

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Council

Council Engagement Committee Meeting

Shoenberg Administration Building

First Floor Conference Room

Tuesday, July 23, 2013 – 8:00 a.m.

Committee Members Present

Ken Crawford (Argent Capital Mgmt.)

Jenny Hoelzer (Commerce Bank)

Jeff Kaiser (CBRE)

Joe Marcallini (SteadyRain)

Gayla Nunn (ABNA Engineering)

Shawn Schukar (Ameren)

Kelley Wilken (Ronnoco)

Committee Members Unable to Attend

Dan Genovese (UMB Bank)

Shawn Hagan (Fifth Third Bank)

Ann Joos (Brown Shoe)

Kathleen Petrillo (Senniger Powers)

Chris Schmidt (CSI Leasing)

Tom Walsh (Drury Hotels)

Also in Attendance

Garden staff: Donna McGinnis, Kristine Gruver

Meeting Summary

Committee chair Jenny Hoelzer began the meeting by welcoming new committee member Gayla Nunn, representative from ABNA Engineering.

The committee then reviewed the Council metrics. Metrics are generally positive, though Corporate Partners Day attendance is slightly below goal, and Corporate Partners membership dollars are slightly below 2012 year-to-date numbers.

Council Member Update

The Corporate Council LinkedIn group now has 63 participants. The committee suggested the group would be a good way to share news highlighting the good works and positive business growth of Corporate Partner companies as well as special awards and accomplishments of specific Council members. The committee will continue to think of additional uses for the LinkedIn group.

New Council members since the June meeting:

- Matt McGrath, CBIZ & Mayer Hoffman McCann, P.C.
- Doug Mueller, Anders CPA + Advisors (new Corporate Partner)
- Steve Wang, Protiviti

Council members transitioned to alumni since June meeting:

- Nate Zelinske, formerly with Protiviti

Corporate Partners Days

Corporate Partners Days are normally offered on a quarterly basis, but an extra Corporate Partners Day was added to the 2013 calendar. On Tuesday, July 16, corporate employees were able to visit the Garden in the evening—an opportunity available each Tuesday evening this

summer for Garden members. Guests enjoyed the inaugural Desert Show, Café Flora wine bar, chess games, and the evening beauty of the Garden. The even hosted 302 corporate guests and resulted in 15 new member households. Unfortunately, a computer error did not allow the details to be reviewed by company. Garden IT staff are working to correct the error and reclaim the data.

Corporate Ambassadors

The Corporate Ambassador t-shirts had the desired effect on visitor engagement for both the June 2 and July 16 events. Corporate guests identified ambassadors and asked them directly for information about Corporate Partners Day and the Council. Thank you to the following Council members for participating as ambassadors on June 2 and July 16:

- Lisa Disbrow, Waste Management
- Gayla Nunn, ABNA Engineering
- Kathleen Petrillo, Senniger Powers
- Jon Reed, Graybar
- Deb Seidel, Bunge North America
- Kelley Wilken, Ronnoco Coffee

Corporate Council Meetings

Vickie Campbell is confirmed as the guest speaker for the September 12 Corporate Council meeting at the Butterfly House, the final meeting of 2013. The meeting will also include a short get-to-know-you activity lead by Council chair Brian Rothery. At the request of the Steering Committee, the Young Friends Council co-chairs will begin attending Corporate Council meetings.

The committee discussed topics and ideas for Council meetings in 2014. Ideas included:

- Donna McGinnis “state of the Garden” presentation, update on Garden’s strategic plan, overview of capital campaign
- Invite Dr. Wyse Jackson to speak at a 2014 meeting to learn more about his vision
- Provide a foundational understanding of the Garden’s leadership structure
 - Discuss and share Henry Shaw’s will
 - Explain the roles of the Garden’s four leadership boards/councils and how they interact
 - Discuss scope of institution: family of attractions, international work, partnerships with other institutions, etc.
 - Provide an overview of funding structure and fund sources

The committee felt many of these topics lend themselves to table discussions after short presentations and suggested considering a 2014 format for a 5-minute presentation followed by a 5-minute discussion at each meeting. Providing materials in advance would be key to this strategy.

Beginning in 2014, the Young Friends Council chairs will be invited to share a 5-minute update on the Young Friends Program and their initiatives at each meeting. Increasing networking and engagement opportunities with the Young Friends Council will be an increased initiative in 2014.

Action Steps

- Garden staff to continue membership reminders for nonmember Council representatives and those with lapsed personal memberships.
- Garden staff to update agenda and prepare materials for September 12 Council meeting.
- Garden staff to send committee updated list of Corporate Partner companies without Council representation, removing any “special cases.”
- Committee members to review updated list and identify companies to contact about appointing a Council representative.
- Garden staff to send September 15 Corporate Partners Day materials to partner companies the week of August 19.

Next Meeting

Corporate Council

Thursday, September 12

7:30–9:00 a.m.

Sophia M. Sachs Butterfly House

Faust Park

15193 Olive Boulevard

Chesterfield, Missouri 63017

Featured speaker: Vickie Campbell, interim director of the Butterfly House

Council Engagement Committee

Thursday, October 24

8:00–9:00 a.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110