

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
March 18, 2014

Members Present: Tim Sherry, Kevin Hess, Dick Wagner, Jennifer Curliss, Kevin Briski, Julie Herfel, Dan Lauffer, Tricia Perkins, Marsha Rummel, Emanuel Scarbrough, Roberta Sladky, Michelle Taschek, William White

Members Absent: Janet Loewi, David Ahrens, Fred Anderson, Carolyn Gilb, Laurel Neverdahl, Erin Ogden, Susan Phillips, Sue Thering, Mike Whaley

Advisors Present: Jt Covelli, Sandy Dolister, Elizabeth Ogren Erickson

Staff Present: Ann Heiden, Patti Jorenby, Jane Nicholson, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Taschek and seconded by Mr. Hess to approve the meeting minutes of February 25, 2014. 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

a. Proposed Resolution re: expansion-- by Dick Wagner

After some discussion the Resolution was presented:

Whereas, Olbrich Botanical Society (OBS) and the City of Madison (City) through Madison Parks partnered to undertake an architectural planning effort for Olbrich Botanical Gardens' facilities with a twenty-five year horizon, and

Whereas, The firm HGA of Milwaukee was selected and conducted an extensive public process with five community participation sessions, and

Whereas, Informational presentations on the facilities plan have been made to the Parks Commission, the Urban Design Commission, and the Mayor's Office, and

Whereas, OBS leadership has researched its own fund-raising capacity, and has developed a plan for phasing the project, and

Whereas, The city has in its long range capital budget a project of \$10 million with funding split 50/50 between the City and OBS,

Therefore be resolved that Olbrich Botanical Society Board and Board of Advisors in consideration of the master plan and weighing financial issues now supports the following

Phase 1 plan. Phase 1 includes a new Education Wing and connecting glass corridor to the present facilities, replacement of the existing 30 year old production greenhouse for a more energy and space efficient production greenhouse, with an alternate to be bid for the repurposing of the present atrium into a relocated library and visitor service facility. Phase 1 also includes the sustainable green roof feature for the education wing and additional site restoration, repairs to the atrium building, relocation of activities normally programmed in the Atrium and additional HVAC and site issues that will be identified in design development. (see attached document)

Let it be further resolved that OBS commits to a financial/fundraising plan of \$5 million to match the city's share in the same amount, which shall consist of a capital campaign to raise at least \$3 million; a commitment of \$1 million from the Society's operating reserves, and a fund potentially comprised of a portion of bequests not otherwise donor-designated to be transferred to endowment if not required by the capital campaign. This component to be discussed with the Olbrich Botanical Society Foundation Board.

A motion was made by Mr. Wagner and seconded by Mr. Lauffer to approve the resolution. Motion carried unanimously.

b. Capital Campaign Discussion

President Sherry discussed previous capital campaigns and reviewed documents in Board packet.

B. Financial Report

a. February 2014 Financials

Ms. Curliss reviewed the financials and reported that the numbers look great.

b. Audit Update

The audit went well and Smith and Gestelend's auditors will present their findings at the April meeting. The firm has started to prepare the 990 tax return.

C. Director's Report

Ms. Sladky reviewed staff reports. Attendance has stayed up and the Gift Shop is over budget as of March 31. Conservatory maintenance/closure is underway and, for the first time, is scheduled during the Spring Show so that visitors have something to see while the Conservatory is closed. Per the greeters, this strategy is well-received and will occur again next year.

D. Development Report

Ms. Covelli reports that Spring Show attendance is doing well. Ms. Ogren Erickson is doing grant writing and submitted a grant to Evjue Foundation requesting \$10,000 and to Courtier Foundation requesting \$10,000. Blooming Butterfly letters went out this week and the goal is \$23,000. Work is continuing on the Hilldale panels – one is done and the other is in progress.

Staff Written Reports:

Ann Heiden attended a conference for non-profits last week in Milwaukee. They noted that in 2012, 72% of contributions came from individuals and 6% from corporations. This pattern has

been consistent since 1973. Which non-profits receive the most donations ?- educational and religious. The smallest amount goes to environmental causes.

E. Marketing & Public Relations Report

Ms. Covelli reports the committee recently had their quarterly meeting and they are doing a lot of work on publicity.

V. NEW BUSINESS

There is no new business.

VI. ANNOUNCEMENTS

- * Thai Fest likely in September – still determining date
- * Thai Consulate in Chicago wants to bring Thai performers to Olbrich and will likely perform at the June 24th Summer Concert, prior to scheduled artist – probably @ 5:30pm, with regular concert at 7pm
- * Cocktails in Conservatory this Friday, March 21st, 7 - 11pm
- * Mr. Briski gave a Garver Update – The Surplus Committee is being selected and they will create the RFP, issue, accept, review and recommend.

VII. ADJOURNMENT

Meeting was adjourned at 5:00pm.