

**OLBRICH BOTANICAL SOCIETY  
Board of Directors Meeting Minutes  
March 21, 2023**

**Members Present:** Alnisa Allgood, Susan Goodwin, Maurice Sheppard, Julie Bernauer, Matt Cornwell, Bethany Ordaz, Juscha Robinson, Sandi Statz, Liz Dannenbaum, Moira Harrington, Laurel Neverdahl; Tanya Zastrow

**Members Absent:** Laura Peterson, Philip Bradbury, Renee Boyce, Bill Patek, Julie Rupert, Betty Chewning, Eric Knepp

**Advisors Present:** Jt Covelli

**Staff Present:** Tom Fullmer, Jake Immel, Lisa Laschinger (Assistant Parks Superintendent), Liz Parker, Kai Skadah, Joe Vande Slunt

**I. The meeting called to order at 4:02 pm.**

**II. APPROVAL OF MINUTES**

A motion was made by Ms. Ordaz and seconded by Ms. Statz to approve the meeting minutes of February 28, 2023. Motion carried unanimously.

**III. PUBLIC COMMENTS**

There were no public comments.

**IV. REPORTS**

**A. President's Report**

- a. **Board Committees** – Ms. Zastrow stated that the strategic plan called out areas where a Board committee would be of assistance to staff. She added that some of the committees would be started earlier, particularly the HR Committee and the Finance Committee. Ms. Zastrow reviewed the descriptions of these proposed committees that she emailed to the Board on 03/20/2023. She noted that the time commitment for both committees would be once per month, and maybe more often if there was a project going on or during peak budget season. She asked Board members to email herself and President Allgood, if interested.
- b. **Strategic Plan Final Approval** – Ms. Zastrow reviewed the updated items that were on the final strategic plan that was emailed to the Board on 03/20/23. These items included an update to the capital improvement projects after the recently received assessment that was conducted, boosted revenue goals, selecting and implementing a volunteer software program that integrates with Salesforce, and updating the volunteer onboarding and training to include prohibited harassment and unconscious bias training for all forward facing volunteers. Ms. Zastrow noted that this was an internal document that would be for internal use only and that a public piece was in progress. Also in progress was the tracking document to track the progress of the items in the plan.

There was a conversation about waiting on assessment items until a master plan was developed. The Board also discussed the section about forward facing volunteers attending the non-bias training and if that should be changed to all volunteers attending the training. It was decided that all volunteers should attending this training and Ms. Zastrow changed that wording in the plan. Ms. Zastrow thanked the Board for helping make the plan come to life and for helping make sure it's an active plan that we use to guide our future.

A motion was made by Ms. Dannenbaum and seconded by Vice President Goodwin to approve the final strategic plan, with the amended language that 'all volunteers' would attend the non-bias training, not only the 'forward facing volunteers.' Motion carried unanimously.

- c. **By-Laws Review** – It was noted that the Board would receive a full review of the draft that was revised by the By-Laws Committee, and discuss this topic further at the upcoming Board Retreat on May 5.
- d. **Website Preview** – Ms. Zastrow explained how this new website project was funded, which included a federal IMLS grant, and funding from OBS. PR & Marketing Coordinator Tom Fullmer showed a preview of the new Olbrich website, noting that the current site was first deployed in 2009. He explained that the new website would help advance the mission, brand, and messaging of the Gardens through new features, better functionality (both front end & back end), smarter user experience design, and an adjustment of overall site navigation. He scrolled through the site, showing new sections that included: Garden Highlights; Sustainability; an interactive, digital map; Garden Stories (Olbrich’s blog); and an event calendar that would show all programs, classes, etc. and would have filtering options to search for specific topics of interests. He showed the menu bar which had the following options: Visit; Events; Learn; Explore; and Support. Mr. Fullmer noted that the new site would also have a search function that would search the entire website’s content.

Mr. Vande Slunt added that Veevart, the payment solution that would allow a donor to make a donation, renew their membership, purchase an event ticket, and register for a class at the same time, was currently going through the City’s approval process.

#### **B. Financial Report**

- a. **January 2023 Financials** – The Board was encouraged to review the January 2023 Financials.

#### **C. Director’s Report**

- a. **Guest Survey Options** – Ms. Zastrow introduced a type of guest survey that uses cellphones to collect guest data. She shared information about two of the companies that Olbrich was learning more about: [Placer.Ai](#) and [Alexander Babbage](#). She noted that Alexander Babbage was a company that was being used by quite a few botanic gardens and that they have benchmarking set-up with over 150 botanic gardens already.

There was discussion about needing a policy to lay out how Olbrich would use the data it received, and use that as a moral guide. It was suggested that we could invite other gardens that use this type of survey to give testimonials of their experience.

Ms. Zastrow added that this was a brief introduction into this type of guest data collection, and this topic would be discussed further at future meetings.

#### **D. Development Report** – The Board was encouraged to review the Development Report.

#### **V. NEW BUSINESS**

There was no new business.

#### **VI. ANNOUNCEMENTS**

There were no new announcements.

#### **VII. ADJOURNED**

The meeting adjourned at 5:21 pm.