



Community Consultation Results

conducted August 20, 2007

September 19, 2007

Dear Community Consultation Participants,

Thank you for your participation in this important and successful process. The Gardens' staff is still digesting the thorough, insightful, and plentiful comments provided on the feedback forms. We attempted a new and different approach to community collaboration at the Gardens - we wanted your opinions and input **before** drafting a plan or developing specific priorities as a staff.

Because we're still digesting the comments, I'm sending them to you in **raw** form – without analysis or editing. To preserve the anonymity of participants' who identified themselves on their comment cards, I've deleted names from comments and assigned numbers to those individuals; these numbers are in brackets after comments made by these individuals. In addition, if a participant's comments represent a misunderstanding of factual information, we've included the correct information in italics following the comment.

For the next step in Olbrich's planning process, comments collected during the Community Consultation together with our staff's experience and expertise will be used to formulate questions that will be presented to community leaders this fall for their input and feedback. At the same time, the Olbrich staff is beginning to prepare draft goals for 2008 – Year 1 of the Five-Year Program Plan. Those goals will include Ongoing (work that needs to be done to maintain the existing facilities, gardens, and programs); Closing the Gap (work that addresses 'gaps' in service - lack of ADA compliant restrooms is an example of a gap); and Program Initiatives (new work that will be tied to resources required for that new initiative).

Again, thank you for your hard work and insightful thoughts and ideas.

Sincerely,

Roberta

Roberta Sladky, Director
Olbrich Botanical Gardens

PS: This document is nearly 40 pages. If you are receiving it as an email attachment you should know that, for your convenience, copies are available to view in the Schumacher Horticultural Library at the Gardens.

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Visitor Services / Functional Needs Response Card Results

Results of Questions with Options

Mode of arrival	Percent 8/20/07	Percent in future
Car	82%	39%
Bike	9%	21%
Walk	7%	10%
Public transit	1%	24%
Carpool	2%	5%
Other	0	3%

Amenities: (Each respondent selected the six most important to them.)

1. Welcoming entrance and lobby with ample space (74)
2. Food service/cafe (69)
3. Cleanliness of public spaces (66)
4. Large rest room with full ADA accessibility (65)
5. Dedicated orientation space for the Garden experience (multiple language) (52)
6. Directional signs from highway (51)
7. Large Gift Shop (46)
8. LEED certified buildings (35)
9. Additional entry points (32)
10. Expanded on site parking (31)
11. Rental/wedding facilities (29)
12. Alternate transportation options (20)
13. Family restroom with full ADA accessibility (13)
14. Wireless Internet (11)

Open-ended Comments

PR/Marketing to Visitors

- Many visitors from outside Dane Co learn of the Gardens almost by accident. We need to better publicize the gardens; once they get here almost everyone is very favorably impressed.
- Make this kind of survey an ongoing part of the garden by random sampling a very few visitors each day
- Encourage group visits—local or out of town

- More information as to location and how to get here and get message out to all [1]
- Encourage public by PR [1]

Getting to Olbrich/Street Entrance/Parking Area

- Improve (street) entrances to gardens with flowers and greenery over entrances. These can be seen from the street and one would drive under them coming into the gardens. They could be lighted at night to make the entrances even more interesting. [2]
- Better signage at entrance to garden off the street coming from the north, also off Milwaukee St. Special garden activities listed for visitors. Handouts.
- More parking needed especially when there are special events [3]
- Sustainable/green parking lot [4]
- Additional bridges across Atwood and Starkweather Creek to access existing parking and expand gardens in those directions
- Be surrounded by plants from the very moment on steps on the premises—surprises at each turn
- Better signage in front
- Gardens at entry and in every major room
- I live on the 3500 block of Sargent St and at least four times a year, I'm asked directions to Olbrich from lost visitors. Exiting Olbrich's parking lot is dangerous because of the Fair Oaks/Walter St traffic and light timing. [5]
- Let's make a statement about beauty of this place when you first enter the parking lots. [2]
- Plants should be like Olbrich favorites seen on the grounds (and neighbor's peonies by exit drive) [6]

Arrival by Bike

- Additional bike racks in well placed locations
- Make a more welcoming and informative entrance from the bike trail
- Bike entrance to gardens... integrate bike trail into gardens, it could be a highlight on lake loop. A growing canopy for shade would get the people to want to go in.
- Is there bike parking? *[There is a bike rack just south of the main entrance]*
- Better entrance from bike path, possible re-orient towards other alternative transportation

Public Transportation

- Monorail? [7]
- Dedicated shuttle bus at special times from various parts of the city
- Are there ways for visitors to get from the major hotels, especially during conventions?
- Shuttle
- Experimental trolley/train as tourist element, even if it only runs in or close to garden; com (??) service future expansion areas and distant existing parking
- Although I would not use public transportation, I meet many out of town visitors at Olbrich and think a shuttle from downtown/major hotels might help visitors.
- For special occasions, arrive by boat or pontoon tours already in place, also team with "Betty Lou" boats to make Olbrich a destination.
- Private "Bus Tours" coord lines (??) are not considered in the options in #1 and should be.
- Public transportation is a valuable asset to a place like Olbrich, especially for older residents who no longer drive
- Focus transportation options on the future—shared transport—not on the past. And, let's have the city earmark more of Olbrich Park for garden functional requirements.
- Bus, definitely, just recently Olbrich allowed the weekend bus stop in front of Olbrich to be removed. You should still go to Metro and protest this! At least ask to get your weekend bus stop back. Do any of your staff talk with metro? It would be great to have your voice heard. 8 *[The weekend bus stop in front of Olbrich was discontinued without consulting Olbrich staff – upon inquiry we were advised that the weekend route was changed by Madison Metro for financial reasons. The standard for a regular route is 76 passengers/hour;*

weekday commuters support the route while weekend users don't. We have asked the Metro Marketing Assistant to help us market bus service to hopefully increase use.]

Entrance/Lobby

- Have the greeters in your face, maybe have more greeters [9]
- Too much lobby traffic when you have weddings, general public, and butterflies. Too hard to give value to the public experience [9]
- Don't rent out facilities on busy days such as Mother's Day [7] *[Rentals are not available on Sundays.]*
- Some greeters could be more helpful and friendly especially to first time visitors
- We need to expand to allow more space for visitor services
- A Family Area for nursing babies/toddlers
- Self-service, hand-on's kind of things
- Arrival overhang—protect from weather
- Automatic counter of guests as they arrive
- Love that you offer umbrellas [4]
- The central entryway is too cluttered. It should also be reconfigured to make the info desk more central and more prominent.

Garden Orientation in Lobby

- What's In Bloom is something I tend to discover after I've been through the gardens.
- Some video orientation/welcome [6]
- Work on improving communications for our non-English speaking visitor
- Have a daily poster what is in bloom today with pictures [7] *[The Lobby does include a 'What's in Bloom' map with actual flowers.]*
- Area for questions on flowers [7] *[The Schumacher Library provides a 'garden answer service'.]*
- We need better signage to orient visitors
- Have a good orientation board at entrance instead of Gift Shop. [10]
- A map of the gardens at entry [11]
- A timetable suggestions--:If you have one hours, do xxxx.... If you have two hours, do yyyy.... If you have a half day, do zzzz..... This will be especially important with expanded facilities/offerings. [12]
- Large, permanent facility/garden map at entrances with great video
- Signage with garden info

Lobby Rest Rooms

- The bathroom for wheelchair patients needs to be large enough for wheelchair and care giver.
- Friendly faces and clean, neat restrooms
- Move and improve and enlarge restrooms
- The bathrooms are so dirty all the time; stalls and connecting walls are fuzzy with dirt.
- Improved rest rooms, I could not bring elderly visitors here because of small rest rooms.
- Complete restroom renovation
- Definitely improve the rest rooms [13]
- Keep the rest rooms cleaner or build a separate section to they can be closed one side at a time [9]
- I have noticed in the past year, drinking fountains without adequate water pressure, toilets that need two flushes, and toilet paper dispensers very difficult to use.

Gift Shop

- Gift Shop is great but could be expanded [3]
- Less clutter at entrance. Gift Shop stuff should be removed—increase Gift Shop somewhere else. [10]
- Online shopping for Gift Shop
- Online Gift Shop
- Not of high priority, but a more spacious Gift Shop [13]

- Larger Gift Shop with items of interest to serious gardeners, more books, etc.

Library

- Expand the library [14]
- A tip sheet for amateur photographers, especially digital [14]
- The library needs to be either moved or re-arranged to make it into a more welcoming, usable space.

Food Service/Cafe

- A nice cafe, especially with outdoor seating would greatly enhance visit.
- In the last few years, we've discovered a limited quantity of ice cream. Butchart Gardens was a recent destination, the gelato stop was wonderful.
- Could neighborhood children/scouts help sell lemonade or punch for a portion of the proceeds?
- My husband plays for Mother's Day with New Horizons. The audience has outgrown the space. Is there a donation (box) location? Are snacks available? I've seen people carry in food.
- More food service definitely
- We need food/refreshment services
- Cafe/Tea Room or some sort of food—probably serviced by outside vendor
- Food services are very important to make Olbrich a destination... recently visited Van Dusen in Vancouver, and the restaurant there (privately run, I believe) though a bit fancy and expensive, makes it possible for visitors to stay longer and see more. [15]
- A cafe that at least serves snacks, burgers, etc. Many visitors inquire about something to eat. [3]
- Picnic areas
- Fresh healthy salad as a fund raiser for about \$6-8 maybe once a month, see how it goes [16]
- I think you're doing a really good job in this area. But I like the idea of a cafe with internet & books, etc. [11]
- Cafe facilities with snacks or light lunches perhaps renting to Starbucks-like businesses
- Some food/beverage available—not a restaurant
- An area for visitors to rest and snack
- Would like to see a small cafe
- Food service cafe makes it a more exciting destination and you can spend more time per visit [17]
- A small, basic, interesting cafe would be such a plus. A dedicated book shop store would be an interesting addition. What about a more interesting use of the outdoor seating—patio—area? [18]
- A place for a cup of tea/coffee and possible lunch would make it a destination for a longer visit, if you are a visitor from aways
- I'm very concerned about "food" at Olbrich. Food brings with it the need for infrastructure and the possibility of "trashing" the gardens. Any introduction of food should be "contained" into a single space, not throughout the garden.
- Ice cream is good but not easily digested for everybody, maybe a bowl of fruit for \$.50-1.00 each. [16]
- A compost or worm bin would be educational and useful for peels, cores, etc. [16]

Accessibility of Gardens

- Allow wheelchair access to the Thai Garden from parking lot with handicapped parking spaces immediately in front of those spots. Use volunteer or keyed entry, something that allows persons with limited mobility to get to that garden.
- Transportation in the gardens
- Provide clear directions for all
- Perhaps a "train" or other transportation for those with disabilities [15] *[A garden tram has been funded and will launch in the spring of 2008]*
- Expand the number of carts for people with walking problems [14]
- Help for disabled elders—more and more to come
- More handicap conveniences [19]

Outdoor Garden Amenities

- More water fountains throughout the gardens and shaded seating areas to just sit and enjoy [15]
- Add bird watching
- Play area/hands on demonstration
- Completion of Thai tile area (sidewalks)
- More hours open, especially early and late spring and fall when gardens are exceptionally beautiful. [20]
[Hours in October have been extended to 6 pm because of the extension of Daylight Savings Time]
- Restrooms in the gardens

Rental Space

- Rental space important to bring people here and fundraising. Once here for an event, more may come back to visit [17]
- Olbrich is very generous in encouraging local plant societies to use its facilities for meetings, etc. I would like to see this continue. [21]
- In (??) of “booked event” with quality exterior of special event
- Olbrich has made its facilities available to gardening groups for free in the past. I feel these groups can contribute some funds from their treasuries to help support Olbrich. [17]

Sustainability

- Emphasis on sustainable design
- Convenience vs. sustainable: I don’t think I understand this. I believe I would make the trade off. I come most frequently for concerts and meetings. I try to get outside as well. We joined as members because of my husband’s SAD. I haven’t succeeded in getting him here in the winter.
- Never use acronyms on this type of form “LEED” certified.

Education

- I like increased signage; I worry about computer stations outside.
- I think the walking tours with a computer base touch screen to select your theme tour and sites and print out map would be good. 1. Sustainability walking tour 2. Plants requiring small amounts of water 3. Fill in the blank on the tours you would like to develop. [8]
- More exhibit space for special shows and sales events
- Guides at garden entrances to welcome and give info, answer questions
- Ease of finding out names of plants and availability
- Education on sustainable services, including cleaning up after yourself, design for ease of upkeep while still remaining artful
- More on-site educational programs/exhibits ongoing for families like the cases of butterflies/moths/bugs during the butterfly exhibit, so the building is used more and there is more going on inside as well as outside
- More meeting rooms/teaching space
- Electronic tours—download from web, etc
- Additional directional explanation signs—plant signs [19]
- I’d really like to see the library expand. It could be combined with a small classroom area. Maybe add online capability. [14]
- Maybe some guides to trends in certain plants, what hybridizers are working towards [14]
- Please don’t overbuild or put too many signs in the gardens. We’re bombarded with signs everywhere. Sometimes just enjoying beauty is best. [23]

Growth

- Major expansion of the “open” space to avoid the over-capacity feeling. [24]
- Full-time dedicated visitor staff to coordinate immediate needs, deal with confusion that will get worse as you enlarge spaces [24]
- Plan for the future when larger campus type functionality will be needed. [6]

- A bigger space that fits the mission helps you place yourselves in the minds of those who would use (and give support to) the gardens. It shows the level of commitment you have, and makes others realize “that’s where everyone’s going, guess I should go, too!” Also, as green space shrinks, the human need for comforting, open space in an urban place becomes critical. [24]
- I would use car because I live out of town. We could use more land if building facilities grow and gardens are going to grow. Both of which need to happen to see our beautiful gardens continue to grow. Please, do not stress staff beyond their limits—hire more.
- Continue planned and staged growth in future year. To not grow is not path to take [52]

Fees

- In our own neighborhoods, we tend to care (with heart AND head) about changes, and very understandably, how any change affects us! (Human nature, I believe?) If we suddenly got cut off from a large tract of real estate w/in walking distance, even “close by” due to facing a fee every lovely (weather) day ... I think we would feel (& indeed be) less valued as part of your near east community & would (many would be excluded from the best & safest place to walk ie., in our neighborhood. For me, it would make my moving away, a possibility. The good feelings I have now (even after the GARDENS had to be fenced) would not survive a constant fee. a thorn

Other

- Many of your ideas ideas are great, I would have liked to choose more.
- Mostly satisfied with the way things are [25]
- Great suggestions and amenities as listed
- I love Olbrich just the way it is, except for the noisy road by wildflower area and ugly parking lot across the waterway. [23]

Education

Response Card Results

Results of Questions with Options

Education options: (Each respondent selected the six most important to them.)

1. Informational audio tours on hand-held devices (53)
2. More plant labels in gardens (53)
3. More school programs designed to supplement science learning (49)
4. Informational signs in every gardens (48)
5. Dedicated space for educational exhibits and indoor flower shows (48)
6. Dedicated space for workshops and science education with washable surfaces (39)
7. Children's garden just for kids available to every day visitors (36)
8. Guided tours offered year-round (35)
9. More lectures and workshops for adults (33)
10. More youth gardening programming (30)
11. Expand existing Children's Garden opportunities (31)
12. More plant & garden info on Olbrich's website (29)
13. More directional signs and Garden identification signs (23)
14. Interactive learning stations/programs in Gardens (22)
15. Larger library with more multi-media and Internet (17)
16. Children's garden just for kids available through scheduled classes (15)
17. Interactive electronic learning stations in lobby (11)

Open-ended Comments

Lectures/Workshops for Adults

- There used to be a spring lecture series on topics for avid gardeners that packed the room. Now when I come to lectures, there is often very few in attendance. Bring in some big name people for talks/symposiums. *[The Horticulture Magazine Spring Symposium is offered in early Spring and brings in national speakers.]*
- I am always interest in adult classes and workshops. Many are offered. Don't know if we need more; must maintain variety.
- Everyone is very helpful here. Classes too expensive for me. [20]
- More daytime programs for senior adult who can not drive at night [26]
- Continue Horticulture Magazine Symposium Nationally-known horticulture speakers—charge appropriately. People are hungry for this quality education [17]
- More art classes for adults and kids [27]
- The varied workshops/lectures for adults are wonderful. Keep up the great programming!
- Hands-on garden experience for adults—basics and more advance directions
- Consider time/transp.relationships for workshops and lectures—many older and disabled people are unable to attend these opportunities because of the times (nights) or lack of available transp.
- More yoga classes/times. Coming here to do yoga has really enhanced my relationship to the garden and the OBS. 4
- More classes on propagation, seed starting, etc. [3]
- Class room space dedicated to learning at different ages, not just kids-only space but that PLUS adult learning spaces where we can learn like a kids—exciting, well-lit, counters, sinks, drawers, seating, AV, and really comfy. Perfect! [24]
- Maybe a film series or book group
- Edible plants with recipes
- Have various societies give public lectures (orchid, rose, etc) [10]
- More seminars. I like the Hort Magazine seminar and the ones the WI Hardy Plant Society used to do. It would be nice if some could be cheaper—not everyone will pay \$100 for a day of gardening talk. [14]

- More of the “spend a day” workshop offerings, seasonally geared. [12]
- Master-gardener –like program with a completion certificate.

Youth Classes/Programming

- Review costs for children’s programs--\$10 is often too much for family [26]
- More art classes for kids could include more than craft classes. The first place schools are receiving budget cuts is in the arts. We (at Olbrich) should provide intro plant-related drawing, sculpture, hand-building ceramics, photography (where kids can bring their own cameras), painting and even landscape design! [27]
- Interactive classes for children in the gardens year-round. Understand this would involve additional staff to be done and well-trained volunteers
- Promote those programs that bring in the most diverse and underserved groups of people, eg, school programs, Children’s Garden [28]
- Promote hands-on garden experiences for children—the formal gardens are too “hands-off” currently [28]
- Include Home School like Aldo Leopold does [5]
- Birthday parties in the garden for \$\$\$ [29]
- Greater need for age 5 – 18 education [52]

Children’s Garden

- At this time, I’m only marking three as there are questions I would have on some of the other areas. I think a Children’s Garden to visit with family is an important addition, but should be available without fee as found in other large botanical gardens. If revenue needs to be raised, perhaps an entrance fee might have to be charged—a general admittance fee.
- Special or secret garden for kids that pay extra fee
- The Children’s Garden idea is a better fit for the new Madison Children’s Museum site (is rooftop garden like the Minneapolis Children’s Museum) [5]
- Kids Garden should be a space where anyone interested in getting their hands dirty can explore and inquire fully on an ongoing basis—it should be along side all the rest of the gardens. [18]
- A Children’s Garden, open to public should be at the top of the list! [24]
- Children’s Gardens for K-12 available on request. Charge schools small fees for educational programs
- Expand children’s garden beyond the summer months so harvesting and enjoying the food
- Cooking and presentation of food grown in children’s garden

Tours

- Hand held audio tours for a fee might be a good fund raiser
- Also a fee for a guided walk—maybe a couple times a week
- Self-guided audio tours for fee
- Tours both audio and guided should be offered with a fee

Web-based Learning Activities

- Web-based training for fee via charge card
- Set up interactive programs on the Internet for adults and children. Use a game approach, which would be especially interesting for children. Let children and adults compete for correct answers, etc. [2]
- What about question and answer sessions—web or reality based? [18]

Space

- The education department needs more space
- Rental space to start seeds as I have no space in my house/green house
- Space, space, space—for all offices, for library activities beyond checking out books
- Special building for education
- Education should be a key part of the Garden’s mission. We need more facilities to make that happen, but we should strive to do more with what we have

- The library would be part of a learning center accessible from the class room areas and offer “learning at different ages” areas. Not just a lending library but research areas with Internet access, all kinds of web-based gardening programs. [24]
- Outdoor learning space is also important—“lab space.” [24]
- Olbrich needs to connect even more strongly with children! A dedicated space for both educational and demonstration space for “family gardening” would be an important first initiative in the coming years.

Content for Education

- Include more habitat/watershed issues and home site impact on broader local environment
- Increase info on invasive/spread/removal and changing habitats due to climate change
- Relationships of life choices on sustainability of local shared environment
- Focus on sustainable food production priorities would be appreciated in light of decreasing local farms scope as a result of development
- Sustainable horticulture/home landscaping
- Much more education on eco-system: what it is, how what we are doing at the OBS gardens affect our Starkweather Basin, instead of simply focusing on rain forest ecosystem. Let’s focus on Starkweather: 1. use of water (don’t water plants when hot, middle of day when evap most likely), 2. plant most sustainable gardens (low water use, no need for pesticides) 3. what are natural environments beyond flowers what work in Wisconsin winters 4. impervious surfaces and run-off. What does sustainable mean? What is a rain garden mean? What do impervious surfaces and compacted parking surfaces do to our water ecosystem?
- More programs and shows on orchids and other exotic plants [30]
- Programs that promote/education on cultural diversity and gardening [28]
- Programs that educate on local/WI issues, history, cultures [28]
- Programs for visually-impaired people to experience plants and gardening [28]
- More info about the risks of invasives and invasive id’s
- More info on benefits of natives
- I feel that those who work in the program now “ know this territory” way beyond what I know. It’s like someone coming in to advise me on how to teach music who isn’t even a musician. Yes, some opinions & creativity can always fuel your fire of knowing but I’m sorry, I can hardly choose what’s best for the gardens. [53]

Exhibits

- Areas where children and adults can display projects to draw friends and parents to Olbrich

PR/Marketing/Partnerships

- Public relations campaign for Dane Co, etc re Olbrich Gardens assets
- Christmas Show might provide info for winter activities—winter Olympics this year, winter animal homes [26]
- Do not know if this is the card this should go on—think a questionnaire on how people are using the garden now or have in past and how you would like to use in future would be pertinent. Choices on cards rather overwhelming without more explanation of where answers could lead. [31]
- Partner with Space Place for science of plants in space [5]
- Consider what an Olbrich education outreach program would be and cover, eg, on-going Olbrich displays as part of public and private venues in the community, eg, shopping centers, malls, capitol square, etc. [29]
- Connect with other education mission oriented initiatives/organizations in Madison to partner with then create ongoing programs or specialized education program—the important idea here is that of developing educational partnerships with other resources in the community. [29]
- More partnership with more schools and info about what is available to schools [18]
- More partnerships with Madison Museum of Contemporary Art [18]
- The education programs also need to make a special effort to connect with people in their 20’s and 30’s—these people will be the core of the membership in the future. Education programs should be developed that are geared toward this important demographic.
- Partner with public TV to bring in national speakers. [12]

In Garden Education

- Information in gardens would be especially helpful to me—on plants and greater context in the ecosystem
- Tree identification in arboretum
- Make sure that interactive stations, wireless Internet access, audio tours don't take away from the quiet and enjoyment of the gardens
- More paths like the rock garden for children (tactile and kinetic) [5]
- I really don't like a lot of signs in the garden. I have found that people rush through the garden and when there are questions maybe they could have a garden station docent answer 7 days a week from 8 am to 8 pm—or specific hours. Maybe a station by the bridge? [9]
- I have some ideas on doing focused interpretation stations in the garden that might be effective. [29]
- A garden labeling native WI plants perhaps a garden showing and labeling common invasive species, since many members of the public, myself included, cannot identify them (would have to cut off seed bearing parts obviously)
- Please don't put up too many signs. The gardens occupy a small space, don't clutter with "stuff."

Lobby Interpretation

- Bilingual signage in lobby and gardens (Spanish & Thai) [27]
- Movie viewing area—exhibit style to show documentaries and more info; place where there would be seating and a curtain where video would be on repeat
- It would be nice to keep greeters informed about classes
- If the lobby and Commons spaces were bigger, it would be fun to have learning stations to get people focused and asking questions before they get to the gardens. [24]

Other

- Olbrich has excellent educational opportunities now and expansion of these while desirable, should be done at minimal cost. [30]
- Too much to think about today—hopefully with this list I can send in something with some thought
- All are important
- Lots of good ideas here
- You have already listed everything I can think of. I want it all.
- You have great ideas listed
- This is my weakest area, perhaps, as a person without children
- Have stone paths to walk on rather than just brick [5]
- I could go on forever here. Hard to stop at 6! [24]
- I think the gardens do a great job in their offerings and since I don't take advantage of what they offer it is hard to suggest other offerings.
- This one is the hardest to pick ONLY six! I think that education is a very valuable and important part of Olbrich—and I'm an educator, so I'm biased. Please consider the extra items I have marked at the right side with a circle as important also.
- Do volunteers get credit so classes are discounted? *[Volunteers who give Olbrich 25+ hours in a calendar year can attend up to 3 lectures (member value \$11 or less) at no charge the following year.]*
- I enjoy the garden very much. Keep on doing what you're already are doing. Your efforts are appreciated!

Gardens and Garden Development

Response Card Results

Results of Questions with Options

Gardens: (Each respondent selected the six most important to them.)

1. Dry Garden (83)
2. Children's Garden (79)
3. Home Demonstration Garden—Fruit & Vegetable (72)
4. Home Demonstration Garden—Ornamental (59)
5. Expansion of Thai Garden (52)
6. Conifer garden (51)
7. Indoor Butterfly Garden (51)
8. Extinction Garden (50)
9. Tropical Cloud Forest Garden (36)
10. Desert Garden (33)

Open-ended Comments

Dry Garden

- Dry Garden
- I really like the Dry Garden idea

Children's Garden/Family Garden

- Children's Garden for touch and smell
- Children's Garden—not just a glorified playground
- Problem with Children's Garden is that kids are back in school at harvest time and become active in sports and school sponsored events. Cooking site for use for veggies.
- The family component, giving parents the opportunity to teach their kids and/or learn together is very important to me. And fun!
- The Children's Garden area—buildings and hands-on would be great.
- Kids Garden: Very important that this not be separates space. It should be an integral part of a demonstration garden that is available for extensive education and exploration for all and not exclusively for kids. [18]
- Children's Garden needs to extend beyond summer months in order to enjoy harvest, learn clean-up as well as soil preparation etc at beginning
- I'd really like to see a combination Children's/Family Garden be the next big project at Olbrich. Combining new education/demonstration space in the newly developed Garver Feed Mill with a new purpose-built garden in the north plat. This would be an excellent complement to the existing gardens. Children and families are the future of Olbrich. Our existing gardens are a wonder of beauty, but a garden dedicated to children, teaching and new gardeners would lay the foundation for future members—the members who will support the gardens for years to come!
- I really like the idea of a Children's Garden—that is my favorite idea on the list. My children are too old but I think it's more important than ever to pass on gardening knowledge to children. [11]
- Children's Garden is very important today to instill early interest in own food growing. I have seen box-garden which can fit almost any home/balcony and kids can experiment. [10]

Home Demonstration Gardens

- Combine Home Demonstration Gardens into one garden. Would enjoy a conifer garden too, but one must choose priority.
- Home Demo Garden—if done well
- Would love to see Home Demonstration Gardens, especially with fruit/vegetable components
- Home Demonstration Gardens, Olbrich's current plantings provide abundant examples of this type of gardens without additional space

- I am most interested in ideas that can be used at home—so both ornamental and fruit/veggie gardens would be of great interest.
- Home Demonstration Gardens—partner with UW Research Farm on Mineral Point Rd past Steve’s Liquor and cemetery [5]
- Demonstration Gardens would be really great! (including composting, mulching, worms, seeds, etc) [18]

Thai Garden Expansion

- It is great to have world views—have been to Thailand but think that monies should be spent and showcase regional views
- I also think the Thai Pavilion is wonderful, but adding a Thai home is too much concentration in one area and not much tie-in to Midwest gardening.
- I believe enough investment has been made into our Thai partnership and I would be opposed to further expansion in that area. [12]

Conifer Garden

- Dwarf Conifer Garden—in place of current Rock Garden
- The Conifer Garden would be gorgeous to see near an improved Thai Garden.
- Love the idea of a Conifer Garden [14]

Indoor Butterfly Garden

- An indoor butterfly all around garden would be wonderful—the only potential downside is less publicity at the time of the current butterfly exhibit
- Year-round butterfly exhibit is great but will require very big expenditure of energy, time, money.
- I imagine adding a year-round butterfly garden would have to be weighed against lost revenue at the Butterfly Bonanza in summer. However, I think it would be a constant draw for visitors year-round

Other Indoor Gardens

- Expand indoor gardens
- Although I checked one additional “greenhouse”, I am not sure that is a good sustainable idea
- Special areas for artists to display—ephemeral—re glass in pond two years ago
- Indoor floral display house [32]
- Changing seasonal floral displays, especially during the winter months are a big draw. Each one draws people back. They are expensive and require more greenhouses, seeds and plants and knowledgeable growers to time the crops. [32]
- More concentration on evening (Conservatory) events with perhaps special lighting to enhance the experience. Let’s call the event “Olbrich After Dark” just for purposes of discussion. Children might be especially enthralled by this experience. Could use some kind of mist along with lighting. Perhaps tell stories about the animals, birds and insects of the rain forest. Use music also. [2]
- Model indoor gardens or plant assemblages that exhibit ideal plants and their maintenance. Target apartment, condo, home owners for year-round in home gardening pleasures [29]
- Additional domes for other types of plant families
- An indoor garden like Milwaukee’s Mitchell Park “Theme” dome could generate interest and income. [33]

NEW IDEAS FOR GARDENS

Invasive Species Garden/Education

- Show examples—somewhere, somehow—of INVASIVE plants to be avoided
- It would be good to have a garden of poisonous, unpleasant, and undesirable plants for people to see and learn how to remove any from their property.
- Invasives Garden
- Invasive species—educate public (of course don’t display live invasive plants, instruct public on removal of invasive plants and why) [34]

Prairie Garden

- Prairie Garden
- Prairie Garden
- Prairie gardens (home demo)
- Prairie garden—native species—educate public [34]
- Residential scale prairie gardens (could be part of home ornamental gardens) [34]

Native Orchid Garden

- Native Orchid Garden and perhaps other specific types of Wisconsin native plants. A number of botanical gardens have made special efforts in the area mentioned above (specifically Green Bay and St Paul) [30]
- Native orchids of Wisconsin [10]
- A native plant garden with native orchids [14]

Rain Garden

- Rain Gardens—same as Dry Garden?
- Rain Garden
- Rain gardens (could be part of home ornamental gardens) [35]

Event Garden

- Event Garden (reunions, special events, weddings) to generate revenue [19]
- Event Garden

Garden for Visually Impaired

- Garden for the visually impaired [32]
- A garden for the blind is typically a raised wall garden with scented and touchy-feely plants with Braille labels. [32]

Serenity Garden

- Serenity Garden—peace and quiet [26]

Arboretum

- Tree “arboretum”—climate—specimens for WI

Japanese Garden

- Japanese Garden design with hardy plants

Aquatic Display

- Work to bring Madison Aquatic Garden Club beautiful large planted aquarium as a public outreach partnership between Olbrich and MAGC. [29]

Garden Maze

- Create a garden maze. One for adults and older children and one for small children. They are very popular at other botanical gardens. [3]

Outdoor Butterfly Garden

- Outdoor butterfly garden demo

Bird Garden

- Bird watching focus garden [12]

“Victory Garden” Competition

- Competition for hybridizers: maybe a small garden for competitions (like Victory Garden used to do). Biggest sunflower (kids), best annual arrangement [14]

Garden Railroad

- A year-round garden railroad with in-scale plants [14]

Current Garden Improvements

- Improvements to Rock Garden
- Rose Garden Improvements
- Create some shade near a bench in the Rose Garden. It is very hot for guests.
- Remove some of the containers in the Rose Garden next to the double benches so people can see the roses behind the benches. [3]

Sustainable Gardening/Sustainability

- Bugs—the sustainable factor
- Instruct on hydrology impacts/development, drinking water supply, etc
- Improvement—more emphasis, in more places, on education re: sustainable gardening, variety of ecosystems, what where how they function, why, etc. [36]

Midwest/Local/Native Focus

- Celebrate the locale/local habitat preservation principles
- Native Plants Garden—not another arboretum, plantings for Dane Co home sites, sustainable and local
- I have problems breathing in the Bolz Conservatory, so I tend to avoid it. Most of these other ideas strike me as more of the same. I’d prefer things more closely aligned with the Midwest, but perhaps with historical themes or periods.
- Native Gardens expansion with emphasis on why it is important to plant native plants in your yard
- Native plant gardens for yard (home demo)

North Platte/Garver

- Native Plants Garden—would like to see part of that north plat expansion area restored to its natural ecology, as an example of watershed restoration and native plants
- Preserve dark sky and improve habitat toward native communities in north plat
- We need to have space to get away from constructed gardens which evoke an urban environment. Also, we need to have in this more natural environment as in the north platte a space of natural trails that are integrated with the creek—a way to be and feel natural. So tall grassed that separate the walker or someone wants to sit quietly have a way to enjoy wilderness more than a garden.
- Make sure there are places to sit and read a book! Don’t develop all of Garver. [5]
- How about using part of this Garver Building for some of the exhibits—why not a glass roof! Why not make Garver a training center—if this is too costly, take down the garage and build in that direction. [9]
- Native prairie along stream behind Garver Building

[The City of Madison is seeking proposals – which were due September 14, 2007 - for re-use of the Garver Feed Mill. More information is available on the City of Madison’s website:

<http://www.cityofmadison.com/planning/garver.html>.]

Education

- Build basic science education components for adults and children
- Special outreach needed to local disadvantaged youth, especially WPNA (Worthington Park)
- The info visitors receive when they arrive—I like the phone while walking idea.
- A garden where adults could have hands-on to learn about gardening basics as well as advanced techniques
- Improvement—more attention to accurate labeling, especially native and wildflower gardens where plants come up in new places every spring

- I love to have more access to the greenhouses via informational tours on a regular basis (monthly?) [36]
- Video Room

Garden Amenities

- Need effective directionals and identification signs (check Chicago Botanic Gardens) [19]
- Better facilities in the gardens—rest rooms, rest stops with water and shade out in the gardens to encourage a longer visit.
- More brief and friendly info in the gardens
- Garden picnic area, designed with grilling capacity [12]

Growth/No Growth

- Please continue to expand the gardens. They are a city and regional treasure.
- Expand across Starkweather Creek
- Expand toward Lake Monona
- Go nuts! Build and plant them all. But if you charge admission, you're not doing a public service [20]
- No more buildings unless the garden is expanded beyond the tracks—maintain same “softness” [26]
- Please don't make more gardens than we want or need. If there is a space from removal of a _____ fine.
- Parking—would we be able to have a shuttle to ball park to get people over to cars or buildings? [9]
- An excellent facility, but perhaps it needs more varied utilization. [2]
- The gardens are a place to relax, be surrounded by beauty and be inspired. I think more outdoor space is needed here. The Thai experience is wonderful as it will bridge understanding to the eastern cultures, earn tourists from all over and speak to the mission here. The “family” garden and also a “home” garden simulation is not only fun (I've seen them in garden shows in Philadelphia) both speak to American heritage. We are an immigrant society and have adapted based upon the greater need many times. This type of garden (family and simulated home gardens) would inspire.
- Do only if it does not overtax budget [25]
- Minimize buildings to avoid expensive long-term maintenance. Keep garden affordable. Don't overbuild.
- Don't add more buildings at the expense of existing outdoor gardens
- Need to explain where you are planning to put those buildings (indoor gardens)—the best part of Olbrich is the gardens, not buildings.

Other

- Lots of exciting ideas on this card, I'd say
- Some garden greeters may be more helpful—they make the first impression which can only be made once. Thanks for this program [37]
- Plant a row of arborvitae on the other side of creek to screen parking lot. The parking lot spoils the ambiance of the hosta garden.
- Olbrich is always inspiring. Too many public gardens present ideas on a grand scale only. Olbrich has a good mix of scales. [35]
- Maybe rental of small community plots for apartment dwellers. [14]
- I really trust your decision. Your track record is magnificent [53]
- The variety will attract the largest audience.

Financial Sustainability/Community Support

1. The City of Madison (tax supported) and Olbrich Botanical Society (privately supported through donations and events) are 50 – 50 partners to fund the Gardens operations. If growth is needed to accommodate additional programs, how do you envision growth in the budget? **Pick One Only!**

☐ Stay the same 50 – 50 ☐ Increase City support only ☐ Increase private support only
68% 5% 27%

2. How important is it to you that Olbrich Botanical Gardens remain free?

☐ Very Important ☐ Important ☐ Somewhat important ☐ Not important
66% 25% 10% 0

3. In order to increase Gardens revenues, **rank** whether you would spend money at the following additional facilities if built.

	Most Likely		Least Likely	
Larger gift Shop	46%	33%	12%	9%
Food service / Cafe	55%	18%	17%	9%
Rental space for weddings/ meetings	24%	16%	29%	31%

4. Current rental fees subsidize the City of Madison's portion of the Garden's operating budget. If privately donated funds are used to construct new facilities, should revenues resulting from the new facilities stay at the Gardens rather than offset the City's support of Olbrich's annual operating budget.

☐ Agree ☐ Somewhat Agree ☐ Somewhat Disagree ☐ Disagree
67% 25% 3% 4%

5. What kinds of fund-raising/revenue-generating activities would you support?

	support	somewhat support	unlikely to support	do not support
Charge more for membership program	17%	36%	28%	19%
Charge more for special events such as exhibits	16%	43%	26%	15%
More on-site donation boxes	55%	25%	15%	6%
Mail more solicitations	14%	24%	42%	20%
Charge fees for parking and other incidental services	7%	9%	20%	64%
More sales – ie leaf mulch, plants	68%	27%	4%	1%
Increase bequests and other such gifts	69%	23%	4%	4%
Entry fees for new gardens - outdoors or indoors	4%	12%	31%	53%
Charge an overall gardens admission fee	5%	15%	17%	64%
More mission-related special events	54%	37%	6%	2%
Add additional space that can be rented for fees	44%	36%	12%	7%

6. Recruitment, training, supervision and recognition of Olbrich's current 600+ volunteers requires professional staffing. How do you think we should increase professional staffing in order to increase volunteers? **Pick one only!**

- ☐ Increase City of Madison budget contribution **30%**
☐ Increase on site revenues (gift shop, food service, events) **41%**
☐ Additional entry fees for new gardens **5%**
☐ Increased membership fees, more annual fund raising campaigns **23%**

Open-ended Comments

Entrance Fees

- I believe an overall admission fee could be charged and still stay within Michael Olbrich's plan of free garden by having it free at certain times each week.
- I think it's very important that Olbrich remain a "free" garden for the public and its events are accessible for all. I don't want it to go the way of the Overture and become available for only those of better means. [13]
- Keep the outdoor gardens FREE! [5]
- I think the Gardens are great, and from all visitors input, we are excellent. Hopefully, we can keep the Gardens free.
- I think it is very important that gardens/parking stay free so that all can enjoy. Revenue should be increased through gifts from corporations, private individuals who can afford it and other garden clubs/groups who currently use Olbrich without paying fees.
- The gardens as a venue should remain free. Special events, esp those not necessarily education or gardening-related (such as weddings) could certainly be charged more, people would pay.
- Admission fee
- If charge to get in, members should be able to enter free.
- There is a point where some admission pass will be needed. Start the process at small and affordable [52]
- Sliding scale with suggested range....

Additional Fees

- Charge small fee for tram tour
- Tram rides—charge [19]
- I think it is important to keep general admission to the gardens free, however, fees for special events like the butterfly exhibit seem to be supported by the community—more of these would be good.
- To charge for car parking is OK, but entry should be free. Visitors who bike or bus should be encouraged.
- There is currently an excellent balance in funding and its use. Other botanical centers (eg, Chicago, Milwaukee) charge admission but Olbrich has encouraged use by avoiding this except for the Conservatory. If use increases significantly to tax parking space use of a parking fee might eventually be considered (eg, Chicago Botanic Gardens). [30]
- Charge a small fee for electric carts
- Some increases. One cannot ask more support from the City. Get the public to donate then they come. If would help to raise the Conservatory \$1 to \$2—what can one get for under \$5? [9]
- I think it is very important that gardens/parking stay free so that all can enjoy. Revenue should be increased through gifts from corporations, private individuals who can afford it and other garden clubs/groups who currently use Olbrich without paying fees.
- I would hate to see the garden partitioned off for free vs paying sections.
- It is easy (usually) to select a means of fund raising. Actually doing so is harder. While I would generally support additional user fees, 1) These should not be so high as to deter visitation 2) Friends of Olbrich should still get in via their membership. This might also help increase friends membership. [38]
- Any indoor gardens should have an admission fee and the current admission to the Bolz Conservatory should be \$2, not \$1 [24]
- Children's garden fee
- I think Olbrich does a wonderful job handling their funds—and their publicity always reflects the free status of the gardens. So we should continue to bring them in free but find ways to make money when they are here, eg, foods, gift shop, tie in the library to books available to purchase or get a break on subscriptions sold through library.
- I like the idea of charging for parking if there is alternative transit that makes sense

Misunderstanding/Confusion/Insufficient Information

- It is difficult to envision increased City contributions when ____ (50% ??) of Parks budget already goes to Olbrich. Why was no info given on amount of endowment fund? Other parks/green spaces are significantly underserved. OBS should follow the example of Michael Olbrich and continue policy of donation for public good. *[Madison Parks Division - Administrative Services Department provided the following: Olbrich Botanical Gardens will receive 7.08% (\$1.34 mil) of the Parks Division 2007 Operating Budget. Olbrich expects to return \$236,000 in earned revenue to the City of Madison in 2007. The Olbrich Botanical Society Foundation (endowment fund) contributes 4.5% of the fund's assets averaged over the previous 3 years to the Olbrich Botanical Society operating budget. In 2007, that contribution = \$131,000.]*
- Sharing with the master gardening program
- #3 on reverse—I do not have enough information about current revenue situation to suggest future changes [25]

Additional/Expanded Sales

- More sales of mulch and plants would be especially interesting for fundraising.
- Mulch sale year-round
- Year-round mulch sale
- Small growing plant sale—staff by volunteers during the summer
- Leaf Mulch Sale in fall also
- have more mulch for longer period
- Have garage sales [9]
- The Leaf Mulch Sale should be greatly expanded [24]
- Subscriptions
- Compost sales
- Plant Sale, etc
- Increase plant sales [10]
- Increase plant sale—hours, variety [16]

Additional/Expanded Special Event Fund-Raisers

- Children's events—special events that you can charge for
- A fall celebration for middle income participants—like spring dinner dance [26]
- Review dinner plans for next year R & B fundraiser in lieu of 2007 event [1]
- Olbrich Home Garden Tour and Outdoor Living Tour to increase funds from vendors who support the tour [39]
- Charge for special events such as music in the park [17]
- I think people would be willing to pay a nominal fee to attend special events—even to members. [17]
- Bring in more special exhibits and charge
- Golf outings [9]
- This is really an education idea tied to potential fundraising. Could Olbrich establish modest but meaningful outreach functions at the major retirement venues in the area, eg, Oakwood, Attic Angels, etc that engages residents in meaningful garden based activities, giving pleasure and maintaining connectivity with Olbrich? I have done some of this at Meriter Commons for UW Alumni Assn. [29]
- The gardens as a venue should remain free. Special events, esp those not necessarily education or gardening-related (such as weddings) could certainly be charged more, people would pay.
- Additional facilities that would allow for more money-generating events
- Year round exhibits and more ____ (more?)
- New programs that specifically target the 20-30 year old demographic
- Events, rental fees
- Film series [11]
- More guest speakers [11]
- More trips? [14]
- Increase program [16]

Additional/Expanded Rentals

- Expand wedding rentals and meeting room
- Have working artists set up around the gardens—charge “studio” space but require that they be “friendly” to the public wanting to interact with them. They would “rent” different spaces around the garden when they worked there and be able to have their contact info available to the public at their work stations.
- Charge garden groups a fee for using space [17]
- Have a benefactor make the addition for meetings and rentals [5]
- Make some of our older buildings work for their rebuilding [9]
- I think it is very important that gardens/parking stay free so that all can enjoy. Revenue should be increased through gifts from corporations, private individuals who can afford it and other garden clubs/groups who currently use Olbrich without paying fees.
- Provide Olbrich space for events by organizations such as Nature Conservancy and Sustain Dane to draw younger and less traditional visitors
- Birthday parties in the garden \$\$\$ [29]
- The gardens as a venue should remain free. Special events, esp those not necessarily education or gardening-related (such as weddings) could certainly be charged more, people would pay.
- New education and meeting space could be carved out of any new redevelopment. Enhanced marketing of the new meeting space could bring in meetings/conferences that would never otherwise think of Olbrich. Those meetings could be an annual source of new revenue while also attracting new garden members
- Events, rental fees
- Many of the volunteers belong to plant societies. In addition to providing volunteers, plant societies bring a lot of people to Olbrich on a regular basis. There’s an element at Olbrich that regards societies as usurpers of the meeting spaces and seems to want us gone so they have more space for weddings. [14]
- A video such as shown today should air on PBS and/or local stations in order to increase public awareness of how this garden is funded and its availability for private events. [10]

Gift Shop

- The gift shop is highly regarded in the entire community—enlargement would be a positive revenue generator
- Larger Gift Shop [3]
- More plants available for sale daily, not just at the plant sale [3]
- A bigger better Gift Shop with plants and shrubs should be added [24]
- Expanded gifts
- More WI made items in Gift Shop [11]

Food Service

- Try not to get into the food service business, solution: have outside operator run business [19]
- A small coffee/cafe area [13]
- Think carefully about the cafe... it could be a boondoggle. [5]
- Provide cafe that would encourage people to eat here and note that portion of charge goes to the gardens (such as Butchart Gardens)
- Sale of onsite food—and provide a space for gathering to eat and talk
- Cafe [3]
- I would really like to see Olbrich have a cafe
- I think a food venue would increase revenue
- Coffee Shop [11]
- Partner with local restaurants for events (Madison Originals), etc) [11]
- A small cafe, like Morton Arboretum [14]

Membership Fees

- Increase membership fees [1]

OBS/City Funding

- Encourage City Council to increase funding re with matching efforts of OBS [1]
- No expansion without totally private, adequate funding to sustain it. All gardens and programs should be free to visitors. [20]
- Is it possible that the gardens would combine with the city to issue long term bonds to support some of the necessary improvements? Has this funding approach ever been considered? [2]
- Increase City of Madison support to support volunteers, it is so cost-effective [5]
- I think it is very important that gardens/parking stay free so that all can enjoy. Revenue should be increased through gifts from corporations, private individuals who can afford it and other garden clubs/groups who currently use Olbrich without paying fees.
- If financial contribution equals decision-making power, I would most definitely not like the City to gain more decision making power. I think decisions should be made by those trained and experience with gardens. I know the financial aspect of Olbrich is very important, but I prefer decision that favor the joy, beauty of the gardens rather than decisions driven by the dollar.
- Voluntary tax from flower shops, hort suppliers, etc

Traditional Fund Raising

- Develop and build on successful philanthropy [20]
- Building relationships/promoting planned gifts
- Specific project fund-raising
- Promote a new project or projects and seek donations for them. Donors feel more involved.
- I know Olbrich solicits bequests/gifts, but is there an annuity or remainder trust program?
- Are you “hitting on” regional non-member using garden club, etc
- I have real concern about the frequency of mailings to past small donors, such as me. It is a real turn off—feels like my contribution is not respected as “enough”. I choose when and how much to give. Stop dunning me. If you must, ask me if you may send more frequent solicitations. *[Olbrich Botanical Society mails two fund-raising solicitations annually – one in the spring and one at year-end. Members, of course, also receive membership renewal requests.]*
- I would hate to see the garden partitioned off for free vs paying sections. I feel I missed out on the opportunity to buy a brick or garden seats. Maybe in buying/planting new items as well. I’m not much of a shopper, so it has to be something special. None of the items in Butchart Gardens appealed to me. But I might put \$ towards a memento for a child.
- Encourage contributions for visitors to include in their financial plan, wills, trusts, etc
- Area garden clubs may also increase contributions by both money and volunteer efforts
- Many couples get married at Olbrich Gardens—many of the couples do not want gifts but rather ask friends and family to donate to a charity—is there an easy way for have guests donate?
- Continuing emphasis on planned giving [29]
- Place “gift/donation” boxes in more visible sites, ex, more than one on the path to the Thai Pavilion out of the foliage
- Programs for corporate/business contributions for recognition
- Major gifts—bequest in wills, etc
- Future gardens—such as Children’s Garden or Family Garden Demo Site—should use the self supporting model of the Rose Garden. New gardens should not be built unless they can be made to be financially self-supporting.
- Endowments, major gifts
- Named spaces—like the bricks, benches
- Adopt a tree, plant, etc, but not so expensive that it limits the participants too much [14]
- More development staff [12]
- Smaller garden parties to raise individual gifts [12]
- Hand out envelope with map/orientation brochure—“this is a free garden but if you enjoyed your experience and can, please contribute before leaving” [12]
- Board involvement in fund generation [12]

Growth

- I think it would be useful to not necessarily assume growth. If you need to raise more funds to do what you have maybe it's time to question whether "small is beautiful" can't be more a driving force than "bigger is better". Resources are extremely scarce for all social services, water, energy. If there were ever a time to step back and ask what is most needed for key services as well as sustainability, this is the time. When I was asked which gardens to add, it didn't seem like an alternative was NOT to grow at this time.
- A plant person not usually into bricks and mortar, I think if you had more covered public space you could increase traffic and therefore increase donors by a lot. People sense a place at its capacity. Move office and meeting space to the "2nd floor" and open up the 1st floor to common space, dining and gifts. 24

Volunteers

- Would it be possible to use trained volunteers to help recruit and/or train other volunteers?

Wrap Up Comments Response Sheet Results

Results of Questions with Options

How did you hear about the Community Consultation Session?

Postcard (68)
Email (15)
Newspaper (13)
Phone Call (10)
Other (12) List:
 OBG staff (3)
 letter (2)
 contact from neighbor
 radio WORT reminder
 word of mouth
 Betty C. invited me
 letter Dane Co. Extension
 EINPC – Community website

Please rate the video presentation?

Informative (81)
Somewhat Informative (10)
Slightly Informative (1)
Not Informative (0)

Please rate your experience in providing responses at the stations.

Very Easy (55)
Somewhat Easy (26)
Difficult (11)
Very Difficult (2)

Open – Ended Questions

(the comments are grouped in categories from most mentioned to least mentioned)

Tell us one thing that you learned about Olbrich Botanical Gardens that you didn't know before the video presentation.

Funding/Public-Private Partnership

- The split between funding sources. I still don't totally understand the relationship.
- Did not know the financial arrangements.
- The role the city of Madison plays in the gardens is budget breakdowns etc.
- Funding sources.
- As a member, I have always shown my card and didn't even realize the gardens are free. Also didn't know city contributed 50%.
- That the city contributes 50% of funding
- Funding source
- The budget
- Funding sources and history
- I didn't know the exact breakdown of city to OBS funds; also I didn't realize that it was free.
- That the rentals are part of the city's portions of the budget.

- How the funding works
- Details of the funding breakdown
- Location of funds
- 50-50 financial arrangements with city
- The financial breakdown between public/private.
- The amount of Botanical and City numbers. Lots of the detailed information on the future ideas of the gardens
- Percentages of funding of City and Botanical Society [17]
- The financial structure
- The method of funding
- The 'pies' on support financially
- Public/Private Partnership – contribution by City and Society
- The extent to which the OBS Endowment Fund has contributes to the total funding
- A better understanding of financial management and needs
- The low % of dollars the city of Madison furnishes for the overall costs.
- Financial basis for operation
- The amount of private dollars and volunteer hours that it takes to run OBG
- \$ relationship between City/Society and relation with UW re Thai Pavilion [40]
- City/Society partnership
- I didn't know all the details of the financial set-up before
- The financial status between the gardens and the city.
- Breakdown of financial resources [31]
- Income sources & break outs, ideas for growth
- Funding
- The pie chart – where the funding comes from

Future Plans

- Missed most of the video, but did not know much about future plans for new gardens before.
- All the new ideas adding more room for educational purposes various ways to dispense information to visitors, etc
- Plans for the Thai house and garden addition
- Wonderful ideas for 'expanding' and learning ideas for the gardens - - Involving the community more and informing the community whenever possible
- Staff dreams and desires
- About the possibility of the donation of a Thai home and creation of accompanying garden
- New ideas from staff for future [6]
- So many possibilities for new directions
- What gardens are being considered
- The number of new connections with the addition of the Thai Garden/Pavilion
- Consideration of a permanent Butterfly exhibit – Thai House & Garden possibility!!

Staff and Volunteers

- Numbers of staff, their areas, and volunteer time commitment.
- Number of volunteers needed to provide service.
- The size of the staff including volunteers
- The number of current staff and volunteers, the break-down in revenue sources
- 7000 volunteer hours! *[In addition to the 7,000 volunteer hours for gardening support, Olbrich benefits from another 20,000+ hours annually that support other garden functions.]* [20]
- The scope of expansion to which we can grow. And I think we have staff to see this happen to make Olbrich even more nationally known as a destination. Don't lose our staff.
- How much work time is donated by volunteers

- I was reminded of the talent and depth of Olbrich staff [41]

History

- History sequence of Olbrich donation through basic property development
- Progression of the buildings construction
- Gardens opened in the 70's
- Didn't know the history of Gardens fully/that purchase of land by Michael Olbrich dates all the way back to 1916.
- That Mr. Olbrich bought all the land along Monona and designated as Olbrich Park
- The story of its beginning and timeline of development
- Lots of things!, history of gardens, 100 acres, 16 acres of gardens, Ideas of new gardens like Children's Garden, Dry Garden, etc. [39]

Attendance

- The projected attendance
- The projected attendance to 2010 etc
- The number of daily visitors. I had no idea that Olbrich was so avidly visited.
- The size of the attendance at special events. [13]

Current Programs

- There is a children's garden
- I did not realize all the areas that Olbrich focuses on
- The scope of the programs
- Interested in children

Miscellaneous/Other

- Really nothing
- That a long range planning process is beginning. It's needed.
- I wish I had know this question was coming -
- That marshlands do NOT have possibilities as per Michael Olbrich
- I knew all of what I could hear [42]

What did you enjoy the most about the Community Consultation Session today?

Giving Feedback/ Process

- We have choices
- Being asked for feedback.
- The ease of providing feed back.
- Previewing the potential
- Having a chance to give my opinion.
- This opportunity to participate.
- Opportunity to voice my opinion
- The ease and organization
- It was super to be asked how to make the future better
- That my thoughts, preferences, opinions matter and that I was invited to participate. Learning about Olbrich Garden's history and operations
- Moving around the building, nice not to just sit and fill out long survey.
- Starting to think about my own priorities with the gardens
- An opportunity to learn and to prioritize options
- The opportunity to express my opinion for a place I like so much.
- Asking for our input.

- Opportunity to share ideas for the gardens
- That you wanted input, thanks. Also I thought the video showing you all was nicely informal, real
- I was able to give my ideas and comments
- It's similar to neighborhood planning processes which I'm familiar with. I liked seeing options and commenting on them
- The opportunity to give feedback and help in the process
- The opportunity for input!
- Being able to give input
- Appreciated the opportunity to give my views
- Chatting with the attendants
- Chance to share my thoughts – opportunity for input Well organized – making responses easier
- To involve the community as much as possible – newspaper – website – emails (both ways) activities here @ the gardens
- Opportunity for public to give input re likes and dislikes – the wonderful suggestions to select from. [43]
- Well organized – went smoothly
- Being able to provide input for the future of Olbrich Gardens
- Early good info – adequate time to contribute to the process – so well set up & organized
- Giving my input
- Learning more of possible plans in the works and feeling involved in the process – like my opinion actually matters here.
- Learned a lot about the gardens – felt my input was important to staff
- It was an organized session with education about where/how our garden can grow and then the opportunity to have input on that process.
- New system of securing information [19]
- Well framed process, good chances for feedback
- Chance for input and bringing new programs and opportunities to Olbrich [17]
- Chance for input – meet staff [44]
- The fact that you're asking for our opinions [13]
- Heard some exciting ideas about the future of the gardens, am glad there has been a chance for public input on the future
- Seeing Olbrich supporters thinking about the future
- Chance to express opinion
- Break up of sections rather than one spot.

Video/Background Information

- I thought the video was a very excellent introduction- and reusable. It would be nice to have an "Informational" video like that for other community uses not just starter planning.
- The video.
- Slide show
- Video presentation
- Informative- film provided good overview
- Video/ ease of going station to station
- Enjoyed Barb Tensfeldt's presentation
- The Video and the separate presentation on the topics
- The video and the future ideas of staff
- Garden History, 'Prospective' plans for gardens
- Video Presentation
- The video
- The video was interesting and informative
- To understand a wide variety of the background and behind the scenes operation of this magnificent facility [45]
- Good info in video and on charts [6]

- The information disseminated [1]
- Learning more about the gardens and the fact that staff gave us ideas/suggestions that were well thought out. Helped me get started thinking about the future of my favorite Gardens.
- The information given – complete and well-done
- The beautiful video
- Video [40]
- The video presentation was very helpful to a member who is only here six months of the year. [46]
- Seeing the staff acting like actors
- Learned more about how the gardens are run

People – Staff & Participants

- Meeting people in the process
- Meeting people I didn't know before
- The enthusiasm of staff
- Talking to the staff
- Meeting staff members; interacting with other attendants
- Staff- and people who care are knowledgeable about the complex – they work here or volunteer for many shifts and know where improvements need to be made – more space
- Meeting other people who have same goal
- Seeing other people who are interested in this wonderful resource [31]
- Seeing a good group of participants [42]
- The Director is charming
- Visiting with friends – enjoying the well-organized session.

Becoming Informed

- Getting better informed about Olbrich Botanical garden especially the financial and educational aspects.
- Gave me a different perspective on what it takes to keep the garden growing
- Mention of sustainable practices, science-based education priorities – labels, etc
- Well organized
- Great information, very well presented.
- Informal

New Possibilities

- Learning what new gardens is a possibility.
- Learning that Olbrich has great ideas for the future
- Reading the excellent ideas that are being considered. [39]
- The fact that we can count on Olbrich to continue to grow.
- Ideas for the future of Olbrich

Miscellaneous/Other

- A walk in the Park
- The fact that nobody suggested spending revenues on the Garver Feed Mill!
- Seeing the gardens and space
- Scents in the conservatory

What did you enjoy the least about the Community Consultation Session today?

The Process

- All of these are offered on the same day with only one after work option. I'm pleased I had no conflict.
- It's hard to limit your choices to six
- Map confusing

- I thought the outreach was excellent but I was disappointed in the attendance.
- It was a very pleasant experience
- This is hard! It is not bad but it makes you think!
- I didn't always have 6 choices of the list presented. I might have like a leader, particularly at the Educational stop.
- Sometimes was difficult to pick just six ideas from the lists – especially of potential new gardens
- Having to choose only 6 from each list – I liked everything
- Though we marked off up to 6 different choices, I would rate some choices much higher than others
- Making difficult choices
- It is difficult to make selections sometimes – one must eliminate something you'd like to have
- It felt a little constrained – the questions were closed
- Strong suspicion on being filler in your process
- Trying to select only six responses to the Education questionnaire [39]
- I had some problems with deciding which projects to pick there are so many ways to go! [46]
- It was well done
- Nothing
- I thought it all was very enjoyable
- All very interesting
- Liked it all
- Nothing
- Some confusion in location of stations [1]

Lack of Interaction and/or Discussions

- No conversation/ discussion w/ the community members. Brainstorming. But I understand.
- The amount of time it took. That there was no opportunity to interact with others, hear the thoughts and feelings of others, nor for discussion – I do understand and accept the process I did participate in as valuable and appropriate at this point in the whole process- Thank you for the opportunity
- Not interactive- no human contact
- The atmosphere when I brought 4 children, 9 yrs and under to the session
- The questions were framed in a way that limited greatly what one could give feedback. Clearly many people will simply check your boxes to help you prioritize your ideas. Next time open it up more.
- Limiting it to check lists instead of vocal comments -
- No integrated opportunity for 'community' building knowing who else is here and why
- Nothing
- Thought that we would have group discussions to go along with questionnaires [40]
- Some of the questionnaires. Ask for ideas – not comments – ideas is more active [44]
- No introduction of participants – no personal connection
- Was hoping for a more town hall approach with people being able to speak [31]

Miscellaneous/Other

- Nothing
- Nothing – all good
- Nothing about the session was unenjoyable.
- Trying to get away from work to get here.
- I just have a hard time with meetings.
- Wish we could have been outside!
- No ice cream bar!!
- Some people were talking loudly while I was trying to think and formulate my thoughts in order to make some appropriate responses
- Having to stand while writing at the stations 1 – 3
- Can't think of anything – it is all quite positive

- It would have been nice to get an overview of participants represented today – unless you did earlier. I came about 10 minutes late.
- I didn't have enough time to stroll the gardens due to work.
- Lack of discussion of local habitat/watershed & locale
- Hard to hear/understand some [42]
- I don't have any "least" about the session.
- My inability to offer suggestions/comments.
- Filling out the questionnaire

Lack of A Site Plan or Map

- You did not explain or show a map describing where all of these new things would go
- Was interested in learning more when the expansion might occur and how it would connect to neighboring community.
- Would have maybe liked to hear some more specifics or logistics of these potential changes – what would various decisions mean for building development etc. in the area for there was no direct discussion of where we see this expansion – also had some trouble choosing my top [6]

Unable to Generate Ideas

- Trying to come up/improvement
- Ran and think so fast- felt rushed not by process but by my schedule
- I needed more time to think! But that's my problem not yours....

The Weather

- The weather (4)

Financial Future

- I guess the financial portion-it makes me nervous that user fees are coming [*There has been no decision to implement user fees.*]
- Financial, difficult wording of question on budget source (city funding)
- Trying to figure out a way to raise more financial support

Video

- The video-That could have been provided on line to see in advance.
- Video
- Video a little long [6]

Comments:

Comments about Process

- This session as is could be done at nearby neighborhood association meetings. I thought the four stations has a good balance between "Directed" questions and free form questions. I would have like to see some chance to comment about Olbrich's relationship to the neighborhoods around it. How will developments at Garver affect the kinds of questions that you might have asked?
- I think you have a great plan and you have put in a lot of time and effort to develop it. As always \$ are the problem in obtaining the goals
- Fabulous place. Very pleased to see you're planning for the future and involving the community. Hope you'll add / Incorporate info about the pros of natives and dangers of many non-natives and particularly invasive. Just visited Shaw nature preserve south of St. Louis. Check it out.
- I want to think more, disappointed more people weren't involved
- I found the questions somewhat ambiguous in filling them out as it was unclear of the many options I had to choose from most of those provide in some questionnaires we already here and are doing well at. And I would rank as wanting yet I did not know whether I should select them as among my 6 choices [29]

- Why did you not consider having forms with more space. It sent a message that you weren't supposed to address anything beyond what we were given; There were several meta-messages, we need more space for buildings,... gardens and ...maybe parking.; the overall lack of attention to questioning assumptions reinforces a status quo. Perhaps this was unintentional. I do applaud that you sought feedback. Again thank you for that. [8]
- This was very professionally organized – good luck on an exciting future [47]
- Hopefully participants in these sessions will receive a summary of the results
- A valuable session
- While this is the 5 Year Program plan, effects on a 20 year horizon must be considered. What if in 25-30 years visitorship has doubled. Population is more diverse and Northern European white persons gardens of the typical (or historical Midwest) are seen as too culturally limited, can the tropical theme be used to broaden cultural references, like a Moghul Garden from Tropical India [6]
- Very good process
- Staff did a fine job of presenting material and organizing possible direction for the gardens
- Olbrich is a jewel and this community involvement can only make it better. Thank you for all the time and effort put forth to make this happen
- A feel-good session – no info on who will decide anything, nor what this 'input' will be used for -- see additional document [20]
- I am in the gardens a lot. Thanks for accommodating for the weather by having us inside for this
- In the garden development questions some of the choices had no examples
- Hats off to the people who put together this consultation session. There are many excellent options that are being considered. It will be exciting to see where this planning session takes Olbrich in the next 5 to 10 years. [39]
- I would have liked some time to interact with others at the session to share ideas.

Financial Comments

- OBG is a well run, clean and very educational place. Obviously expansion is great, the question is how stable are the finances in the future what if city contribution decrease? [10]
- I like that this is a public gardens open to and generally free to the public, and that it can also be a four-season facility. The mix of public/private funding I also think is very positive.
- Other leaf mulch type events. This has the capacity to raise 8 or 10 times as much money as it does now, as it matters. Yes I think it can eventually raise \$250,000 - \$300,000 each year [24]
- I feel that the gardens have done a great job. The facility is well designed and especially well used. Caution should be used in not expanding too fast and spreading yourself too thin. Any new project should be promoted with a fund raising goal before proceedings. Donors like to be involved with specifics. [32]
- On the financial card I forgot to mention about continuing providing free meeting space to garden groups who have provided so much financial support in the past – How will you handle that? [47]
- The city needs to put more money in the budget for Olbrich. It's a gem for the city and they should support it accordingly. Madison gets good ratings as a place to live and visit. Olbrich is a big factor in these decisions. Olbrich is the first place on the list of places we 'show-off' to our visitors from out of the area.
- I wish my circumstances allowed me to contribute more support
- What is the endowment capacity? *[The endowment held by the Olbrich Botanical Society Foundation is approximately \$4 million. 4.5% of an average 3 yr balance is budgeted through the OBS budget.]*
- There is a strong need to keep Olbrich available to all the citizens of Madison and not just a selected section. Fees, and any necessary admissions need to be kept to a minimum. Someone in my group was disappointed that the session wasn't a 'town hall' type of session. I thought that was a good idea too. [13]
- Feel strongly that ties and facilities remain open at low – no cost to plant societies, garden clubs, etc who support the gardens individually and collectively. I am member of West Side Garden Clubs and of course the District, State, National Assoc. Individuals from these organizations also contribute as volunteers etc create further interest in and for the Gardens. We attend programs & events eg. Horticultural symposiums and other events which charge fees. [31]

- I'm depressed at my inability to think up ways to raise more money because I love the fact that the gardens are free to all and that most of the programs are reasonable.

Comments about Visitor Services/Buildings

- I love the fact that Olbrich Gardens exists and it's one of the reasons I moved to this area. I would like to come more often and I think more social events such as guest speakers, film series, etc. and other things like a café would make it even more enjoyable to come. I'm not currently a member, but I'll probably be joining this year.
- I would really like to see a full café/food service area, I would use it! I visit at least 1 X/week and would come even more often if I could meet friends for coffee here. I DO NOT want to see a lot more buildings, especially back toward the residential areas. I like the children's garden idea.
- More "indoor" activities for winter months seem to be a real necessity.
- It would be nice if we could use the Garver Building in some of the new additions. I think if we had more buildings that we should charge admission so one could see all. Then the public would go to all the buildings not skipping the ones they are charged for. If part is free and part is pay then free will always be seen and will lose revenue on the paid ones.
- It seems we need some larger spaces added to allow for more weddings, receptions, shows, show set up [43]
- I hope there will be no more buildings for any purposes. We now have more than enough 'heavy' structures in the garden. Gardens need to remain designed for openness-softness-anti-commercial. I also think special consideration/plans need to be made for the growing # of elders who have difficulty viewing the gardens & attending evening meetings. That's the group who may be in a good position to contribute \$. [42]
- Don't grow the buildings at the expense of garden space.
- I hope that the restroom facilities will be addressed soon!
- I would like to see additions & improvements that are diverse and made with utmost attention to environmental issues – designed sustainably, etc.
- I believe that the buildings themselves can and should be enlarged to better accommodate the public and the personnel. The public rest rooms need to be enlarged and updated to accommodate disabled.

Comments about Horticulture/Gardens

- Olbrich is perfect the way it is, except please plant white cedars across the creek in front of the parking lot. Would greatly improve aesthetics
- I was surprised to see that a native prairie wasn't listed as an option. Ask daily visitors to fill out survey asking what they would like to see. It would provide a wider sample. Avoid filling space with too many buildings don't overbuild and risk financial stability. Encourage programs that give children involvement with the gardens.
- I hope Olbrich installs more native plant species in the gardens and educates the public why native plants species are so important, also providing information about invasive plants species is just as important. [48]
- You already have many new possibilities for additions to the gardens, Go with what your income allows. Lots of people are willing to give.
- Nowhere did I see that the "event" garden is really a key. A beautiful thought out outdoor space would free up indoor space. Food, catering space, seating, and covered space all would allow better flow and higher ticket to weddings, anniversary, and work parties. The investment would pay itself off.
- Partner w/MMOCA. Some more RISKY experimental gardens would be great!
- Consider the Garver Bldg a wonderful opportunity to take the outdoor gardens indoors (especially for the winter months. You could develop hanging gardens, have pools of water and waterfalls with fish and little bridges. Develop space for a wonderful area to be rented for wedding, etc. Have a small restaurant with limited hours perhaps. Have a theatre and learning center. The possibilities are infinite. Again i would develop the concept of taking the outdoor gardens indoors. [2]
- Expansion of the gardens is a key to me as long as it can be financially supported. Need to make Thai pavilion and gardens more a part of the gardens, and would like to see gardens as opposed to their current boating and sports uses only and accessed via tunnel possibly under Atwood/Monona Dr. [49]

- Please don't expand at the expense of maintaining what we have. I do not like to see botanic gardens full of weeds etc. More/different labels are needed. Many, many plants aren't labeled. I know volunteers who tell me they usually break a label each week. Plastic labels put on a stake with only sticky tape do not last long.

Comments about Education

- Just thought of an educational offering and a garden potential: gardening for the differently-abled.
- Those with arthritis, wheel chair bound, with sight challenges, you have lots of thought into family and kids but how about seniors these folks need transitional ideas from their more active gardening days to alternatives short of giving it up or having it done by others. [12]
- Please include a children's garden. Open to ALL SCHOOLS in summer months, I was a volunteer teacher this summer much more is needed in curriculum and expands to all schools!
- To involve children, have a paper sheet that has a treasure hunt on it, they look for items in the gardens and check them off if they fill the sheet all the way in there should be some sort of reward.
- I need to explore the website but there are some great plant resource/ info. Sites out there it would be great if Olbrich could follow suit or partner with other great sights. Please more partnerships
- Increased children's facilities should be a priority. – When I've worked in the Thai gardens, some visitors have suggested that we should have a water fountain and possibly a restroom out in the gardens.
- Service Home schoolers, multi-age, simultaneous sessions, please keep a family membership affordable. Keep outdoor gardens free. Keep Eastmoreland Neighborhood Association in the loop. [5]
- This is fast writing and little or no editing – just thoughts that could grow and be proactive. Ideas: I would like to see the gardens reach out into the community – make a difference. I have an idea. Our 4 Northside grade schools + (Shabaaz) finds over 50% of the students live in poverty and would probably not come to Olbrich – enters idea – each school (by principal) has identified a need to landscape their schools – give curb appeal – get children excited about (feel welcomed) their school 'yard'. 1) Get volunteers to maintain school landscaping/trained by Olbrich staff. 2) Have each school 'yard' designed to be unique and meet terrain and improve site. 3) Involve parents, students, teachers 4) Get donations of plants, labor, design. 5) I have been dreaming and starting to think how this can be done. 6) I would like to start in April 7) Use this fall and winter to plan 8) Involve Kiwanis of Downtown. I would love to explore what is possible. [44]

Happy to Give Input

- Thanks for the opportunity for input [14]
- Thanks for allowing this input from the community.
- Thanks for creation this opportunity for input.

Comments about Volunteerism

- Concern: volunteer training. The approach used to train me was a concern. The individuals who attended the training were pretty impressive – teachers, HR director, upper level administrator- and we were treated as if we couldn't read! Allow us to read the materials ahead and spend more time in the gardens talking about the collections, practices, activities and how we work with staff.
- This is a wonderful entity here in Madison, and we need to make sure it stays that way; and that it is accessible to ALL. The volunteers are priceless, and I hope very much appreciated.

Comments about Gift Shop

- Why can't we buy plants from pruning to start new plants, or for drying, crafts, etc. [16]

General / Miscellaneous / Comments

- Olbrich is a shining jewel in Madison – thanks to everyone for working to make it increasingly beautiful and useful.
- The rose garden path needs to be paved. The gravel is slippery, and it is hard for wheel chairs to navigate. The leaf mulch for sale needs to be sorted there somehow. In it there are rocks, pieces of cans, and a lot of other metal/plastic debris that need to be picked up when you spread it.
- Olbrich is a wonderful community resource. Anything you do will be great

- Looking forward to the future of the Gardens. Hoping for the better enlargement of restrooms for handicapped people – And the people are looking forward to the tram.
- Enthusiastic about Olbrich Gardens and its contribution to City of Madison and East Side. [1]
- There was no mention about land use- expansion of north property – expanding to Walter street. I think this is a positive idea to approach the future programmatically but it needs to go hand in hand with securing land for the Gardens as Milw St. (across from Woodmans) is being planned. Move baseball diamonds over there and create a space for future gardens. [41]
- I love the place and don't any changes, but I know it will happen. In the past, anything, here has been great so I know you will do a wonderful job.
- Many thanks for a inp.....? program. [46]

Questions:

Garver Feed Mill

- What plans, if any are there to use or incorporate the old garver building and possibly expand the gardens across stark weather? (Question was answered.) [50]
- What is the future of graver field? How will it be utilized?
- What's up with Garner? hope this will be considered as additional space for galleries, indoors space/gardens/education/rental space ect. Great bldg and could be such a creative focal point for Olbrich! [18]
- Please keep places to sit and read at Garver. My husband has seen fox and other critters on walks.
- More information about the development plans for the Garver Bldg. [5]
- What is happening to Garver Property? Can it be developed as gardens? Education Bldg?
- possible ideas for the Garver facility [45]
*[The City of Madison is seeking proposals – which were due September 14, 2007 - for re-use of the Garver Feed Mill. More information is available on the City of Madison's website:
<http://www.cityofmadison.com/planning/garver.html>.]*

Fees/Revenues/Funding

- What are future plans for using meeting spaces- more fees? Less/more availability? For whom? *[There are no specific plans. Rental revenue is returned to the City of Madison annually and 2007 revenues appear to be on track to meet the 2007 budget of \$236,000. Increases in rental revenues and more education programs are both limited by the amount of space available.]*
- I'll have to check into rental prices.
- There were general comments to the financial sustainability/staffing of Olbrich. Have there been estimates made at what point the fees from new rentals & programming would make the new positions sustainable? 51 *[Staff have not generated any plans for new spaces. If and when new rentals and programming space is planned, that information would be studied and incorporated as part of the overall plan.]*
- How are we going to be able to fund the options? [39] *[As the plan develops, that type of information will be incorporated.]*
- Love many of ideas presented as future possibilities but would like more info regarding what would have to be cut to implement. *[As the 5 Year Program Plan develops, that type of information will be incorporated.]*

General Questions/Comments

- Thank You!
- I miss the big water fountain

Planning Process

- I love Olbrich gardens. I love visiting and volunteering. We are so lucky to have these beautiful gardens available to us (and free!!) Thank you for these sessions and or asking for our input.
- How are responses affect the next process? *[This excellent information is being shared with the staff and will be shared with leaders from the community as Olbrich Botanical Gardens (OBG) move forward in the planning process.]*

Parking

- Why aren't your parking areas more environmentally friendly? [4] *[There are significant costs associated with redoing the parking areas. More environmentally responsible changes would be made when significance maintenance is needed or when funds are available.]*

More Consistent Survey/Questioning of Visitors

- Not a question but a suggestion. I believe that continual feedback from Olbrich diverse visitorship is necessary for our continual growth. Though the present survey is a useful start and send an important message to the community that we care about their opinion, I think a continual random survey of visitors each day at a range of events including extended listening and conversation would yield much more concrete material on which to base ongoing and future decision making. [29]

Education

- I would like to see classes/opportunity to learn how to prune correctly/how to protect our waterways/shore plantings and preservation. Things that make for a better community in a big, practical way. Educate the appropriate neighborhoods – offer education to them on special needs/concerns/situations observed. Be Pro Active. [44]

Comments Rec'd Between 8/17 and 8/31 in Other Formats

Rec'd via email 8/17/2007

"Madison already has many unique resources, values, and visions... that lay the foundation for a world class model. The Starkweather watershed offers many more unique opportunities to build on that foundation. I'd like to weave the Garver plan into a more comprehensive plan for the watershed... and the city.

"I see the Garver building as the hub of an experimental learning, living, and stewarding center... weaving many possibilities and peoples: -experiments and models for sustainable structures, energy, transportation, gardening, diet, healing, etc. -a co-creative center for art, dance, music, etc... connecting diverse peoples, cultures, and ages -a showcase for revitalizing and stewarding abused lands, water, and culture -an inspiration for Madison's citizens and other cities in coming together to co-create a fulfilling and sustainable shared vision

"I see the surrounding 26 acres used to support and model the above goals... including a tall (e.g. 100 feet) cone shaped structure in line with the Olbrich Gardens view corridor. This structure would be an inspiring focal point... as well as viewing point... built to complement the natural surroundings (e.g. stone or plant exterior with a spiral path to the top). The interior could be dome shaped... encouraging participatory and community building activities of dance, song, drum, etc. It could also project images on all surfaces (like a planetarium)... and project sound from all directions... for a truly magical experience.

"I see the already magnificent Olbrich Gardens synergizing with this new center... visually and energetically (e.g. view corridor, walking, promotions, support)... bringing new benefits to both.

"I also see Olbrich Gardens expanding across Atwood Av (toward the lake)... extending and enhancing the view corridor with fountains, reflecting pools, sculpture, and horticulture. And I see a large arch to raise and enclose Atwood Av. traffic... silencing the distracting noise and movement... while framing the view corridor with a truly unique landmark and artwork."

Rec'd via mail 8/21/2007

I can't be there in person, but I can send you my idea: many people come to the gardens to get ideas for their own, to see how some plant looks really. The reality of our changing climate and water; water resources would behoove us to garden "environmentally correctly." personally I enjoy gardening mostly with "natives". But that's

not everyone's cup of tea. But I would encourage you to possibly expand some of your native gardening areas, and then, as well, have some environmentally-conscious garden areas with tips for all of us wanting our old-timey favorites but wanting to grow them in environmentally friendly ways. Also stress which non-natives pose the most risks as invasives. Our extended family surely does enjoy the gardens. They are a wonderful inspiration and simply a joy to us all. *[Olbrich Gardens horticultural staff, both indoors and outdoors, practice sustainable horticulture incorporating a commitment to the environment and sustainable practices as part of what we do and who we are. Ornamental plants that are invasive are not planted at Olbrich Gardens.]*

Rec'd via telephone 8/21/2007

As an older who brings a granddaughter to the gardens, doesn't have energy without resting. Please have many more resting places such as brown wrought iron benches with rich-looking awnings so that I'm not sitting in the sun. More seating is needed to take everything in. There is no place to sit in the Thai Pavilion.

Rec'd via email 8/21/2007

Olbrich and Madison are uniquely enhanced by the water that surrounds them; water forms the essence of each, and the history of both are rich in design determined by their watery motif. Here at Olbrich, we could create a garden honoring one of the greatest water gardens of all: Monet's magnificent and inspiring water lily garden. Giverny is fascinating for many reasons, but Monet's greatest artistic inspiration and gardening achievement was his water lily garden. It was a garden both intimate and majestic, a private, yet universal vision, a kind of merging or conjuring, by a master gardener, of plants, water and light—into a reflective surface that was itself a transcendent work of art. Such a garden would be a worthwhile undertaking for Olbrich, and could itself become a place of pilgrimage for those who love art and great gardens—a place to commune with Monet the gardener, rather more than Monet the artist. Making such a garden would be quite a challenge, but one Olbrich has proven it has both the ability and sensibility to meet.

Rec'd via email 9/17/2007

I visited the gardens last month and when I was there I saw a sign about a meeting asking the public to come and address their thoughts and ideas about the future designs for the gardens. I did not have time to stay for the meeting but one idea that struck me as I and my three children strolled through the gardens that afternoon was how about a "railroad" themed garden. My children LOVE the holiday trains at the gardens and the strip of land along the railroad tracks that seems to be vacant of any designed garden would be a good place for a "railroad" children's garden which could include some railroad sculptures for kids to climb on and maybe an actual outdoor train tracing through the garden. Just a thought to add to your list.

Rec'd at 8/20/2007 session

Idea # 1 – **Identifying Plants:** Use labels with a number rather than the name of plant, Have corresponding guide map posted at garden area; overall garden map available, especially showing various gardens, and some plants of seasonal interest; maps showing types of plants and where to find them, ie grasses, fragrant, bird food, ground covers, edible;

Idea # 2 **Video display on Various Topics:** planning a garden, mini gardens (containers, herbs, succulent, water garden), common flowering plants for Wisconsin, drought resistant plants for Wisconsin, Sequences of life (life cycle of butterfly, flowers-seed to bloom to seed), combining plants in an unusual way for shape, color, identifying common species (butterflies of our area, birds of our garden)

Rec'd at 8/20/2007 session

The following letter refers to maintenance items at parks near Olbrich Botanical Gardens. Those items have been forwarded to Madison Parks Division maintenance staff and to Parks Planning which determines the no- mow areas. The professional designs referred to in the 5th paragraph are most likely the OBG MasterPlan, adopted by the Madison Common Council in 2001, which is displayed in the lobby.

Olbrich Park, Madison, Wisconsin

August 20, 2007

Olbrich Botanical Garden is exceptional. It is a jewel set in a municipal park, fabulous with plants and landscape that dazzle the visitor; I am a close neighbor and I have been visiting and watching the changes there since 1981.

There is a disconnect between the botanical garden and the adjacent park lands. The grassed shoreline just across the street from the manicured gardens, is now a repellent thicket overgrown with invasive burdock and garlic mustard.

In adjacent Hudson Park, the Indian Mounds have been designated no-mow and covered with stands of thistle and woody brush, all growing fast. Olbrich Garden's elaborate presentation of the temple from Thailand, is a block away from thousand-year-old indigenous ceremonial sculptures that can't be seen anymore because they are too thickly covered with mostly exotic grasses, trees and noxious weeds.

Last fall, I participated in a 'visioning session' for the grounds of the North Plat land at Olbrich. It was fun to consider how things might look there. But it didn't make a lot of sense to plan the grounds of the sugar factory, without knowing what the building would be used for, its hours and circulation and so on. And the overwhelmingly obvious design opportunity presented by the city's single ownership of lands along the Starkweather streams all the way to the lake, wasn't much explored. A series

of footbridges would make that a magical place to walk.

I hadn't been in the Olbrich pavilion for a while, so I didn't see until after the session, that costly professional designs for the area had already been commissioned and presented there, which plan for a large new parking lot in the marsh north of the sugar factory. Somehow, I don't think that my recommendation against adding a single square inch of new pavement to that priceless wetland, is going to be taken very seriously.

Finally, the Olbrich Garden establishment promotes heavily and draws many visitors, but appears to prefer paying customers. Before the fence went up, for generations, wedding parties all dressed up came to the gardens every weekend for pictures, and the park sang with promise. Then stiff fees were established for picture taking, and put a stop to that.

If this magnificent flower show isn't for everybody, why is it in a city park? To develop a reputation for exclusivity, and palatial gardens while adjacent parkland runs to weeds, is a divisive policy. What is the purpose of this?

Nowadays, the botanical garden is closed more than it's open. I encourage the gardeners, donors, bureaucrats, politicians and all the volunteers who make Olbrich go, to develop more free access to your gardens and programs in the years ahead. Grow more open, and more openly, not more closed. And check out the burdock and thistle going to seed right next door today.

Respondent #20