

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
November 20, 2018

Members Present: Julie Rupert, Dick Wagner, Mary Phillips, Kevin Hess, Alnisa Allgood, Erik Lincoln, Tim Sherry, Michelle Taschek, Brad Hinkfuss, Angela Jenkins, Eric Knepp, Laurel Neverdahl, Nancy Ragland, Roberta Sladky

Members Absent: Bill White, Renee Boyce, Philip Bradbury, Dan Lauffer, Susan Derse Phillips, Betty Chewning

Advisors Present: Fred Anderson, Jt Covelli, Dan Matson, Barb Tensfeldt

Staff Present: Patti Jorenby, Camela King, Samantha Malone, Katy Plantenberg, Katey Pratt, Rylee Schuchardt, Kai Skadah, Hannah Tubbs, Joe Vande Slunt

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

II. APPROVAL OF MINUTES

A motion was made by Mr. Hess and seconded by Mr. Sherry to approve the meeting minutes of October 16, 2018. 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. Olbrich's Holiday Show 2018 – Joe Vande Slunt, Katy Plantenberg, Camela King, Katey Pratt and Samantha Malone

Holiday Express takes place Dec 1 – 31, the longest possible show, and November 30th is the Member Preview Party from 3 – 6pm. The Train Show is now the #3 fundraising event (GLEAM is #1 and Blooming Butterflies is #2). Gift Memberships are available thru Dec 31st – a current member may purchase a NEW gift membership for someone at ½ price.

The Gift Shop has re-designed their area due to the expectation of lost Lobby space due to construction. There will be self-service coffee/hot chocolate machines and staff available to assist. A “selfie station” is also set up for ease of snapping a holiday photo.

Poinsettias had to be purchased for the show at 3 times the cost of growing them ourselves. This affected the overall budget, so staff is being very creative with budget, use of homemade materials and items borrowed to us or donated by volunteers. The theme is “I Spy...” and outdoor garden staff used photos from the books as inspiration for the many different displays of the show. Walk through it multiple times to see all the scenes and objects work that make up the show.

V. REPORTS

A. Vice-President's Report

a. Capital Campaign Update – Joe Vande Slunt reports that current balance is \$4,868,555

b. Project Update written report (included in packet)

c. Update regarding an OBSF Board Resolution that authorized future lending of funds to the Olbrich Botanical Society Capital Project from the Olbrich Botanical Society Foundation (resolution in packet, pages 4 & 5)

This item is informational only – no action taken.

- Correct title on resolution to include “Foundation”
- Project is likely to be closed out in 2020, so the last payment is expected to be due in December 2020

B. Financial Report

a. September 2018 Financials – Ms. Phillips reviewed the September financial report. She noted that we are favorable to budget for both the month and YTD for revenue. Expenses are lower than budgeted YTD.

Ms. Sladky reported that staff have been working on the 2019 budget for the past 8 weeks. A number of revenue items for the 2019 calendar won’t happen due to construction (no pansy sale, no greenhouse, reduced classes, etc...). Staff are working to include narratives in the budget so that the Board has a better understanding of the process.

C. Director’s Report

Ms. Allgood reminded board members that Lynn Jacobson - Horticulture Librarian, retired today after 17 years with Olbrich Botanical Society.

A motion was made by Ms. Allgood and seconded by Mr. Wagner to thank Lynn Jacobson for her many years of service to Olbrich Botanical Gardens, its members and the public. Motion carried unanimously.

D. Development Report

Joe Vande Slunt notes that “Giving Tuesday” is November 27th. We haven’t fully capitalized on this opportunity in the past. For 2018, a goal of \$2500 for Explorer Scholarships was set. Please watch for e-blasts, and share with your friends.

There is a Planned Giving Seminar scheduled for Friday, June 7th, 2019. Olbrich Botanical Society celebrates its 40th birthday in 2019.

E. Marketing & Public Relations Report

Katy Plantenberg reported that she is working on 2019 ad agreements, so can get the reduced rates and maximize free advertising. *Garden to Glass* has registrants in December and early January and the Board will get to experience this right after the December 18th meeting. We have a goal in 2019 to have a stronger presence on Instagram, so please “follow” us.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

There are no announcements.

VIII. ADJOURNED

The meeting adjourned at 5:02pm.