

GERMAN VILLAGE SOCIETY
BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
MEETING OF APRIL 14, 2020

Attending by telephone: Darci Congrove, William Curlis, Greg Gamier, Nelson Genshaft, Jay Godfrey, Michael Horning, Chris Hune, Marie Logothetis, Delilah Lopez, Anne McGee, Kurt Miller, Tim Morbitzer, Jim Penikas, and Eric Vanderson

6:00 p.m., April 14, 2020

President Penikas thanked everyone for the 100% attendance at this meeting-of-the-whole in place of the formal April Board of Trustees meeting explaining that the format for presenting information and obtaining Board member interaction and advice was more conducive and open using the less formal process. Jim congratulated Jay Godfrey on his successful operation and wished him well for a speedy recovery. Jim welcomed Anne McGee to the committee and promised that she would be formally elected to the Board at its next meeting.

The President explained that The Society needs to be creative in figuring out how it will deal with the current pandemic issues as they relate to our members and the future of the Society itself, as well as what the Society will look like when the quarantine is lifted. He reported that the Executive Committee had been meeting regularly working with the staff, at home, to keep the Society moving forward. He further noted that, as the Board was aware and had authorized, the Society with the help of Darci Congrove and Delilah Lopez, had made application for an SBA loan and that we were still waiting for a response to that request. Jim acknowledged that with the cancellation and postponement of many of our events, the Society would be without that income until 2021 and that as a result 2020 membership and membership renewal were a top priority. He explained that, going forward, we need to look at how the Society “re-starts” when restrictions are lifted.

Jim told the Board that the purpose of tonight’s meeting was to provide the Board with information on the status of everything that has happened, where we are today, and to seek the Board’s advice and counsel on how we re-start and where we are going.

Vice President Chris Hune reported on all of the efforts she and her committee have made regarding keeping the Haus und Garten tour weekend on the traditional last Sunday in June. It appears that, that will not be possible and that she has moved to a Plan B that cancels the 2020 tour weekend and instead, uses the 60th Anniversary celebrations as a means to bring the community together and to solicit funding for the Society. It is obvious that there is no comfort level within the community that will allow the use of people’s homes for any kind of tour day or pre-tour dinners or for any other large-scale social gatherings. She continues to work on alternatives and her Development Committee is looking at what activities might generate the funds needed to keep the Society afloat in 2020.

Executive Director Delilah Lopez, reported on the status of other Society events: The Pride committee will march in the Pride Parade, but will not build a float; Art Crawl has been postponed again and will reappear in 2021, and Village Valuables is being discouraged in May (the Society no longer has a formal role in the Village Valuables day activities.)

Treasurer Darci Congrove noted that there will be no Tea in 2020 either and that any fundraising efforts have to be directed to the Society's general funding and not to designated historic preservation funding.

Jim Penikas announced that Monster Bash "is still possible" but we will have to see what the new rules on public gatherings may require.

Treasurer Darci Congrove reported the Society is behind on the budget projections for income and that she and Delilah have been working on cutting all expenses where possible. She has not heard from the Huntington Bank regarding our application for an SBA loan, but we "still have a shot" at obtaining funds of around \$38,000. Nonetheless, if the funds are denied or delayed we must talk about staff furloughs. She also noted that the bookkeeper is now working only monthly and that Darci, was being vigilant on the status of expenses and income.

Nelson Genshaft asked questions regarding the status of the SBA loan and its impact on furloughing staff. Darci explained the rules as she understood them but that any final answer would have to wait until the loan document requirements were final.

Delilah had sent to the Board, a report on the staff goals and activities over the past month, which is included in this report. She went on to highlight some specific issues.

Andrew is working with folks on their applications, but the City has not scheduled a 'next' meeting for the Commission. City HP staff are doing "staff approval" for basic maintenance, but they are unable to project when the City would move on all other applications.

Sal has been continuing work on cleaning up the membership data base and creating a template for all future data entry to hopefully avoid all of the problems he has had to resolve.

Dustin is working and re-working membership solicitation and asking the Board for help with the mailing and personalization of requests for renewal.

Delilah went on to say that the Art Committee had created a virtual art show that had already had 220 'engagements' since it had gone live on Friday.

Chris reported that there were 350 names of lapsed members and asked the Board to identify the names of individuals to receive personal notes from the Board asking them to renew.

Nelson: Are we asking for full-year renewal? Chris: Yes.

Tim Morbitzer: Suggested that some details within the letter were unclear and needed to be made more succinctly. Chris: The intent of the letter is to engage the lapsed members with details and information about our current activities, but his points regarding details was well taken and she will work to clarify those items.

Nelson: Should the Board follow-up with telephone calls? Chris: we are going to analyze the situation about follow-up after we see what results are from this solicitation.

Jim noted that the postage for this solicitation was being paid with a very kind donation from David Schooler.

Tim: Darci have we analyzed what the impact of the decline in income will have on the annual budget for 2020? Darci: we are working on that issue almost daily and will keep the Board informed as the data becomes real and the uncertainty has been lifted.

Nelson: What has been done to cut back on expenses? Darci and Delilah: cut backs have been made on everything including personal service contracts and building expenses.

Delilah said that the Society is looking to create other virtual options to include: a State of the Village discussion with President Penikas; a trivia game; chats with staff; and virtual happy hours.

Tim: The list (which Chris had e-mailed to the Board) has some errors including deceased members.

Delilah: Send all issues regarding the status of members and any other membership issues to Dustin for correction and update.

Greg: The Society needs to make certain that the community knows about the 'flap' over the food truck on the Platz issue and to make certain the community knows that the food truck operator is a GVBC member.

Michael: A 'fireside chat' with the president would be a great virtual presentation to remind people of our efforts and the value of the Society.

Darci: A chat with Andrew and Cheryl Hacker on HP topics would be very useful, too.

Jay: It's important that N4N and other notices be sent to lapsed members to reengage them in our work.

Darci: We need content and notice to the community in N4N telling members what's going on.

Kurt: We need to engage our membership in the virtual world. LRP is going to take on the issue of values in this new era. What is the new relevant?

Tim: ODC is looking for candidates for the 2020 Board elections. Please forward names to him.

After all comments and suggestions had been offered, President Penikas closed the meeting reminding the Board that the membership letters were the top priority.

7:12 p.m. conclusion.

Respectfully submitted,

William Curlis, Secretary