

December 10, 2012 Meeting Minutes
German Village Society Board of Trustees

All written reports submitted in advance or distributed during this monthly meeting are attached to these minutes for the record. They are [accessible here](#), via the German Village Society's website (www.germanvillage.com) or from German Village Society Board Secretary, Jeanne Likins, 614.444.0565 (work) or jlikins@columbus.rr.com.

Present: Bill Case, Sarah Irvin Clark, Darci Congrove, Bill Curlis, Jeanne Likins, Stef Martt, Jeff McNealey, Brian Santin, Mike Yarbrough.

Absent: Nick Cavalaris, Mike Cornelis, Beth Ervin, and Chris Hune.

Also present: Greg Gamier (German Village Business Community), Sara McNealey (Parks, Public Places, and Community Events Committee Chair), Gary Seman (media), Tracie Stamm (guest), and Shiloh Todorov (German Village Society staff).

Call to Order: President Bill Case called the meeting to order at 6:06 PM.

Public Participation

None.

Secretary's Report

The German Village Society Board of Trustees unanimously approved the November 12, 2012 Meeting Minutes. The motion was made and duly seconded.

Staff Reports

Russ Arledge, Operations and Program Manager, German Village Society, submitted a written report.

Shiloh Todorov, Director, German Village Society, submitted a written report and pointed out a few additional items:

- The Board approved \$40,000 last month for Meeting Haus maintenance. Shiloh noted that work has begun in the restrooms while work in Fest Hall will begin once the German Village Art League show is concluded later this month. Shiloh highlighted the general plans, including the paint and carpet colors as well as the materials.

All of this is the result of the German Village Society's Maintenance Committee's continued work on catch up maintenance for the Meeting Haus. Shiloh pointed out that the supplementary heating units for the restrooms and offices will also be completed later this month using the funding approved earlier in 2012 for this purpose. Shiloh thanked Mary Connolly-Ross and Chris King for their in-kind efforts to create the color scheme and update plan.

- Shiloh reported that 40 German Village t-shirts were sold last week during Village Lights.
- Proceeds from the German Village Ghost Tours, in which the Society partnered with the Columbus Landmarks Foundation, raised \$450 for the Society. This was in spite of having to

refund nearly two nights' worth of ticket sales due to inclement weather. Shiloh noted that there is interest among the Society's Ghost Tour Committee to explore offering these tours on demand in the future.

- Shiloh shared that Pam and Dennis Bergeron lost Dennis' son unexpectedly recently. A sympathy card was circulated for everyone to sign.
- Shiloh announced she is starting a new tradition during the Society's Board meetings. She is asking each trustee to write a thank-you note or two to someone Shiloh identifies as having done something for the German Village Society. These personal thank-you notes are in addition to the official German Village Society thank you letters Shiloh sends out and the personal thank-you notes often sent by committee chairs to those who make contributions to the work of the committee and therefore, to the German Village Society. The idea was sparked by Darci Congrove's involvement with the Women's Fund, where a similar program is under way.
- Shiloh shared the preliminary conceptual drawings for the proposed Visitors Center enhancement. More work is needed to finalize the plans and to secure cost estimates. These plans, though, have been very well received by those who have reviewed them, Shiloh noted.
- The Elberfelds increased their membership level support as they mentioned they would do in the membership renewal letter they penned on behalf of the German Village Society. This letter was mailed in November to those who memberships expire January to March 2013. As of today, Shiloh reported that nine other people/couples have also increased their membership support – equaling more than 10 percent of renewals logged so far.

President Bill Case thanked Shiloh for the wonderful donor and member appreciation events last Thursday at the Grange Audubon Center. They were most successful and well done.

Treasurer's Report

Treasurer Nick Cavalaris submitted three written reports: December 1, 2012 Financial Highlights, the Variance by Month, and the Balance Sheet.

Committee Reports

Executive

President Bill Case welcomed all attending the meeting. He noted that Sarah McNealey has agreed to continue as the Chair of Parks, Public Spaces and Community Event Committee in 2013.

Bill announced that the 2013 Nominating Committee will be Jeanne Likins, Chair, Bill Curlis and Mike Cornelis from the board of trustees and Tracie Stamm, Greg Gamier and Pam Bergeron as the three non-board members, per the German Village Society's Bylaws.

Bill thanked Greg Gamier and Tracie Stamm for coming to this meeting tonight and for agreeing to serve on the Nominating Committee. Bill also thanked the outgoing Nominating Committee members: Roy Bieber, Stef Martt, Jay Panzer, Brian Santin, Carol Savage, and Connie Swain.

Bill also thanked Roy Bieber, former German Village Society Trustee and former Treasurer, for being such a big help to both Shiloh and Treasurer Nick Cavalaris with understanding the Society's finances

this last year. Bill noted that Roy is being appointed to the Audit Sub-Committee of the Finance Committee for 2013.

Thanks to Sarah Irvin Clark for her great work to promote Village Lights. It was a huge success. Bill pointed out that Sarah has agreed to serve in 2013 as the media liaison for all Society events.

Bill also commended Director Shiloh Todorov for the wonderful 2012 Annual Report that was recently distributed via email and with hard copies available at the Meeting Haus. This report beautifully showcases the remarkable work of the German Village Society this last year.

---**Technology** – a written report was submitted by Brian Santin, Chair of the Technology Committee. Brian added that the recent website redesign has been launched and noted that it was based on community feedback. Brian has agreed to be reappointed as Chair of this committee noted President Bill Case.

Director Shiloh Todorov reported that the mobile website enhancement bill came in \$500 less than the bid. She also pointed out that Bill and Jessica Lager, known for the last 18 months or so as “anonymous donors” are now being recognized for donating the professional talent that made this mobile website creation possible.

It is an in-kind gift of approximately up to \$35,000. Shiloh expressed appreciation for this very valuable support to the German Village Society and its educational mission. She also noted that the mobile website has gone from 1,000 page views/month last January to 3,000 unique visitors/month and 12,000 plus page views/month. This is impressive. Shiloh reported that the Events section is the most viewed followed by the Shop section.

---**Maintenance** – a written report was submitted by Roy Bieber, Chair of the Maintenance Committee.

Civic Relations – a written report was submitted by Nelson Genshaft, Chair of the Civic Relations Committee.

Development – no written report was submitted.

Director Shiloh Todorov noted that the Visitor Center enhancement project reviewed earlier is part of this committee’s work as they explore how to plan and launch a mini capital campaign. More work is needed though before anything can be presented to the board for future action. New Development Committee Chair Dennis Brandon is transitioning into his role and meeting with various people in preparation for next steps she shared.

Finance –In Treasurer Nick Cavalaris’ absence, Director Shiloh Todorov distributed the proposed 2013 German Village Society integrated operating budget. Shiloh noted that this was the fifth draft, which has created by Shiloh after consideration of 2013 priorities and available funds. The budget was fine-tuned by former and current Treasurers Roy Bieber and Nick Cavalaris, respectively, as well as the officers. The Finance Committee reviewed this budget prior to presentation to the Board.

Trustee Darci Congrove, in Nick’s absence, provided an overview of the proposed 2013 operating budget. She pointed out that it includes the hiring of a part-time fundraising professional as well as the income expected from this person’s activities. This new person will be paid based on milestones

delivered on firm dates, so will pay for him/herself along the way. All of the project based spending Darci pointed out can be done only if the new fundraising efforts are successful. In other words, this spending is totally discretionary, based on the results of new fundraising efforts.

Darci noted out that the German Village Society's proposed 2013 operating budget nets to \$59. Only the Society's "Step Up" money (raised in 2008 with the commitment that it be spent only to enable the Society to change its business model to a more sustainable one) is at risk. In other words, these funds have been saved for the right time.

These funds will be used to launch a mini capital campaign for the significant re-design of the Visitor Center, including related educational and historical materials. The Visitor Center is one of the Society's most mission-centric activities and hasn't been updated in quite a few years. Also, the Society expects to learn a lot [from this effort](#), which will help build the infrastructure for future fund raising activities as a result of this new fund raising initiative.

The miscellaneous line item in the budget is where the new mission-centric spending will come from, assuming the Society raises the funds. Darci pointed out that at the beginning of 2012, the German Village Society's budget was not balanced. A balanced budget was created when [surplus operating](#) funds from 2011 were encumbered for 2012. This is an accounting tool that is commonly employed for such purposes.

The Society is doing the same process of encumbering 2012 funds for the 2013 budget with the Society's designated funds. For example, there were fundraising activities in 2012 in several of the designated funds, but the monies will not be spent until 2013. So, these funds need to be moved into the 2013 budget. The designated funds are specifically designated by donors for particular purposes and are different from the general operating budget.

The German Village Society Board of Trustees is required to pass a balanced budget in December. Darci also reminded everyone that the Board is also responsible for ALL Society funds, designated and non-designated. In answer to questions, Darci noted that regardless of the amount of funds in a designated committee account, a committee cannot spend beyond the 2013 budget that was approved without securing additional approval for such an additional expenditure, in advance, from the Society's Board of Trustees.

Darci also pointed out that the detail behind the designated funds' lump sum shown on this budget are derived from what the committee chairs submitted to Director Shiloh Todorov [this](#) fall for their proposed 2013 budgets.

MOTION: to approve encumbering 2012 funds in the designated checking account in the amount of \$18,430 to cover budgeted spending in 2013 of cash earned in prior years. The \$18,430 shall be allocated to the following designated funds:

- Fund for Historic Preservation \$6,930
- Huntington Gardens \$5,450
- Schiller Park Bench/Trash Can Fund \$800
- Friends of Schiller Park \$500
- Schiller Park Enhancements \$4,750

The motion was duly made, seconded and unanimously approved by the board.

In response to another question, Darci pointed out that grant funds, such as the \$5,000 recently awarded by the Ohio Humanities Council, are included in the Society's operating budget. In addition, Shiloh maintains an individual spread sheet to track the receipt and expenditure of these grant funds.

Motion: to approve the proposed 2013 budget as presented by the Finance Committee.

The motion was moved, duly seconded and passed unanimously by the board.

It was requested that the Finance Committee revisit which accounts should be used to report funds related to grant and donor-restricted donations. Also, the Finance Committee was asked to look at the Meeting Haus maintenance funds to be sure there is a clear distinction in the accounting and expenditure of funds between normal, annual maintenance needs (funded by the annual operating budget) and the use of the Warner Maintenance Fund. Darci pointed out that there is that difference and that the Warner Maintenance Funds can only be spent by action of the Board of Trustees.

At the end of the discussion, Director Shiloh Todorov brought out some sparkling wine to toast everyone now that her first budget had been approved. She also thanked the board for all their efforts this year, noting it has been a terrific year. In response to where the sparkling wine came from, Shiloh replied it was what board members donated to Monster Bash for those who purchased the VIP tickets. We never waste a donation at the German Village Society!

German Village Business Committee –a written report was submitted by Greg Gamier, the Chair of the German Village Business Committee.

President Bill Case thanked Greg for such a successful Village Lights.

Greg thanked Jeff Lowe as the Chair of this event this year, as well as all the volunteers. He also thanked the board for its support. Greg reported that several German Village businesses noted it was the most successful Village Light to date.

Greg reminded everyone that tomorrow morning is their monthly meeting which is a holiday mixer. It will be in Fest Hall and is a good opportunity for folks to get to know each other as well as board members to get to know business members. President Bill Case thanked Greg for his good work this year with the German Village Business Committee and for coming to the board's meeting each month.

Historic Preservation – a written report was submitted by Chris Hune, Chair of the Historic Preservation Committee.

Streetscape – a written report was submitted by Tim Bibler, Chair of the Streetscape Committee.

President Bill Case noted that the German Village Society has received a \$10,000 grant to help fund the news corrals on South Third Street. Bill also congratulated Jody Graichen, the author of this successful grant. Director Shiloh Todorov pointed out that Jody has batted 1,000 on grants she has written for the Society to date.

In response to questions about the planter boxes along Third Street, Shiloh reported that Streetscape Committee Chair Tim Bibler took the concept to the German Village Commission for approval for the proposed plan to anchor these proposed new planter boxes to the sidewalks.

Shiloh and Bob Mullinax, President of the German Village Garten Club, are collaborating closely on this project. Bob is a central player in the discussions. Shiloh clarified that the planters belong to the German Village Garten Club and that they have planted and maintained them over the years. The design of the new planter boxes is part of the Third Street Amenities Plan under the leadership of the German Village Society's Streetscape Committee. These are two separate 501 © 3 organizations, but they are working together for the good of German Village.

Next week, the Streetscape Committee meets to decide whether to pursue a citywide grant which might be able to provide some funding for the planters. The grant is due Feb. 1 and funds can be requested for up to \$10,000.

The present thinking, Shiloh noted, is that the Society could partner with the German Village Garden Club to request funding for this planter project. Shiloh confirmed that the German Village Garden Club supports and endorses this collaboration with the Society's Streetscape Committee.

Long Range Planning – two written reports were submitted by Matt Eshelbrenner, Chair of the Long Range Planning Committee.

- The first report was the September 27, 2012 Village Connections Meeting Minutes.
- The second report was the November 2012 Long Range Planning Committee Meeting Minutes.

In response to a question, Bill Curlis, Secretary of Village Connections, reported that Village Connections had applied for an expedited consideration of its application for a 501 © 3 tax exemption and that the expedited part of the application was denied. Village Connections has every expectation though that the normal process request will be granted during the first quarter of 2013. He also pointed out that contributions made to Village Connections will be retroactively tax deductible after the exemption has been granted. \$14,400 has already been raised for Village Connections from a solicitation from its board.

Marketing – Beth Ervin, Chair of this committee, did not submit a written report.

Membership – a written report was submitted by Stef Martt, Chair of the Membership Committee.

President Bill Case noted that he is pleased to see that Bob Jackson, the volunteer membership coordinator for the last number of years, is participating actively on this committee and, that there was good overall participation at the last meeting.

Stef noted that there are stacks of membership renewals coming in and Russ is processing these every day. Stef also reported that 284 membership renewal paper letters have been sent out. Another 486 other memberships will be due later in 2013. Stef and Shiloh are evaluating sending out these other renewals by paper as well instead of by email. Shiloh confirmed that this does not change the committee's budget, just how some funds (about \$500) would be used.

Nominating Committee – This committee was just appointed for the 2013 year earlier at this meeting.

Parks, Public Spaces and Community Events – a report from the November 1, 2012 meeting was submitted by Sara McNealey, Chair of the Parks, Public Spaces and Community Events Committee. Sara also shared that the committee is working to find the resources to wax the Schiller statue and to repair the crumbling of the Umbrella Girl fountain base.

Old Business

None.

New Business

None.

Adjournment - The meeting was recessed at 7:17PM, with the motion made, duly seconded and unanimously approved. The board met in Executive Session. This was adjourned at 7:49 PM by a motion made, duly seconded and unanimously approved.

Respectfully submitted,

Jeanne M. Likins, Secretary, 614.444.0545m jlkins@columbus.rr.com

December 10, 2012