

OLBRICH BOTANICAL SOCIETY
Board of Directors Virtual Meeting Minutes
December 21, 2021

Members Present: Philip Bradbury, Alnisa Allgood, Renee Boyce, Julie Bernauer, Bethany Ordaz, Laura Peterson, Juscha Robinson, Maurice Sheppard, Tim Sherry, Sandi Statz, Bill White, Liz Dannenbaum, Moira Harrington, Eric Knepp, Laurel Neverdahl, Tanya Zastrow

Members Absent: Mary Phillips, Julie Rupert, Susan Goodwin, Betty Chewning,

Advisors Present: Jack Bolz, Jt Covelli, Kevin Hess, Dan Matson, Barb Tensfeldt, Paul Williams

Staff Present: Jake Immel, Lisa Laschinger (Assistant Parks Superintendent), Kaylee McDonald, Marty Petillo, Rylee Schuchardt, Kai Skadah, Joe Vande Slunt

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. Sherry to approve the meeting minutes of November 16, 2021. Motion carried unanimously.

III. PUBLIC COMMENTS

There were no public comments.

IV. REPORTS

A. President's Report

- a. **Discuss the 2022 OBS Board meeting schedule, and potential retreat/orientation options –**
 President Bradbury reviewed the 2022 OBS Board meeting schedule that was sent with the Board packet. He asked the Board to send any topics they would like to see covered in the retreats to Ms. Zastrow. Mr. Vande Slunt noted that our usual 3rd Tuesday of the month meeting dates in February and October had to be moved because scheduled meetings are prohibited on election days (Feb.) and during City budget deliberation meetings (Oct.).

- b. **Nominations –** Thank you to our outgoing Board members: **Mary Phillips** for her service. Mary has reached the end of her 2nd term. **Brad Hinkfuss** for his service. Brad has reached the end of his term.

The Nominations Committee recommends that **Matt Cornwell** be elected to a three-year term as Director. Mr. Cornwell's bio was included in the Nominations Report that was sent before the meeting.

The Nominations Committee recommends that **Susan Goodwin** be elected to a second three-year term as Director.

The Nominations Committee recommends that **Laura Peterson** be elected to a second three-year term as Director (will begin serving as Treasurer).

A motion was made by Ms. Dannenbaum and seconded by Ms. Boyce to accept these nominations. Motion carried unanimously.

The Nominations Committee recommends the following Officers be elected for the calendar year 2022:

President – Philip Bradbury
Vice President – Alnisa Allgood
Past President – Julie Rupert
Secretary – Renee Boyce
Treasurer – Laura Peterson (NEW)

A motion was made by Ms. Statz and seconded by Mr. Sheppard to accept this slate of Officers.
Motion carried unanimously.

The Nominations Committee recommends the following be elected as non-voting Advisors to the Board of Directors for a one-year term through December 2022:

Fred Anderson
Dennis Birke
Jack Bolz
Jt Covelli
Sandy Dolister
Julie Herfel
Kevin Hess
Jeff Levy
Mary Phillips
Dale Mathwich
Dan Matson
Barbara Tensfeldt
Paul Williams

A motion was made by Ms. Boyce and seconded by Ms. Peterson to accept this slate of Advisors.
Motion carried unanimously.

In addition to the elected directors, the OBS Board has six ex-officio positions which are filled as follows:

Madison Parks Superintendent – **Eric Knepp**
 Neighborhood Association Representative – **Betty Chewing**
 Olbrich Garden Club Representative - **Laurel Neverdahl**
 *District 6 Alder Representative – **No longer applicable as of January 1, 2022.**
 District 15 Alder Representative – **Liz Dannenbaum**
 Madison Board of Park Commissioners Representative – **Moira Harrington**
 Garden Director – **Tanya Zastrow**

c. Confirm OBS Foundation Election

Olbrich Botanical Society Foundation Board of Directors
 Confirmation of Elections held 11/23/2021 (per the OBS/OBSF agreement)

At the OBSF meeting on 11/23/2021, a motion was made by Ms. Lovrien and seconded by Mr. Bradbury to accept the 2022 proposed slate of members and officers. Motion carried unanimously.

The Olbrich Botanical Society Foundation (OBSF) elected the following officers for 2022. Olbrich Botanical Society confirms that election.

Re-elect as President	Sandy Dolister
Re-elect as Vice President	Tim Sherry
Re-elect as Secretary-Treasurer	Dennis Birke
Re-elect as Director	Jeff Levy

A motion was made by Ms. Harrington and seconded by Ms. Statz to confirm the OBS Foundation election. Motion carried unanimously.

In addition to the elected directors, the OBSF Board has four ex officio positions which will be filled as follows:

OBS Board President	Philip Bradbury
OBS Board Past-President	Julie Rupert
OBS Board Treasurer	Laura Peterson
OBS Executive Director	Tanya Zastrow

d. Resolution honoring Dick Wagner, long-time Olbrich Friend and OBS Board Member

The OBS Executive Board recommended approval of the following resolution:

WHEREAS, Dick Wagner's service on the Olbrich Botanical Society Board of Directors spanned three decades, and Dick Wagner was a champion of Olbrich in the community, and,

WHEREAS, Dick Wagner was a trusted and true statesman who conducted himself with integrity, offering sage advice, with a deep knowledge of Olbrich and the City of Madison, and,

WHEREAS, Dick Wagner helped Olbrich navigate multiple capital campaigns, strategic plans, and expansion projects – most recently, the construction of Olbrich's Frautschi Family Learning Center and greenhouses, and,

WHEREAS, Dick Wagner was very active in Olbrich's volunteer program, giving more than 2,155 hours of service to the Gardens over his volunteer career, even graciously opening his own garden for Olbrich's Home Garden Tour in 2013, and,

WHEREAS, Olbrich will miss Dick Wagner's warm smile, pleasant demeanor, and infectious laugh, and,

WHEREAS, Olbrich wishes to recognize Dick Wagner's unflagging commitment to public service and civic engagement,

THEREFORE BE IT RESOLVED, that the Board of Directors of Olbrich Botanical Society and Olbrich's Leadership wish to honor Dick Wagner's memory, and express our profound gratitude and appreciation for his tireless support for Olbrich Botanical Gardens and this Board of Directors.

A motion was made by Mr. Sherry and seconded Ms. Allgood to approve the resolution. The Motion carried unanimously.

e. Resolution for Tanya Zastrow to accept funds on behalf of OBS

The OBS Executive Board recommended approval of the following resolution:

WHEREAS, Tanya Zastrow, Olbrich Botanical Gardens Director, acts as the Executive Director of Olbrich Botanical Society, and,

WHEREAS, the Executive Director is authorized by the Board of Directors of Olbrich Botanical Society to act as a fiscal agent for the organization, and,

WHEREAS, Ms. Zastrow may receive funds on behalf of the organization, and,

WHEREAS, Ms. Zastrow may provide banking details to have donor funds transferred directly to Olbrich Botanical Society's bank account,

THEREFORE BE IT RESOLVED, that donor gifts, legacy gifts, and other gifts may be received by Ms. Zastrow on behalf of the Olbrich Botanical Society Board of Directors.

A motion was made by Ms. Allgood and seconded by Ms. Boyce to approve the resolution. The Motion carried unanimously.

C. Financial Report

- a. **October 2021 Financials** – Ms. Schuchardt reviewed the October Financial Reports. She highlighted that GLEAM pulled in over \$475k in total tickets sales, which was over a 300% increase compared to the 2021 conservative budgeted revenue goal of \$155k. She also pointed out that, as of October 31, the following departments were above budgeted revenue: the Gift Shop was over \$36k above, Membership was almost \$85k above, Development was \$153k above, and Education was over \$37k above. She added that YTD expenses for some departments were starting to show over the conservatively set 2021 budget. She explained that these preapproved additional expenses such as additional marketing, additional program expenses, and the hiring of an Education Director, a Gift Shop Manager, and an assistant Gift Shop Manager, all contributed to Olbrich's successful year.

D. Director's Report

Staff Written Reports – Ms. Zastrow reviewed the staff reports with a PowerPoint presentation. She highlighted that attendance numbers were getting close to pre-pandemic levels, that over 4,100 visitors have purchased tickets for the Holiday Show YTD, the Conservatory has a new staff member and they are preparing for Orchid Escape, that rounding-up donations in the Gift Shop brought in over \$500 in Oct., that school groups are returning, and that the Hort staff were busy maintaining the Holiday Show and decorating in the outdoor gardens to make them reflect the season. She also reminded the Board to save the date for the Volunteer Appreciation event on February 14. Ms. Zastrow added that she would email this PowerPoint presentation to the full Board after the meeting.

- E. **Development Report** – Mr. Vande Slunt reviewed the Development report. He highlighted the Bolz 30th Anniversary fundraising efforts, announcing that the stretch goal of \$60k was exceeded, with more than \$67,500 committed to date. He explained that donations raised would allow staff to begin critical upgrades and improvements to the Bolz Conservatory, such as: improvements to the lighting grid, education patio, Musician's Terrace, and Orchid Aerie; repair brick paths; wash exterior windows; expand access and outreach efforts, including increased scholarship passes, transportation reimbursement, program development, and multilingual educational materials. There was discussion about creating Communication Boards for non-verbal young patrons, which staff will now address in strategic planning meetings in 2022.

- F. **Marketing & Public Relations Report** – Ms. Zastrow reported that the new Olbrich map was almost finished with the final review stage in progress. She added that the new Olbrich website project was underway and that the RFPs were being reviewed by Olbrich and City IT staff. She shared that USA Today featured the Bolz Conservatory as one of the top 10 recommended conservatories to visit in the US.

VI. NEW BUSINESS

There was no new business.

VII. ANNOUNCEMENTS

There were no new announcements.

VIII. ADJOURNED

The meeting adjourned at 4:46 pm.