

GERMAN VILLAGE SOCIETY  
BOARD OF TRUSTEES

MINUTES OF THE MEETING OF  
August 11, 2014

Present: Tim Bibler, Dennis Brandon, Bill Case, Nick Cavalaris, Sarah Irvin Clark, Darci Congrove, Bill Curlis, Brittany Gibson, Chris Hune, Joe Kurzer, Jeanne Likins, Jeff McNealey, and Susan Sutherland.

Staff and Guests: Terri Leist, Ann Lilly, Sara McNealey, Angela Mingo, Katharine Moore, Carol Mullinax, , Jim Nichols, Shiloh Todorov, Russ Arledge, Sarah Marsom, and Gary Seman.

The meeting was called to order at 6:00 p.m. by President Likins.

#### Public Participation

Angela Mingo, Nationwide Children's Hospital, provided an up-date to the Board on the recent Children's Hospital purchase of the land owned by the Columbus Board of Education at Grant and Livingston (Afrocentric School's football field and parking lot). A six-story out-patient education center is proposed for the area along with supporting parking and landscaping to tie the whole area from Parsons Avenue to Grant Avenue into the Hospital campus. Plans are not final and approvals (hospital, City, and ODOT) are pending and Ms. Mingo reported that she would return to the community to give us a further report. Earliest start date for the project is late 2015.

Sara McNealey, Chair of the Parks, Public Spaces, and Community Events Committee and committee members Ann Lilly, Katharine Moore, and Carol Mullinax gave the Board an up-date on the mission, programs, and activities of the PPSCE committee. In a very creative interactive presentation with the Board, they gave a full review of the committee's past successes and future achievements including their extensive organization chart of responsibilities [made a part hereof], self-supporting fundraising, and cooperative agreements with the City Recreation and Parks Department. Terri Leist, Deputy Director of the City of Columbus Recreation and Parks Department spoke of the strong cooperative working relationship the Committee and the Society, and expressed her thanks (and those of Director Alan McKnight) for this unique relationship and support. The Board thanked the PPSCE Committee and Ms. Leist for their presentation and their exceptional work.

#### Report of the President and Officers

Ms. Likins asked the Board: "What are the most important aspects/elements/goals of the Society's comprehensive German Village signage initiative?"

The Board members responded from their personal perspective and Signage Committee Chair Darci Congrove took notes to give to her committee and to the vendor providing the research. Ms. Congrove also gave her Signage Committee up-date report and discussed all of the aspects of the project, many of

which had been discussed by the Board. She anticipates a first report back to the community in early Fall, 2014.

Executive Director Shiloh Todorov reported on all of the work going forward on the Great Placemakers program and that all of the committee and staff's efforts were now being focused on recruiting attendees. She asked each Board member to review their groups of associates and associations and to send her names, mailing lists, and contacts who could be solicited for participation.

Ms. Todorov reported on the work of the Strategic Planning Task Force and noted that the Task Force plan to meet with members of the Board individually was on-going and that questions on the scope and direction of the September retreat would be answered in those meetings. She also related some of the early results on issues important to our stakeholders and promised a very lively discussion on assessing what role the German Village Society can have on these issues.

Ms. Todorov also reported that the AV system in the Warner Fest Hall was 'ancient', unreliable, and broken and did not meet the needs of the Society and organizations wishing to use the space. She and Russ Arledge had studied those needs and costs and consulted with Wayne Owens and John Clark. In consultation with the Executive Committee she recommended replacement of the system. Early cost estimates range from \$15,000 to \$23,000. The Treasurer certified that the funds were available in the Warner Fund for such a purpose. Following discussion, the Treasurer offered a motion:

MOTION: That the Executive Director be authorized to spend an amount not to exceed \$23,000 from the Warner Fund to replace and up-date the current AV system in the Warner Fest Hall. [Bibler, McNealey]

Motion approved.

Secretary Bill Curlis presented the Minutes of the meeting of July 14, 2014.

MOTION: Approve the Minutes of the meeting of July 14, 2014. [Curlis, Hune]  
Motion approved.

Mr. Curlis noted that an electronic vote of the Board of Trustees had been taken since the last meeting and that the Policy authorizing that action requires that the Board "confirm" that vote at its next meeting.

MOTION: To confirm the electronic vote on the Motion: That Joe Kurzer be placed in nomination to serve as a candidate for Trustee of the Board of Trustees of the German Village Society for a three-year term beginning on October 1, 2014 [July 19, 2014: Case, Likins]. [Case, Curlis]  
Motion approved and Mr. Kurzer's name was placed in nomination.

Treasurer Tim Bibler presented the Treasurer's Report and asked for approval of the Treasurer's Report for May, 2014.

MOTION: Accept the Treasurer's Report for audit. [Bibler, McNealey]  
Motion approved.

Bill Case asked Mr. Bibler if we were operating within our Budget and whether, at this point in mid-year, we were on target with expenses and income. Mr. Bibler assured the Board that we are well within our means, but that, that was possible because expenditures were significantly less than projected with income down from the growth levels we had projected by this time. Nonetheless, with the anticipated income for the remainder of the year and the great success of Haus und Garten we will end the year with an operating budget surplus in excess of \$30,000.

#### Committee Reports

Written reports were provided to the Board from many committees and President Likins called upon Board members to give oral reports that required action or special notice.

Ms. Congrove reported on the financial success of the Haus und Garten weekend with a 28.32% increase over the 2013 event. H&G final net income was \$140,403.00. The full report of the income and expenditures and a comparison from previous years is attached to this report.

Ms. Congrove went on to discuss the Tea43206 event to be held Saturday August 16<sup>th</sup>. Ms. Congrove reported that the event is expected to net \$25,000 with \$11,325 already committed. She encouraged any Board members who had not already purchased their tickets to do so quickly as there were only 25 tickets left of the 225 tickets available. Her complete report is attached to these minutes.

Ms. Congrove further reported on how the funds generated from the Tea were used by the Historic Preservation Fund including the signage project and the archive record keeping software.

Brittany Gibson, Chair of the Monster Bash Planning Committee, indicated that she was still looking for volunteers and asked that anyone interested contact her at [brittanymgibson@gmail.com](mailto:brittanymgibson@gmail.com).

#### Staff Reports

Sarah Marsom reported on her German Village Gay Pioneers tours and that she is finding a great enthusiasm about the tours noting several tour groups coming to German Village in the next month. She also reminded the Board of the Gay Pioneers program on the Friday before the Tea as a part of the Historic Preservation weekend.

Ms. Todorov reported on her recent meeting with members of the old Council of Historic Neighborhoods and her efforts to revive that committee. She noted great interest by all of the participants and that they had agreed to meet again in October to discuss their goals and to schedule future meetings. Present at the meeting were representatives of the Short North Alliance, Olde Towne East, Old Oaks, Downtown Residents Association, Victorian Village Commission, Merion Village and Schumacher Place.

Ms. Todorov also reported that the Engaging Young Professionals meeting at the Columbus Athletic Club was very energizing and enthusiastic. Several new members were recruited, a focus group was organized, and a commitment for future activities was requested.

Mr. Cavalaris reported that Homeport had extended their commitment to the Barrett Junior High School property/project and were going to have a further report to the community on August 22<sup>nd</sup>.

Mr. Kurzer asked that N4N talk about ways the community can protect themselves from mail and package delivery thefts by using the Society's package delivery service.

The business of the August 11, 2014, meeting of the German Village Society Board of Trustees having been concluded, the meeting was adjourned at 7:47 p.m.

Respectfully submitted,

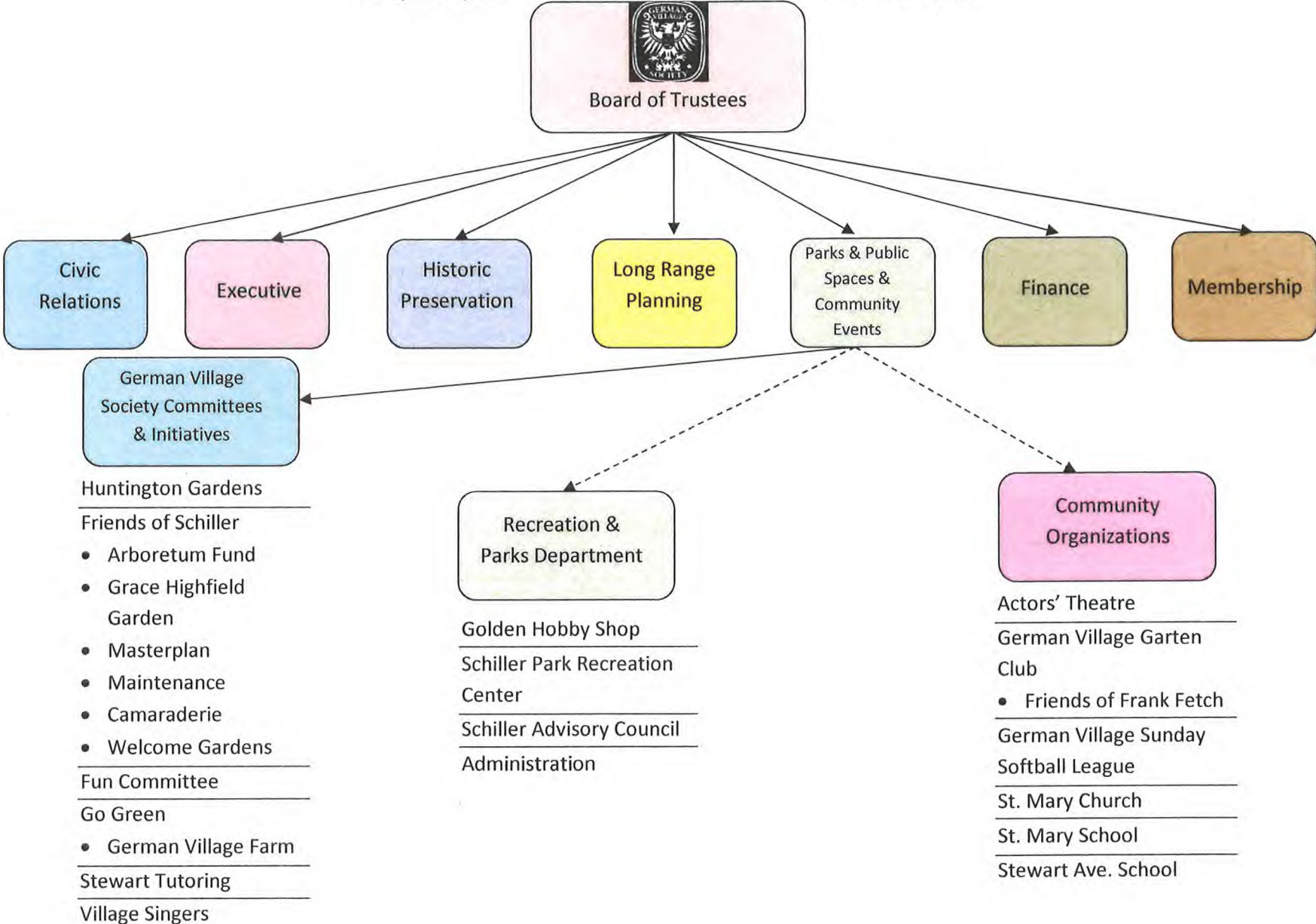
William L. Curlis, Secretary

Attest:

Jeanne Likins, President

# Parks, Public Spaces and Community Events Organizational Chart

*Adopted by the German Village Board of Trustees on 12/12/11*



GERMAN VILLAGE SOCIETY  
BOARD OF TRUSTEES  
AGENDA

August 11, 2014

Call to Order	Jeanne Likins
Public Participation	
Nationwide Children's Hospital Parks and Public Spaces Committee	Angela Mingo Sara McNealey and Carol Mullinax
Report of the Officers	
Report of the President	
Question: What are the most important aspects/ elements/goals of our comprehensive German Village signage initiative?	Jeanne Likins
Great PlaceMakers	Shiloh Todorov
Strategic Planning Task Force Up-date	Shiloh Todorov
Report of the Secretary	
Minutes	Bill Curlis
Confirmation of e-mail votes	
Report of the Treasurer	
Accept Treasurer's Report for Audit	Tim Bibler
Committee Reports	
Civic Relations	
no report	Nelson Genshaft
Development	
no report	Dennis Brandon
Haus und Garten final report	Darci Congrove
TEA43206/written report	Darci Congrove
Monster Bash/written report	Britany Gibson
GVBC	
no report	Marie Trudeau
Historic Preservation	
no report	Chris Hune
Gay Pioneers of German Village	Sarah Marsom
Signage Up-date/oral report	Darci Congrove
Council of Historic Neighborhoods revisited	Shiloh Todorov
Long-Range Planning	
written report	Matt Eshelbrenner
Engaging Young Professionals Event	Shiloh Todorov

Membership	no report	Susan Sutherland
Organizational Development	no report	Bill Case
Parks, Public Spaces and Community Events	Public participation/written report	Sara McNealey
	Friends of Schiller	Katharine Moore
Finance Committee	written report	Tim Bibler
Staff Reports		
Executive Director	oral report	Shiloh Todorov
Curator of Archives and Facilities	written report	Russ Arledge
Historic Preservation Advocate	written report	Sarah Marsom
Assistant for Visitorism/GVBC	written report	Mark Weiss
The Great Placemakers Lab	no report	Matt Shad
Old Business		Jeanne Likins
New Business		Jeanne Likins
Executive Session		Jeanne Likins
Adjournment		Jeanne Likins

No further report from Civic Relations since last month, except to say that the City and OHM plan a meeting on either 9/10 or 9/11 with us to bring us up to date on the Third St project.



The Development Committee did not have a regularly scheduled meeting in July. We are transitioning to probably quarterly face to face meetings and more ad hoc activity related to our traditional sources of revenue and discussions on potential strategies for creating additional sources of sustainable sources of funding for core activities. I will be working with Shiloh and selected Committee members to discuss this over the summer.

## Haus und Garten Final Numbers 2014

The final Haus und Garten profit and loss detail statement is included with this report. Note that the P&L reflects in-kind giving of donated goods and services totaling \$66,690. This figure is represented as both income and expense on the P&L. In-kind donations in 2014 were significant to the success of the event, and are evidenced by the significant positive expense variance vs. budget.

### 2014 cash activity (without in-kind donations):

Total revenue (cash)	\$178,188	budget \$174,650	variance	\$3,538
Total expenses (cash)	\$ 37,785	budget \$ 52,100	variance	\$14,315
Net income (cash)	\$140,403	budget \$122,550	variance	\$17,853

2014 Net income exceeded budget by 14.57%.

### 2014 vs. 2013 (cash only):

Total revenue	\$178,188	2013	\$163,583	variance	\$14,605
Total expenses	\$ 37,785	2013	\$ 54,168	variance	\$16,383
Net income	\$140,403	2013	\$109,415	variance	\$30,988

2014 Net income exceeded 2013 net income by 28.32%.

PreTour ticket prices were raised by \$25/each in 2014 for the first time since 2009. In order put 2013 and 2014 revenue on an equal basis for comparison, the price increase should be considered. The additional revenue produced by the price increase in 2014 was \$7,833. This would reduce the net income positive variance year over year from \$30,988 to \$23,155, or 21.16%.

Two years ago: 2012 revenue \$159,891, expenses \$72,936, net income \$86,955.

Tour Sunday ticket sales at Giant Eagle locations exceeded \$25,004 in the second year of our partnership. The inaugural year (2013) produced \$14,108.

Both sponsorship and program ad sales exceeded budget, with positive variances of \$9,500 and \$4,994, respectively.

**German Village Society**  
**H&G Profit and Loss Detail**  
January 1 - August 1, 2014

	Date	Transaction Type	Num	Name	Class	Memo/Description	Amount	Balance
<b>Income</b>								
<b>Admission/Event Income</b>								
		various			H&G PreTour	H&G PreTour Tix	58,470.00	58,470.00
		various			Haus und Garten Tour	H&G Tour Admission	52,756.00	111,226.00
<b>Total for Admission/Event Income</b>							<b>111,226.00</b>	
<b>Advertising Income</b>								
	01/01/2014	Invoice	4037	Franklin Art Glass Studios Inc.	Haus und Garten Tour	Bundelung H&G	256.00	256.00
	01/01/2014	Invoice	3525	Inner Health Chiropractic In Nationwide Children's Hospital	Haus und Garten Tour	Bundelung H&G	256.00	512.00
	01/15/2014	Invoice	3030	Foundation	Haus und Garten Tour	Haus & Garten Tour Program Quarter-Page Ad	500.00	1,012.00
	01/31/2014	Invoice	3605	Vutech & Ruff	Haus und Garten Tour	Bundelung H&G	1,181.00	2,193.00
	01/31/2014	Invoice	3603	German Village GuestHouse	Haus und Garten Tour	H&G	500.00	2,693.00
	01/31/2014	Invoice	3262	Objects For The Home LLC Schmidt's Restaurant und Sausage Haus	Haus und Garten Tour	Bundelung	256.00	2,949.00
	02/01/2014	Invoice	3524	Haus	Haus und Garten Tour	Bundelung H&G	256.00	3,205.00
	02/18/2014	Invoice	3604	Barcelona Restaurant	Haus und Garten Tour	Bundelung H&G	256.00	3,461.00
	02/24/2014	Sales Receipt	3254	Lindey's	Haus und Garten Tour	Bundelung	256.00	3,717.00
	03/17/2014	Invoice	3523	The Book Loft	Haus und Garten Tour	Bundelung H&G	256.00	3,973.00
	04/01/2014	Invoice	3596	Car2go NA, LLC	Haus und Garten Tour	Bundelung H&G	1,340.00	5,313.00
	04/15/2014	Invoice	3695	G. Michael's Bistro & Bar	Haus und Garten Tour	Bundelung	256.00	5,569.00
	04/17/2014	Invoice	3787	Rooster's German Village	Haus und Garten Tour	Logo on Map Page Half-page, color Haus und Garten Tour ad, inside front cover: 8.5 (w) x 5.5 (h)	175.00	5,744.00
	04/22/2014	Invoice	3956	Street Sotheby's	Haus und Garten Tour	H&G Tour Program Quarter-page b/w Haus und Garten Tour program ad: 8.5 (w) x 2.75 (h)	1,350.00	7,094.00
	05/01/2014	Invoice	3998	Ned Merkle & Company Realtors	Haus und Garten Tour	H&G Ad	1,000.00	8,094.00
	05/08/2014	Invoice	3997	The Village Queen at ReMax Metro Plus	Haus und Garten Tour	H&G Ad	500.00	8,594.00
	05/16/2014	Invoice	4034	Hammond Harkins Gallery	Haus und Garten Tour	H&G Ad	600.00	9,194.00
	05/16/2014	Invoice	4033	ABC Gas Repair, Inc.	Haus und Garten Tour	H&G Ad	250.00	9,444.00
	05/16/2014	Invoice	4032	K.A. Menendian	Haus und Garten Tour	H&G Ad Sales	250.00	9,694.00
	05/16/2014	Invoice	4026	Casto	Haus und Garten Tour	1/4 page Haus und Garten Tour program ad	500.00	10,194.00
	05/16/2014	Invoice	4035	Ketron Custom Builders	Haus und Garten Tour	H&G Ad	600.00	10,794.00
	05/19/2014	Sales Receipt	4088	Tarik Yousef Fine Furniture, LTD	Haus und Garten Tour	1/8 page b/w tower	600.00	11,394.00
	05/21/2014	Sales Receipt	4087	Ohio Bath Solutions, LLC	Haus und Garten Tour	Onsite Lounge	500.00	11,894.00
	06/02/2014	Sales Receipt	4190	Merion Village Dental	Haus und Garten Tour	H&G Program Ad	850.00	12,744.00
	06/26/2014	Invoice	4448	Columbus Landscape Association	Haus und Garten Tour	Booth	250.00	12,994.00
<b>Total for Advertising Income</b>							<b>12,994.00</b>	
<b>Contributions</b>								
	04/28/2014	Sales Receipt	3814	Bieber, Roy & Jeff Ruff	Haus und Garten Tour	Water Color Contribution	500.00	500.00
	06/06/2014	Sales Receipt	4250	Prunty, Ruth H. (Charter)	Haus und Garten Tour	Unable to attend - support donation	50.00	550.00
	06/30/2014	Sales Receipt	4449	Barnes, James E. & Janice Ellen	Haus und Garten Tour	Wetpaint Contest Art - Sandy Kight will Choose	300.00	850.00
	07/14/2014	Sales Receipt	4623	Nichols, James L.	Haus und Garten Tour	Water Color Contribution	300.00	1,150.00
<b>Total for Contributions</b>							<b>1,150.00</b>	
<b>In-Kind Donations</b>								
	07/21/2014	Journal Entry	AJE50		H&G PreTour	H&G Food/Beverage	27,316.02	27,316.02
	07/21/2014	Journal Entry	AJE38		H&G PreTour	In-Kind H&G - Barcelona Restaurant	6,800.00	34,116.02
	07/21/2014	Journal Entry	AJE46		H&G PreTour	In-Kind H&G - G. Michael's In-Kind H&G - Via Vecchia (15 cases of wine at \$25/bottle and 100 servings of sangria at \$7/serving)	6,000.00	40,116.02
	07/21/2014	Journal Entry	AJE41		H&G PreTour	In-Kind H&G - Giant Eagle	5,200.00	45,316.02
	07/21/2014	Journal Entry	AJE39		H&G PreTour	In-Kind H&G - Heidelberg Distributing	5,000.00	50,316.02
	07/21/2014	Journal Entry	AJE43		H&G PreTour	In-Kind H&G - Brown Bag Deli	5,000.00	55,316.02
	07/21/2014	Journal Entry	AJE44		H&G PreTour	In-Kind H&G - Katzinger's Delicatessen	270.00	55,586.02
	07/21/2014	Journal Entry	AJE47		H&G PreTour	In-Kind H&G - Pistacia Vera	2,500.00	58,086.02
	07/21/2014	Journal Entry	AJE40		H&G PreTour	In-Kind H&G - Donatos	2,023.00	60,109.02
	07/21/2014	Journal Entry	AJE45		H&G PreTour	In-Kind H&G - Vernacular	837.00	60,946.02
	07/21/2014	Journal Entry	AJE42		H&G PreTour	In-Kind H&G - Hausfrau Haven	372.00	61,318.02
	07/21/2014	Journal Entry	AJE49		H&G PreTour		372.00	61,690.02

**German Village Society**  
**H&G Profit and Loss Detail**  
 January 1 - August 1, 2014

	Date	Transaction Type	Num	Name	Class	Memo/Description	Amount	Balance
<b>Total for In-Kind Donations</b>	07/21/2014	Journal Entry	AJE48		H&G PreTour	In-Kind H&G - Harvest-Curio	5,000.00	66,690.02
<b>Merchandise Income</b>							<b>66,690.02</b>	
	06/25/2014	Sales Receipt	4439	Roth, Janice S.	Haus und Garten Tour	Misc Merchandise Sales - H&G Yard Sign	30.00	30.00
	06/25/2014	Sales Receipt	4444	McCall, Carolyn (d)	Haus und Garten Tour	Misc Merchandise Sales	30.00	60.00
	06/30/2014	Sales Receipt	4451	Ryan, Ted	Haus und Garten Tour	Misc Merchandise Sales - H&G yard signs	30.00	90.00
	06/30/2014	Sales Receipt	4450	Ellingson, Susan	Haus und Garten Tour	Misc Merchandise Sales - tour sign	30.00	120.00
<b>Total for Merchandise Income</b>							<b>120.00</b>	
<b>Miscellaneous Income</b>								
	various	Sales Receipt	3937		H&G PreTour	Golf Cart Rentals	4,240.00	4,240.00
	06/29/2014	Sales Receipt	4579		Haus und Garten Tour	H&G 2014 Bier Garten Sales	248.00	4,488.00
	06/25/2014	Sales Receipt	4437	Panzer, Jay	Haus und Garten Tour	Payment for H&G previously on tour sign	30.00	4,518.00
	05/03/2014	Sales Receipt	3945	McCoy, Karen J.	Haus und Garten Tour	Raffle	628.00	5,146.00
	05/01/2014	Sales Receipt	3865	Spangler, Sharon	Haus und Garten Tour	Send Me My Tickets	36.00	5,182.00
	06/29/2014	Sales Receipt	4579		Haus und Garten Tour	Water Sales - H&G 2014	1,266.00	6,448.00
<b>Total for Miscellaneous Income</b>							<b>6,448.00</b>	
<b>Sponsorship</b>								
	01/15/2014	Invoice	3030	Nationwide Children's Hospital Foundation	H&G PreTour	Haus & Garten Tour Anhanger Package	1,000.00	1,000.00
	01/31/2014	Invoice	3605	Vutech & Ruff Schmid's Restaurant und Sausage Haus	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	2,000.00
	02/01/2014	Invoice	3524	Haus	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	3,000.00
	03/04/2014	Invoice	3600	Frontgate	Haus und Garten Tour	Hauptsponsor	10,000.00	13,000.00
	03/10/2014	Sales Receipt	4080	Scotts Miracle-Gro	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	14,000.00
	03/31/2014	Invoice	3612	K Petroleum	Haus und Garten Tour	H&G Sponsorship	2,500.00	16,500.00
	04/16/2014	Invoice	3740	Jeffrey D. Wolfe	H&G PreTour	Anhanger- Pre Tour Patrons-Matching Employer Donation	500.00	17,000.00
	04/18/2014	Sales Receipt	3764	Preisse Consulting	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	18,000.00
	04/28/2014	Sales Receipt	3796	Honacker Miracle LLC	H&G PreTour	Anhanger- Pre Tour Patrons	500.00	18,500.00
	05/02/2014	Sales Receipt	3921	Kasey, Jay & Susan	H&G PreTour	Anhanger- Pre Tour Patrons	300.00	18,800.00
	05/02/2014	Sales Receipt	3921	Kasey, Jay & Susan	H&G PreTour	Anhanger- Pre Tour Patrons	350.00	19,150.00
	05/02/2014	Sales Receipt	3890	Genshaft, Nelson E. & Carole M.	H&G PreTour	Anhanger- Pre Tour Patrons	500.00	19,650.00
	05/06/2014	Sales Receipt	3974	Kasey, Jay & Susan	H&G PreTour	Anhanger- Pre Tour Patrons-remainder of pretour sponsorship	350.00	20,000.00
	05/07/2014	Sales Receipt	3980	Case, William R. & Lisa A.	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	21,000.00
	05/12/2014	Sales Receipt	3999	Wendy's (d)	Haus und Garten Tour	H&G Sponsorship	1,000.00	22,000.00
	05/16/2014	Invoice	4031	Pizzuti, Joel & Jess	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	23,000.00
	05/16/2014	Invoice	4030	Smith, David & Amy	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	24,000.00
	05/16/2014	Invoice	4029	Skestos, George	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	25,000.00
	05/16/2014	Invoice	4027	Cavalaris, Nicholas	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	26,000.00
	05/16/2014	Invoice	4026	Casto	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	27,000.00
	05/16/2014	Invoice	4023	BOSS FITNESS	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	28,000.00
	05/16/2014	Invoice	4028	Lager, Bill	H&G PreTour	Anhanger- Pre Tour Patrons	2,500.00	30,500.00
	05/16/2014	Invoice	4025	Heinrichs, Nelson & Benson, Sarah	H&G PreTour	Anhanger- Pre Tour Patrons	2,500.00	33,000.00
	05/16/2014	Invoice	4024	Forbes, William	H&G PreTour	Anhanger- Pre Tour Patrons	500.00	33,500.00
	05/16/2014	Invoice	4020	Germain Lexus	Haus und Garten Tour	H&G Sponsorship	2,500.00	36,000.00
	05/16/2014	Invoice	4036	Van Ligten, Ronni	Haus und Garten Tour	H&G Sponsorship	1,000.00	37,000.00
	05/16/2014	Invoice	4018	Ohio Health	Haus und Garten Tour	H&G Sponsorship	2,500.00	39,500.00
	05/16/2014	Invoice	4017	Limited Brands Foundation	Haus und Garten Tour	H&G Sponsorship	5,000.00	44,500.00
	05/17/2014	Invoice	4039	Alarm One Security	H&G PreTour	Anhanger- Pre Tour Patrons	250.00	44,750.00
	06/13/2014	Sales Receipt	4300	The Athletic Club of Columbus Co.	H&G PreTour	Anhanger- Pre Tour Patrons	1,000.00	45,750.00
	07/21/2014	Invoice	4636	The Wolfe Group of Merrill Lynch	H&G PreTour	Anhanger- Pre Tour Patrons - Jeff Wolfe Employer Match	500.00	46,250.00
<b>Total for Sponsorship</b>							<b>46,250.00</b>	
<b>Total for Income</b>							<b>244,878.02</b>	
<b>Expenses</b>								
<b>Advertising</b>								
	07/02/2014	Check	21047	614 Magazine	Haus und Garten Tour	Advertising	0.00	0.00
<b>Total for Advertising</b>							<b>0.00</b>	
<b>Bank/Credit Card Fees</b>								
	05/23/2014	Deposit			Haus und Garten Tour	2CO Fee	864.31	864.31
	06/02/2014	Check	ACH	Paymentech2	Haus und Garten Tour		293.01	1,157.32
	06/05/2014	Deposit			Haus und Garten Tour	2CO Fees	147.72	1,305.04
	06/20/2014	Deposit			Haus und Garten Tour	2CO Fees	70.69	1,375.73
	06/28/2014	Sales Receipt	4584	Haus/Garten	Haus und Garten Tour	Square Fee	0.50	1,376.23
	07/02/2014	Check	ACH	Paymentech2	Haus und Garten Tour		522.32	1,898.55
	07/03/2014	Deposit			Haus und Garten Tour	2CO Fees	178.96	2,077.51
<b>Total for Bank/Credit Card Fees</b>							<b>2,077.51</b>	
<b>Consulting Fees</b>								
	06/30/2014	Journal Entry	AJE35		Haus und Garten Tour	Raising Green H&G Allocation	9,000.00	9,000.00

**German Village Society**  
**H&G Profit and Loss Detail**  
 January 1 - August 1, 2014

	Date	Transaction Type	Num	Name	Class	Memo/Description	Amount	Balance
<b>Total for Consulting Fees</b>							<b>9,000.00</b>	
<b>Equipment Rental</b>								
	06/23/2014	Check	21009	ACR Event Rentals	H&G PreTour	Pop Tent	977.18	977.18
	06/25/2014	Check	21016	ACR Event Rentals	H&G PreTour	Pop Tent	0.00	977.18
	07/02/2014	Check	21053	Lasting Impressions Event Rentals	H&G PreTour	Rental Equipment	1,494.40	2,471.58
	07/09/2014	Check	21064	Rent-A-John	Haus und Garten Tour	Porta Pot	1,190.00	3,661.58
	07/14/2014	Check	21066	Martin Carpet Cleaning	Haus und Garten Tour	H&G Floor mats	342.00	4,003.58
<b>Total for Equipment Rental</b>							<b>4,003.58</b>	
<b>Food/Beverages</b>								
	06/25/2014	Check	21015	Vintage Wine Distributors	H&G PreTour Haus und Garten	Wine for PreTour	503.65	503.65
	07/02/2014	Check	21045	Heidleberg Distribution	Tour	Beer for Sale	133.00	636.65
	07/02/2014	Check	21039	Select Servers LTD	H&G PreTour	PreTour Waiter Service	2,175.00	2,811.65
	8/1/2014	check		Raising Green Productions LLC	H&G PreTour	liquor for POP	121.75	2,933.40
	07/07/2014	Check	21054	Shiloh Todorov	H&G PreTour	Reimburse cash tips for servers	300.00	3,233.40
<b>Total for Food/Beverages</b>							<b>3,233.40</b>	
<b>Gifts &amp; Awards</b>								
	06/16/2014	Check	20991	Auld Crafters	Haus und Garten Tour	Award Plaques	651.00	651.00
	06/18/2014	Check	21002	Auld Crafters	Haus und Garten Tour	Award Plaques - bucket	51.50	702.50
	06/25/2014	Check	21021	Chase Bank	Haus und Garten Tour	The Wassertstrom Company	26.54	729.04
	06/25/2014	Check	21021	Chase Bank	Haus und Garten Tour	Lowe's	19.35	748.39
	06/25/2014	Check	21021	Chase Bank	Haus und Garten Tour	Target	16.88	765.27
	07/02/2014	Check	21026	Charles Rowland	H&G PreTour		300.00	1,065.27
	07/02/2014	Check	21025	Mangino, Fran	Haus und Garten Tour		500.00	1,565.27
	07/02/2014	Check	21027	Wiggin, Jim	Haus und Garten Tour		300.00	1,865.27
<b>Total for Gifts &amp; Awards</b>							<b>1,865.27</b>	
<b>In-Kind Expense</b>								
	07/21/2014	Journal Entry	AJE45		H&G PreTour	In-Kind H&G - Donatos	837.00	837.00
	07/21/2014	Journal Entry	AJE49		H&G PreTour	In-Kind H&G - Hausfrau Haven	372.00	1,209.00
	07/21/2014	Journal Entry	AJE50		H&G PreTour	H&G Food/Beverage	27,316.02	28,525.02
	07/21/2014	Journal Entry	AJE38		H&G PreTour	In-Kind H&G - Barcelona Restaurant	6,800.00	35,325.02
	07/21/2014	Journal Entry	AJE42		H&G PreTour	In-Kind H&G - Vernacular	372.00	35,697.02
	07/21/2014	Journal Entry	AJE44		H&G PreTour	In-Kind H&G - Brown Bag Deli	270.00	35,967.02
	07/21/2014	Journal Entry	AJE46		H&G PreTour	In-Kind H&G - G. Michael's In-Kind H&G - Via Vecchia (15 cases of wine at \$25/bottle and 100 servings of sangria at \$7/serving)	6,000.00	41,967.02
	07/21/2014	Journal Entry	AJE41		H&G PreTour	In-Kind H&G - Harvest-Curio	5,200.00	47,167.02
	07/21/2014	Journal Entry	AJE48		H&G PreTour	In-Kind H&G - Heidelberg Distributing	5,000.00	52,167.02
	07/21/2014	Journal Entry	AJE43		H&G PreTour	In-Kind H&G - Giant Eagle	5,000.00	57,167.02
	07/21/2014	Journal Entry	AJE39		H&G PreTour	In-Kind H&G - Katzinger's Delicatessen	5,000.00	62,167.02
	07/21/2014	Journal Entry	AJE47		H&G PreTour	In-Kind H&G - Pistacia Vera	2,500.00	64,667.02
	07/21/2014	Journal Entry	AJE40		H&G PreTour		2,023.00	66,690.02
<b>Total for In-Kind Expense</b>							<b>66,690.02</b>	
<b>License/Fees/Permits</b>								
	05/23/2014	Check	20973	Columbus City Treasurer	H&G PreTour Haus und Garten	Closure permit for Willow St.	75.00	75.00
	06/30/2014	Check	21036	Dan Pullen	Tour	Reimbursement for city permits	82.25	157.25
<b>Total for License/Fees/Permits</b>							<b>157.25</b>	
<b>Miscellaneous Expense</b>								
	02/28/2014	Check	20864	DJ Flair	Haus und Garten Tour		250.00	250.00
	06/18/2014	Check	21000	DJ Flair	Haus und Garten Tour		350.00	600.00
	06/30/2014	Check	21034	Giant Eagle Market District	H&G PreTour	Pop & Flowers	0.00	600.00
	06/30/2014	Check	21037	Giant Eagle Market District	H&G PreTour	Pop & Flowers	745.00	1,345.00
	07/14/2014	Check	21069	Abco Fire Protection, Inc	H&G PreTour	Fire Extinguishers for Platz Tent	65.28	1,410.28
<b>Total for Miscellaneous Expense</b>							<b>1,410.28</b>	
<b>Postage</b>								
	05/02/2014	Check	20890	Pitney Bowes Purchase Power	H&G PreTour	Postage	319.44	319.44
	06/04/2014	Check	20979	Pitney Bowes Purchase Power	H&G PreTour	Postage	800.00	1,119.44
<b>Total for Postage</b>							<b>1,119.44</b>	
<b>Printing/Signage</b>								
	03/17/2014	Check	20847	Marie Logothetis	H&G PreTour Haus und Garten	digitizing H&G Tour artwork	59.13	59.13
	04/07/2014	Check	20870	Bluewave Creative	Tour	Frontgate HG Web Ad	8.75	67.88
	04/07/2014	Check	20870	Bluewave Creative	H&G PreTour	pretour invite	61.25	129.13
	04/25/2014	Check	20882	Monk's Copy Shop	H&G PreTour	PreTour Invitation Stuffers	0.00	129.13
	05/12/2014	Check	20902	Bluewave Creative	H&G PreTour	PreTour Menu 2 hours	70.00	199.13
	05/12/2014	Check	20902	Bluewave Creative	Haus und Garten Tour	HG Tickets, raffle check stuffer 3 hours	105.00	304.13
	05/12/2014	Check	20902	Bluewave Creative	Haus und Garten Tour	HG Postcard 1.25 hours	43.75	347.88
	05/12/2014	Check	20902	Bluewave Creative	Haus und Garten Tour	HG Sponsor web ads (barcelona, frontgate) .25 hours	8.75	356.63

**German Village Society**  
**H&G Profit and Loss Detail**  
 January 1 - August 1, 2014

Date	Transaction Type	Num	Name	Class	Memo/Description	Amount	Balance
05/12/2014	Check	20902	Bluewave Creative	Haus und Garten Tour	Bexley Ad .25 hours	8.75	365.38
05/23/2014	Check	20914	Affordable Display Products, Inc.	Haus und Garten Tour	Easel Display	120.24	485.62
05/28/2014	Check	20919	Chase Bank	H&G PreTour	The Monks Copy Shop	132.96	618.58
06/16/2014	Check	20995	Key Blue Prints Inc.	Haus und Garten Tour	Banner	128.00	746.58
06/25/2014	Check	21021	Chase Bank	Haus und Garten Tour	Affordable Display	120.24	866.82
06/30/2014	Check	21029	Key Blue Prints Inc.	Haus und Garten Tour	H&G	125.00	991.82
06/30/2014	Check	21028	Key Blue Prints Inc.	Haus und Garten Tour	H&G	252.00	1,243.82
07/02/2014	Check	21051	Bluewave Creative	Haus und Garten Tour	HG signage	70.00	1,313.82
07/02/2014	Check	21051	Bluewave Creative	Haus und Garten Tour	HG posters	35.00	1,348.82
07/02/2014	Check	21044	Odyssey Press Inc	Haus und Garten Tour	H&G tour program	2,610.00	3,958.82
07/02/2014	Check	21051	Bluewave Creative	Haus und Garten Tour	tour program	595.00	4,553.82
07/02/2014	Check	21051	Bluewave Creative	Haus und Garten Tour	Alive & dispatch ads	17.50	4,571.32
07/02/2014	Check	21051	Bluewave Creative	Haus und Garten Tour	Via Vecchia ad	8.75	4,580.07
07/02/2014	Check	21043	Alphagraphics	Haus und Garten Tour	Kiosk signs	0.00	4,580.07
07/02/2014	Check	21051	Bluewave Creative	H&G PreTour	pretour map	70.00	4,650.07
07/09/2014	Check	21062	Key Blue Prints Inc.	Haus und Garten Tour	H&G Signs	510.00	5,160.07
<b>Total for Printing/Signage</b>						<b>5,160.07</b>	
<b>Refund</b>							
05/30/2014	Deposit			H&G PreTour	Refund will reverse in June - #205286212705 voided in 2CO - duplicate transaction.	-200.00	-200.00
06/05/2014	Deposit			Haus und Garten Tour	Refund - Johnson	200.00	0.00
06/05/2014	Deposit			Haus und Garten Tour	H&G - Kuhleman	-90.00	-90.00
06/26/2014	Deposit			Haus und Garten Tour	2CO transaction cancelled and refunded	-20.00	-110.00
07/03/2014	Deposit			Haus und Garten Tour	Refund	20.00	-90.00
07/03/2014	Deposit			Haus und Garten Tour	Refund	20.00	-70.00
07/03/2014	Deposit			Haus und Garten Tour	Refund	20.00	-50.00
07/03/2014	Deposit			Haus und Garten Tour	Refund	20.00	-30.00
<b>Total for Refund</b>						<b>-30.00</b>	
<b>Security</b>							
06/16/2014	Check	20990	Timothy Windon	Haus und Garten Tour	Security	0.00	0.00
06/25/2014	Check	21022	Timothy Windon	Haus und Garten Tour	Security	674.50	674.50
06/29/2014	Check	21023	Townsend, Joe	Haus und Garten Tour	H&G Security	435.00	1,109.50
06/29/2014	Check	21024	Perry, Officer Robert	Haus und Garten Tour	Security for H&G Tour	609.00	1,718.50
<b>Total for Security</b>						<b>1,718.50</b>	
<b>Supplies</b>							
06/30/2014	Check	21032	Kasey, Sarah	H&G PreTour	Pop & Decorations reimbursement	255.39	255.39
06/30/2014	Check	21033	Trafford, Callie	H&G PreTour	Pop & Decorations reimbursement	113.99	369.38
07/02/2014	Check	21038	Sarah Marsom	H&G PreTour	Extra cups for pretour party on the platz	99.85	469.23
07/02/2014	Check	21040	Krysti Kalkman	H&G PreTour	Party on the Platz art supplies reimbursement	57.38	526.61
07/09/2014	Check	21061	Trafford, Callie	H&G PreTour	Reimbursement for POP Supplies	62.25	588.86
<b>Total for Supplies</b>						<b>588.86</b>	
<b>Transportation/Towing</b>							
02/03/2014	Check	19196	Raising Green Productions LLC	Haus und Garten Tour	mileage	23.52	23.52
06/02/2014	Check	20977	Raising Green Productions LLC	Haus und Garten Tour	Mileage to deliver Giant Eagle Tix	91.28	114.80
8/1/2014	Check		Raising Green Productions LLC	Haus und Garten Tour	Mileage for posters, postcards, Giant Eagle pick up	145.60	260.40
06/30/2014	Bill		Urban Express Charter	Haus und Garten Tour		1,400.00	1,660.40
06/30/2014	Bill		U-Haul	Haus und Garten Tour		301.00	1,961.40
07/02/2014	Check	21052	Mike Cornelis	Haus und Garten Tour	Reimbursement for Gas	354.90	2,316.30
07/07/2014	Check	21058	Golf Car Company	Haus und Garten Tour	Golf Car rental	990.00	3,306.30
07/07/2014	Check	21057	Golf Car Company	Haus und Garten Tour	Golf Car rental	4,175.00	7,481.30
<b>Total for Transportation/Towing</b>						<b>7,481.30</b>	
<b>Total for Expenses</b>						<b>104,475.48</b>	
<b>Net Income</b>						<b>140,402.54</b>	

## TEA 43206 Report to the GVS Board

8.6.14

August 16, 2014. 4 – 7pm at the German Village Guest House, 748 Jaeger Street. Rain or shine.

### Cash sponsors secured:

\$1,000 level Frontgate

\$750 level (1 to date) Susan Sutherland “4forU” team – Street Sotheby’s International Realty

\$500 level (4 to date) GBQ Partners, Champion Real Estate Services, Helen Winnemore Crafts, Mike Cornelis & Susan Riley

\$250 level (9 to date) Ned Merkle Co., Joseph & Joseph LPA, Chris Hune, Bill & Lisa Case, Jim & Beth Atkinson, Jeff & Sara McNealey, Bill Curlis, Jeanne Likins & Joseph Flood, Patti Orzano

Total \$6,000 (2013 figure was \$3,000, and 2014 budget was \$4,000)

### In-kind sponsors secured:

Event host German Village Guest House

Food donated Pistacia Vera, Trillium Pies, Via Vecchia Winery, Bill Curlis

### Silent auction items secured:

47 items so far, with several asks still outstanding. Items range from fine wines to outdoor furniture, sporting events, gourmet foods, and art. Watch Neighbors4Neighbors this week for the complete list.

### New this year:

Wine raffle -- 20 assorted bottles of pretty good wine. Raffle tickets \$5/each or 5 for \$20.

### Attendance as of today:

79 sponsor tickets, 58 individual tickets, 12 uberfreunds = 149. Event capacity is 225 guests. Approximately 70 tickets were sold in the 10 days before the 2013 event. If that trend repeats, we will sell out!

### Budget:

Net income of \$25,000. Cash committed to date \$11,325. Expected silent auction and raffle income \$10,000. \$3,675 gap to close as of today.

*Submitted by Darci Congrove, TEA 43206 host*

**Monster Bash planning report**  
**Development committee**  
**August 2015**

**Monster Bash is Oct. 18, 2014!**

**At our July 15 meeting, we:**

**-discussed last year's survey results.**

Some conjectures/conclusions: might we want to stretch the trick-or-treat time by an additional half-hour or so; would we want to create a contest/reward for people who get to all of the stops, just to add a fun layer?; what can we improve about the meeting haus party? better use of outside space? improve costume contest?

**-reviewed a basic outline of the weekend.**

Some decisions: We'd like to use the same DJ and Elise will contact him about doing the same work for the same price again this year. Elise also thinks she can secure the hayride equipment/helper, and we'd like to offer that again -- but with better signage. We don't think we want to plan any daytime activities. We like the concept of an OSU game watch, but the game will be at 3:30 p.m. this year, which means it will run right up to the start of the event and likely not appeal to our attendees, who will need time to get costumes on, etc., beforehand. We did like the idea of a daytime event that compliments Monster Bash, but we don't think we're the group to organize it -- we would be open to pairing up with another GVS group if interested.

New idea: Monster Bash preview party. Have it a few weeks before the event, possibly at the new afterparty location (since T. Murray's is no longer), and deem it a "pre-costume party" with some kind of catchy tagline. Get some kind of sponsorship involved as far as drink specials or costume-store discounts or something. And maybe there's a bonus if you've already bought your ticket (again, drink specials)?

**-decided next steps:**

Co-chairs Brittany and Krysti will put together a list of contacts/dollar amounts/other figures for the group to reference.

Committee members will begin to think of what "necessary tasks" they'd like to handle and plan to decide on them at next meeting.

The next meeting will be **Aug. 18 at 7:30 p.m.** at Brittany's house. Email [brittanymgibson@gmail.com](mailto:brittanymgibson@gmail.com) for more info or to join in on planning.



## Long Range Planning

- We are going to cancel our August Meeting. Our next meeting will be September 11th at 6 pm at the Meeting Haus

### **1. 2014 Project - Engaging Young Professionals**

- The kickoff event will be Thursday, July 31, at the Columbus Athletic Club from 6 to 8 pm.
- Extra postcards are available at the Meeting Haus if you would like to distribute. I would more than happy to drop some off if that is easier, just let me know!
- Jordanne Renner, Josh Miller, and Brittany Gibson will be giving short testimonials at the event.

- The goal of the event is twofold:

1. Put on a great event to serve as a kickoff for our new initiative
2. Recruit a smaller group to be involved in a future focus group to help further develop how we can reach out and engage young professionals

### **2. Southside STAY**

- STAY is having a strategic planning meeting on Saturday, August 2nd.
- The goal of this meeting is to develop our goals for the next one to two years. Will have a more thorough update on upcoming goals in September after the strategic planning session.

### **3. Transportation Follow Ups**

GV & COTA

- No update

### **Parking Project**

- The Parking Committee will be reviewing the OSU presentation soon to see what the next steps are.
- We have offered our services in case any of their conclusions fall under the LRPC realm but nothing specific is needed from us at this time.

### **General Transportation Discussion**

- Please continue to think of ways to increase education about alternative transportation methods.
- We talked about renewing a N4N column similar to last summer's city services columns. We will discuss more in September in case we need to incorporate any takeaways from the Parking Committee.

### **4. Village Connections**

- Now that Village Connections is up and running we will no longer provide monthly updates as part of the Long Range Planning Committee
- We will work with Shiloh to continue to publicize the group and spread any information when needed. We will remove from the September agenda.
- Congratulations again to VC for being so far ahead of the curve when looking at similar groups across the country!

### **5. Barrett School**

- Homeport has extended their contract and period of due diligence with the city.
- We are working to determine when the new deadline is. Still no word on the next round of town hall meetings.

### **6. Highway Construction**

- A question to continue to think about as construction progresses however no action needed at this time. How will this impact GV in the future?

### **7. GV Pool**

- The group decided it be best to pursue two options. Will work on these offline over the next two months

and provide an update in September

1. Form a small group for a separate brainstorming session. **If you are interested in working on this project please let me know!**

2. Work with Shiloh to put together a pole in N4N to help gauge interest across the community.

### **8. Local Liaisons**

Downtown SIDs - Ed Elberfeld

- No Update

Parsons Ave Merchants - Matt Eshelbrenner and Jo Anne St. Clair

- The new building next to the CVS at Parsons and Livingston will begin to open in September and October

Greenlawn Abbey - Trevor Major

- No Update

Grange Audobon - Ed Elberfeld

- No Update

### **9. Open Discussion on New Ideas**

- No new ideas discussed at this meeting

### **Important Upcoming Dates**

- We will be cancelling our August 14th meeting and be picking up back in September on the 11th.

Committee:	Board Chair/Rep:	Meeting Date:
Membership	Susan Sutherland	07/16/14
Number of Attendees:		New Members?:
7 Inc Susan		no
Executive Summary:		
Meeting Objectives/Highlights:		
Reviewed lists from each committee member of rental properties and addressed questions regarding how to find rental owners on the auditor's site...etc. Some members were doing it differently so now everyone is on the same page.		
Next Steps:		
<p>Work with the completed landlord lists and fire out brackets based on number of units owned. Propose a membership for landlord contribution, create letter for mailing and possibly propose a little gathering for the landlords to launch this new idea. Also propose the landlords get recognition in Neighbors for Neighbors when they join GVS as a landlord.</p> <p><b>Next membership meeting is Wednesday August 13th. 5pm! At the Meeting Haus</b></p>		

## **GVS Finance Committee Report**

**July 30, 2014**

Attending the Meeting - Jeff McNealy, Jim Nichols, Jeanne Likins, Roy Bieber, Darci Congrove, Jim Gibboney, Jessica Ingram, Bill Curlis and Tim Bibler

### **Huntington Investment Report**

Representative Jim Gibboney from the Huntington submitted a written investment review regarding the three investment accounts that the Huntington manage for the Society. He reviewed the report with the committee and answered questions. The earning returns did well compare to the goals/benchmarks that were set for each of the funds.

The Committee reviewed the investment objectives and asset allocations and decided to review these on a regular basis. The Huntington will provide examples of other investment policy statements for the committee to review at the next meeting. The Committee also discussed and recommended investment time frame comparisons and those changes will be included in future reports.

### **2013 IRS Tax Return**

The 2013 tax return was reviewed. The organization's program description was rewritten to provide more detail regarding the service accomplishments. The 2013 tax return was approved and will be forward to the September Board meeting for approval.

### **2013 Audit**

The 2013 Audit Report was reviewed. The Audit Report along with a Management Letter response will be forward to the September Board meeting for approval.

### **Accounting Processes and Procedures**

The Committee reviewed and discussed changes to two policy documents; "Process related to Designated Funds, Society Events Including Fund Raising" and "Accounting Policies and Procedures – Processing Revenue & Expenses". Changes will be made to these policies and forward to the September Board meeting for approval.

### **Designated and Undesignated Gifts/Donations**

The Committee discussed policy and procedures regarding designated and undesignated gifts/donations. Changes were recommended to make it easier to track these funds and a review of the changes will be made during the next finance committee meeting.

### **Next Meeting Date**

October 29, 2014 at 6:00 pm.

Submitted By Tim Bibler



## Parks, Public Spaces and Community Events

### Minutes of the June 5, 2014 meeting

In attendance: Jerry Glick, Linda Friedman, Sara McNealey, Katharine Moore, Connie Swain, Ann Lilly, Craig Seeds, Lindy Michael, Terri Leist, Mark Weiss

Committee Chair Sara McNealey called the meeting to order at 9:00am.

Ann Lilly moved that the minutes of the May meeting be adopted into the record, Linda Friedman seconded and the motion passed unanimously.

#### German Village Garten Club/Friends of Frank Fetch Park

Jerry Glick reported that Frank Fetch Park was planted over 4 days with a terrific turn out of young volunteers. The Garten Club's next meeting is scheduled in Fetch Park on June 16 at 7:00pm. Members and guests are encouraged to bring "problem" plants for diagnosis and treatment ideas and a plant exchange will take place as well. Jerry shared a correction with the group: the first of the Third Sundays concerts will take place on June 15 (ThisWeek German Village published the wrong date). The Park will have volunteers on hand throughout Haus und Garten Tour for any visitors who stop by. Jerry and Linda Friedman clarified that their gardens were not "on" the Tour, but rather added features for visitors to explore. Katharine Moore encouraged both groups to register their volunteers through the Meeting Haus as Haus und Garten Tour volunteers. Jerry asked Craig Seeds to extend his gratitude to the Sunday trash pick-up crew...they were very helpful and the service was much-needed.

#### St. Mary Church & School

Two cards for Frank Wickham who was injured when hit by a car on High Street was circulated and best wishes were sent.

#### Friends of Schiller Park

Katharine Moore distributed a written report for Friends of Schiller Park and played a short video (with Mark's help) of the brass band that serenaded the group that gathered at the Umbrella girl to celebrate the \$100,000 balance in the Highfield fund on May 22.

#### **Arboretum Fund**

Lindy Michael provided an Arboretum Fund update; a replacement oak has been planted, the Druens are funding a new tree, and the water crews are hard at work. Davey Tree is donating deep root fertilization for a number of historic trees and has offered 10 hours of a 2 man crew for \$800 to do various maintenance work that is needed. Lindy will get approval from Joe Sulak before authorizing the work. There are a number of limbs down that need City attention and Craig Seeds made note.

## **Highfield Garden**

Ann Lilly reported that the Highfield Garden has 5 new hostas that were contributed by Wade & Gatton Nurseries, in addition to the "Ann Lee Lilly" hosta that was unveiled at the May 22 celebration. This brings the variety of hostas that have been planted to 118 (not every one has survived and/or escaped being stolen). The balance of the Highfield Fund at the Columbus Foundation now exceeds \$100,000.

## German Village Farm

Connie Swain encouraged members of the committee to visit the German Village Farm; plants are in and thriving.

## Huntington Garden

Linda Friedman invited everyone to stop by the Huntington Garden during the Tour weekend; the garden is between stops and will have a flock of flamingos that are not to be missed! The Deadheaders are anxiously awaiting the City's Purchase Order that will allow the new border for the garden to be installed.

## Recreation and Parks Department

Terri Leist asked the group to join her in exploring what can be done next year to prevent Village Valuables vendors from setting up sales on Schiller Park property. The German Village Society referred inquiring callers to the City and publicized the rules that prohibit vendors from selling on City property. The problem has quickly become bigger than the Society, volunteers, or Recreation Center employees can handle. As Jerry Glick pointed out, the Society organizes and markets the event as a community service...it is not a fundraiser. After a lengthy discussion it was agreed that:

1. Volunteers should tell inquiring callers that they may NOT set up in Schiller Park or on its sidewalks
2. The Recreation Center staff will be firm in its "NO SALES" policy
3. The Friends of Schiller Park will pay for 2 police officers to monitor the situation in 2015.
4. Jerry Glick to check with Columbus Police about scheduling the Special Duty officers
5. Recreation and Parks will be responsible for monitoring the Rec Center parking lot
6. Signage with "No Vendors" messaging will be explored
7. The Society should get clarity about the rules that apply to sales in the park and sales in the public right of way so they are speaking from authority

New Business: Lindy called the cottage garden to everyone's attention...some plant material was lost over the winter and the watering system had been turned off. Lindy got the water turned back on but encouraged the group to check it. Sara said she would follow up on the water and Lindy said she would tell an interested friend that she is welcomed to weed as needed.

Sara McNealey adjourned the meeting at 10:20 am. The next meeting is scheduled for July 3, 2014 at 9:00am. Come ready to get your Boom on.





August 11, 2014

Monthly Report to the German Village Society Board of Trustees

Submitted by: Russ Arledge, Curator of Archives / Facilities

► Last month was particularly busy... the Haus und Garten PreTour and Tour concluded and was immediately followed by the long 4<sup>th</sup> of July Holiday weekend, so it took a while to recover from both... ☺

► The Membership Committee divided up the duty of delivering the last of the Membership Directory's. While others were walking the Village hand-delivering the remaining directories, it was my job was to mail out to all Members who lived outside the Village, i.e. the greater Central Ohio area and to the out-of-state Members. I also completed a membership benefit benchmarking survey of six similar organizations to compare the benefits at different price levels, etc... very interesting.

► I shipped a bundle of our new maps to The Ohio State University Graduate School - Registration Services... never miss an opportunity to promote German Village!

► Organizational Development... Preparing for the GVS BOT election mailing went very smoothly right up to the moment the copier broke down...it would have cost 2/3 more to send the printed material out to be printed, but the copier folks came through and replaced the printing drum around 3:30pm and by noon the next day I had completed all the printing just in time for the volunteer mail team to assemble the material for mailing. The mailing went out on August 4<sup>th</sup> as planned.

► Building Maintenance... the usual light bulb replacements... at one point last month someone put something melting or very wet into the fest hall kitchen freezer, flooding the bottom and then it froze rock-solid and every time the refrigerator would go into a normal defrost cycle the water would melt and drip into the refrigerator below. So, I had to turn the whole refrigerator/freezer off for two days to let the refrigerator completely thaw out, mop up the excess water and it's been fine ever since.

One has to be prepared for any calamity, no matter how trivial...

The Meeting Haus carpet cleaning went off without a hitch... I even managed to have the office carpet cleaned.

► The July 31<sup>th</sup> Police Luncheon and was very well attended. The lunch for the officers this month was provided by the Katzinger's Deli.

It's been a busy month... all for now.

Sarah Marsom – Historic Preservation Advocate – August 2014 Board Report

Historic Preservation: July presented unique opportunities to spread historic preservation awareness. The property directly south of the Bookloft was painted; due to the fact that the brick had been previously unpainted many German Village residents were shocked. After the fact, I provided an educational piece for Neighbors 4 Neighbors and This Week News did a brief article on the subject. A resident in German Village contacted me for a brick consultation and I invited Cristin Moody from the Historic Preservation Office to join me, so that I could learn the city's brick evaluation procedures. The commission, the historic preservation office, and I will now work together in the future to evaluate potential controversial approvals, so that neighborhood education can occur prior to the home improvements being completed.

Tours: The German Village Gay Pioneers test tours began in July and a buzz in Columbus and beyond has started. People are very enthusiastic about the new tour offering and the test tours are allowing for outsider (preservation and museum professionals, neighbors, tourism professionals, and the LGBTQ community) perspectives to strengthen the tour. On August 15<sup>th</sup>, there will be a presentation discussing some of the focus group findings. We also hosted some of our most exciting tours of the year in July – July 5: 100 people from the Church of the Brethren conference for a standard tour and July 30: 50 people from the American Institute of Building design conference for an Explore Beyond the Door tour.

Great Placemakers: Regularly updating the Great Placemakers website and focusing on creating outreach opportunities, Great Placemakers promotion has been a top priority for Mark, Shiloh, and me.

## **Great Placemakers Lab**

While this event has been/will continue to be the ultimate priority for the next couple weeks. My role in this marketing phase has been a digital/social media focus (clearly). I've really enjoyed and worked hard to give the event a voice, trying to tell our target audience why they can't miss this event. I've been creating the newsletters for the conference, including highly interactive elements such as videos, "top 3" lists and nationwide examples of placemaking. Additionally, I create blog posts 2-3 times a week that feature the conference speakers.

## **Art Crawl Follow-Up**

Meeting is set later this month to discuss the success and needed improvements to Art Crawl. We have received a lot feedback and know where we need to improve. To help address these areas Angela Petro (Two Caterers), Sara McNealey (event planning), and Regina Tobin (artists perspective) have been invited to provide expert guidance and advice moving into next year.

## **Young Professional Efforts**

With Shiloh's guidance, Sarah and I have been planning German Village's participation in the "Get To Know Columbus" expo hosted by Columbus Young Professional Club and held at the Vue in the Brewery District. A dozen neighborhoods have been invited to showcase the neighborhood offerings and engage an expected audience of 500. With participation from Schmidt's, Katzinger's, Gresso's, Vernacular, G.Michael's, Harvest and Pistacia Vera (so far), coupled with our premier location at the entrance of the expo, we expect this event to be a great success. Of course there's a social media aspect to the event where we encourage YPs to tweet a picture of themselves as a "nude" Frederick Schwartz tanning on top of the tower (thank you Jeff Stahler).

## **Membership**

I have begun follow up calls for membership renewal among our expired and past due members. While the beginning calls have led to some success as most have only been expired for a couple months, I do anticipate a harder sell to members who have been past due since January. For members who may have moved, I have been mentioning a different level of membership that would allow them to still be connected to GVS. All calls involve a level of "quality assurance" where I'm asking for feedback, ways to improve membership benefits, and the all-important "why have you decided not to renew?"

## **Social Media**

After applying a consistent strategy to the past three events that included engagement through contest, I feel it's time to tweak the social media for events strategy. I've been relying on event attendees to share pictures of their experience, but that reliance has grown stale and plateaued. Beginning with the aforementioned young professional event, the new strategy will be to provide a platform that requires a higher level of personal engagement, leading to a more interactive approach and hopefully an increase in actionable results. For example, this expo will be a chance to engage our audience face-to-face, still providing incentives (i.e. gift cards/tickets), but a calling them to action by posing/taking a picture only to have them share through social media channels.

August 8, 2014 Great Placemakers' Lab: Matthew Shad, Lab Director

Key highlights of this project to date:

#### Sponsorship Update

- Current commitments = \$22,050 = \$18,500 in cash, \$3,550 in kind, (increase by \$2,000)
- Originally anticipated = \$21,625 = \$16,000 in cash, \$5,625 in kind
- Ohio Humanities Council Grant Submitted = Request denied as it was felt not to be on point to the grant
- We may receive additional money but are no longer aggressively marketing for it

Website live: [www.greatplacemakers.org](http://www.greatplacemakers.org)

- Twitter = @greatplacemaker; Instagram/Pinterest = greatplacemaker
- [www.Facebook.com/greatplacemaker](http://www.Facebook.com/greatplacemaker) and [www.Facebook.com/greatplacemakerslab](http://www.Facebook.com/greatplacemakerslab)
- The agenda has been updated
- We have a number of speakers from around the country anticipated to participate
- Please sign up and like all

#### REGISTRATION

- *Going MUCH slower than anticipated*
- *At present we have about 12 attendees, several though are comped speakers*
- *We have offered coupon code discounts through a number of outlets*
- *We are reaching about 3,000 directly through Great Placemakers, plus outreach through Neighbors4Neighbors*
- *Marketing partners include, Ohio Tourism, Ohio Preservation, APA Columbus, APA Ohio, Heritage Ohio, Walkable Neighborhoods*
- *We have received media in ThisWeek, Columbus Underground*
- *We have marketing assistance from MORPC, NBBJ, Nationwide Childrens, Greater Ohio, OSU Planning and others*
- *Web traffic is not what was anticipated, people recruited through Walkable Neighborhoods are not engaging. Averaging only 200 individual clicks a day during the last 3 weeks. Typically about 50/day for schedule and 50/day for registration*
- *We are getting feedback that it is too expensive, too time consuming, too Columbus centric*
- *At present we need about \$40,000 to break even. That is still nearly our entire break even goal of full paying participants*

#### BOARD ACTION ITEMS:

- *We need MAJOR UPTICK in registration in the coming week*
- *Email Registration - Sign Up for email updates on website*
- *Forward Information – forward a template email explaining event to any friends that would be interested and copy Shiloh (we will add email addresses to our database)*
- *Encourage Attendance*