

GERMAN VILLAGE SOCIETY
BOARD OF TRUSTEES

MINUTES OF THE MEETING OF
April 9, 2019

Present: John Barr, Brittany Gibson, Jim Penikas, Kurt Miller, Josh Miller, Joshua Zimmerman,

new responsibilities outside of the Society that cause him to need to step away sooner. Dennis shared that he recently became board president for The Ohio State University's Knowlton School of Architecture, in addition to his horseback and mounted hunting pursuits and a related charity. Joshua thanked Dennis for his service and noted that he always appreciated his unique perspective and quick wit.

Given the board vacancy, the Organizational Development Committee has recommended Eric Vanderson to fill Dennis' seat, which Joshua is appointing him to. Eric will be joining the board meeting next month. Joshua cited Eric and his wife Megan's contribution to Hausund GartenTours as both featur9 (ic)]TJ 0 Tc 0 2h.565

Society members. Elections are held in August, and newly elected members take their seats in September. Board members are elected to three-year terms and limited to two consecutive terms.

Staff Reports

Delilah Lopez shared that the PRIDE-parade task force is up and running with Nick Weitzel as its chair. Their main objective is to march in Columbus PRIDE Parade on June 15 to represent Columbus' original "gayborhood" by enhancing last year's float and creating a T-shirt. They've also extended that work to look at how to promote German Village more in the days leading up to the parade, including coordinating with the Group Tours committee to potentially create a special schedule for that week; renaming the current tour that highlights contributions of LGBTQ people in the Village; potentially highlighting business owners in the area who identify as LGBTQ; and planning a kick-off happy hour.

Delilah added that on the communications-plan front, Geben team members held their first discovery session with a few Society board members and staff this past week, and that all board members will meet with them eventually, as will many focus groups. She added that she met with Warhol & Wall St. to start a quick-turnaround video to promote this year's Haus und Garten Tour.

Delilah also reviewed the staff's gameplan and goal-setting around development initiatives. On the Meeting Haus rentals and group tours front, staff will be seeking increased marketing opportunities and, potentially, partners for experiential tours to be conducted as a pilot. In addition, staff will focus this year on retaining 70% of our supporting members and getting them to say yes to higher gifting levels. Nelson urged Delilah to make sure communication about benefits are made especially clear since that's sometimes missed. They'll look to increase event income via improved partnerships as well as recognizing and leveraging more in-kind support. On the grants-income front, Nancy is working on creating a process as well as creating a database of what's available that the Society might qualify for. Staff is also focused on the sidewalk-incentive program and the Brickline, while Delilah is re-evaluating the SLATE campaign and meeting with those donors who've already committed. Dennis clarified that SLATE donations have always been considered any multi-year donation pledge and that while the amount given is important, the biggest value is in gaining another member who sees the value in committing to donate everywhere

sees ue

Center for years and took on PreTour hostess duties for five decades. Joshua and the rest of the board sent their condolences to Madeline's



Public Participation

President Joshua Zimmerman asked Delilah Lopez to introduce the background on a GVS communication plan as well as introduce our first guest. Delilah explained that, through her ~~discuss~~ the top


in both how they'd fit with what we need and how the costs would fit with our budget. Delilah introduced Heather Whaling, president and founder of Geben. Heather explained that she lives in German Village and started the business from her home nine years ago. Geben specializes in looking at audience strategies and improving communications as a whole. For GVS, they propose a wide-reaching discovery session - including 10 sit-down sessions and an email survey - followed by the firm's own audit of everything GVS puts out into the public. They'd first deliver insights from these surveys and audits, then create a messaging framework by both broad and specific audiences, as well as sample language. In most instances, this work could be completed in six to 12 weeks.

Natalia Roca asked from the audience whether this work is more focused on communications or branding. Heather explained that it would be more of a communications strategy effort that will touch on branding. The board members thanked Heather for attending.

Joshua welcomed Nancy Kotting to the meeting and explained that he's asked her to attend the beginning of each board meetings to share both high-level as well as pressing historic preservation updates directly

all board

Joshua



Delilah shared that as work progresses on GVS's

GERMAN VILLAGE SOCIETY

TREASURER'S REPORT

APRIL 9, 2019 BOARD MEETING

FINANCIAL STATEMENT HIGHLIGHTS MARCH 31, 2019

CASH BALANCES AS OF MARCH 31, 2019

OPERATIONS CHECKING \$16,997

CONTINGENT LIABILITIES \$8,527

DESIGNATED FUNDS TOTAL \$367,755

SIGNIFICANT BALANCES: GERMAN VILLAGE BUSINESS COMMUNITY \$11,000

FUND FOR HISTORIC PRESERVATION \$10,585

FRIENDS OF SCHILLER \$25,209

FOR THE GOOD OF THE NEIGHBORHOOD \$120,580

INVESTMENT TOTAL \$78,137

BRENT WARNER MAINTENANCE FUND \$9,000

MEETING HOUSE REPLACEMENT RESERVE \$25,209

ALBERTA STEVENS HUNTINGTON GARDEN FUND \$24,667

OPERATING RESERVE \$

German Village Society

Balance Sheet

As of March 31, 2019

		Total
Building 588 South Third Street		
Cost		759,990.66
Depreciation		-679,416.63
Land		40,000.00
Total Building 588 South Third Street	\$	120,574.03
Intangible Assets		
Website Development		
Cost		29,200.00
Depreciation		-17,520.00
Total Website Development	\$	11,680.00
Total Intangible Assets	\$	11,680.00
Leasehold Improvements		0.00
Depreciation		-85,423.43
Original Cost		191,948.98
Total Leasehold Improvements	\$	106,525.55
Office Equipment/Furniture/Paintings		
Cost		241,938.23
Depreciation		-237,886.31
Total Office Equipment/Furniture/Paintings	\$	4,051.92
Total Fixed Assets	\$	242,831.50
TOTAL ASSETS	\$	1,400,290.57
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable		0.00
Total Accounts Payable	\$	0.00
Other Current Liabilities		
Deferred Revenue		0.01
Deferred Revenue-Property Taxes		0.00
Designated Funds GVBC S.ET EMC Q /P <</MCID 51 >>BDC q 129.14 391.15 353.997(s P)-4.003(

	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Admission/Event Income	325.00	600.00	-275.00	54.17%	325.00	149,300.00	-148,975.00	0.22%
Advertising Income	2,250.00	9,500.00	-7,250.00	23.68%	4,054.32	53,550.00	-49,495.68	7.57%
Contributions	4,649.17	5,000.00	-350.83	92.98%	16,297.15	19,500.00	-3,202.85	83.58%
Grants	10.00		10.00		20,520.00	0.00	20,520.00	
In-Kind Donations		8,000.00	-8,000.00	0.00%	0.00	128,000.00	-128,000.00	0.00%
Interest Income	3.49	3.73	-0.24	93.57%	10.59	45.00	-34.41	23.53%
Membership Dues - GVS	10,619.79	12,000.00	-1,380.21	88.50%	46,725.54	115,000.00	-68,274.46	40.63%
Membership Dues -GVBC	981.07	1,650.00	-668.93	59.46%	1,818.21	10,500.00	-8,681.79	17.32%
Merchandise Income		20.00						

Notes

FRIENDS OF SCHILLER PARK

Katharine Moore reported that The Friends of Schiller Park are exploring picnic tables. The Friends of Schiller replaced most, but not all, of the concrete tables almost 20 years ago. Some of the upgraded tables are in fair condition, and there are still concrete tables to upgrade

GV 9

Reporting via email from Bangladesh, Mike Cornelis said the 2019 schedule is completed and will be posted on the group's FB sometime this month. In addition, the group is working with Wayne Owens on some possible sponsorship opportunities for the season schedule printing.

GV9's next scheduled event is March 28 in Cincinnati where they have been once again honored to have been invited to march in the Cincinnati Reds opening day parade.

HIGHFIELD GARDEN

Ann Lilly said the garden is patiently awaiting spring.

FUN COMMITTEE LUNCH

Still reporting from Bangladesh, Mr. Cornelis said the group is planning a lunch on 6/25 at 6:00 PM.

Love, love Me Do

May 18th 7pm and May 19th 3pm, 2019, at the Meeting Haus

Admission \$10

Tickets at Visitor Center, From any Village Singers and at The Door.

This will be the last Program for Village Singers under the direction of Nick Klein.

Nick has been accepted as an Honorarium Student at the University of Washington, Seattle.

His passion and patience has raised our performance standard and we will miss him greatly.

Our 2019 Patrons Drive toward Village Singers Endowment Fund continues thru April

\$100 contribution ensures naming in our printed program, website and four tickets to either performance.

The donated piano will be repaired and tuned April 29th and ready for our performances.

Wayne

German Village Society Committee Report

Committee: GuidedToursMichelleMazeke

x Tour season started early this year with 2 tours in March, total proceeds \$168.

x

German Village Society Committee Report

Committee: ODC

Meeting date(s): March 18

Attendees names:

Next Meeting: April 22

Jeanne Likins

Jim Penikas

Susan Sutherland

Nancy Turner

Highlights/Discussion:

We are continuing our work to identify and to engage folks at all levels and of GVS. We are also refining a spreadsheet to follow who has been contact regarding GVS leadership involvement.

Our immediate concern is to identify potential candidates to fill Board openings both as they occur and for the slate which we will propose to the Board for approval in June.

Plans and Assignments:

Board members can help identify individuals whom you believe should be in leadership pipeline. Please let any one of us on the committee know who you have in mind.

Do you have issues or concerns that require consideration by the Board or staff for possible response or action with timeline included? (Could include the need for time/support from GVS staff or volunteers, or the need for financial resources)

Any ideas/concerns about safety:

Any ideas/concerns about sidewalks:

Outstanding volunteers:

Any other things you would like to share with the board?

April Board Report

Nancy Kotting

Preservation Committee

(See submitted report from Committee chair Robin Strohm)

Public Policy

I have a meeting scheduled with Council Member Favor April 10 and Council Member Moran for April 12, 2019.

Grants

The Village Lights Grant application to the City of Columbia has been submitted, we did not receive the OSU Grant requested to fund the study of designation impacts over time to be conducted in conjunction with The Kirwin Institute. We will continue to identify funding sources for this study.

Columbia Gas

We have received the work routes for 2019. These have been published on our web site. They have been highlighted several times on social media platforms and have been included in Neighbors for Neighbors for the past few weeks. We have leafleted all 250 addresses on the first route and the 120+ addresses on the second route with a letter from GVS. Columbia Gas will be conducting informational community meeting April 10 at 6:00 pm here at the Meeting Haus for residents interested in learning more about the project.

Commission Interface

April GVC applications were published

installation, a total of 15 signs. I have been working to secure the necessary real estate easements for each of the 15 locations, which is a multi-step process.

We have signed a contract to complete the content for the Mohawk route. Work on site selection for this route and content production will begin immediately. Content is being developed for the third route, along Mohawk, and we are working toward an April 15 deadline on this content.

Interns

I am having the interns conduct a district wide survey of sidewalk, curb and street conditions. Our last survey was done two years ago and we are in need of an update. Once we have identified the sidewalks

Jena Wilson, Development & Marketing Coordinator

Membership Development

Memberships renewals last month hit over 100 renewals! We sent out a membership mailing at the beginning of March that included memberships that have lapsed since December 2018. Make sure that you're up to date by emailing me jwilson@germanvillage.com for inquiries about your membership—or any p