

GERMAN VILLAGE SOCIETY  
BOARD OF TRUSTEES

MINUTES OF THE MEETING OF  
May 8, 2018

Present: Terri Dalenta, Heidi Drake, Greg Gamier, Brittany Gibson, Joanne Kesten, Marie Logothetis, Jim Penikas, Kurt Miller, Susan Sutherland, Joshua Zimmerman

Staff and guests: Shiloh Todorov, staff

The meeting was called to order at 6:08 p.m. by President Heidi Drake.

**Public Participation**

**Reports of the President and Officers**

Secretary Brittany Gibson presented the minutes of the April 10, 2018, meeting.

MOTION: To approve the minutes of the April 10, 2018, GVS board meeting.

Motion approved.

Treasurer John Barr was unable to attend but Heidi pointed to the finance committee reports in the pre-reading packet.

**Committee Reports**

Heidi noted that the Committees had submitted their reports in the board packet and asked if there were any Committee activities with additional updates requiring board discussion or approval.

Shiloh Todorov noted that the preservation plan was meant to be the board-calendar focus in May, but Historic Preservation Advocate Nancy Kotting has been sick, so looking at her work on the preservation plan will shift to June. Historic Preservation Committee chair Joanne Kesten explained that HPC committee members have divided up and are evaluating the design guidelines the German Village Commission follows. Salt Lake City, Boise and Portland are being looked at for relevant comparison points. This work started a month ago, and the committee will meet again soon to review each other's research. In the meantime, one committee member has raised the question of whether the group should be looking at the big picture of the guidelines, since German Village's preservation era began before current, national preservation guidelines were established. Kurt Miller asked how the committee's work is interfacing with the preservation plan, and Joanne explained that the two groups have been working collaboratively.

Greg Gamier, representing the Quality of Life pillar, reminded board members (and neighbors at large) to attend the Village Singers' Spring Show, "Just Down the Road," on May 19 and 20.

Shiloh got board members up to speed on the Ambassador Committee, which for many years has focused on tracking new homeowners moving into the neighborhood. For the past few years, they've had "block captains" pass out "welcome bags" that include freebies from businesses around the neighborhood and an introduction to the Society. The return rate (number of people who become Society members) has averaged 22%, which is similar to the rate the committee used to get when they only mailed letters. Simultaneously, volunteers with the committee are starting to get some pushback from businesses about providing freebies. Another difficulty is that the committee can't track renters since they aren't part of the MLS/Realtor system. Shiloh proposed we end the welcome-bag program and try some other approaches, starting with a randomized survey of approximately 80 members to find out what they value about being a member and why they became one. Shiloh suggested these surveys be divided up between ambassadors and board members. Susan said she'd like to run this idea by the Ambassador Committee and explained a bit more of the history of the committee, which used to include 25 members but has dwindled over the years to six or seven regulars. She especially recognized Sid Druen, Linda Gorsuch, Rita Marker and Bob Jackson among the longtime members. Shiloh offered to attend the next Ambassador Committee meeting to talk things through with the group. will attend next meeting. Terri questioned whether the intention of the survey is to find out why people are joining or why they aren't; Shiloh pointed to it being about why people join. Joanne suggested we watch the NextDoor app for people who say they're new to the neighborhood; Shiloh encouraged board members and/or any Society volunteers who see posts like those to respond and offer to provide info – or to direct them to Shiloh. Kurt pointed out that tailored messaging for different groups, like something aimed at those who only attend Monster Bash every year, could be effective. Brittany wondered if we could survey the people who received welcome bags but haven't joined yet; Shiloh said the difficult part is that we only have mailing addresses, but this is something we could consider investigating in the future.

Joshua, chair of the Haus und Garten Tour Committee, updated the board that after one week of Haus und Garten Tour sales, we are behind what we'd expect based on years past. The committee is thinking that this year's revised prices are negatively affecting ticket sales. Joshua asked that board members spread the word about the event wherever possible. Because patron ticket sales started out behind predictions – and we've since sold fewer dinner tickets and more cocktail-only tickets (which are a lower price), we are currently facing a \$50,000 gap. Greg wondered whether we think there was a "sticker shock" effect; Joshua confirmed that that's what the committee is thinking. Joanne wondered how our ticket prices compare with similar events in the city. Shiloh said there aren't many other events competing with us on the calendar that weekend besides Comfest, but that comparable "gala"-type events in Columbus are ticketed at prices on par or more than ours. Several members of the committee are going to the Marketplace Giant Eagle at Kingsdale on June 8 to talk up ticket sales.

Brittany passed out copies of the GreenSpot Committee's printed report.

## **Staff Reports**

Shiloh shared a strategic plan update per the board calendar. Out of 158-point plan drawn up four years ago, 73 are complete and 22 are on the agenda for this year; others, we know, are ongoing and may

never be deemed “complete.” Our goals for this year range from completing oral history transcripts to raising millions of dollars to overhaul the Meeting Haus to passing a preservation plan. Shiloh called it “ambitious,” but added that that’s what an ambitious neighborhood full of ambitious people (like ours) would set out to do. Knowing that next year is the fifth in our five-year plan, we need to look ahead. Shiloh forecasted that we’ll need to anticipate having more than one board retreat and need to invest in professional strategic-plan help. Since the strategic plan was created, tension points that have arisen around parking issues, the city’s population growing – and we’ve learned that the attention of city administrators is hard to keep. Devising a plan to get this work should belong to a board, and we should prepare for that.

Heidi shared that Columbus Landmarks Foundation is honoring the German Village Society later this week with the Frederick J. Holdridge Outstanding Group Award, noting our success in our lawsuit against Colombia Gas unilaterally moving gas meters to the fronts of homes. Heidi pointed out that that success is thanks to the bravery of the people around the table.

Susan noted that she saw former board member Jeff McNealey, who suffered a stroke several years ago and has been focused on recovery since then, on her way in to vote earlier in the day. She was glad to see him out and about. Board members who served with Jeff were glad to hear this update.

### **Old/New Business**

Volunteer highlights: A big thanks went out to new neighbor Anne McGee, who has immediately rolled up her sleeves and pitched in as a volunteer in the Visitors Center, including helping cover several shifts at the last minute. Thank you, Anne!

Safety: No current concerns, but Shiloh noted that the next meeting is June 13.

Having wrapped up the agenda, Heidi suggested the board end the meeting at 7:06 p.m.

MOTION: Adjourn the May 8, 2018, meeting of the German Village Board of Trustees. [Drake, Zimmerman]

Motion approved.

Respectfully submitted,  
Brittany Gibson, Secretary

Attest: Heidi Drake, President

**German Village Society**  
**2018 GVS Operations Previous Month Comparison**  
**4/30/2018**

	Apr 2018				Total				Comments
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Income</b>									
Admission/Event Income	1,925.00	32,350.00	-30,425.00	5.95%	2,802.50	114,000.00	-111,197.50	2.46%	
Advertising Income	11,177.26	10,243.83	933.43	109.11%	27,315.82	63,000.00	-35,684.18	43.36%	
Contributions	1,144.00	2,072.38	-928.38	55.20%	7,924.53	18,000.00	-10,075.47	44.03%	
In-Kind Donations	1,000.00	750.00	250.00	133.33%	10,027.09	65,000.00	-54,972.91	15.43%	
Interest Income	3.73	3.37	0.36	110.68%	18.17	45.00	-26.83	40.38%	
Membership Dues - GVS	9,052.46	7,470.00	1,582.46	121.18%	61,143.27	115,000.00	-53,856.73	53.17%	
Membership Dues -GVBC	618.75	993.75	-375.00	62.26%	5,256.87	10,000.00	-4,743.13	52.57%	
Merchandise Income	135.00	46.00	89.00	293.48%	178.00	500.00	-322.00	35.60%	
Miscellaneous Income		7.00	-7.00	0.00%	0.00	500.00	-500.00	0.00%	
Rental Income	1,119.00	2,911.00	-1,792.00	38.44%	6,041.50	10,000.00	-3,958.50	60.42%	
SLATE Income	3,750.00	2,000.00	1,750.00	187.50%	14,949.99	70,000.00	-55,050.01	21.36%	
Sponsorship	12,243.49	17,420.17	-5,176.68	70.28%	19,930.90	73,500.00	-53,569.10	27.12%	
Tour Income	180.00	400.09	-220.09	44.99%	230.00	6,000.00	-5,770.00	3.83%	
<b>Total Income</b>	<b>\$ 42,348.69</b>	<b>\$ 76,667.59</b>	<b>-\$ 34,318.90</b>	<b>55.24%</b>	<b>\$ 155,818.64</b>	<b>\$ 545,545.00</b>	<b>-\$ 389,726.36</b>	<b>28.56%</b>	
<b>Gross Profit</b>	<b>\$ 42,348.69</b>	<b>\$ 76,667.59</b>	<b>-\$ 34,318.90</b>	<b>55.24%</b>	<b>\$ 155,818.64</b>	<b>\$ 545,545.00</b>	<b>-\$ 389,726.36</b>	<b>28.56%</b>	
<b>Expenses</b>									
Accounting Expense	1,800.00	1,500.00	300.00	120.00%	5,700.00	18,000.00	-12,300.00	31.67%	
Advertising		1,500.00	-1,500.00	0.00%	50.00	6,500.00	-6,450.00	0.77%	
Audit Fees		0.00	0.00		3,000.00	7,000.00	-4,000.00	42.86%	
Bank/Credit Card Fees	349.65	1,090.91	-741.26	32.05%	2,481.36	10,000.00	-7,518.64	24.81%	
Computer Related Costs	1,758.58	1,334.81	423.77	131.75%	8,178.70	20,000.00	-11,821.30	40.89%	
Consulting Fees		2,500.00	-2,500.00	0.00%	1,597.50	20,000.00	-18,402.50	7.99%	
Dues & Memberships		0.00	0.00		368.00	1,500.00	-1,132.00	24.53%	
Equipment Rental	632.57	685.00	-52.43	92.35%	1,187.57	13,000.00	-11,812.43	9.14%	
Food/Beverages	607.44	718.82	-111.38	84.51%	2,146.86	7,500.00	-5,353.14	28.62%	
Gifts & Awards	60.91	911.99	-851.08	6.68%	901.03	7,000.00	-6,098.97	12.87%	
In-Kind Expense	1,000.00	750.00	250.00	133.33%	10,027.09	65,000.00	-54,972.91	15.43%	
License/Fees/Permits	674.98	50.00	624.98	1349.96%	767.23	1,000.00	-232.77	76.72%	
Meeting Haus Cleaning	744.80	844.80	-100.00	88.16%	2,254.20	12,000.00	-9,745.80	18.79%	
Meeting Haus Groundskeeping		0.00	0.00		322.75	1,200.00	-877.25	26.90%	
Miscellaneous Expense		700.00	-700.00	0.00%	10.00	9,000.00	-8,990.00	0.11%	
Payroll Processing	144.54	145.00	-0.46	99.68%	738.74	1,900.00	-1,161.26	38.88%	
Payroll Taxes	476.46	3,685.71	-3,209.25	12.93%	7,393.80	21,000.00	-13,606.20	35.21%	
Postage		1,192.57	-1,192.57	0.00%	878.05	7,000.00	-6,121.95	12.54%	
Printing/Signage	2,535.64	380.50	2,155.14	666.40%	2,055.71	20,000.00	-17,944.29	10.28%	
Projects from Strategic Plan		1,941.00	-1,941.00	0.00%	0.00	28,000.00	-28,000.00	0.00%	
Property & D/O Insurance	854.00	0.00	854.00		10,811.67	11,000.00	-188.33	98.29%	
Repairs & Maintenance	575.00	0.00	575.00		5,956.28	13,000.00	-7,043.72	45.82%	
Salaries/Wages	18,135.99	18,018.52	117.47	100.65%	76,195.65	223,870.00	-147,674.35	34.04%	
Security		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%	
Storage		0.00	0.00		0.00	1,020.00	-1,020.00	0.00%	
Supplies	473.18	414.42	58.76	114.18%	1,118.25	5,000.00	-3,881.75	22.37%	
Transportation/Towing	9.99	56.26	-46.27	17.76%	324.24	7,000.00	-6,675.76	4.63%	
Utilities	1,168.42	1,065.37	103.05	109.67%	4,825.24	15,000.00	-10,174.76	32.17%	
<b>Total Expenses</b>	<b>\$ 32,002.15</b>	<b>\$ 39,485.68</b>	<b>-\$ 7,483.53</b>	<b>81.05%</b>	<b>\$ 149,289.92</b>	<b>\$ 554,490.00</b>	<b>-\$ 405,200.08</b>	<b>26.92%</b>	
<b>Net Operating Income</b>	<b>\$ 10,346.54</b>	<b>\$ 37,181.91</b>	<b>-\$ 26,835.37</b>	<b>27.83%</b>	<b>\$ 6,528.72</b>	<b>-\$ 8,945.00</b>	<b>\$ 15,473.72</b>	<b>-72.99%</b>	
<b>Other Income</b>									
Transfers In		0.00	0.00		9,151.15	10,000.00	-848.85	91.51%	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 9,151.15</b>	<b>\$ 10,000.00</b>	<b>-\$ 848.85</b>	<b>91.51%</b>	
<b>Other Expenses</b>									
Depreciation	3,151.79	3,350.00	-198.21	94.08%	12,607.16	40,000.00	-27,392.84	31.52%	
<b>Total Other Expenses</b>	<b>\$ 3,151.79</b>	<b>\$ 3,350.00</b>	<b>-\$ 198.21</b>	<b>94.08%</b>	<b>\$ 12,607.16</b>	<b>\$ 40,000.00</b>	<b>-\$ 27,392.84</b>	<b>31.52%</b>	
<b>Net Other Income</b>	<b>-\$ 3,151.79</b>	<b>-\$ 3,350.00</b>	<b>\$ 198.21</b>	<b>94.08%</b>	<b>-\$ 3,456.01</b>	<b>-\$ 30,000.00</b>	<b>\$ 26,543.99</b>	<b>11.52%</b>	
<b>Net Income</b>	<b>\$ 7,194.75</b>	<b>\$ 33,831.91</b>	<b>-\$ 26,637.16</b>	<b>21.27%</b>	<b>\$ 3,072.71</b>	<b>-\$ 38,945.00</b>	<b>\$ 42,017.71</b>	<b>-7.89%</b>	

Subject: GVS Finance Committee Meeting  
Date: April 26, 2018  
Time: 5:30 pm  
Present: John Barr and Jim Nichols (by phone).  
From Huntington: Jack Malone

Discussion  
Topics: 1st Quarter Investment Performance

Jack Malone from Huntington gave a summary of the investment performance for the 1<sup>st</sup> quarter. Overall, the performance basically mirrored the market in general which was pretty much flat in the 1<sup>st</sup> quarter. The investments continue to make up ground compared to the benchmarks as the result of prudent investing in compliance with the investment strategies established. Huntington is looking for continued strong earnings in the 2<sup>nd</sup> quarter.

The next finance meeting on investments will be Thursday July 26, 2018 at 5:30.



## **Fund for Historic Preservation - May 2018**

On Wednesday, May 9 (6pm at the GV Meeting Haus), the German Village Commission will host the annual Caretakers of a Legacy Awards, recognizing important preservation projects in the neighborhood, which are critical to the fabric of our neighborhood. This year, for the first time ever, the event will be held in conjunction with the monthly SPOT neighborhood potluck dinner, a unique preservation story of its own, which preserves old friendships and fosters many new ones.

The Fund for Historic Preservation is proud to announce that we will unveil the first 12 signs on our new interpretive trail, The Brickline. This storytelling project has been approved by the German Village Commission, funded in part by the Ohio Humanities Council, and supported by several neighborhood focus groups. Jeff Darbee and Nancy Recchie, local historians, researched and wrote the content, and Karen McCoy, Neils Braam and the team at MKSK, designed the signs. We are eager to share the first 12 signs with you in a trail from the Meeting Haus to Lindsey's, Frank Fetch Park and east on Beck Street. We have content ready for the next 18, which will take us down Mohawk Street to Schiller Park, and we'll continue from there.

Our stories cover the themes of German immigration and neighborhood development, the historic preservation of the last 50+ years, and the people who lived here through all of it. Our hope is to inform and inspire both residents and visitors. This project is a component of an overall program that will encompass house markers, historic storytelling and eventually, distinctive street signs and gateways to German Village.

A huge heartfelt THANK YOU to all of our neighbors, GVS staff and board members, friends, family members, and a few complete strangers -- all of whom helped to make this happen. German Village is a fabulous historic district, as you all know. Seven years of TEA43206 events have helped to fund this project. Seven years that all of you have been on this journey with us...WOW! We're thrilled that we can tag on to the GV Commission's Caretakers of a Legacy program this year, and we are excited to share the evening with the SPOT neighborhood potluck crowd.

SAVE THE DATE for the 8th annual TEA 43206 on August 18, 2018. This year's theme is disco, and it's going to be huge fun! Plan to wear your dance shoes!

Darci Congrove & John Pribble  
German Village Guest House

## **Minutes -- April 5, 2018**

### **Parks, Public Spaces, and Community Events Committee**

**Members Present:** Ann Lilly, Linda Friedman, Chelsey Craig, Mike Cornelis, Katharine Moore, Carol Mullinax, and Connie Swain.

In Sara McNealey's absence, Carol Mullinax called the meeting to order at 9:00am.

Linda Friedman moved that the minutes of the February meeting be adopted into the minutes. Mike Cornelis seconded the motion and it passed unanimously.

#### **ACTORS' THEATRE**

Carol Mullinax reported that the company is well into preparations for the launch of the 2018 Season. A membership campaign that launched in March is doing well. A 24 Hour Shakespeare event is being planned for April 28 at Copious. The one held last year was very successful. The season starts on Thursday, May 24, and on Friday, the 25, Actors' will host its annual fundraiser that will include a Silent Auction, dinner provided by Copious, and a performance of *Macbeth*.

#### **GERMAN VILLAGE GARTEN CLUB**

Jim Chakares was unable to attend.

#### **ST. MARY CHURCH AND SCHOOL**

Frank Wickham was unable to attend.

#### **GERMAN VILLAGE SOCIETY**

Chelsey Craig reported that a number of society events are coming up:

Caretakers of a Legacy will be held on May 9<sup>th</sup> 6-8PM and will be followed with a Spot Dinner.

PreTour will be held on June 23, with Patron tickets and Golf Carts are on sale now. PreTour & cocktail tickets go on sale May 4<sup>th</sup>

Art Crawl, to be held on July 21 is launching a new tiered ticketing system. Tickets go on sale on May 15<sup>th</sup>, starting at \$10 and escalating to \$25.

#### **GV FARM**

Connie Swain reported that the German Village Farm is gearing up for planting season with most of plots assigned.

#### **FRIENDS OF SCHILLER PARK**

Katharine Moore provided a written report and said volunteers are going to finish correcting the spelling error in the *Schiller Park Across Time* book.

### **GERMAN VILLAGE NINE**

Mike Cornelis announced that FOS GV 9 participated in Cincinnati Red's opening day parade. The group sported a hand-sewn banner and jerseys. The first game will be held in Cincinnati. Katharine reported that she had included information about the team in a park brochure that is being developed for publication. For the record, women are accepted on the team.

### **HIGHFIELD GARDEN**

Ann Lilly reported that the garden is ready for spring.

### **FUN COMMITTEE**

Mike Cornelis reported that this coming Saturday night that the Fun Committee will be holding "Slider Slam" with volunteers bringing in different types of sliders. Mike says the response has been strong.

### **HUNTINGTON GARDEN**

Linda Friedman reported that the Deadheaders are planning the garden's 25<sup>th</sup> anniversary celebration, which will take place in August 5. Time TBD

Among plans being considered: a cakewalk, live music, and an agility dog show. Linda reported that she and her husband Tom are sponsoring an anniversary cake for the celebration.

### **RECREATION AND PARKS DEPARTMENT**

Craig Seeds was unable to attend but provided the following information via email.

- No real updates for Schiller or Fetch specifically, but I believe the Fetch MOU process is moving forward, but the Schiller agreement is being transferred to a new person taking over for agreements for our department. A new person is in charge of Permits and Rental Services and is being given all the department leases, licenses, MOUs, agreements. There will be a period of transition, but the process promises to be smooth and productive in the long run.
- The Department's Planning and Design Section has been divided into two teams. One team is now the Strategic Planning Group. The other team is Construction and Design group, and the new leader of that group comes to us from the City's Public Service Department, named Jim Miller, who is an engineer with a good reputation.

## **NEW BUSINESS**

Chelsey reported that the Village's Green Spot Committee is going very well. Fresh composted soil will be available for only \$14 a week for people who compost their food waste and turn it in through a new program.

With no additional business to come before the committee, the meeting was adjourned at 9:39 am.

To: Parks, Public Spaces, and Community Events Committee Members

From: Katharine Moore, Friends of Schiller Park

Date: April 4, 2018

We are watching the stone pillar restoration project with keen interest; preparing plans for the Welcome Gardens, and debating about what to do about the \$1175 "cage" needed to secure the On/Off switch for the fountain in the pond.

Kindred Spirits has been scheduled for September 21, and the guys want me to work on booking Stormy Daniels for the event...

Dee Debenport and Karen Musick have agreed to push retail sales of *Schiller Park Across Time*. They have promotional signs and big ideas and I couldn't be more grateful. I remember John Brownley pushing, pushing, pushing me to sell every last copy of the German Village Cookbook because having the money tied up in inventory drove him crazy...and now I feel the very same way!

Rumor has it that the snow and ice will abate, and spring will arrive. I am reserving judgement until there is proof.

From 614 Magazine's March edition:



# Angst im Dorf

[Evan Weese](#) / Mar 1, 2018

German Village's popular Schiller Park celebrates the neighborhood's German influence by honoring one of the country's most famous poets.

It hasn't always.

This May will mark 100 years since the park was renamed Washington Park amid anti-German sentiment during World War I, a sort of precursor to the modern controversy over the appropriateness of Confederate monuments.

Just as there is opposition to honoring the likes of Confederate Commander Robert E. Lee, who took up arms against the U.S., there was hostility a century ago toward all-things German, including Schiller Park's namesake, Johann Christoph Friedrich von Schiller.

"There was a great deal of re-naming during the war," says Kathleen Neils Conzen, Thomas E. Donnelley Professor Emeritus in the Department of History at the University of Chicago.

Passing a renaming ordinance on May 27, 1918, Columbus City Council wrote, "This nation is now at war with representatives of the ideas sung by the poet Schiller."

In distancing Columbus from Germany, local schools abolished German language classes, German newspapers were shut down—even speaking German was forbidden.

In the park (originally dedicated in 1867 as City Park), German books were burned at the foot of the famed poet's statue. Some residents were said to have lobbied, unsuccessfully, for the takedown of the monument, erected in 1891.

Columbus, of course, wasn't alone in its vitriol.

President Theodore Roosevelt denounced "hyphenated Americanism," as in German-American, saying Americans must pick a side as the country waged war in Europe.

It wasn't until April 7, 1930 that Columbus City Council voted—unanimously—to change Washington Park back to Schiller Park, reversing an act of war "hysteria" to no opposition from the more than 200 people in attendance, according to the *Ohio State Journal*.

“The thing that I think is so ironic about it is Schiller was a man of such vision, about humanity, and about freedom and liberty,” says Katharine Moore, executive director of the Jefferson Center for Learning and the Arts, who formerly served as executive director of the German Village Society. “He was the wrong guy to pick to have issue with.”

One casualty of the ephemeral German-American opposition was Schiller Street, still known today as Whittier Street; city officials in 1930 declined to change the name back, suggesting it would hurt businesses with identities tied to Whittier. (Edison and Lansing were once known as Germania and Bismarck, too).

More significantly, Columbus and other cities dealt with the matter differently moving forward.

“The lack of such visceral reaction during World War II in part reflects the more sober judgment of American public opinion that the reaction during the previous war had not been justified,” says Conzen, who specializes in immigration and ethnicity, along with nineteenth-century social history.

Nonetheless, debates reminiscent of the city’s Schiller controversy are still taking place 100 years later, as Americans grapple with how to recognize history with parks and monuments.

Last summer in Worthington, a sign marking the home of Confederate General Roswell Ripley was taken down amid fallout from violence in Charlottesville.

Around the same time, the U.S. Department of Veterans Affairs elected to maintain monuments at the Camp Chase Confederate Cemetery in Columbus’s Hilltop neighborhood.

“Having witnessed what happened last summer with the Confederate statue issue, there is a tremendous sense of relief that our (Schiller Park) statue is of someone we can feel such unreserved admiration for,” Moore says.

**To learn more about Schiller Park, check out [Schiller Park Across Time: Celebrating 150 Years](http://germanvillage.com), available at [germanvillage.com](http://germanvillage.com).**

Here is a quick rundown on the FUN committee.

Our April event, Slider Slam was a huge success. We were hoping for about 10 or so contestants and maybe thirty people. We got 23 entries! Those poor 3 judges that had to take a bite of all the entries!! In all we had maybe 60 people and a lot of fun. People were so great about also bringing side dishes, desserts and their own beverages. And even better, there was a fab crew who without even asking, stayed after and helped clean up. Special thanks go to John Clark for his help with some really fun audio and video.

Next up for May we are awaiting word from Friends of Schiller for the date for our annual DIG In ! ...also known as ...Mulch to do about nothing. It's usually just prior to Memorial Day weekend.

June 8 we will all drop in for SommerFest at Germania and attempt to defend our Shotski world title!! Prost!

July 15 at 2pm is our annual historic baseball game versus The Ohio Village Muffins in Schiller Park. Then beverages to follow at Roosters (or Planks if they ever reopen!!)

August 5 we just added a new event to take part in the Cake Walk and celebration for the 25th anniversary of Huntington Gardens.

Also for August we typically have scheduled a German Village game day at Huntington Park to watch the Clippers. I need to coordinate this with Shiloh soon.

September 21 is our annual Keg Tapping celebration at Oktoberfest. Note that we are also in talks with Prost and others about hosting a first ever German Village bocce ball tournament in September. But it's only in the planning stages at this point. We are going to need more beer or more meetings or both.

October we are hoping to bring back the Pet Parade. As you may recall, we moved it to December (as a holiday pet parade) last year due to the Canine flu epidemic.

We typically take November off.

Then December is our holiday dance party, hopefully again at the Hey Hey.

Thanks again for asking and thinking about us!

## Ambassadors - May 2018

As we try to use some data to take the next steps with ambassadors, turning them toward welcome/invite/host instead of bags, I want to capture some data via survey. I'd like to have the board and the active ambassadors help completing some phone calls (only need to COMPLETE) 4 each. Here's the template:

In order to understand how to better engage our ambassadors to welcome and recruit new people to GVS, we have suspended the bag program. We'd like some data to confirm why people give. I propose that our Board and Ambassador team members divide up randomized lists of members and must complete FOUR surveys by May 31. Then, we will reshape personal outreach and rewrite our letters/postcards/emails/reminders to reflect what we learned.

Qs:

Why did you join GVS:

- Neighbor invited me.
- Got a mailing.
- Walked in the Meeting Haus.
- Saw it online.
- Other.

Have you ever invited friends to join: Y/N

What do you like about being a member (check all that apply):

- I believe in preservation.
- Sense of pride in supporting my neighborhood.
- Package pickup service.
- Neighbors4Neighbors.
- Sense of belonging.
- Discounts.

If you could add one member benefit, what would it be: \_\_\_\_\_

Anything else you want us to know? \_\_\_\_\_

Board/ambassador members should make a call to try to get these answers over the phone, but leave a message that you'll follow up with a quick SurveyMonkey via email. Kurt had the great strategy about leaving one voicemail of introduction, saying at what time he'd call back the next day at X time. THEN he followed up with email after the second call. We will track individual team members' success by creating individual surveys so we know when any one person is "done" (combined with data from any they retrieve over the phone). Feedback on calls will be critical so we can track when you're done with 4 successful contacts. 80 completed calls makes our survey statistically significant – 10% of our population of members.

**Village Singers opens its 17<sup>th</sup> Season with our Spring program “ Just Down the Road” Saturday May 19<sup>th</sup> 7pm and Sunday May 20<sup>th</sup> 3pm**

**Admission \$10 . Tickets can be purchased at The Visitor Center or from any Village Singers member.**

**Featuring musical destinations from California Dreamin to Fly me to the moon.**

Update for May 2018 Visitors Center

### New Membership Directory

The Directories did arrive last Friday. The mailing committee did mail all but the 43215 and 43206 zip codes. Those 2 zip codes will be picked up in the Visitors Center. Visitor Center volunteers will be reminding people called for package pickup that the Directories are also available. Then they will call others in 43215 and 43206 in an effort to get the directories distributed as soon as possible.

### Haus & Garten Tickets on sale

Beginning May 4 at 9:00 am tickets go on sale. Staff is prepared to handle phone calls and sales on Friday. After Friday, VC volunteers need to be able to direct phone calls, and people who walk in, to the appropriate staff. Be prepared by reading any notes on the desk and today's N4N.

### Volunteers for Haus & Garten Tour

You will be seeing me more often at the Meeting Haus (in Mark's office) starting tomorrow setting up the Call for Volunteers which is scheduled to go live on May 10th. You can refer questions to me at my cell phone or [volunteer@germanvillage.com](mailto:volunteer@germanvillage.com)

### Statistics for April

582 visits, 226 packages picked up and 388 packages delivered. One note about packages – when the card gets full and all packages picked up, put the card into Nancy's mailbox.

## **German Village Society Committee Report**

**Committee: Guided Tours Michelle Mazeke**

**Attendees names:**

**Next**

**Next Meeting: NA**

### **Highlights/Discussion:**

Wednesday and Saturday morning standing walking tours implemented.

Specialty Tours; Schiller Park and Innovators implemented, guides scheduled, bookings received.

OnceThere online reservation tool implemented.

Two guide training sessions held. One completed and now in tour schedule. Four others in progress.

Welcome to Carl Faller as a new guide.

Five tours completed in April. 2 Scavenger Hunts, 2 Standing Walking, 1 On Demand Walking.

### **Plans and Assignments:**

Guide training in June.

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

We're still recruiting tour guides and home owners. For more information, please feel free to contact me@ mmazeke@germanvillage.com.

**Any ideas/concerns about safety:**

**Any ideas/concerns about sidewalks:**

**Outstanding volunteers:**

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

## **DEVELOPMENT PILLAR**

UPDATE FROM LIAISON DENNIS BRANDON TO COMMITTEE CHAIRS

4/11/18

Friends,

Last night at the GVS April Board meeting we touched on some great examples of how our individual event program leaders and staff can leverage and learn from one another. Three examples are:

1. Staff coordination of our social media and outreach across ALL the events – makes for greater ease to track hits, coordinate announcements etc.
2. Doing a master contract for tents, tables and chairs – simplifies the task, gives us leverage on rates and a more consistent “product”
3. A fresh look at Art Crawl that responds to participant feedback, reduces waste and broadens the definition of art.

As your Development Pillar Chairperson, it is my privilege to be a resource for you and to provide opportunities for more of this kind of “out of the event thinking”. And so, realizing we are on the cusp of the busy season I want to offer to help facilitate any sessions you are considering for debriefing after your event this year. Beyond that and building on examples like the rental contract, this fall I would like to circulate a questionnaire that asks the following:

- Are there other cross-event sponsoring, vendor or other arrangements we should dig into?
- What changes can we make to lower volunteer and staff time without sacrificing the quality of the event?
- Are we optimizing the participant experience and responding effectively to post-event feedback?
- What further pricing structures (segmenting, purchase price timing, capacity limits) are worth exploring to maximize our revenues?

After this future feedback, I would recommend that we schedule a workshop to do a deep dive, looking to further improve on an already awesome pillar of the GVS!

## Executive Director Report – May 2018

Welcome to event season! PreTour tickets sales begin May 4, Caretakers of a Legacy is May 9, we are being honored for our advocacy and heritage efforts by Columbus Landmarks Foundation on May 10, Village Valuables and Village Singers is May 19. Let's all just find a hat and hang on tight!

### **Advocacy**

I submitted what will likely be the final request for use of our Urban Infrastructure Renewal Funds to the city on 5/1. Nancy had a crew of volunteers walk the neighborhood and assess conditions on a ranking scale, then ordered them by worst brick street areas. The 16 worst areas have been submitted, and the next step is for the city engineers to do assessment and pricing on the request. Some will no doubt already be on a fix list from the city that comes out of other funding. It usually takes 6-8 weeks to get that engineering report back.

Nelson Genshaft conducted the first meeting of our reignited Civic Relations Committee at the end of April. We intentionally invited neighbors who have different networks among decision-makers. We have asked them to help us be part of a two-way conversation – when they're sitting around a table and hear something German Village should have on its radar, please report back. When we are looking for information or – sometimes – advocating directly on a position, they can be our voice or they can open a door for me to get a meeting.

This approach to the committee allows us to put key talents around the table. It doesn't, however, preclude any Villager from attending any of our committee meetings to present, listen or ask to join. Members should watch the online calendar for scheduled meetings.

Nancy and I were joined by eight other neighborhoods and the Columbus Landmarks Foundation with Commissions to do some advocacy related to how the City of Columbus fills the role recently vacated by Historic Preservation Officer Randy Black. The meeting with hiring chief Kevin Wheeler took place on April 24 and we are coordinating follow-up advocacy with those other entities.

### **Quality of Life**

Pride Parade float planning is nearly complete, all under the effort and leadership of volunteers – many of whom are newly engaged. I'd like to give a particular shout out to Nick Weitzel, Dan Murphy, Neal Raffensberger and Cathie Senter for taking the lead on various aspects of the planning.

The Art Crawl jury, Ed Gately, Sharon Weiss and Joan Zeller, met on Tuesday to assess our applicants for Art Crawl. The signatures for street closures and garage use are coming back and we've scheduled a kickoff/appreciation for Macon Alley folks (a first at Art Crawl) hosted at Shadowbox for May 17. Chelsey has the main stage program nailed down. We await word on an Ohio Arts Council grant later this month.

Goodfellow's Tonsorial Parlor hosted our Haus und Garten Tour team on April 28 with food provided by Chipotle. We also debuted a new video by John Clark on the history of the Haus und Garten Tour and you can see it on our website. It is excellent.

### **Preservation Education**

We have worked through most of the final details of how to conduct the sidewalk investment with Columbia Gas restoration dollars and GVS sidewalk grants. We need a small contract between GVS and the property owners who will take part in the program, and neighbor and practicing attorney Robin Strohm has agreed to some pro bono work to create that documents.

As have also collected most of the easement contracts needed for the installation of signs along The Brickline – the trail that will be unveiled during Caretakers of a Legacy on May 9. Additionally, John Pribble is working with John Blakeley to finalize a solution for the app-based amplification to the signage trail, which will also be unveiled on May 9.

### **Financial Stability**

Nothing new.

### **Governance**

ODC Chair Jeanne Likins and I have a meeting with President Heidi Drake soon to look at the work the committee has done on the bylaws and constitution. We were able to engage a attorney with nonprofit expertise from Barnes & Thornburg to help us make revisions that are compliant with IRS and state laws.

### **Enhance Communications**

The Directory – both in print and for the first time in mobile-friendly digital format – is out the door! If you're reading this and haven't picked yours up, please do!

### **Operational Stability**

Nothing new.

German Village Society  
Strategic Plan Update 10-27-17

Pillar	Tactics	Lead	Timing
Historic Preservation & Preservation Education	Re-survey district	Nancy	March 2017-Sept. 2018 UNDERWAY
	Preservation Plan	Nancy	Fall 2018
	Explore sidewalk strategy		COMPLETE
	Relaunch HPC	Joanne	Guidelines group underway
	Biz-rez project	Joshua/Shiloh	assigned as subset of preservation plan
	Finalize, actualize curb/sidewalk/street survey	Nancy/HPC	Mapping complete, UIRF requested
	Utility protocols	Nancy	ONGOING
	Update guidelines	HPC/GVC	Expected by Labor Day 2018
	Implement and revise sidewalk strategy	HPC	311 + new approach pitch to city underway
	COA coaching	Nancy	ONGOING
	COA coaching-N4N and other articles	Nancy	ONGOING
	Real estate brochure		COMPLETE
	Code compliance	Nancy/HPC	ONGOING - related to sidewalks – the “stick” part that follows the cash carrot
	Educational workshops	Nancy	Promoting CLFs instead of creating
	Caretakers of a Legacy Awards	Nancy	Every May
	Caretakers of a Legacy Awards captured in PastPerfect	Intern	Needs attention
	Oral History transcripts	Intern	Jena completed several 1Q 2018, needs summer intern attention
	Improve self-guided walking tour	Shiloh/Nancy	Pribble working on app
	Add annual outreach/collab with other neighborhoods and preservation groups	Shiloh	Thru Council for Historic Neighborhoods
	Oral histories	John Clark	ONGOING
	Complete digitization	Alan	COMPLETE
	Visitor Center updates	Nancy/Shiloh/Dennis/Ku	Design due May 2018, gap funding plan due Aug. 2018
	Comprehensive signage	Darci/Nancy	Phase I COMPLETE   1ST ROUND PLAQUES   Phase II unveiled May 9   Wayfinding after VC project
Gay Pioneers addition		COMPLETE	
Field trip addition	Nancy	REJECTED	
Field trip revisions based on 2017 learnings	Michelle/Shiloh	Early 2018	
Improvements to existing tours		COMPLETE - need to recruit docents	
Pilot standing weekend walking tours	Nancy/Mark	COMPLETE	
Coloring Book		COMPLETE	
Quality of Life	Comm. task force to ID best practices		COMPLETE
	Comm. task force to ID best practices		revisit 2019

	Invest in improving platforms (upgrade/combine websites; pay to boost social posts, redesign mobile, etc.)		COMPLETE
	Create mailed newsletter, manage 2/year	Mark	ONGOING
	Succession planning for GVBC	Heidi/Mark/Shiloh	begin 2018
	Extend support for/collaboration with GVBC	Greg	ONGOING
	Advertising management	Mark	ONGOING
	New blogger outreach	Chelsey	ONGOING
	Gay Pride Float	Shiloh	Planning underway
	New visitor badge program	Mark/Chelsey	Review, revise 2018
	Annual map redesign/print/distribution	Mark+Chelsey	ONGOING
	Art Crawl	Greg/Jeff/Mark+Chelsey	ONGOING
	Revise welcome approach	Susan/Heidi/Shiloh	underway
	Block captains	Susan	Reimage and recruit 2018
	Extend support for/collaboration with Village Connections	Shiloh	ONGOING
	Extend support for/collaboration with Garten Club	PPSCE	ONGOING
	Extend support for/collaboration with Actors' Theatre	PPSCE	ONGOING
	Develop traveling exhibit		COMPLETE
	Extend support for/collaboration with Village Singers	Greg	COMPLETE
	Extend support for GVS art exhibits	Chelsey	ONGOING
	Extend support for/collaboration with champion for alternative transportation	Jess	Signatures too difficult
	Schiller 150	PPSCE	COMPLETE
	Extend support for Bloomin' fund	FOS	no Bloomin' 2018
	Swimming Pool committee		COMPLETE, REJECTED
	Diversity		NEEDS CHAMPION
	SID exploration		COMPLETE, REJECTED FOR SCOPE OF THIS PLAN
	Huntington Garden Deadheaders	PPSCE	ONGOING
	Huntington Garden 25th Anniversary		2018 with party in August
	Celebrate \$200K in Huntington investment		COMPLETE
	Extend support for/collaboration with Friends of Frank Fetch Park	PPSCE	ONGOING
	Support champion for Gracie's/Umbrella Gril	PPSCE	ONGOING
	Extend support for/collaboration with Stewart Tutoring	PPSCE	ONGOING
	Support champion for Arboretum Fund	PPSCE	ONGOING
	Support, but don't manage, Village Valuables	Shiloh	ONGOING
	FUN	PPSCE	ONGOING
<b>Governance</b>	Unflatten committees	Heidi	COMPLETE
	Pillar approach to committees	Heidi	COMPLETE

	Vision Task Force	Shiloh/Kurt	done by mid-2018
	Revise Constituion for IRS	ODC/Shiloh/Heidi	2018-19
	Return of board appointments for key professions (Advisory Council)	Darci/Terri?	Launch 2018
	Create leadership ladders	ODC	Need pillar to-dos 2018
	Recruit/match chairs to talents/passions	ODC	match to SLATE convos
	empower stakeholders	ALL	ONGOING
	recruit/develop YPs	Josh	ONGOING
	use Monster Bash to engage Yps	Jim & Sarah	ONGOING
	Recruit new board members	ODC	ONGOING
	Elections	ODC	ONGOING
	Explore online voting tool	Mark	COMPLETE
<b>Financial Stability</b>	Daily Bookkeeping	Jessica	ONGOING
	Explore admin/rent for designated/affinity	Shiloh	COMPLETE BUT FOR GVGC
	Improve monthly reporting to, conversation with Board	John Barr	ONGOING
	Maintain stable investments	John Barr	ONGOING
	Rewrite financial policy manual		COMPLETE
	Examine separation of event budgets		COMPLETE
	Ask Cmtes to submit staff use budgets		COMPLETE
	Ask Cmtes to suggest savings		COMPLETE
	Develop process for unexpected fund tracking/use	Fin./Shiloh	COMPLETE
	Create budget template for cmtes		COMPLETE
<b>Development</b>	Create Grants calendar and workflow		COMPLETE
	Implement Grants calendar	Chelsey/Shiloh	ONGOING
	Annual audit	HBK/Shiloh	ONGOING
	Maintain stable partners	Staff	ONGOING
	create synergies among types of asks	Dennis	ONGOING
	Develop new partners	Staff/Board/Adv	ONGOING
	Implement Development Plan	Dennis/Mark	ONGOING
	Grow membership/SLATE parties	Board	ONGOING
	3 successful asks/mo.	Board/staff	ONGOING
	Implement DonorPerfect	Chelsey	COMPLETE (mostly)
	Maintain membership	Staff + Board	ONGOING
	Maintain database	Chelsey	ONGOING
	Enhance database	Chelsey/Mark	ONGOING
	Explore endowment		COMPLETE, REJECTED FOR SCOPE OF THIS PLAN
	Open new fund at TCF	Dennis/John/Shiloh	EXPLORE 2018
	Enhance individual gifts	Board/staff	ONGOING
	FHP	Darci/Nancy	ONGOING
	Haus und Garten Tour	Joshua/Shiloh	ONGOING
	Monster Bash	Nancy/Penikas	ONGOING
	Extend support for Kindred Spirits	PPSCE	ONGOING
	Village Lights	GVBC	ONGOING
<b>Operational Stability</b>	Staffing VC	Nancy/Bonnie	Goal COMPLETE recruit 2 per shift 2018

	Building upkeep/maintenance	Shiloh/Mark	ONGOING
	Digital communication	Shiloh/Mark	ONGOING
	Rent building to outside groups	Mark	ONGOING
	Coordinate use of building by affinity groups	Mark	ONGOING
	Update and review staff position descriptions		COMPLETE
	Re-examine exempt/non		COMPLETE
	Re-evaluate new staff/volunteer duties		COMPLETE
	Staff procedures manual	Mark	COMPLETE + ONGOING
	Examine volunteer recruiting/tracking/recognition program	ODC/Shiloh	Explore 2018
	Create new staff positions to reflect plan		COMPLETE
	Create handbook		COMPLETE, revisit with Bill Nolan 2019
	HR create policy and procedure		1st pass COMPLETE
	HR implement policy and procedure		COMPLETE
	HR - develop uniform staff eval tool		COMPLETE
	Annual report	Shiloh + all	ONGOING
<b>Advocacy</b>	GVC relationships/recruiting	Nancy/Marie/Bill	PERIODIC
	Reconstitute Civic Relations	Shiloh/Nelson	COMPLETE
	HPO relationship	Nancy/Shiloh	ONGOING
	3rd St. Livingston-Schiller	Nelson/Shiloh	
	Columbia Gas agreement implementation	Nancy	ONGOING
	Monitor Thurman Development	Nancy	All 2018?
	Livingston Ave. updates	Nancy/Shiloh	Advocate for brick sidewalks 2018
	3rd St. Cap	Nelson/Shiloh	2021?
	70/71	Nancy	MOVING TARGET
	Zoning changes to protect green space		TABLED AFTER DISCUSSION
	UIRF/Infrastructure	Nancy/Shiloh	16 NEW STREET SECTIONS SUBMITTED 5-1
	Parks	PPSCE	ONGOING
	Council of Historic Neighborhoods	Shiloh	ONGOING
	Empower Nancy to speak with Parking cmte data 2018	Tim	COMPLETE
	GLP/Barrett Symposium planning		COMPLETE
	GLP/Barrett Symposium execution		COMPLETE
	AfriCentric next	Shiloh/Nancy	2018+
	Review of Memorandums of Understanding with updates as needed	PPSCE	STILL COMPLETEING 2017'S
	Welcome and orientation of Recreation and Parks senior staff, GVS Board Liaison, any new committee member	PPSCE	As needed...
	Safety next?	Mark/Dan/Board	ONGOING
	Educate residents about Safety Committee	Dan/Valos +	ONGOING
	Maximize relationship with police department	Dan	ONGOING
	Recruit new participation in Safety Cmte	Dan/Board	ONGOING

	Research further "block watch" aspects of existing luncheons	Dan	Tim Meyer experimented 2017, very little interest
<b>Other</b>	Extend support for/collaboration with STAY	Shiloh	ONGOING
	Explore "big 5" idea		COMPLETE FOR NOW
	Fully Launch GreenSpot	Roberta/Chelsey	COMPLETE
	Green Neighborhood exploration	Shiloh	COMPLETE
	Monitor Barrett development	LRP	COMPLETE

May Board Report

Nancy Kotting

Visitor Center

We have reviewed the most recent renderings of the Visitor Center project, including conceptual drawing for the platz. We are awaiting the preliminary cost estimates which are being compiled by an independent contractor.

Visitor Center stats for April

Visitors: 582

Packages picked up: 226

Packages delivered: 388

Columbia Gas

We are continuing to work closely with Columbia Gas as they begin the next route here in the district. They are currently doing their underground exploratory work, identifying sewers etc. The addresses on the current route are posted on our web site and we have scheduled some preliminary site visits already.

We hosted the Columbia Gas community meeting here at the Meeting Haus, explaining to owners the ins and outs of the project.

New Development in the District

I have been in communication with all three developers currently undergoing conceptual reviews with the Historic District Commission. On behalf of GVS I maintain a neutral position, offering details on guidelines, etc. Height and massing remain an issue with the two projects actively seeking approval. In speaking to the HDC at the May meeting, I too stated that the height of the hotel project is not appropriate and requested that the commission abide by the Guidelines on this issue.

Advocacy beyond our Borders

I have been active around the proposed demolition of the Maennerchor building located at 966 S. High Street. Thus far, we have been successful in advocating for the retention of this building. The issue was continued for the May Brewery District meeting. We believe the applicant is pursuing the required lot split with the BZA. I will continue to monitor it.

The Antiques Mall, located at 1045 S. High St. is also being reviewed for demolition. A sale has not occurred. The developer (Schiff) wants to build a drive thru restaurant on the site. I walked through the building with the Brewery District Commission, Becky West of Landmarks and the applicant. The building is beyond a doubt structurally sound, retaining a large portion of its interior integrity as well.

With Shiloh's help, we secured a meeting with Kevin Wheeler of the Planning Department to discuss the future of preservation in the city of Columbus. We drafted and circulated a letter stating our concerns and some of the opportunities we felt might be available to the city in this transition. We circulated that

letter and had representatives from Italian Village, University District, Columbus Landmarks and others join us in our meeting with Kevin. It was an excellent meeting, though our work to prioritize preservation in the city remains challenging.

#### Caretakers of a Legacy

We have a full evening in store, a celebration of preservation in the Village. Winners have been notified and I am putting the presentations together now. The evening also includes a tribute to Randy Black, retired Historic Preservation Officer of Columbus. Spot dinner will be joining us and we will end the evening with a walk along the first installment of Brick line.

#### Sidewalks

We have had a preliminary meeting with individuals in the neighborhood who are interested in ramping up our sidewalk programs, in conjunction with the city. I will update the board as this unfolds. Our Sidewalk incentive program has shown a marked decline in applications despite our steady promotion of the program. Time to reboot!

#### Volunteers

Our Volunteer luncheon occurred on April 18<sup>th</sup> and was well attended. Bonnie Mitchell has done very well double staffing the visitor center for us, avoiding gaps in coverage that tend to drain the staff. Michelle is doing great with tours, everyone seems content with our new schedules, again, and easing the burdens put on staff during the summer tour season.

## **May Board Report**

*– Mark Weiss, Director of Donor Development & Marketing*

### **Development**

In our second calendar year of the current annual/capital campaign to raise \$1.245 million in donor pledges over the next 5 years, we currently stand at \$354,400. This is up \$11,000 since last month's report and 28.5% toward goal.

Donors have generously pledged \$68,375 in 2018, which is about 27% toward our annual goal of \$250,000 of new pledged gifts.

Since launch in September 2016, 44 financial gifts have been made. Along the way, many conversations with donors have been started, but may not have led to a financial gift yet. Those conversations are being rekindled and donors have been very receptive to the ongoing success of the campaign, wanting to hear who else has given and what making a multiple-year pledged gift looks like.

The end of March also closed out our 'Thank You' month as 103 individual calls were made by our Board of Trustees to thank donors who were new membership or had renewed from late-February to the end of March. As an organization, one of our goals this year was to focus on stewardship and make the extra effort to remind ourselves that it's our generous donors who drive impact and mission. While many of these calls admittedly went to donor's voicemails, there was a handful of donors who were very grateful to receive a call from a board member for their donation.

### **Sponsorship Development**

To date, GVS is tracking \$153,128 cash support, and \$109,604 inkind support.

These numbers have already surpassed budgeted goal of \$203,000 in cash (\$133,000) and inkind (\$66,000).

We now have 104 sponsors contributing \$262,732 in inkind and cash support to our historic preservation mission.

### **A Note on Stewardship**

I recently returned from a Nashville conference call Marketing United. The focus of this conference was obviously marketing, but from a branding and storytelling point of view. There were some great takeaways on how to structure the way we tell the story of German Village – it's countless donors, 600+ volunteers and of course how we tie those efforts to the historic preservation standards we set on a local, regional and national scale.

Later this year, GVS will be unveiling a project we've loosely titled 'Why I Give To German Village' – which will highlight interviews with donors, neighbors and businesses to help tie our historic preservation story together. Most importantly, the focus will be on how to share and connect our mission beyond what external audiences know us best for – our events!

This will be a video project with Sway the Crowd, who have done videos for our events and community going back to 2016. Interviews and shooting will be ongoing through the summer with a tentative release set for fall 2018.

## **Donor Relations & Marketing Coordinator, Chelsey Craig**

### **Social Media:**

We are trying our hand at new and better ways to promote our committees through social media. Two efforts in effect are GreenSpot, who has created their own social media accounts and actively provides staff with items to share, and the Art Committee, who have requested Facebook events for their gallery openings and events. GreenSpot has seen great success and as we begin tracking Art Committee we hope to see success as well.

If your committee would like to utilize our social platforms better, please reach out to me at [ccraig@germanvillage.com](mailto:ccraig@germanvillage.com).

### **Art Crawl:**

We have lots of exciting developments related to Art Crawl and here are some highlights..

- We had 47 artist applications. The jury process took place on May 1 and we will be announcing artists on May 14.
- We have a full lineup of performers for our main stage, bier garten stage and VIP lounge. We also have booked three performance groups to perform on, or "stroll," the alley.
- We have scheduled a Macon Alley homeowner appreciation party at ShadowBox for May 17. I am excited to show our appreciation to the homeowners by sharing a cocktail (or two) and enjoying Which One's Pink? with them!
- Tickets go on sale May 15. It is our first year for tiered ticket pricing and VIP so if you're interested, buy sooner than later to get a great deal.

### **Miscellaneous:**

Shout out to Ann McGee the real MVP of the Visitor's Center this month!! In addition to her regularly scheduled shift she picked up two last minute shifts in one week which saved staff and meant the world to us.

## **German Village Society Committee Report**

**Committee: Green Spot**

**Meeting date(s): May 1, 2018**

**Attendees names:**

**Next Meeting: June 19, 2018**

**Roberta Zimmerman**

**Kim Cowie**

**Simina Barlow**

**Cathy Hunsinger**

**Karen Koster**

### **Highlights/Discussion:**

**Our Spring CSA in cooperation with Seminary Hill Farms is SOLD OUT! First pick up is May 11, 2018. We are so excited for this new initiative to start.**

**GreenSpot will have a booth at the Garten Market 5/11 and 12/ 2018. We will be sharing information about Green Spot and collecting email addresses to send more information on our initiatives.**

**The new German Village member directory is web enabled, this is a huge step into being more green.**

**Art Crawl will feature a water station and reusable drinking cups this year, this is a great way to cut down on the number of plastic water bottles used.**

### **Plans and Assignments:**

**GSGV will be meeting informally throughout the summer. Our June meeting is at Barcelona on June 19, 6 p.m. at Barcelona for wine.**

**We will begin formal meetings again in September.**

**Do you have issues or concerns that require consideration by the Board or staff for possible response or action? If so, please spell out timeline. (Could include the need for time/support from GVS staff or volunteers or the need for financial resources, for example.)**

**Ideas or concerns about safety:**

**Ideas or concerns about sidewalks:**

**Outstanding volunteers of note:**

**Anything else you would like to share with the board?**

## UPDATE

### **GVS Guidelines Revision**

May 8, 2018

#### Committee Members:

Joanne Kesten

Ned Thiell

Mary Connolly-Ross

Cheryl Hacker

Karen Trifonoff

Advisor: Nancy Kotting

The Guidelines Task Force has divided Section V -- Design Guidelines -- into its component parts.

- Foundations
- Masonry
- Cornices and Friezes
- Roofs, Gutters, and Downspouts
- Porches and Stoops
- Entrances and Doors
- Windows
- Storefronts
- Ornamentation: Trim, Brackets, Hoodmolds, Shutters, Light Fixtures
- Color
- Siding
- Garages and Outbuildings

#### Original Plan:

Sections were divided up between members.

Members of the task force are researching and composing suggested updates.

However, we are both continuing with research/reporting and possibly modifying our approach. As Ned (Thiell) astutely shared with the committee,

"In researching other guidelines by historic districts across the country, I would suggest we 'fall back' and consider the bigger picture of how our guidelines are structured. Ours are one of the earliest forms, and highly successful and relevant at the time, but newer ones are built on the national standards as references, with modifications for local conditions and history."

At our March meeting, Salt Lake City, Boise and Portland (OR) were offered as resources to consider. Ned will supply additional exemplars.

The Secretary of the Interior document regarding sustainability for rehabilitating historic buildings is also a resource the committee is using as a reference document.

<https://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf>