

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**January 21, 2014**

Members Present: Tim Sherry, Kevin Hess, Dick Wagner, Janet Loewi, Fred Anderson, Julie Herfel, Dan Lauffer, Laurel Neverdahl, Emanuel Scarbrough, Marsha Rummel, Roberta Sladky, Michelle Taschek, Bill White

Members Absent: Jennifer Curliss, David Ahrens, Kevin Briski, Carolyn Gilb, Erin Ogden, Tricia Perkins, Susan Phillips, Mike Whaley

Advisors Present: Jt Covelli, Edith Lawrence-Hilliard, Dan Matson, Paul Williams

Staff Present: Ann Heiden, Patti Jorenby, Marty Petillo, Nancy Vidlak

**I. President Sherry called the meeting to order at 4:05pm.**

**II. APPROVAL OF MINUTES**

A motion was made by Ms. Loewi and seconded by Ms. Rummel to approve the meeting minutes of December 17, 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**

Volunteer Services Manager Marty Petillo's presentation "National Trends in Volunteer Engagement" reviewed the big picture in volunteerism and how Olbrich's program is responding to expected changes. She then introduced *ReImaging Service*, a new national program that is based on a coalition of multi-sector organizational representatives from nonprofits, government, education, faith-based organizations, funders, and corporations, working to increase the impact of volunteers. While the Olbrich Volunteer Program rates highly according to criteria defined by this new program, one area of growth will be developing strategic partnership with local businesses to engage more professional skills-based volunteers.

**V. REPORTS**

**A. President's Report**

President Sherry introduced new Board member, Bill White. He also noted there will be a Capitol Campaign update at the February 25<sup>th</sup> mtg (note date change).

**B. Financial Report**

Ms. Sladky reviewed the financial report summary provided by Ms. Curliss. The 2013 year end financials look very good, but noted that a few expenses still need to be reflected in the final year end numbers – 401K match (@ approx. \$17,000), and the last payroll of 2013 is reflected in 2014, but a portion will be charged back to 2013.

**C. Director's Report**

Ms. Sladky explained a new notice will be included in each Board packet (page 5 of this month) and will show upcoming events you might want to get on your calendar. Staff reports were reviewed and it was noted that the overall attendance was pretty consistent with 2012.

**D. Development Report**

Ms. Covelli reported that 500 people attended the January Children of the Rainforest performances. The next will take place on February 15<sup>th</sup>. The Sponsor Party is scheduled for January 30<sup>th</sup> and Cocktails in the Conservatory is January 31<sup>st</sup>. Ann Heiden distributed a handout – Annual Fund by Appeal Analysis- which is attached.

**Capitol Campaign:** Kevin Hess distributed a handout which lists and describes a number of roles/positions that Board members typically fill when an organization is running a Capitol Campaign. Attached.

**E. Marketing & Public Relations Report**

Ms. Covelli reported that staff is working on increasing awareness on Facebook and that Instagram may be added to Olbrich's social media efforts.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

There are no announcements.

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:00pm.