

OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
November 19, 2013

Members present: Tim Sherry, Dick Wagner, Jennifer Curliss, Janet Loewi, Fred Anderson, Kevin Briski, Dan Lauffer, Laurel Neverdahl, Tricia Perkins, Marsha Rummel, Roberta Sladky, Susan Stein, Michelle Taschek

Members absent: Kevin Hess, David Ahrens, Carolyn Gilb, Julie Herfel, Mark McFadden, Erin Ogden, Emanuel Scarbrough, Mike Whaley

Advisors present: Jack Bolz, Jt Covelli, Paul Williams

Staff Present: Kelsey Dodson, Natasha Fuller, Ann Heiden, Patti Jorenby, Nancy Vidlak

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

II. **APPROVAL OF MINUTES**

A motion was made by Ms. Loewi and seconded by Mr. Wagner to approve the meeting minutes of September 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**

a. Member Initiatives through end of 2013

Natasha Fuller, Development Specialist, and Kelsey Dodson, Development Assistant provided information to the board about end of year initiatives to boost membership, including the following: 1/2 price gift membership; Better Homes & Gardens subscription premiums; Sponsor a Tree program; prospect e-mails to 500 lapsed members; copies of the newsletter in Lobby w/new member sign up attached; and the Greeter Desk challenge (greeters to get 1 new membership per shift – 37 to date). The goal for the Holiday Show is 100 new members and new members will receive a Holiday seed ornament. The membership will be staffed throughout the show and with a special display by the Horticulture staff. New members will begin to receive advance notice and early registration for classes.

V. **REPORTS**

A. President's Report

President Sherry noted that there is on-going work on the expansion project behind the scenes. More information will be available at the February meeting so that board members can discuss and provide feedback in March. A phasing plan is being prepared. Please note that the 2014 meeting dates do not always fall on the 3rd Tuesday of the month due to holidays and elections.

a. Nominating Committee Report

Ms. Loewi reported that there are five openings on the Board for next year, although three include officers and could be extended (Tim Sherry, Jennifer Curliss and Janet Loewi). The full slate of candidates will be presented and voted on at the December meeting.

B. Monthly Financial Report

Ms. Curliss reported net revenues of \$91,000 and net expense of \$94,000. The OBS Foundation distribution was reported for the quarter, so a net increase in the budget of \$40,000. Special Events are up @ \$9,000, mostly due to Crackle and the timing of the Holiday Show.

C. Director's Report

Ms. Sladky gave an overview of the City of Madison side of the Olbrich budget. The total spending budget is \$1,448,013, with budgeted revenue of \$352,000, so net budget of \$1,096,013. The distribution is as follows: 40% Maintenance, 12.2% Conservatory, 5.2% Volunteers 32.8% Outdoor Gardens, 15.6% Administration,. Services that do not show up in Olbrich's operating budget include Human Resources, Information Technology, and Parks services such as forestry. In addition, the City of Madison CIP budget provides for capital improvements such as the roof and new restrooms that were completed in 2013.

The revenue side of the City Budget (\$352,000) is budgeted as follows: 38.8% rentals; 10.8% catering; 25.6% conservatory admissions; 4.3% expense reimbursements (speaker fees, etc...); and 20.6% UW - Madison support for the Thai Pavilion and Garden.

D. Development Report

Ann Heiden reports that the annual fund appeal is doing well, but "Other Donations" is still behind. She feels those donations are being realized, just in other areas. Ann wished to thank Ms. Covelli for working with Adams Outdoor Advertising to arrange free billboard space for Olbrich, whenever there isn't a paid customer using the electronic billboards. Poinsettia delivery will begin soon, see Ann if you haven't signed up yet.

E. Marketing & Public Relations Report

Ms. Sladky reports that Ms. Covelli, Ms. Herfel and staff from Decision Point have met with OBS staff to discuss marketing needs to precede the Capital Campaign.

VI. NEW BUSINESS

There was no new business.

VII. ANNOUNCEMENTS

- The City of Madison Planning & Development Dept is working on an RFP for Garver. It will likely be brought to the December or January Board meeting for review. The RFP draft will then go to the Park Commission for review and approval, then to a "surplus" committee for review and finally posted to the public.
- Holiday Express Flower and Train Show Member Preview Party is Friday, Dec. 6th from 3 – 7pm.

VIII. ADJOURNMENT

The meeting was adjourned at 4:55pm.