

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
May 20, 2014

Members Present: Tim Sherry, Kevin Hess, Dick Wagner, Fred Anderson, Carolyn Gilb, Julie Herfel, Tricia Perkins, Susan Derse Phillips, Michelle Taschek, William White, Roberta Sladky

Members Absent: Jennifer Curliss, Janet Loewi, Dan Lauffer, Erin Ogden, David Ahrens, Kevin Briski, Laurel Neverdahl, Marsha Rummel, Sue Thering

Staff Present: Natasha Fuller, Patti Jorenby, Katy Plantenberg, 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 April 29, 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. **OLBRICH STAFF PRESENTATION**

a. Membership Strategies/Recruitment – by Natasha Fuller, Development & Membership Manager

Ms. Fuller shared data on membership retention rates by appeal and discussed the various reasons for the retention rates. She also distributed a Membership Recruitment Strategy Plan (attached.) retention rates, membership by appeal and distributed a Membership Recruitment Strategy Plan.

- Some notable numbers about retention over the years:
 - 73% of memberships started in 2012 are still in force;
 - 62% of memberships started in 2009 are still in force;
 - 43% of memberships started in 2003 are in still in force
- Blooming Butterflies brings in the highest # of new memberships, about 300
- Non-event memberships (ones that don't happen at BB, Garden Expo, etc..) have a higher renewal rate

V. **REPORTS**

A. President's Report

a. Nominating Committee Report

1. Board Vacancy – Past President Janet Loewi and Treasurer Jennifer Curliss recommended that Mary Phillips be elected to replace Mike Whaley on the Board of Directors. (Mike resigned in May.)

Mary Phillips was born on the near east side of Madison and has enjoyed visiting Olbrich her entire life. She is very fond of the gardens and excited about the

opportunity to join the Board. Mary brings over 14 years of experience in multiple industries with a strong blend of management, financial and technical knowledge. She has deep experience working with a broad variety of financial systems and focuses on the Company's financial organization including general management accounting and reporting, treasury functions, internal controls, information technology, human resources, facilities, risk management, audits, contracts, grants, raising capital and debt financing. Her financial and administration experience spans from numerous bio-technology and hi-technology start-ups to large manufacturing and supply corporations.

Ms Curliss was unable to attend the Board meeting but wrote, "I have known Mary since 2007 and have always been impressed by her commitment and dedication to any task that comes her way. In addition to her professional attributes, she is an enjoyable person to be around – always willing to help when needed, whether asked or not. I feel she would be a great asset to our Board – especially with our upcoming capital campaign."

A motion was made by Ms. Sladky and seconded by Mr. Hess to approve the nomination of Mary Phillips to the OBS Board of Directors. Motion carried unanimously.

2. Advisor – Emanuel Scarbrough has left his position on the Board because service on the Park Commission is complete. Ms. Loewi recommended that he become an Advisor to the OBS Board.

A motion was made by Mr. Wagner and seconded by Mr. White to approve the recommendation that Emanuel Scarbrough become an Advisor to the OBS Board of Directors. Motion carried unanimously.

There is a going away party for Ann Heiden on May 27th at 4pm and all Board members are invited. Watch your email for details.

Mr. Wagner reports that the Phase 1 building recommendations were presented at the Park Commission last week and were generally well received.

B. Financial Report

Ms. Sladky reports that April revenue and expenses are both slightly behind budget. Membership is down for April, but is ahead of goal for YTD.

C. Director's Report

Ms. Sladky reviewed staff reports. Interviews for Ann Heiden's position will start next week – there are six candidates. The Respite Pavilion is almost complete in the serenity garden. Attendance continues to be strong and 7700 summer plants were grown in the Greenhouse for the outdoor gardens.

D. Development Report

Ms. Sladky asked that you review the Development Reports.

E. Marketing & Public Relations Report

Ms. Sladky asked that you review the Marketing Report.

VI. NEW BUSINESS

There is no new business.

VII. ANNOUNCEMENTS

- Rhapsody (June 21st) tickets are still available
- Event schedule is in the packet (events Board members may want to attend)

VIII. ADJOURNMENT

The meeting was adjourned at 5:00pm