

**OLBRICH BOTANICAL SOCIETY
Board of Directors Meeting Minutes
October 15, 2019**

Members Present: Julie Rupert, Philip Bradbury, Bill White, Alnisa Allgood, Kevin Hess, Laura Peterson, Susan Derse Phillips, Dick Wagner, Brad Hinkfuss, Angela Jenkins, Eric Knepp, Laurel Neverdahl, Nancy Ragland, Roberta Sladky

Members Absent: Renee Boyce, Mary Phillips, Susan Goodwin, Erik Lincoln, Tim Sherry, Betty Chewning,

Advisors Present: Fred Anderson, Jt Covelli, Dale Mathwich, Barb Tensfeldt

Staff Present: Tom Fullmer, Mike Gibson, Katy Plantenberg, Rylee Schuchardt, Kai Skadahl, Joe Vande Slunt, Randy Wiesner (City Engineering)

I. The meeting called to order at 4:01 pm.

II. APPROVAL OF MINUTES

A motion was made by Ms. Peterson and seconded by Mr. Bradbury to approve the meeting minutes of September 17, 2019. Motion carried unanimously.

III. PUBLIC COMMENTS

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

IV. Construction Update – by Randy Wiesner, Architect 3 City Engineering

Note: The Construction Update was moved to the end of the meeting so that Randy could give a tour of the progress directly following adjournment.

Randy Wiesner reported that the project is still comfortably within budget. He noted that the delay in completion is starting to cause issues with daily business at the gardens. Weather has been the biggest drawback. Certificate of Occupancy of the greenhouse is now set for Nov. 8 and the learning center is set for Nov. 22. Mr. Wiesner reviewed the “Must Haves” that he presented to the contractor the previous week. This included having all work in the Lobby and Link areas completed by Nov. 17, prior to the Holiday Show set-up.

V. REPORTS

A. President’s Report

- a. **Capital Campaign Update** – Joe Vande Slunt reviewed the Development Report and gave the current numbers related to the capital campaign direct mail piece that is in homes now: 196 gifts received, raising an additional \$28,194.00 for the project. Public tours through the construction will be scheduled soon. They will be free to attend with an ask afterwards.

B. Financial Report

- a. **August 2019 Financials** – Rylee Schuchardt reported that the August revenue for Membership, Programs and Gift shop are all above what was forecasted. She noted that the Education YTD actual revenue will increase significantly once we receive payment from the City of Madison for online credit card payments that were collected March-August. Programs & Exhibitions August expenses are above budget largely due to timing and the additional GLEAM exhibit. Even with the additional exhibit, GLEAM is barely over budget.

C. Director’s Report

Ms. Sladky announced that Jane Nicholson, Director of Education, resigned her position on October 2. We wish Jane the best and acknowledge how much the Education Department has grown during her 10-

year tenure. Ms. Sladky has been meeting regularly with the Education staff to ensure that they have the support they need. She is working on updating the Director of Education position description and is working with all of the Education staff on reviewing their current position descriptions. The plan is to hire a new Director of Education during the first quarter of 2020.

Staff Written Reports – Ms. Sladky reviewed the staff reports. She noted that there was an error in the Numbers Report; the City of Madison Revenue YTD should be \$172,436 (not \$17,246.) She also highlighted the following: The first weeks of the Ecology Explorer Program are going well; The Hort staff are working hard putting the garden to bed; It has been tough on the Conservatory staff not having the greenhouses ready; Marty is presenting at the American Public Garden Associations’s Volunteer Engagement Symposium in Phoenix; Attendance is up 27% compared to 2018 for GLEAM; Check out the newly designed Gift Shop Board report!

Mike Gibson gave an update on the Garden to Glass Experiences. He reported that the first full cycle of Garden to Glass experiences - Totally Tropical (Bolz Conservatory) and Iconic Olbrich (outdoor garden) have been completed. Mr. Gibson shared some of the glowing feedback that has been received from the surveys that are emailed out after each experience. He noted that Olbrich needs 120 more individual reservations (approx. 9 more experiences with 13 participants) to reach the 2019 net revenue goal of \$7,954. He let the Board know that they can help by hosting a private Garden to Glass tour with at least 10 people or by bringing a group of friends to a public Garden to Glass experience regularly scheduled on Thursdays, from 6-7:30 p.m. Please contact Mike if you are interested!

D. Development Report – Mr. Vande Slunt reviewed the Development report. He summarized the Board Member Engagement Packets that he, OBS President Julie Rupert, and Roberta Sladky have been working on. They are preparing two documents that will be distributed to Board members before the end of the year. The first will be an annual form that Board members complete that lists opportunities to get involved, including standing committees and soon-to-be newly created time-sensitive task forces. It also will detail various ways you can help insure the success of the organization, either through a financial commitment, or by helping to make new friends for Olbrich. The second will be an anonymous form that provides feedback on your Board experience. They hope to have these out early in November of this year.

E. Marketing & Public Relations Report – Ms. Plantenberg spoke about the new program that Olbrich purchased to catalog media coverage called Meltwater. She explained the different functions of this program including: How it will help us see where we are getting media coverage by providing clickable links to articles online; Providing insight into the number of potential viewers have been exposed to a set of media coverage; Placing a monetary value on the media coverage we have received. She is looking forward to sharing her findings!

VI. **NEW BUSINESS**

A motion was made by Ms. Derse Phillips and seconded by Mr. White to approve paying the \$3,750,000 bill for the first half of the learning center. Motion carried unanimously.

VII. **ANNOUNCEMENTS**

There are no announcements.

VIII. **ADJOURNED**

The meeting adjourned at 4:44 pm.