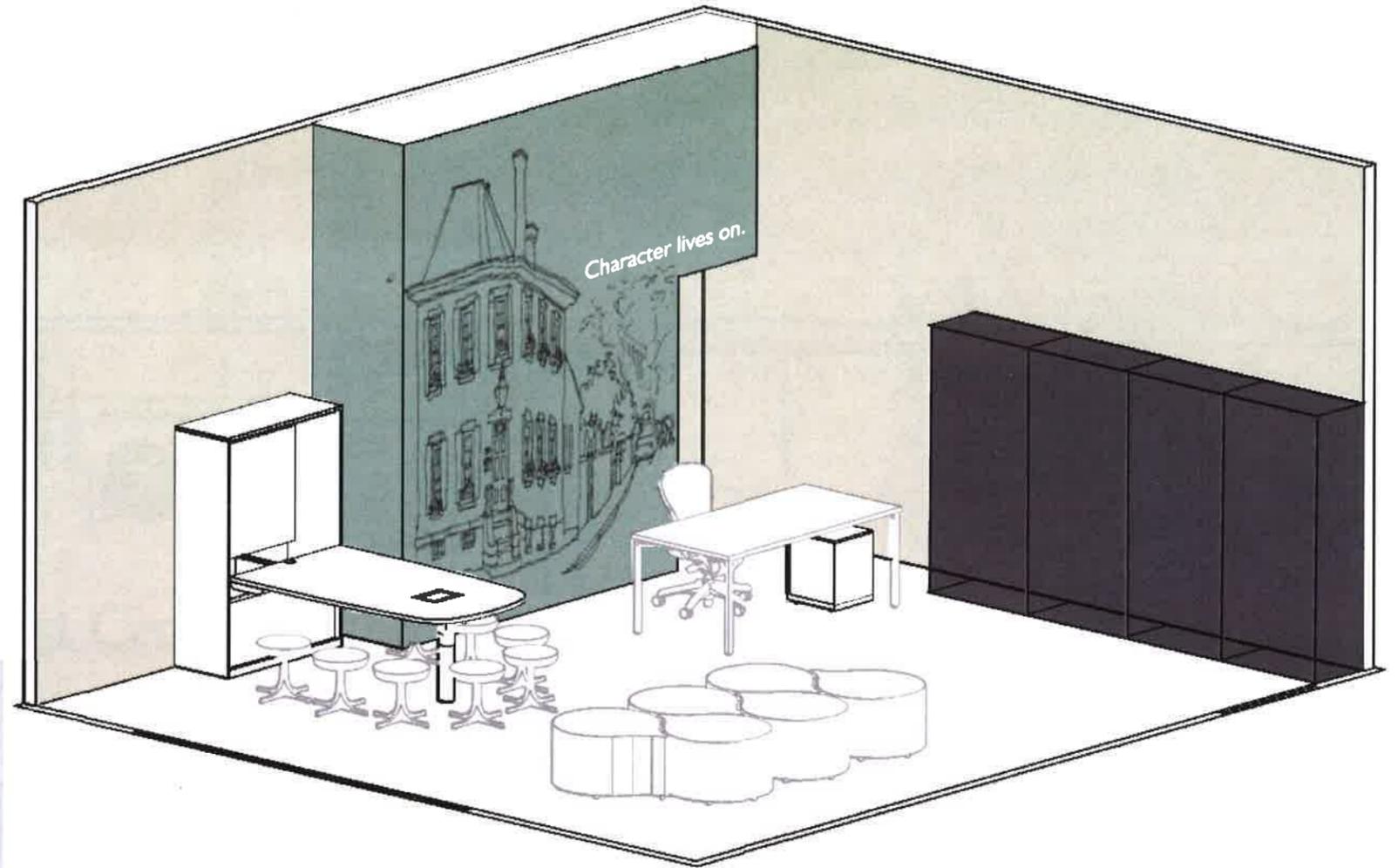


German Village Society

/// II: Video Wall

FURNITURE AND FUNCTION:

The video wall is anchored with a piece of furniture that will function as a place to grab a stool and roll up to watch the video as well as a place for school kids to do activities; such as leaving a piece of what they learned behind on a cork wall or binder clip on a wall. The bench in front of the history portion is flexible seating that can be moved apart or placed back together to form a bench. The wood slab table will function as the desk for the volunteers and will pair nicely with the more modern pieces. There will also be a pedestal cabinet for pens and such.



Organizational Development Committee

Board Report

April 2015

Submitted by: David Wible

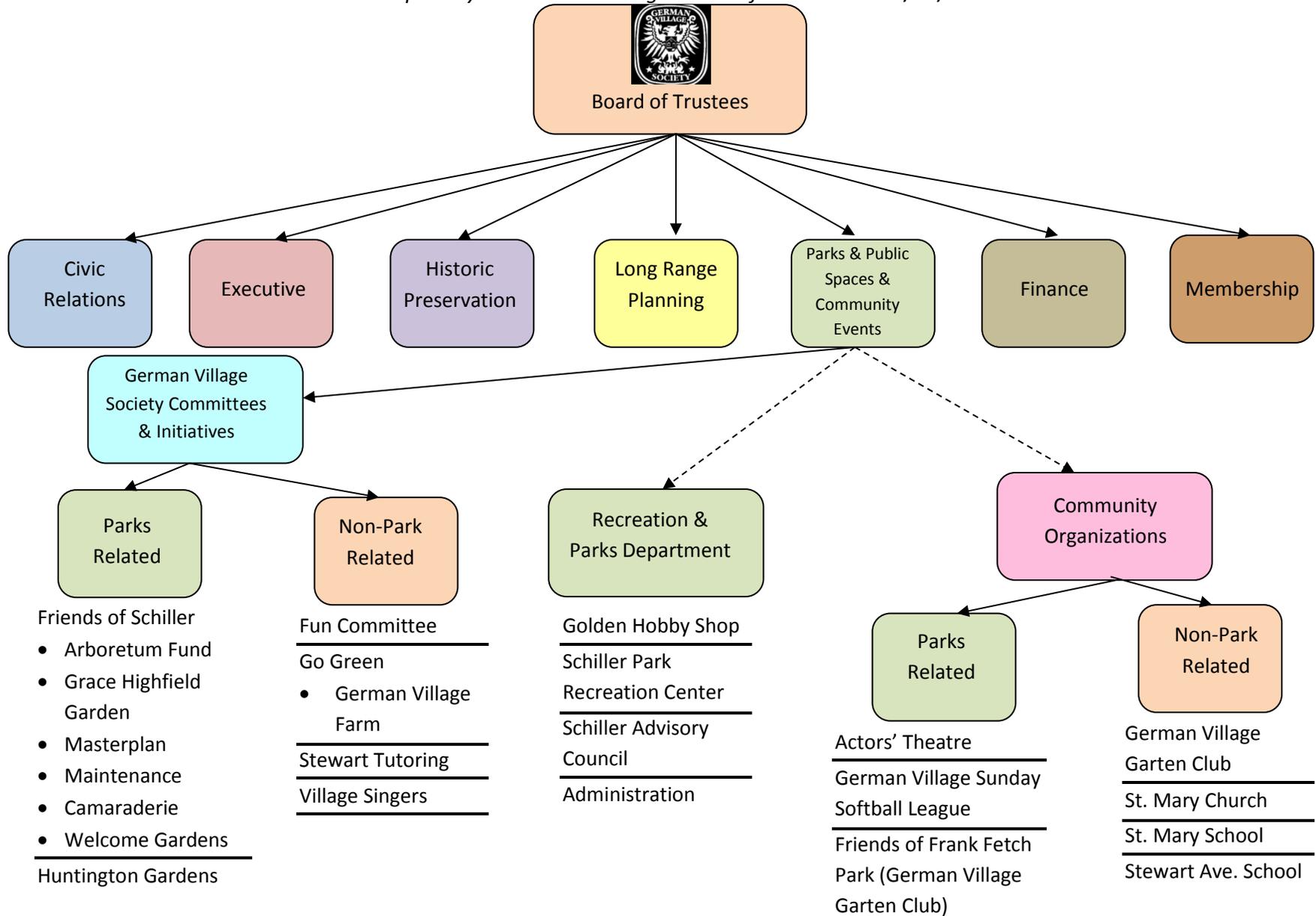
The group will be focusing on three major areas:

1. Conversion of Heidi Drake's (GVS Board VP), one-year appointment to a regular 3-year term seat formerly held by Nick Cavalaris. She would fill the balance of his term scheduled to conclude in 2017.
2. Identification of a new board candidate for this year's slate. The candidate would have the opportunity to fill the opening created by the conclusion of Jeff McNealey's first-term. He will not be seeking re-election.
3. The ODC will be looking to add legal expertise to the slate with the selection of a member for this years' slate.
4. We will attempt to identify financial expertise to fill the one-year appointed slot vacancy created by the move of Heidi Drake to a regular term.

The ODC's next meeting will take place April 14.

Parks, Public Spaces and Community Events Organizational Chart

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



To: Shiloh Todorov

From: Katharine Moore, Ann Lilly, Carol Mullinax, Sara McNealey
Parks, Public Spaces and Community Events Committee

Date: April 10, 2015

Please accept our response to the Strategic Plan Worksheet and the request for a three-year timeline in the following format:

First: A response to the Plan Worksheet where “PPSCE” has been assigned responsibility, with feedback and questions regarding the organization and intention of the document

Then: Our 3-year plan

I. German Village Society Strategic Plan PPSCE Assignments

Recreation Center Entrance, Page 2: Our committee can disseminate information and/or provide contact information - but the vetting of proposed designs must be undertaken by the committees with projects and operations in Schiller Park: Friends of Schiller Park, Actors’ Theatre of Columbus, and the Huntington Gardens.

Extend Support for and Collaboration with Other Champions, Page 3: The mission of the German Village Society’s Parks, Public Spaces, and Community Events Committee is to foster cooperation among all groups and organizations that utilize the parks and public spaces in German Village and those organizing social, cultural and recreational activities in the neighborhood. These include non-German Village Society organizations: Actors’ Theatre of Columbus, German Village Garten Club, German Village Sunday Softball League, St. Mary Church, St. Mary School, and Stewart Avenue School – “other champions” in the plan’s lingo. We would describe our “Measurements of Success” as: sharing information, increased cooperation and collaboration among the various groups, and optimization of the utilization of each group’s resources. The Strategic Plan Worksheet calls out Garten Club, Actors’ Theatre, and Friends of Frank Fetch Park (which is a committee of the Garten Club), but does not mention the Softball League, St. Mary Church, St. Mary School, or Stewart Avenue School.

Note: we have not accepted any role with the “Explore Big 5 collaboration” initiative and wouldn’t want that to be a measurement of our success.

Extend Support for and Collaboration with Other Champions, Page 3: We are confused by the vocabulary used in the plan. Supporting the work of “other champions” would seem to address community groups that are not affiliated with the German Village Society but doing valuable work in the neighborhood. However, we find a number of German Village Society committees and projects listed as “other champions” on the spread sheet. Village Singers, Friends of Schiller Park, and

Gracie's/Umbrella Girl (which is a committee of Friends of Schiller Park) are assigned to PPSCE as other champions to support, while Stewart Tutoring, the Arboretum Fund (which is a committee of the Friends of Schiller Park), Huntington Garden and the FUN Committee are *not* shown as PPSCE responsibilities. We encourage you to revise the materials to be in alignment with the organizational chart adopted by the Board of Trustees on 12/12/11, with one exception: for several years the Go Green committee has affiliated with Long Range Planning and should be deleted from our network.

Notes: We have not accepted the charge to increase GVS membership and would not want that to be a measurement of our success.

II. PPSCE Calendar

The annual calendar for PPSCE would be the same for 2015, 2016, and 2017.

Monthly Meetings with minutes to the Board Liaison and Board secretary

Maintain monthly communication to all interested parties

November: Review of Memorandums of Understanding with updates as needed

Provide data for German Village Society Annual Report

Ongoing: Respond to requests from the German Village Society

As Needed: Welcome and orientation of Recreation and Parks senior staff, GVS Board Liaison, any new committee member

We hope this is helpful in some way.

I'm grateful to trustees for adding an extra meeting to your agenda so that I may be absent at our April 2015 regular board meeting. I appreciated the opportunity to show you updated job duties and a budget that reflects the priorities set in our strategic plan. All position description changes reflect the German Village Society's need to respond to priorities set in our 2015 five-year strategic plan; and the financial realignment that both supports the plan and our fiduciary duty to manage donor money with an eye to sustainability and outcomes.

Another element of implementing the strategic plan is underway as President Likins and I meet with each of our committee pillars to begin creating a new organizational chart for GVS and a method of reporting through the board that takes staff out of every meeting or question or discovery, which will allow staff to be more efficient and the board to be more informed. It will also allow committees within each pillar to collaborate better. The first three meetings have gone exceptionally well and I appreciate the board liaisons and our committee chairs for their energy and thoughtfulness about the new approach.

Sarah Marsom and I have had several meetings with enthusiastic funders about grant money to support our archive and subsequent projects (VC, signage, resurvey). Russ Arledge is partnering to help create a clear workplan for the project so we know how to efficiently manage the project over the next couple of years as we find the dollars to support it. Russ also has a significant network in this space from his 20 years at Ohio Historical Society and as a volunteer for Columbus Historical Society, so he will help plug us in to those networks.

The new tourist map, under the guidance of Mark Weiss with help from members of the GVBC Marketing Committee, is off to print. Mark did an excellent job managing the pieces and parts of the update. I need to thank Dispatch Cos. with help from neighbor and member Rita Wolfe, who significantly reduced the cost of printing the maps this year, and have also reduced the price of printing the maps for Village Valuables, Art Crawl and Village Lights.

We have partnered for the rest of our paid printing with Key Blueprints, who asked to reduce the cost of printing items such as the signs we hang for each even at Katzinger's and the Haus und Garten Tour program, in exchange for some web advertising and "printed by" recognition.

I assume the Civic Relations report will recap the Third Street public meeting, so just allow me to chime in my appreciation for the chair of that committee, Nelson Genshaft, as he has guided not just the Third Street project but recent success guiding UIRF dollars to brick street repairs and an upcoming meeting on Schiller ADA accessibility – scheduled for May 5 at the Rec Center.

I have had a series of conversations with Arts & Science Department leaders at OSU, who are asking GVS to participate in creating what boils down to a "Great Placemakers II." Great Placemakers Lab in 2014 was a HUGE mission success for German Village Society, once again placing us at the forefront of preservation leadership. We made a lot of important new friends around town (lead sponsor NBBJ and other companies, neighborhood leaders, volunteers), and deepened relationships with others (Nationwide Children's, Columbus Foundation, OHM, OSU). Our participants were also over the moon.

It wasn't, however, a financial win. In consultation with outside planning professionals, we thought we could attract 300 professionals to take part in all three days of the workshops at full price, and that those pros would travel from the five-state region to take part. The reality, though, was that while we attracted 260 people they were mostly from Columbus, and about half were nonprofessional

neighborhood leaders, for whom we discounted pricing. We booked more rooms than we needed for overnights. The combination led to a shortfall on income to the tune of just under \$15,000.

OSU, which was a limited promotional partner and who provided a number of speakers and volunteers, is already asking us to be full partners in May 2016 to create a similar workshop on placemaking funded out of an endowment they have for this sole purpose, so our risk would be zero. OSU has an endowment that required it every other year to create something called the Barnett Symposium, and what OSU proposes is to use the May 2016 event as a Barnett Symposium-Great Placemakers Lab II so that we can together examine placemaking and city/neighborhood planning as they overlap public art. OSU's hope is to expand their Barnett Symposium beyond students and academics by adding planners and neighborhood leaders – part of the university's recent public push to do more with its land grant status. The leaders who attended Great Placemakers saw the quality of our workshop and the enthusiasm of our participants, and want to combine our efforts.

I think the opportunity for an organization that represents 233 acres of South Columbus to partner with the nation's biggest university is ample praise.

Finally, leaders of German Village Garten Club, Actors' Theatre, Southside STAY and Village Connections have again met with me to talk about how we can more closely collaborate – first on cross-promotion and volunteer engagement, and perhaps later on fundraising. Our next meeting is set for May and we've invited experts from CAPA to help us better understand how they collaborate while keeping member missions separate.



April 13, 2015

Monthly Report to the German Village Society Board of Trustees

Submitted by: Russ Arledge, Curator of Archives / Facilities

► I worked with a group of 6 Americorps students at the beginning of the month. I trained them how to use our catalog sheet to identify, measure, and catalog various documents and photographs from the Helen Wagner Collection of the GVS Archives. Working all afternoon, they were able catalog close to 125 items from the collection.

► Mid-month the art exhibits in the Fest Hall made a switch. The Gail Larned exhibit closed and the Matt Esh opened. In fact, the Village Singers requested an extension of the Matt Esh show thru their performance weekend as some of the art images relate to songs in their performance.

► The Police Luncheon... make that evening supper, was held on March 19th. They had a really good turnout of residents and the program presented by the Police was full of useful information as always. The Police Luncheons will be sponsored for the next two years by German Village Insurance. The lunch/supper this month was provided by the Plank's Café & Pizzeria.

► I have been asked by Columbus City Council Member Eileen Paley to create a display featuring German Village in the entrance hallway of City Hall. The exhibit would last for a period of three months and I am planning to meet with the City Hall folks next week to discuss the details... I'll keep you posted.

Meeting(s) update... I met with Andrea Blevins, City Clerk – City of Columbus and she showed me the space available which is located in the main hallway to the left of the security desk at City Hall. After taking measurements of the space I have a pretty good idea of what can be accomplished with the display. I also met with the folks at Key Blue Prints for the availability of “trade-show” type portable display booths and their print graphics and text capabilities. I should have a cost proposal for a new, portable display booth ready soon. Keep in mind, this portable display booth with its changeable graphics could be used for any off-site event, schools, meetings, historic preservation events, Oktoberfest, etc.

► Last week I created and installed another exhibit for the Grange Insurance lobby featuring works from my “Then and Now” display that I originally created for the GVS 50th Anniversary exhibit in the Fest Hall. The Grange exhibit will run for 3 months... now thru June 2015.



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

Historic Preservation Advocate, Sarah Marsom

Re-survey of district- The Ohio State Historic Preservation Office has provided a preliminary survey form to the German Village Society to begin the basics of a new survey. Some of the basic data required is verifying addresses within the neighborhood, current homeowners, direction the structure is facing, whether the home is on a street or avenue, and more. This preliminary survey form will be completed predominantly by OSU interns under my guidance.

Explore sidewalk strategy- A brick sidewalk repair workshop is being hosted 6 and 7 on Mohawk Street. This workshop is a partnership between the German Village Society and the Young Ohio Preservationists. The workshop will successfully reconstruct a brick sidewalk and test the feasibility of training volunteers to repair sidewalks throughout the neighborhood. I am also coordinating a studio architecture class with OSU professor Kyle Ezell; students will be assigned blocks and then research every property and help determine if the property should be considered contributing or non-contributing; they will also be told to help isolate engaging stories for the updated historic narrative. Kyle Ezell was a presenter at the Great Placemakers Lab in 2014.

COA coaching- Warm weather is raising the frequency of COA assistance request. The number of requests for guidance is higher than this year at the same time. People are predominantly seeking assistance with guidelines and understanding proper materials to place in packet.

Real estate brochure- The real estate values brochure is currently under design. Following design completion, the brochure will be reviewed by real estate professionals to ensure it will be engaging for new potential homeowners. The brochure will have comparison charts of German Village real estate values versus Columbus.

Educational workshops- On March 28th, the German Village Society hosted a Slate Roof Workshop in partnership with A 2nd Estimate, Durable Slate Co., and Centennial Preservation Group. While attendance was poor, this event built partnerships with new preservation professionals, and the attendees that participated learned about roofing and gutters. Feedback from the event has been extremely informative. Educational workshops will take a break until fall.

UIRF/Infrastructure- Shiloh Todorov, Nelson Genshaft, and I have had positive conversations with city staff to move the UIRF process forward. The city is listening to the German Village Society's concerns and ideas, which is evident through their research.

April – Mark Weiss

GVBC Membership:

March 31 marked an unusual date for membership as close to 40 members were expected to expire. I'm happy to report that GVBC membership currently stands at 144 members and thru the month of April we are over budget. For the year, we are under budget by \$3,525. However, with 30 GVBC members expected to renew over the next 8 months and the projected 6-12 prospects that we have targeted through the Membership Committee; all we would need is 20 from that collective group, which seems attainable.

Communications Task Force:

Our final meeting is planned for April 27, which we will be drafting a recommendation based off survey results (below) as well as an analysis of our platforms through Google Analytics; which have revealed that **over 85% of our traffic from March 2014-March 2015 originated from mobile devices. This included over 50,000 sessions, and while this information includes our neighbors as well as visitors, it's a very telling statistic.** The survey results were collected from our neighbors/stakeholders, not visitors.

Q5 How often do you visit and what information are you looking for once you're online at germanvillage.com?

"Usually I'm looking for events or preservation info, or I'm searching for a specific service - person or company that can do some work for me. I get most news and current events from N4N"

"I am not on the website very often. Comments that I do hear are that it contains a lot of great info but it pretty 'busy'."

"Once per month. Looking for anything I missed in N4N."

"Almost always only after clicking on a link in the newsletter. Usually for event information."

"Hardly ever visit. Tried to find info last year about addresses on GVHaus and Garden Tour - REALLY hard to find!"

"Rarely visit, would like info on village happenings, like construction, road closings, crime"

"Comment re: Q2 - when following links to GV website from handheld, I'm often only taken to the top mobile home page, instead of internal page with intended content. Realizing we have limited resources, but any way to make more of the GV site 'mobile friendly'?"

"Occasionally- usually I google it rather than look it up on the site. I find I get the information faster that way. I do love all the little brochures and pdf's that you post/email. They usually contain all the information I might need for an event such as Village Valuable or Garten Tour. As a former resident who

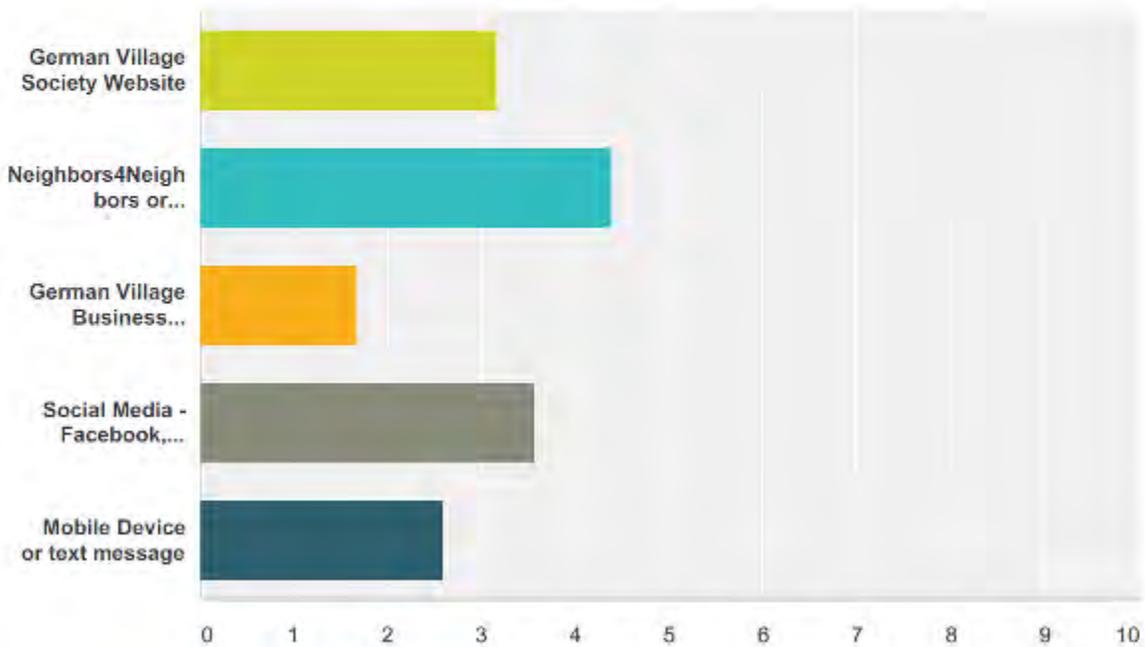
just moved away I still love coming to GV, however, I have to keep my eyes/ears open all time so I don't miss an event. I would like to see more posted on FB/twitter/Instagram. Thanks for all you do!"

"I'm looking for events in the village every month or so, almost always on my mobile device. The mobile version is seemingly much less informational than the desktop site."

"Archives, events, meeting minutes Except these don't work on the mobile platform :("

Q2 Please rank your preferred method of receiving information from the German Village Society, 1 being your most preferred method.

Answered: 76 Skipped: 0



	1	2	3	4	5	Total	Score
German Village Society Website	3.17% 2	42.86% 27	25.40% 16	25.40% 16	3.17% 2	63	3.17
Neighbors4Neighbors or Member2Member Newsletter	68.42% 52	15.79% 12	6.58% 5	5.26% 4	3.95% 3	76	4.39
German Village Business Community Website	0.00% 0	0.00% 0	17.24% 10	32.76% 19	50.00% 29	58	1.67
Social Media - Facebook, Twitter or Instagram	30.16% 19	28.57% 18	17.46% 11	15.87% 10	7.94% 5	63	3.57
Mobile Device or text message	5.00% 3	20.00% 12	31.67% 19	15.00% 9	28.33% 17	60	2.58

Q3: Please rank the type of information you seek when engaging German Village Society communication platforms, 1 being the type of information you seek most.

	1	2	3	4	5	Total	Score
Volunteering	2.94% 2	4.41% 3	35.29% 24	26.47% 18	30.88% 21	68	2.22
Neighborhood events or tickets to events	24.00% 18	56.00% 42	8.00% 6	6.67% 5	5.33% 4	75	3.87
History of the neighborhood	0.00% 0	8.45% 6	30.99% 22	35.21% 25	25.35% 18	71	2.23
Historic preservation information	2.82% 2	12.68% 9	29.58% 21	26.76% 19	28.17% 20	71	2.35
What's happening in German Village	71.05% 54	19.74% 15	2.63% 2	2.63% 2	3.95% 3	76	4.51

Q4 How easy do you find it to navigate germanvillage.com?

	Very easy to navigate	(no label)	Moderately navigable	(no label)	Very difficult to Navigate	N/A	Total	Weighted Average
(no label)	22.37% 17	30.26% 23	25.00% 19	6.58% 5	6.58% 5	9.21% 7	76	2.39