

**OLBRICH BOTANICAL SOCIETY**  
**Board of Directors Meeting Minutes**  
**September 20, 2016**

**Members Present:** Kevin Hess, Bill White, Dick Wagner, Tim Sherry, Renee Boyce, Julie Herfel, Dan Lauffer, Susan Derse Phillips, Michelle Taschek, Eric Knepp, Laurel Neverdahl, Roberta Sladky

**Members Absent:** Mary Phillips, Erin Ogden, Julie Rupert, David Ahrens, Jeffrey Lewis, Marsha Rummel, Betty Chewning

**Advisors Present:** Jt Covelli, Janet Loewi, Dale Mathwich, Tricia Perkins, Barb Tensfeldt

**Staff Present:** Jake Immel, Patti Jorenby, Ashlyn Mehlhaff, Jane Nicholson, Joe Vande Slunt

I. Meeting was called to order at 4:05 pm.

II. **APPROVAL OF MINUTES**

A motion was made by Mr. White and seconded by Mr. Wagner to approve the meeting minutes of August 16, 2016.

It was noted in the July meeting minutes that Olbrich had submitted the requested cuts to 2017 budget and that some options included reduction of staff, but that would also mean reduction of services, hours, etc. It was requested that a note be added re: the July meeting and the discussion of the City of Madison budget to reflect that in that discussion, the Parks Superintendent noted he did not plan to accept any proposals to Olbrich budget that included staffing or service reductions.

The motion with note was carried unanimously.

III. **PUBLIC COMMENTS**

There were no members of the public who wished to comment on items not on the agenda.

V. **REPORTS**

**D. Development and Marketing Staff Update**

a. 2016 Olbrich Gardens Membership Survey – Joe Vande Slunt, Membership and Development Specialist

The Membership Dept recently completed a membership survey and were pleased to receive a response rate of 26% (goal was 20%). The full report is in the Board packet, but overall Olbrich has a 99% approval rating from members.

IV. **COOPERATION AND COORDINATION AGREEMENT between Olbrich Botanical Society and City of Madison** – Roberta Sladky, Director

Board members reviewed the agreement a second time. It is noted there are still questions on the Affirmative Action language. Mr. White feels the contract benefits OBS and that the Affirmative Action information just is what it is and we have always held to its standards, even if we didn't see it in writing.

Mr. Wagner noted that this process started due to a situation between the City of Madison and a different group, which made the City Attorney want to clarify a lot of these relationships between the City and affiliated organizations. The City is also open to changing the term of the contract from 20 years – it was just a starting point and could be changed to 5 years or longer than 20 years.

Board members asked if there was any follow up to the 2004 audit/review. Mr. Knepp thought there was and will try to find any documentation.

A motion was made by Mr. Wagner and seconded by Mr. Lauffer to approve that Olbrich Botanical Society move into the Cooperation and Coordination Agreement with the City of Madison. Motion carried unanimously.

Mr. Knepp noted that this will go to Common Council, then back to the Park Commission at the October meeting and hope to have it will be adopted before the November 11<sup>th</sup> budget meeting.

## V. **REPORTS** (resume)

### A. **President's Report**

a. Capital Campaign Update – Ashlyn Mehlhaff reported \$2.4 million has been raised to date (all commitments, pledges, corporate and individual) and that \$516,000 in the bank. She is also working on contacting priority donors who have not been contacted yet.

Board members expressed concern re: recent suggestions of changes to City of Madison Capital Budget and it's affects on our Capital Campaign. President Hess will draft a response to the Mayor regarding the letter he sent the Board. (attached)

### B. **Financial Report**

Ms. Phillips provided financial updates to Ms. Sladky. YTD Net Income is lower than last year at this time by \$11,000, but compared to budget, YTD is higher than expected with a positive variance of \$55,000.

Revenue – Revenues are slightly less than budget but the gap is expected to close by by year end. Special Events will likely not make budget due to loss of leaf mulch sale and sponsorships at previous years' levels, most businesses are focusing on sponsoring equity and social justice. The budget for next year will reflect that.

Expense – We are seeing some savings in expense in every department and this has allowed us to maintain a positive Net Operating Income where we had budgeted a Net Operating Loss.

### C. **Director's Report**

Ms. Sladky requests you read staff reports and noted there is a contest for volunteers to guess the total attendance for this year. Staff met with a group from the Chicago Thai Consulate to discuss Thai Pavilion repairs.

### D. **Development & Marketing Staff Update** (continued)

Development financials were distributed at the meeting. A "DRAFT" copy was included in the packet in error.

**E – F. Development Committee Report & Marketing and Public Relations Report**

Ms. Covelli reported that Marketing Committee is working far out into the future, anticipating Katy Plantenberg maternity leave. Rhapsody Committee has its first meeting next week, Home Garden Tour is set for 2017, GLEAM is in process and CRACKLE is next week.

**VI. NEW BUSINESS**

There is no new business.

**VII. ANNOUNCEMENTS**

There are no announcements.

**VIII. ADJOURNMENT**

The meeting was adjourned at 5:15pm.