\$ 70,156		
Solicited Gifts	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -		
Tributes/Memorials	\$ 1,110	\$ 1,110	\$ -	\$ 13,383	\$ 10,534	\$ 2,849	\$ 44,445	\$ (31,062)	\$ 15,800	\$ 69,675		
Grants	\$ 2,000	\$ -	\$ 2,000	\$ 17,000	\$ 20,000	\$ (3,000)	\$ 15,000	\$ 2,000	\$ 20,000	\$ 15,400		
Tribute Trellis	\$ 500	\$ -	\$ 500	\$ 2,645	\$ 3,468	\$ (823)	\$ 1,300	\$ 1,345	\$ 5,200	\$ 3,038		
Donation Boxes (General)	\$ 2,230	\$ 2,991	\$ (761)	\$ 11,583	\$ 16,166	\$ (4,583)	\$ 15,385	\$ (3,802)	\$ 18,900	\$ 19,351		
Tram Rider Donations	\$ 1,346	\$ 1,082	\$ 264	\$ 3,894	\$ 2,841	\$ 1,053	\$ 3,160	\$ 734	\$ 3,723	\$ 3,655		
<b>TOTAL Development Revenue****</b>	\$ 21,667	\$ 8,568	\$ 13,099	\$ 123,548	\$ 153,775	\$ (30,727)	\$ 139,120	\$ (15,572)	\$ 260,623	\$ 261,443		
<b>All Membership Revenues (to support operations)**</b>	\$ 33,986	\$ 29,823	\$ 4,163	\$ 224,973	\$ 236,710	\$ (11,737)	\$ 230,423	\$ (5,450)	\$ 334,365	\$ 324,411		
<b>All Special Event Revenues (to support operations)</b>	\$ 45,168	\$ 27,299	\$ 17,869	\$ 354,870	\$ 359,947	\$ (5,077)	\$ 349,587	\$ 5,283	\$ 393,022	\$ 409,260		
<b>Foundation Disbursements (to support operations)</b>												
Bolz Family Fund at MCF	\$ -	\$ -	\$ -	\$ 12,301	\$ 13,500	\$ (1,199)	\$ 12,748	\$ (447)	\$ 13,500	\$ 12,748		
OBS Foundation	\$ -	\$ -	\$ -	\$ 127,620	\$ 127,620	\$ -	\$ 119,710	\$ 7,910	\$ 170,160	\$ 159,613		
<b>Total Foundation Disbursements</b>	\$ -	\$ -	\$ -	\$ 139,921	\$ 141,120	\$ (1,199)	\$ 132,458	\$ 7,463	\$ 183,660	\$ 172,361		
<b>Total - Budgeted Operations Revenue</b>	\$ 100,821	\$ 65,690	\$ 35,131	\$ 843,312	\$ 891,552	\$ (48,740)	\$ 851,588	\$ (8,276)	\$ 1,171,670	\$ 1,167,475		
<b>Additional Gifts (not included in the operating budget)</b>												
Donor Designated Contributions	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ 16,295	\$ (14,295)	\$ -	\$ 93,102		
Bequests/Endowment Contributions	\$ 14,230	\$ -	\$ 14,230	\$ 137,382	\$ -	\$ -	\$ -	\$ 137,382	\$ -	\$ 1,000		
<b>Total Additional Gifts Revenue</b>	\$ 14,230	\$ -	\$ 14,230	\$ 139,382	\$ -	\$ -	\$ 16,295	\$ 123,087	\$ -	\$ 94,102		
<b>Total: All Revenue without GIK</b>	\$ 100,821	\$ 65,690	\$ 49,361	\$ 982,694	\$ 891,552	\$ (48,740)	\$ 867,883	\$ 114,811	\$ 1,171,670	\$ 1,261,577		
<b>Gifts in Kind</b>	\$ 15,241	\$ -	\$ 15,241	\$ 26,044	\$ -	\$ -	\$ 12,962	\$ 13,082	\$ -	\$ 172,765		
<b>Grand Total</b>	\$ 116,062	\$ 65,690	\$ 64,602	\$ 1,011,738	\$ 891,552	\$ (48,740)	\$ 880,845	\$ 127,893	\$ 1,171,670	\$ 1,434,342		

OBS Development Report - Unaudited  
August, 2013

V. D.

\* May include Pledges entered into RaisersEdge, not reflected on Quickbooks because the actual payment has not been received.

\*\* Difference between August RE & Quickbooks due to \$2565 transfer from Annual Appeal to Membership last month, and \$55 bank error reconciled last month. YTD (

\*\*\*\* 2012 YTD previously reflected \$224 raffle income. This is no longer a line item and does not appear on the 2013 report.

Definitions:	
Annual Fund:	<u>In response to 2 mailed solicitations/year - Spring &amp; Year-end Appeals</u>
Other Donations:	<u>Donations received that can't be associated with an appeal, solicitation, solicitor, etc.</u>
Solicited Gifts (outside of appeals):	<u>Includes: Major gifts, Benches, Corporate Sponsors (non-event) due to direct personal contact from solicitor</u>
Grants:	<u>Includes: Operations support, projects w/in operating budget</u>

BOARD REPORT – SPECIAL EVENTS  
SEPTEMBER 11, 2013

Leaf Mulch Sale

Load-Your-Own Bag sales ended Labor Day weekend due to the deterioration of the bags. Bag sales were down approximately \$9,842. Four bulk mulch sales are scheduled for this fall, creating an opportunity to increase the overall revenue. We are investigating a new recyclable bag that can withstand prolonged UV exposure.

CRACKLE, Fire & Froh

Advanced tickets (375) for CRACKLE went on sale Tuesday, September 2 and only 200 tickets remain. To help keep up the excitement about the day of event ticket sales (if possible) we decided to start selling the presale tickets closer to the event date in the hopes that they sell out right before. An additional 250 tickets will be sold the day of the event, weather permitting.

We have received several complaints about the services charges for the online ticket sales. The service fees include a \$1.00 fee for the use of Ticketfly, the online software company that processes all transactions, and a 3% credit card/ticket processing fee, which averages about \$3.25 per ticket (\$23.18 members/\$28.85 nonmembers). Olbrich is contracted to work with Ticketfly for one year, this service will be reevaluated at the end of the contract. Research done prior to signing on with Ticketfly showed that their service fees are very comparable to other online ticket services.

The radio marketing campaign with 105.5 Triple M went into full effect last week and online ads will be featured on thedailypage.com. Pat Gallagher from Triple M will MC the event again this year.

Holiday Express Show

The horticulture staff is working on developing a candy land concept for Holiday Express. The Madison Flute Choir is booked for the preview party festivities on December 6. I will be meeting with Cindy Sullivan to evaluate the possibility of using the Gift Shop's POS system for the Holiday Express admission/cashier station.

Winter Concerts 2014

The 2014 Winter Concert series is almost completely booked and will include several new musicians/bands.

Home Garden Tour 2014

The HGT committee has been working with staff to finalize the 2014 garden selections. Formal invitations have been mailed to each homeowner. We received two declines, but have confirmed a total of six garden sites. Another invitation has been extended to add a seventh garden. The tour will feature gardens in the University Heights neighborhood. We anticipate the Chancellor's House as the tour center (main ticket outlet during the tour days). The HGT Committee will meet to review potential sponsors in November.

Rhapsody in Bloom 2014

The first RIB Committee meeting will be held on September 18. Jane Gilbertson and Carrie Planert have been confirmed as new RIB committee members.

Budgets

The first drafts for the 2014 event budgets are being researched and created.

Submitted by: Melissa Jeanne, Special Events Coordinator



**Membership Totals by Year**

	Aug-13	Aug-12	Aug-11	Aug-10
Circle (Life) (\$3000)	457	427	413	403
Angel (\$1000)	3	3	3	1
Benefactor (\$500)	7	9	9	7
Patron (\$250)	54	55	54	48
Contributor (\$100)	592	524	478	444
Family & Guests (\$65)	1081	918	789	728
Family (\$55)	2217	2,419	2,311	2,114
Friend Plus One (\$50)	1145	1,062	974	817
Friend (\$40)	1176	1,126	1,186	1,216
<b>Total Households</b>	<b>6,732</b>	<b>6,543</b>	<b>6,217</b>	<b>5,778</b>
<b>Total Persons</b>	<b>11280</b>	<b>10,134</b>	<b>9,443</b>	<b>8,734</b>

**Membership Campaign Results**

APPEAL	August TOTALS	YTD TOTALS
Campaign - free class	5	26
Campaign - concerts and other on-site events	0	0
Campaign - Groupon	0	1
Campaign - Pros Mailing - Rejoin	0	0
Campaign - Pros Mailing - OBS List	0	0
Campaign - Leaf Mulch	0	5
Campaign - Home Garden Tour	0	42
Campaign - Holiday Show	0	0
Class Generated	0	0
Complimentary	11	65
Event (BB)	213	423
Event (Garden Expo, Plant Sale, Spring Show, Quilts)	0	391
Gift Shop	4	55
Gifted	5	35
Mail/Phone	14	148
Newsletter	0	0
Online/Web	60	353
Renewal - Misc	0	0
Renewal 1	152	1,653
Renewal 2	40	343
Renewal 3	16	86
Visit to the Gardens	14	190
<b>TOTALS</b>	<b>534</b>	<b>3,816</b>

**New and Renewing Members for August 2013**

Category	New Members - August	Renewals - August	Rejoins - August**
Friend (\$40)	13	55	3
Friend Plus One (\$50)	28	60	11
Family (\$55)	75	98	36
Family & Guests (\$65)	39	51	8
Contributor (\$100)	8	45	1
Patron (\$250)	1	3	0
Benefactor (\$500)	0	1	0
Angel (\$1000)	0	1	0
Circle (\$3,000)	0	0	0
<b>TOTALS</b>	<b>164</b>	<b>314</b>	<b>59</b>

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

