



## GVS Board of Trustees: January 13<sup>th</sup>, 2026, Meeting Agenda

Scheurer Room 6 PM – German Village Meeting Haus

See the GVS Website for Zoom Instructions

BOT: Anthony Meyer, Anne McGee, Scott Glaser, Cynthia Watson, Robert Caplin, Michael Cornelis, Jessica Flemming, Michael Gallagher, Jeff Lamb, James Nichols, Courtney Thraen, Mary Connolly Ross, Lori Fry, Lucy Whittier

Call to Order

Anthony Meyer

Public Participation

TBD

**NOTE: PLEASE KEEP YOUR COMMENTS TO 2 MIN**

### **Staff Reports (Written and Oral)**

Executive Director

Courtney Thraen

Communication & Membership Engagement Manager

Rachel Lewellen

- 2026 February Membership Drive

Manager, Preservation Advocacy and Member Services

Ariana Riccardi

- Advocacy Presentation

### **Officer Reports (Written and Oral)**

President's Report

Anthony Meyer

Vice President Report

Anne McGee

- GVS v City of Columbus Update

Secretary Report

Cynthia Watson

\*Motion to approve December 2025 GVS Board Meeting Minutes

Treasurer Report

Scott Glaser

\*Motion to approve Prelim December/Year End 2025 Treasurer Report

### **Committee Reports**

Historic Preservation & Advocacy Committee + Demo

Michael Gallagher (written)

Tech Committee

Jeff Lamb (written)

Sidewalk Incentive

Tyler Mason (written)

Visitor Center Reno

Mary Ross (oral)

German Village Business Community (GVBC)

Robert Caplin (written)

**OLD BUSINESS** - Meeting House Roof

**NEW BUSINESS** - PR and Civic Relations



German Village Society  
Executive Director's Report  
January 7, 2026

I. Organizational Development and Operations

- a. **Personnel Update:** Historic Preservation Intern and German Village native Ronan Thompson has joined the team to support house histories, Maifest, Haus und Garten Tour, exhibits, and other creative opportunities.
- b. **Stakeholder Cultivation** – Created impact report for 2025 membership outcomes and crafted 2026 tactics to meet \$120,000 in membership and donor development. Partnering with Trustee Lori Fry for support.
- c. **IT and Communications** – Ongoing adoption of Google Workspace for our porous organization. Setup Salesforce as a communications intake hub for website forms, voicemails, and targeted emails.
- d. **Events** – completed end-of-year impact report, placed sponsorship booklet in production, and created overarching event planning workbook.

II. Development

- a. **2026 Overarching Sponsorships** – Sponsor target list and plan underway with sponsorship booklet in production (events and ads).
- b. **Dan Manges** - \$2,000 contribution to the GVS operating fund.
- c. **VC Renovation Fund:** Norm Burn's Memorial Fund has brought in \$3,320 across 27 donors. This fund is now part of our designated account.
- d. **Sidewalk Incentive Grant:** Received \$5,000 from The Columbus Foundation.
- e. **Heritage Ohio Grants:** Entity shared a slew of HP grant opportunities for review; \$15,000 for interiors, \$10,000 activities - both due March 2nd .

III. Historic Preservation Advocacy and Related Engagement

- a. **COA Review Process:** Ariana and I are meeting with the City's Historic Preservation Office to discuss resident support on Monday, January 19<sup>th</sup>.
- b. **GVS Advocacy and Membership Surveys:** Sent out to members and N4Ns demonstrating alignment for deeper advocacy work and collaboration with the City.
- c. **GVS Business Climate Survey / Parking:** Released this week and holds particular interest to the City's Division of Mobility and Parking. City is meeting with Schumacher Place and Parsons Avenue businesses in February to discuss parking. They intend to meet with us in the Spring with the GVS goal of understanding how the City evaluates parking program success.
- d. **House History Plaques:** three completed and six are in the research phase.
- e. **Civic Relations:** Meeting with Kathy Green (SSAC) to discuss the vacant properties registry and code enforcement. Meeting with CM Ross on Friday, January 16 to discuss hosting a listening session based on advocacy and membership surveys.

Meeting with neighborhood liaison Vanesa Mora on Tuesday, January 20<sup>th</sup> to share our Advocacy and Membership reports.



### **Executive Director**

Courtney Thraen

### **Manager, Communication and Membership Engagement**

Rachel Lewellen

### **Manager, Preservation Advocacy and Member Services**

Ariana Riccardi

### **Board of Trustees**

Anthony Meyer, President

Anne McGee, Vice President

Cynthia Watson, Secretary

Scott Glaser, Treasurer

Robert Caplin

Mary Connolly Ross

Michael Cornelis

Jessica Fleming

Lori Fry

Michael Gallagher

Jeff Lamb

Jim Nichols

Lucy Whittier

**Countless Volunteers**

**Steadfast Membership**

# German Village Society 2025 Impact Report

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## **Who We Are**

For over 65 years, the German Village Society has been a reputable steward and convener of one of America's most iconic historic neighborhoods by:

- preserving its legacy,
- connecting people to place, and
- transforming heritage into shared civic, cultural, and economic value for Columbus and beyond.

## **How We Do It**

We do our work through rigorous stewardship, inclusive programming, data-informed advocacy, and sustained collaboration that balances historic integrity with our dynamic, 233-acre village.

## **Our Service to You**

For residents, members, and fans across the world, the German Village Society is a trusted partner and community anchor by:

- actualizing stewardship,
- delivering on a menu of support services, and
- showcasing meaningful ways to connect with neighbors, history, and place.





## Communications Highlights

### GVS Facebook Page

- Followers: 12,867
- Page Visits: 18,200
- New Followers: 785
  - **1 New Follower for Every 23 Page Visits**
- Views: 601,500
- Interactions: 7,500

### GVS Instagram

- Followers: 15,459
- Profile Visits: 14,200
- New Followers: 2,000
  - **1 New Follower for Every 7 Profile Visits**
- Views: 750,000
- Interactions: 8,300

### GVS Website

- Views: 247,400
- Total Users: 97,000
- Average Session Time:
  - 1 minute, 19 seconds
- #1 Page: Village Lights
- #2 Page: Haus und Garten Tour
- #3 Page: Home Page

### GVS Email Marketing

- Total Emails Sent: 432,426
- Average Campaign Open Rate: 54%
- New Subscribers: 769

# GVS Events

GVS events activate German Village as a living historic district, converting heritage into tourism, small-business support, and economic vitality for Columbus while protecting the neighborhood's character.

GVS events deliver measurable social, cultural, and economic impact by pairing meaningful community experiences with visibility, goodwill, and return on investment for sponsors.

### Maifest: Legends and Landmarks

- 2025 Attendees: 140 (27% increase from 2024)
- 2025 Marketing Reach: 177,000+ (digital channels)
- 2025 Sponsorship Return Ratio: 2.24
  - GVS received \$2.24 for every \$1 of sponsorship (up from \$1.80 in 2024)
- Over 25 local volunteers worked tirelessly to plan and host this event!

### Haus und Garten Tour and PreTour

- 2025 Attendees: 2,800+ (54% increase from 2024)
- 2025 Marketing Reach: 1,000,000+ through TV spotlights, radio features, news articles, website promotions, and social media platforms.
- 2025 Sponsorship Return Ratio: 5.6
  - GVS received \$5.60 for every \$1 of sponsorship (up from \$5.18 in 2024)
- Over 200 local volunteers worked tirelessly to bring this event to life!

### Oktoberfest: Tap the Keg

- 2025 Attendees: 230 (first-year event)
- 2025 Marketing Reach: 100,000+ (digital channels)
- 2025 Sponsorship Return Ratio: 2.97
  - GVS received \$2.97 for every \$1 of sponsorship (in its first year)
- In its first year, over 25 local volunteers helped plan and host this festival!

### Monster Bash

- 2025 Attendees: 301 (up 20% from 2024 for this limited-capacity event)
- 2025 Marketing Reach: 150,000+ (digital channels)
- Over 30 local volunteers planned and designed this amazing spectacle!

### Village Lights

- 2025 Attendees: 5,000+ (Village-wide)
- 2025 Marketing Reach: 300,000+ (digital channels and news sites)
- 2025 Sponsorship Return Ratio: 2.83
  - GVS received \$2.83 for every \$1 of sponsorship
- Over 35 local volunteers helped plan and host this festival!







## Membership Highlights

**Active Memberships: 482**  
(totaling over 750 people)

- **Individual:** 175
- **Household:** 204
- **Mason:** 53
- **Builder:** 28
- **Archivist:** 13
- **Preservationist:** 6
- **Caretaker:** 2
- **Honorary:** 1

## Membership Changes

- **New:** 135
- **Renewal:** 281
- **Upgrade:** 13
- **Downgrade:** 6
- **Reactivated:** 85

## Highest Membership Support Months (Join, Renewals)

- **March** (95)
- **February** (84)
- **January** (43), **April** (43)

# Preservation and Tourism

The German Village Society advances heritage tourism while safeguarding historic integrity by supporting property owners through the Certificate of Appropriateness process, preserving stories through historic house plaques, restoring historic brick sidewalks, and advocating for policies that protect German Village as a living economic and cultural asset for the Columbus region.

## Sidewalk Repair and Restoration Incentive Program

Since 2024, the Society has facilitated:

- 19 projects to restore brick sidewalks
  - 4 concrete-to-brick conversions
  - Spanned over 4,000 square feet of sidewalk
- Disbursement of more than \$13,000 in grant incentives
- Successful application and receipt of grant awards from The Columbus Foundation and The Stark County Community Foundation (via Belden Bricks).

## Historic House Plaques

- Researched 11 properties using appropriate maps, deeds, archives, and family histories (with additional support from GVS Member Dave Randall).

## Certificate of Appropriateness Guidance

- Supported over 200+ unique requests from GVS Members
- Attended associated monthly German Village Commission Meetings
- Created an internal database of past projects
- Sought collaboration with the City's Historic Preservation Office

## Tourism Outcomes

In 2025, GVS Welcomed:

- Over 1,660 tourists into its Visitors Center
  - 1,500 were from the United States
  - 160 were international visitors
  - 806 (49%) were from the Midwest (76 from the Columbus region).
- October saw the most visitors (267) followed by June (237) and April (212).
- International visitors were highest from Canada (35), Ukraine (16), Germany (13), Scotland (12), and Australia (12).
- Visitors found us through our website, Google Maps, Google Search Engine, our physical A-Frame sign on 3rd Street, and through word of mouth.
- Visitors stopped in to explore German Village for 1) authentic sightseeing, 2) while passing through on a road trip, 3) staying in Columbus for a conference or school visit, or 4) often while visiting family and friends.

## Advocacy Out Front

- Hosted two Candidate Panels for District 7 Columbus City Councilor.
- Conducted a Water Meter Survey and shared outcomes and action steps with City Councilors and the City's Water and Power Department.
- Conducted an Advocacy Survey, creating associated action plans.
- Held meetings with City Councilors to discuss legislation pertaining to work in the right-of-way, working in special collaboration with German Village Commission Chair Anthony Hartke.



## Stay in Touch!

On the operational front, we are proud to announce that we've stood up an improved customer service system through Salesforce for Non-Profits, where targeted inbound emails, phone calls, and website forms can be tracked in one easy portal.

Thank you for actively supporting and financially sustaining the German Village Society as we embody the spirit of continuous improvement, one of our core values!



# 2026 GVS Event Showcase

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GVS is taking it up a notch in 2026!

The Third Annual Maifest Gala will feature a formal program honoring our local caretakers and renowned community leaders.

We're also officially hosting activities on the Platz for Village Valuables on May 16! Stay tuned for more details on how you can participate in this village-wide event!

Volunteering and sponsorship opportunities will soon be announced for the 2026 GVS Event Showcase. The events below will all be hosted at the Meeting Haus (588 S. Third Street) unless otherwise noted.

## Maifest Gala: Honoring our Caretakers

- Thursday, April 30
- Highline Car House
- [germanvillage.com/events/maifest](https://germanvillage.com/events/maifest)
- \*Featuring Awards for Caretakers of a Legacy

## Village Valuables

- Saturday, May 16
- [germanvillage.com/events/valuables](https://germanvillage.com/events/valuables)

## Haus und Garten Tour and PreTour

- Haus und Garten PreTour - Saturday, June 27
- Haus und Garten Tour - Sunday, June 28
- [germanvillage.com/events/tour](https://germanvillage.com/events/tour)

## Oktoberfest: Tap the Keg

- Saturday, September 19
- [germanvillage.com/events/oktoberfest](https://germanvillage.com/events/oktoberfest)

## Monster Bash

- Saturday, October 17
- [germanvillage.com/events/monsterbash](https://germanvillage.com/events/monsterbash)

## Village Lights

- Sunday, December 6
- [germanvillage.com/events/villagelights](https://germanvillage.com/events/villagelights)

## 2026 GVS Operations Strategy Plan

- A. Comms / Marketing
- B. Advocacy
- C. Membership
- D. Events
- E. Donor Development
- F. Tourism / VC Operations

### A. Comms / Marketing

1. Talking Points / Promotional Articles Position GV as Global Model of HP & Comm Development that uplifts Columbus
  - a. [GVS Info Sheet](#)
  - b. Partner with PR Firm
  - c. [Fundraising Pitch](#)
2. Establish Content Calendar during Weekly Huddles
3. Diversity of Content Offerings rooted in quant/qual storytelling
4. Quarterly Analytics Dashboard (YOY)

### B. Advocacy

1. Collaborations with Administrative and Elected Officials
  - a. City Council calendar
  - b. Incoming legislation from the City versus GVS priorities
  - c. Design win/win tactics (i.e. biz climate survey to parking folks)
2. Collaborations with South Side Leaders (GV outcomes uplift entire region)
3. Collaborations with historic and design districts (degradation of hp protections)
4. Collaborations with State and National Leaders (conference / workshops)



**C. Membership**

1. \$120,000 revenue goal / plan
2. Attraction Tactics
3. Retention Tactics (nurturing of members)
4. Upselling Tactics
5. Activate Membership Committee (Rachel SMART goal)

**D. Events**

1. Add Village Valuables
2. Meet Net Income Budget Goals for All
3. Work Ahead on All (see master plan)
4. Heighten Volunteerism

**E. Donor Development**

1. Target Frank Fetch Circle
2. Use Salesforce Tools
3. Sphere of Influence Research
4. [GiveButter Moves Management](#)

**F. Tourism / VC Operations**

1. Visitor Tracking (YOY change)
2. Assets to Visitors, Volunteer Support (see Rachel's Smart Goals)
3. Impact to GV, Greater Columbus
4. Data integration with Experience Columbus

## JANUARY 2026

A.Comms / Marketing	Goals/Objectives	Metrics	Target Outcomes	Status / Result
Est / Share Weekly Comms Plans	Board-level visibility	Timely Access	<a href="#">100% BoT Access</a>	In-Progress, Enhanced Collaboration
Est / Share Content, Reflecting Diversification	Board-level visibility	Timely Access	<a href="#">100% BoT Access</a>	In-Progress, Enhanced Collaboration
Translate Talking Points into Thought Pieces	Cusick Support	Analytics	Reach 500,000	In-Progress
YOY Monthly Comp Across all Channels	Platform Success	Analytics	YOY Increase by 10%	In-Progress

B. Advocacy	Goals/Objectives	Metrics	Target Outcomes	Status / Result
Plan Listening Session for Feb. with CM Ross	Strengthen GVS/City Relationship	Hybrid Attendance	100 (in-person, online)	Planning Stages
Plan Utilities Advocacy Night	Heighten Resident Confidence	Hybrid Attendance	100 (in-person, online)	Planning Stages (Col. Gas, AEP, City)
Translate Talking Points into Thought Pieces	Cusick Support	Analytics	Reach 500,000	TV, Radio, Digital Impact
Distribute Business Climate Survey	Prioritize Pain Points, Opportunities to Assist	# Respondents	50 (in-person, online)	Distribute Online then Follow-up In-Person

C. Membership	Goals/Objectives	Metrics	Target Outcomes	Status / Result
YOY January Renewals	Effective Retention	Count	Increase 10% YOY	Personalized Requests
YOY January New	Effective Attraction	Count	Increase 10% YOY	Tactics to Find New Residents, Potential Members (VEC)
YOY January Upsells	High Satisfaction	Count	Increase 10% YOY	TY Letters, Compelling Reasons
Release Strategy Plan, Staff Roles	Support GVS Budget Goals	Access to BoT	Meet \$120K for 2025	In Progress

D. Events	Goals/Objectives	Metrics	Target Outcomes	Status / Result
Birthday	Social connection, Member / Volunteer Appreciation	Attendance	200 people	In-Progress
Maifest Gala	Exceed 2025 Revenue	Net Income	Exceed 2025 Sales, Sponsors	Planning
HGT Tour, PreTour	Exceed 2025 Revenue	Net Income	Exceed 2025 Sales, Sponsors	Planning
Village Valuables	Draw Vendors, Sponsors, Ads	Baseline Income	Meet Budget Goals	Planning

E. Donor Development	Goals/Objectives	Metrics	Target Outcomes	Status / Result
Create Target List (Frank Fetch Circle, Businesses)	Support, Increase Size		10% YOY Increase	
Explore Donor Planning Databases			Determine Best Practices, Tools	
Explore Spheres of Influence			Determine Best Practices, Tools	
Explore GiveButter Moves Management Database			Determine Best Practices, Tools	

F. Tourism / VC Ops	Goals/Objectives	Metrics	Target Outcomes	Status / Result
Visitor Tracking	Attract More Visitors from More Places	Count	YOY 10%	In Progress, Online Access to Embedded Map
Assets for Visitors		Reception, Inventory Change		Info, Merch, Etc.
VC impact to GV, Cbus	Businesses Visited	Income Tax, Multiplier Effects		Business Climate Survey is in progress
Data Integration with Experience Columbus				
GV Merch	Replenish Offerings	Net Income, Inventory Turnover		

- **Business Community**

- Finalize Business Climate survey. Transporting it to Qualtrics to track data over years and have better statistical analytics to review.
- Send out Business Climate survey in two phases. Phase I, electronically. Phase II, canvassing in person to each business that has not completed the electronic version.

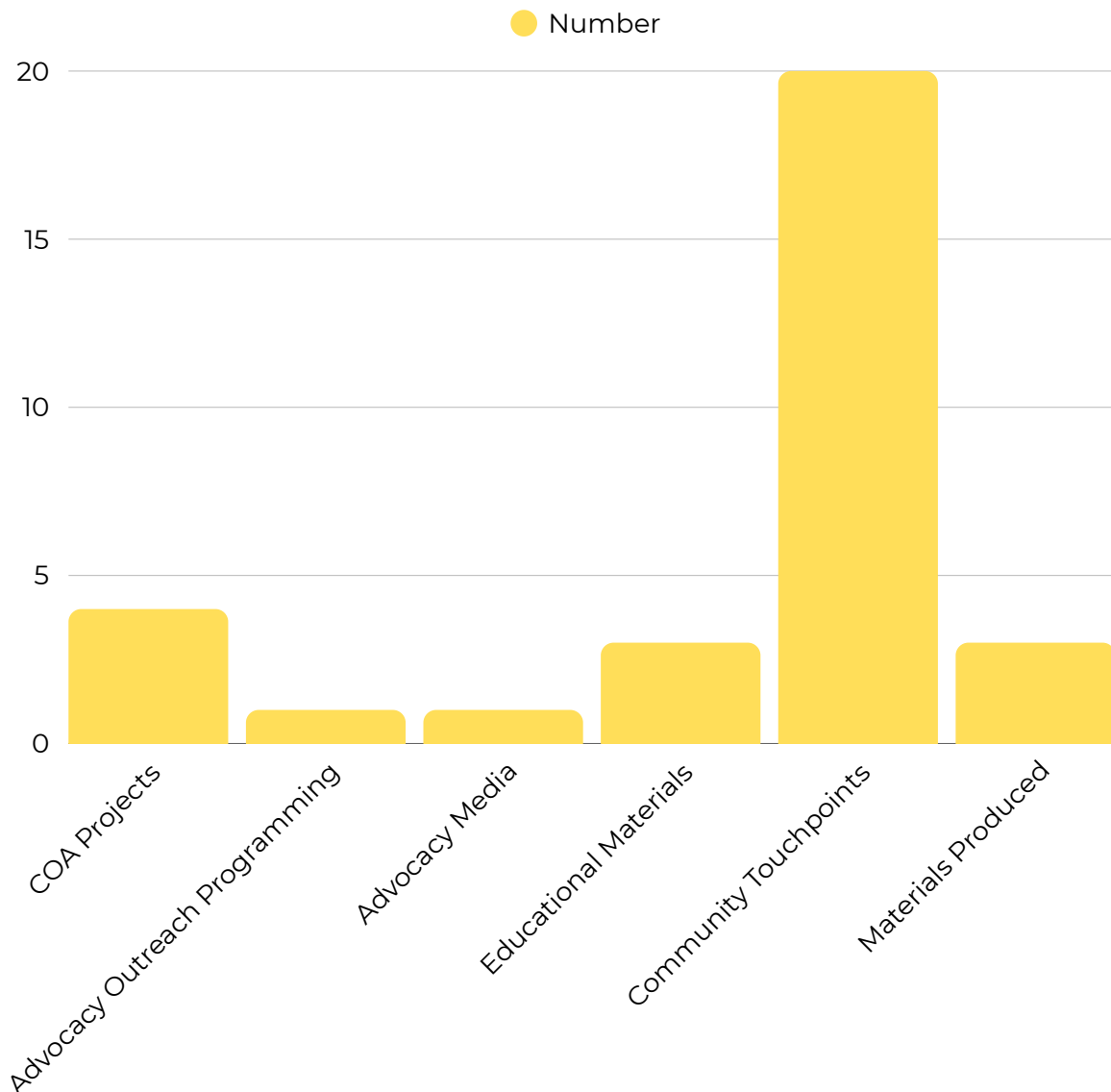
- **Membership**

- Finalized Membership Survey Report and will be sent out via Constant Contact to GVS members.
- Using data to form initiatives for continued development.

- **COA**

- Have worked with four community members on COA Projects.
- Working to streamline the COA process and dashboard to promote ease. Working to develop COA trainings and listening sessions for community members to ask questions and seek guidance.

- **Metrics for Dec 2025-Jan 2026**





**Rachel Lewellen**  
**Communication & Membership**  
**Engagement Manager Report**  
**January 14, 2026**

## **Report Summary**

Following the early December board meeting, much of the remainder of the year was focused on preparing for the office closure from December 24 through January 1, 2026, including proactive communication with members regarding office availability and package pickup schedules. Thank you for supporting this closure period; it provided a much-appreciated break.

I assumed full coordination of Visitor Center volunteers, with scheduling, communication, and onboarding now part of my weekly routine. I'm pleased to report that two new Visitor Center volunteers are starting this month.

I also coordinated with volunteers for the GVS 66th Birthday Celebration and Soup Cook-Off (1/9/26), including volunteer communication and logistics, as well as communications and coordination with soup cook-off participants.

Since returning from the holiday break (one week into 2026), priorities have included preparing end-of-year tax acknowledgment letters, which will be distributed before January 30, and advancing membership strategy. Using data from Courtney's year-end report and the membership survey, I developed the February Membership Drive campaign, which will be presented at this meeting and includes opportunities for Board members to participate on a personal level.

In addition, I supported the refresh and edits of the 2025 Sponsorship & Advertising Kit, including the creation of evergreen logos for three signature events, ensuring consistent branding and long-term usability.

## **Communication**

**Neighbor 4 Neighbor (N4N):** Edited and produced 4 newsletters.

Last 30 days performance: 23,137 emails delivered, 52% open rate & 1% click rate

### **Members2Members:**

GVBC monthly meeting reminders and communications.

### **Social Media:**

12/9/25-1/9/26

13 Posts + 103 Stories

**Instagram:** Views: 53.3K (down 77%) | Reach: 5.7K (down 71%) | Interactions: 476 | Follows: 113 | Visits: 3.2K

**Facebook:** Views: 39.8K (down 56%%) | Interactions: 718 | Follows: 46 | Visits: 1.1K | Link Clicks: 391

### **Website & BoT Reports:**

Ongoing updates: Events; prepared board packets, email, and printed reports.

## Membership Development

### Operations:

GrowthZone: 340 members have created logins (same as Dec. 25)

New Resident Welcome Bags: Delivery of the Welcome Door Hangers is currently paused as we begin to recruit new volunteers to assist with delivery.

### Membership Levels:

#### GVS Membership:

Membership Type	12/4/25	1/9/26
Household	210	205
Individual	173	176
Mason	57	57
Builder	27	28
Archivist	13	13
Preservationist	6	6
Caretaker	2	2
Honorary Member		1
Grand Total	489	489

#### GVBC Membership:

Type	1/9/26
Level 1	49
Level 2	18
Level 3	15
Courtesy	8

**Additional Tasks** Visitor Center Volunteers: Daily point of contact for staff and volunteers; interviewing and onboarding candidates. 2 New volunteers start this month.

Coordinated rentals and use of Meeting Haus.

### Events

Assisted with GVS Birthday celebration.

Maifest: Honoring our Caretakers (4/30/26) and Haus und Garten Tour (6/27-28/26) early prep

# Preservation Advocacy & Member Services

*Period : 2026*



Character lives on.

## ● Nov 24-Dec 24 2025 Recap:

- Reviewed Advocacy Survey results, analyzed, and developed an Advocacy Report. Developed an Advocacy strategy to engage residents. Goal: implement strategy beginning in 2026.
- Reviewed Member Survey results, analyzed, and developed a Member Services Report. Used resident feedback to create an action plan. Goal: implement action plan beginning in 2026.
- Began designing a Business Climate survey to send out to the GV Business Community. Goal: finalize survey, create physical and digital productions, and implement in early Jan. 2026. Use data retrieved to provide insights for development, as well as create a data-drive to compare feedback over the years.

## ● January 2026 (Week 1)

### • Advocacy:

#### ◦ Advocacy Survey

- Advocacy Survey results and action plan to be sent out via Constant Contact.

#### ◦ Advocacy Pillar

- Working with Robert to design Advocacy sub-committees, which aligns with the Advocacy Survey action-plan to have “advocacy in action” and mobilize residents in the community; community participation and engagement.

#### ◦ Media Advocacy

- Working to interview commissioners for N4N- ties into goal of making connections in the community and forming new relationships.
- Developing an “Advocacy Corner” in N4N to advertise advocacy events and issues.

### • Historical Preservation:

#### ▪ Visitors Center

- Working with the Visitors Center Committee, in which I designed a PowerPoint that highlighted historical timeline delivery methods.
- Attended meeting for digital content delivery for VC timeline. Scheduled meeting with analog timeline designers.
- Scheduled an educational site visit to gain information and data regarding historical timelines. Goal: use this data to develop timeline design.
- Working on historical research to develop timeline history.

#### ▪ HP

- Working on revamping the HP Newsletter to incorporate historical preservation AND advocacy initiatives. Rebranding in process. Goal: have a new issue out with rebrand in February.

#### ▪ Deteriorated Properties

- Developing a spreadsheet to track properties, as well as key contacts and research.

#### ▪ Sidewalk Initiatives

- Working with Tyler to update content and transfer data to Google Workspace.

#### ▪ Parking

- Met with Robert and Michael to establish preliminary goals. In contact with City. Goal: schedule a meeting in near future to see what metrics we can track/survey to provide to them by Spring for review.



## GVS Board of Trustees: December 9<sup>th</sup>, 2025, Meeting Agenda

Scheurer Room 6PM – German Village Meeting Haus

See the GVS Website for Zoom Instructions

BOT: Anthony Meyer, Anne McGee, Cynthia Watson, Robert Caplin, Michael Cornelis, Jessica Flemming, Michael Gallagher, Scott Glaser, Jeff Lamb, James Nichols, Courtney Thraen, Mary Connolly Ross, Lori Fry

Call to Order

Anthony Meyer

Public Participation

TBD

NOTE: PLEASE KEEP YOUR COMMENTS TO 2 MIN

### **Staff Reports(Written and Oral)**

Executive Director

Courtney Thraen

Communication/Membership

Historic Preservation/Civic Relations

### **Officer Reports (Written and Oral)**

Presidents Report

Anthony Meyer

Vice President Report

Anne McGee

Secretary Report

Cynthia Watson

\*Motion to approve November 2025 GVS Board Meeting Minutes – NO REPORT SAVED

Treasurer Report

Scott Glaser

\*Motion to approve November 2025 Treasurer Report

### **Committee Reports**

ODC

Jim Nichols (oral)

IT

Jeff Lamb (written)

Visitor Center Reno

Mary Ross (oral)

HP

Michael Gallagher (written)

GVBC

Robert Caplin(written/oral)

Arts Committee

Courtney Druen (written)

Village Engagement

Katherine Moore(written)

GV Singers Concert Held!

Wayne Owens

### **OLD BUSINESS**

### **NEW BUSINESS**

**Proposed Motion: Emergency Maintenance Fund Delegation**

**MOTION:** To authorize the Executive Director, Treasurer, and President to jointly approve expenditures up to a maximum of \$10,000 per single maintenance event for issues defined as Critical Priority, in the absence of a scheduled Board meeting.

**Third Street Gateway**

**Jim Nichols**

**Meeting Notes**

**Call to order – Anthony**

**Public Participation**

- **John Clark – Thank you for committee engagement this past week! GVS BOT meeting? What are the rules for attending this meeting? Referring to governance committee**
  - Courtney ED Report
  - Thank you for Rachel's support.
  - Welcome Ariana to GVS Staff
  - Village Lights – up to LY and budget!
  - Grants and Donations
  - Membership and Communications update
- **Ariana – Advocacy Report**
- **Presidents Report**
  - Committee leadership updates. Adding Robert to Advocacy Leadership
  - Need to fill open roles
  - Need to cascade budget to committees for goals
  - Feb – prep for retreat planned for this month. Survey and doodle poll will be released asap
  - Ask for EC: Relook at roles and responsibilities for committee leads
- **VP Report**
  - Board and staff focused on current city project, no general report communicate
  - Vote on Monday 12/15, one more opportunity to speak Monday eve or write in
  - Scott – Do we have an opportunity to make sure we make sure everyone knows this legislation impacts all historical neighborhoods – we believe this is happening
    - Meeting this Thursday to prep for Monday meeting
  - Birthday party on 1/9 – competition TBD!
- **Secretary - no report to approve. LRP transition to be planned. Annual meeting timing TBD**
- **Treasurer Report – increase to budget and tracking to great progress for 2025. Committee almost confirmed for 2026.**
  - Roof conversation – assessments and quotes in progress (1 so far). Plan of action planned for Jan.
  - Motion to approve report, M Cornelis2nd, Passed
  - Motion to move \$5k to sidewalk fund, M Gallagher 2<sup>nd</sup>. Approved
- **Committee Reports**
  - ODC – new members to committee.
    - Lucy Whitaker – fill open board seat and will chair Haus Garten Pre Tour/Platz event. Motion to approve, Mike C 2<sup>nd</sup>. Motion passed. We still have 2 open positions. (Tim



Bibler and Andrea Ford resignations). We will be looking at current pipeline and asking for additional.

- We still have 1 non-voting member opening.
- Visitor Center Reno – Visit other examples and working on quotes. Also coordinate the brickline project. Coordinate with Jeff Lamb for IT needs, especially for brickline. Also coordinate donor asks. Finally, roof fix is a dependency. Need to communicate our strategy to fix roof to ensure donors. Request for operating budget, meet with Courtney/Lori/Darci and scope out funds available and donor opportunities. Create narrative. Mary – need development plan to attract and secure donors from a holistic standpoint. This will be supported by Courtney
  - ADD TO RETREAT AGENDA
- GVBC - new committees formed and leadership. Exploring membership levels and reaching out to lapse and new potential members. Selling bags and stickers in visitor center and in businesses.
- Old Business – None
- New Business –
  - Motion to approve emergency funding and approval up to \$10K (ED, President and Treasurer). Definition has been written to define groups of priorities. Motion 2<sup>nd</sup> Scott. Motion passed.
  - 3<sup>rd</sup> Street Gateway
    - Prior donations for visitor center need to be identified and recapped, updated and thanked
    - What does it look like to approach GV from 3<sup>rd</sup> street? Resurface this as a project.
  - RETREAT AGENDA
    - What/Who were the donors? What is current state? Where is the money/how much? As we plan to approach donors, we need to understand the above.
  - March 21<sup>st</sup> – Super Schiller Saturday – Mark your calendar
  - Motion to dismiss – Cynthia 2<sup>nd</sup>. Motion passed.

# German Village Society

## 2025 FINANCIAL SUMMARY

*Results through December 2025  
(PRELIMINARY)*



Character lives on.



# Headlines

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- **These are preliminary financials. Further review is likely to result in**
  - Geography changes to accurately reflect operational and event activities and set the best possible baseline for 2026 comparisons.
  - Accruals, prepaids, & new receivables to ensure all 2025 activity books into the year just ended.
  - Adjustments to asset values on the balance sheet to reflect year-end account balances (CD's and investment accounts).
- **Current 2025 operating income is +\$8K to budget and +\$32K to last year.**
  - Revenues total \$520K vs. \$486K budgeted and \$423K last year.
  - Expenses total \$511K vs. \$486K budgeted and \$447K last year.
  - Net operating income of \$8K is likely to grow to \$12K-\$18K after adjustments.
- **Our asset base of ~\$1.66M is up \$85K to last year end.**
  - Operating cash totals \$100K vs. \$75K at 12/31/24 (excludes additional ~\$90K in CDs).
  - Total cash, including designated/restricted funds, is \$1.27M, +\$88K to last year end.
- **2026 Finance Committee has been finalized.**
  - 6 members (2 current trustees, 4 others) + Executive Director, Board President.
  - 10 meetings (monthly exc. July, December)

# Summary P&L – 2025 (Cash Basis)

	2024 YTD Actual	2025 YTD Budget	2025 YTD Actual	'25 YTD Var to Budget	'25 YTD Var to LY
MEMBERSHIP DUES	\$112,907	\$124,865	\$101,624	(\$23,241)	(\$11,283)
ADMISSION & EVENTS	\$213,736	\$282,774	\$285,327	\$2,553	\$71,591
CONTRIBUTIONS	\$44,381	\$26,950	\$58,172	\$31,222	\$13,791
IN-KIND CONTRIBUTIONS	\$28,666	\$27,363	\$39,429	\$12,066	\$10,763
OTHER INCOME	\$23,350	\$24,351	\$35,186	\$10,834	\$11,835
<b>TOTAL REVENUES</b>	<b>\$423,040</b>	<b>\$486,303</b>	<b>\$519,738</b>	<b>\$33,434</b>	<b>\$96,697</b>
TOTAL SALARIES & RELATED	\$250,278	\$262,187	\$247,294	(\$14,893)	(\$2,984)
IT EXPENSES	\$31,565	\$24,573	\$29,226	\$4,653	(\$2,340)
FINANCIAL EXPENSES	\$54,547	\$53,521	\$84,652	\$31,131	\$30,105
OCCUPANCY EXPENSES	\$28,797	\$38,543	\$29,356	(\$9,187)	\$559
ADMINISTRATIVE EXPENSES	\$23,691	\$30,470	\$30,118	(\$352)	\$6,428
IN-KIND EXPENSES	\$28,166	\$26,863	\$39,429	\$12,566	\$11,263
OTHER OPERATING EXPENSES	\$29,897	\$49,714	\$51,396	\$1,682	\$21,499
<b>TOTAL OPERATING EXPENSES</b>	<b>\$446,941</b>	<b>\$485,871</b>	<b>\$511,471</b>	<b>\$25,600</b>	<b>\$64,530</b>
<b>NET OPERATING INCOME</b>	<b>(\$23,901)</b>	<b>\$432</b>	<b>\$8,267</b>	<b>\$7,835</b>	<b>\$32,167</b>

Our bottom line shows +\$8K of net operating income versus a break-even budget.

- Revenues are \$33K ahead of budget.
- Expenses are \$26K higher than budget.
- Does not yet include receivables due from a H&G sponsor as well as Q4 Platz rental (total of ~\$8K).

This compares to Net Operating Income of -\$24K last year.

- 2025 revenues are +\$97K to last year.
- 2025 expenses are +\$65K to last year.

# Revenues Summary

- 2025 revenues are \$33K ahead of budget and \$97K above last year. Contributions, sponsorships, and event admissions all driving big pickups.

	2024 YTD Actual	2025 YTD Budget	2025 YTD Actual	'25 YTD Var to Budget	'25 YTD Var to LY
<i>GVS Membership Dues</i>	\$107,651	\$118,609	\$96,649	(\$21,960)	(\$11,002)
<i>GVBC Membership Dues</i>	\$5,256	\$6,256	\$4,975	(\$1,281)	(\$281)
MEMBERSHIP DUES	\$112,907	\$124,865	\$101,624	(\$23,241)	(\$11,283)
<i>Sponsorships</i>	\$52,146	\$63,150	\$66,052	\$2,902	\$13,906
<i>Admissions &amp; Tickets Sales</i>	\$153,790	\$212,624	\$206,550	(\$6,074)	\$52,760
<i>Advertising</i>	\$7,800	\$7,000	\$12,725	\$5,725	\$4,925
ADMISSION & EVENTS	\$213,736	\$282,774	\$285,327	\$2,553	\$71,591
CONTRIBUTIONS	\$44,381	\$26,950	\$58,172	\$31,222	\$13,791
IN-KIND CONTRIBUTIONS	\$28,666	\$27,363	\$39,429	\$12,066	\$10,763
<i>Rental Income</i>	\$7,350	\$17,633	\$15,187	(\$2,447)	\$7,837
<i>Tour Income</i>	\$2,575	\$2,575	\$0	(\$2,575)	(\$2,575)
<i>Merchandise Sales</i>	\$3,723	\$3,872	\$5,544	\$1,672	\$1,822
<i>Other Income &amp; Interest</i>	\$9,703	\$271	\$14,455	\$14,184	\$4,752
OTHER INCOME	\$23,350	\$24,351	\$35,186	\$10,834	\$11,835
<b>TOTAL REVENUES</b>	<b>\$423,040</b>	<b>\$486,303</b>	<b>\$519,738</b>	<b>\$33,434</b>	<b>\$96,697</b>

- Membership Dues were down to budget and LY. Membership tiers and value proposition are currently under review.
- Total event revenues were +\$3K to budget and +\$72K to LY. Both MaiFest and Haus & Garten overperformed plan/LY, and MonsterBash was also strong. The miss to budget relates to Tap the Keg (though the event made a profit and has upside next year).
- Contributions are up \$31K to budget and \$14K to LY, and In-Kind Donations were up as well.
- Other income was up to budget and LY but includes \$10K received in January for 2024 Farmer's Market Platze rental that is not go forward



# Expenses Summary

- Total expenses were \$26K above budget (ALL in the front half) and \$65K above last year (\$45K in the front half).

## Variances

- YTD salaries & related expense, which make up ~ ½ the total budget, are below both budget and LY, driven primarily by open roles.
- IT expenses are up a bit to plan, driven by incremental GrowthZone costs and some equipment expenses.
- Consistent with past reports, banking, audit, and accounting fees are up ~\$29K to budget and LY. The higher financial expenses are primarily the result of higher bookkeeping expense (+\$15K) and higher transaction fees for electronic payments (+\$11K). \$3K of the accounting fees may belong in prepaid.
- Administrative expenses are up to LY largely in connection with planned growth in events (organic + Tap the Keg addition). They're right on budget in total.
- Miscellaneous Expenses are up to plan and LY due to the initial \$2,500 in board-approved legal fees, payment of art sale commissions (need to explore accounting treatment of art sales and commissions), and event-related expenses.

	2024 YTD Actual	2025 YTD Budget	2025 YTD Actual	'25 YTD Var to Budget	'25 YTD Var to LY
Salaries & Bonus	\$219,544	\$213,394	\$203,740	(\$9,654)	(\$15,804)
Payroll Taxes	\$16,936	\$16,562	\$15,242	(\$1,320)	(\$1,694)
Benefits	\$13,798	\$30,731	\$28,021	(\$2,710)	\$14,223
Training & Dev't	\$0	\$1,500	\$292	(\$1,208)	\$292
TOTAL SALARIES & RELATED	\$250,278	\$262,187	\$247,294	(\$14,893)	(\$2,984)
Hardware/Software	\$21,906	\$15,000	\$19,001	\$4,001	(\$2,905)
Internet	\$1,440	\$1,390	\$1,600	\$210	\$160
Maintenance	\$8,220	\$8,183	\$8,625	\$442	\$405
IT EXPENSES	\$31,565	\$24,573	\$29,226	\$4,653	(\$2,340)
Acc'g & Audit Fees	\$31,200	\$32,283	\$50,803	\$18,520	\$19,603
Bank & Payroll Fees	\$9,889	\$8,611	\$19,604	\$10,992	\$9,714
Insurance Expense	\$11,653	\$10,022	\$12,250	\$2,229	\$598
Licenses, Fees, & Permits	\$1,805	\$2,605	\$1,995	(\$610)	\$190
FINANCIAL EXPENSES	\$54,547	\$53,521	\$84,652	\$31,131	\$30,105
Cleaning	\$9,644	\$10,441	\$10,488	\$47	\$844
Landscaping	\$1,720	\$1,450	\$2,190	\$740	\$470
Repair & Maintenance	\$7,692	\$7,475	\$3,612	(\$3,863)	(\$4,081)
Utilities	\$8,064	\$16,000	\$9,508	(\$6,492)	\$1,444
Security & Storage	\$1,677	\$3,177	\$3,559	\$382	\$1,882
OCCUPANCY EXPENSES	\$28,797	\$38,543	\$29,356	(\$9,187)	\$559
Printing & Postage	\$8,591	\$9,247	\$11,434	\$2,188	\$2,843
Supplies	\$8,293	\$7,771	\$5,701	(\$2,070)	(\$2,592)
Advertising	\$936	\$7,936	\$6,264	(\$1,671)	\$5,329
Dues & Memberships	\$2,116	\$1,382	\$2,029	\$647	(\$87)
Gifts & Awards	\$3,755	\$4,135	\$4,690	\$555	\$935
ADMINISTRATIVE EXPENSES	\$23,691	\$30,470	\$30,118	(\$352)	\$6,428
IN-KIND EXPENSES	\$28,166	\$26,863	\$39,429	\$12,566	\$11,263
Food & Beverage, Sponsor Dining	\$15,241	\$25,332	\$21,437	(\$3,895)	\$6,196
Equipment Rental	\$9,972	\$16,249	\$10,044	(\$6,205)	\$72
Transportation/Towing	\$3,000	\$3,000	\$4,175	\$1,175	\$1,175
Misc / Legal Expense	\$1,684	\$5,133	\$15,740	\$10,608	\$14,056
OTHER OPERATING EXPENSES	\$29,897	\$49,714	\$51,396	\$1,682	\$21,499
<b>TOTAL OPERATING EXPENSES</b>	<b>\$446,941</b>	<b>\$485,871</b>	<b>\$511,471</b>	<b>\$25,600</b>	<b>\$64,530</b>

# Balance Sheet Summary

- Operating cash totals \$100K as of December 31 (LY was \$76K at 12/31). Total cash, including board designated and permanently-restricted funds, is \$1.27M, up ~\$89K to year-end 2024.
- \$20,907.86 of the funds currently in the “For the Good of the Neighborhood” fund were specifically donated in support of a Visitor’s Center renovation. We will vote this month to move those funds to the newly-established designated fund for the VC.
- Asset balances held in Chase CD’s and Huntington investment accounts do not yet reflect 12/31/25 values.

ASSETS

	Y/E 2023	Y/E 2024	Nov 2025	Y/E 2025
Cash: Operations Chkg + Petty Cash	\$207,177	\$75,701	\$115,423	\$100,368
Cash - Board Designated Checking	\$342,776	\$192,200	\$172,401	\$171,519
Meeting Haus Maintenance/Replacement	\$259,151	\$280,044	\$302,137	\$302,519
Village Singers Fund	\$22,804	\$23,395	\$22,395	\$22,395
Warner Maintenance Fund	\$259,123	\$288,863	\$323,996	\$324,453
Cash - Other Board Designated	\$541,078	\$592,303	\$648,529	\$649,367
Cash: Total Board Designated	\$883,854	\$784,502	\$820,930	\$820,886
Cash: Huntington Garden (Perm Restricted)	\$299,836	\$317,248	\$344,534	\$345,045
TOTAL CASH	\$1,390,867	\$1,177,451	\$1,280,887	\$1,266,298
Accounts Receivable	\$670	\$600	\$292	\$0
Chase CD's - Historic Preservation	\$0	\$146,485	\$146,485	\$146,485
Chase CD's - Operations	\$0	\$89,069	\$89,069	\$89,069
Gift Cards	\$150	\$3,184	\$6,211	\$1,066
Prepaid Expenses & Other	\$0	\$1,548	\$0	\$2,829
OTHER CURRENT ASSETS	\$820	\$240,886	\$242,058	\$239,449
Building & Land	\$835,785	\$835,785	\$835,785	\$835,785
Leasehold Improvements	\$210,759	\$210,759	\$227,369	\$227,369
Furniture & Equipment	\$246,430	\$255,939	\$255,939	\$255,939
Accumulated Depreciation	(\$1,146,240)	(\$1,160,450)	(\$1,178,673)	(\$1,175,839)
Net Intangible Assets	\$2,930	\$15,535	\$15,535	\$12,140
FIXED ASSETS	\$149,664	\$157,567	\$155,954	\$155,393
TOTAL ASSETS	\$1,541,351	\$1,575,905	\$1,678,898	\$1,661,141

	Y/E 2023	Y/E 2024	Nov 2025	Y/E 2025
Art Committee	\$0	\$1,282	\$1,215	\$1,215
Boogie for the Bricks	\$0	\$0	\$0	\$0
Council of Historic Neighborhoods	\$1,539	\$1,539	\$1,539	\$1,539
For the Good of the Neighborhood	\$76,455	\$67,507	\$57,467	\$57,467
Frank Fetch Park/Maintenance	\$50	\$50	\$50	\$50
Fund for Historic Preservation	\$167,773	\$26,149	\$24,882	\$25,197
German Village Business Community	\$67,063	\$69,404	\$63,160	\$62,372
Huntington Garden/Maintenance	(\$6,898)	(\$257)	\$1,078	\$758
Sidewalk Repairs	\$18,800	\$17,243	\$10,443	\$10,443
Southside Stay	\$10,889	\$8,830	\$7,805	\$8,056
Village Singers	\$2,104	\$453	\$1,737	\$1,397
Visitors Center Renovation	\$0	\$0	\$3,025	\$3,025
Other	\$0	\$0	\$0	\$0
Accounts Payable	\$3,972	\$3,906	\$3,000	\$4,825
Credit Card Liability	\$5,055	\$1,297	\$7,012	\$3,241
Prepaid Dues	\$9,455	\$10,068	\$0	\$5,829
Other Liabilities	\$0	\$0	\$0	\$0
CURRENT & OTHER LIABILITIES	\$18,482	\$15,270	\$10,013	\$13,895
Unrestricted/Temp Restricted Earnings	\$9,000	\$9,000	\$9,000	\$9,000
Restricted Earnings	\$957,242	\$957,242	\$957,242	\$957,242
Retained Earnings	\$505,104	\$556,626	\$593,613	\$593,613
Net Income	\$51,522	\$37,766	\$130,025	\$105,148
EQUITY	\$1,522,868	\$1,560,634	\$1,689,880	\$1,665,003
TOTAL LIABILITIES & EQUITY	\$1,541,351	\$1,575,905	\$1,699,893	\$1,678,898

# APPENDIX

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# MaiFest Summary

- Overall event exceeded the budgeted net income by \$8K and last year's actuals by \$15K.
- Strong sponsorships and supplemental revenue sources (silent auction, 50/50 raffle) were big wins. Ticket sales also increased versus LY.
- Expenses, excluding In-Kind, were down to the plan and just slightly higher than LY.

	MaiFest				
	2024 Actual	2025 Budget	2025 YTD Actual	Vs. Budget	Vs. LY
(Estimate as of 1/11)					
Admission/ Ticket Sales	\$11,495	\$21,129	\$13,255	(\$7,874)	\$1,760
Sponsorships	\$14,700	\$14,700	\$22,000	\$7,300	\$7,300
Contributions, 50/50	\$370	\$370	\$1,000	\$630	\$630
In Kind Donations	\$0	\$0	\$6,390	\$6,390	\$6,390
Advertising	\$0	\$0	\$0	\$0	\$0
Rental Income					
Other Rev	\$0	\$0	\$6,742	\$6,742	\$6,742
<b>TOTAL REVENUE</b>	<b>\$26,565</b>	<b>\$36,199</b>	<b>\$49,387</b>	<b>\$13,188</b>	<b>\$22,822</b>
Food/Beverage	\$5,315	\$7,315	\$6,040	(\$1,275)	\$725
Transportation	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$0	\$0	\$0	\$0	\$0
Printing & Supplies	\$726	\$726	\$317	(\$409)	(\$409)
Insurance, Licenses & Fees	\$0	\$0	\$0	\$0	\$0
Security	\$0	\$0	\$0	\$0	\$0
Gifts/Awards	\$600	\$600	\$500	(\$100)	(\$100)
Advertising	\$0	\$0	\$0	\$0	\$0
In Kind Expenses	\$0	\$0	\$6,390	\$6,390	\$6,390
Other Expenses	\$0	\$0	\$1,000	\$1,000	\$1,000
<b>TOTAL EXPENSES</b>	<b>\$6,640</b>	<b>\$8,640</b>	<b>\$14,247</b>	<b>\$5,607</b>	<b>\$7,607</b>
<b>NET OP INCOME</b>	<b>\$19,925</b>	<b>\$27,559</b>	<b>\$35,140</b>	<b>\$7,581</b>	<b>\$15,215</b>

# H&G Tour Summary

- YTD revenues from the H&G Tour total \$228K, up \$38K to the budget and +\$44K to last year.
- Sponsorship revenue received to date is \$35K. One \$5,500 commitment remain outstanding and will be posted as a receivable in the final financials.
- H&G Tour expenses were on budget and \$8K above LY.
- Net income from this year's H&G Tour is \$170K vs. the \$134K budget (which was planned flat to last year).

Haus & Garten						
<i>(Estimate as of 1/11)</i>						
	2024 Actual	2025 Budget	Per QB	Proj 2025 Actual	Vs. Budget	Vs. LY
Admission / Ticket Sales	\$116,995	\$123,995	\$150,841	\$150,841	\$26,846	\$33,846
Sponsorships	\$35,450	\$35,450	\$35,152	\$40,652 <sup>(a)</sup>	\$5,202	\$5,202
Contributions, 50/50	\$0	\$0		\$0	\$0	\$0
In Kind Donations	\$25,389	\$25,389	\$26,368	\$26,368	\$979	\$979
Advertising	\$3,300	\$2,500	\$6,600	\$6,600	\$4,100	\$3,300
Rental Income						
Other Rev	\$2,575	\$2,575	\$3,069	\$3,069	\$494	\$494
<b>TOTAL REVENUE</b>	<b>\$183,709</b>	<b>\$189,909</b>	<b>\$222,030</b>	<b>\$227,530</b>	<b>\$37,621</b>	<b>\$43,821</b>
Food/Beverage	\$6,282	\$6,282	\$6,690	\$6,690	\$408	\$408
Transportation	\$3,000	\$3,000	\$4,175	\$4,175	\$1,175	\$1,175
Equipment Rental	\$4,533	\$4,533	\$5,336	\$5,336	\$803	\$803
Printing & Supplies	\$7,242	\$7,242	\$7,154	\$7,154	(\$88)	(\$88)
Insurance, Licenses & Fees	\$579	\$579	\$785	\$785	\$206	\$206
Security	\$1,161	\$1,161	\$743	\$743	(\$419)	(\$419)
Gifts/Awards	\$1,100	\$1,100	\$2,900	\$2,900	\$1,800	\$1,800
Advertising	\$61	\$7,061	\$3,022	\$3,022	(\$4,039)	\$2,961
In Kind Expenses	\$25,389	\$25,389	\$26,368	\$26,368	\$979	\$979
Other Expenses	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$49,347</b>	<b>\$56,347</b>	<b>\$57,172</b>	<b>\$57,172</b>	<b>\$825</b>	<b>\$7,825</b>
<b>NET OP INCOME</b>	<b>\$134,362</b>	<b>\$133,562</b>	<b>\$164,858</b>	<b>\$170,359</b>	<b>\$36,796</b>	<b>\$35,996</b>

(a) Includes \$5,500 unpaid commitment from CJ E Restoration.



# Oktoberfest / Tap the Keg Summary

- Overall event netted \$3,939.
  - Adjustments have been made by ASO to reflect correct total revenue and expenses, including:
    - *Extra wine and seltzers shifted to prepaid expense for use at future events.*
    - *Bunting for FestHall – permanent add - shifting from event expense to general operating supplies.*
  - Additional reclasses have not yet been reflected – just geography within the revenue lines:
    - *Reclass \$2,500 in additional sponsorships that were paid digitally and coded to Ticket Sales.*
    - *Reclass \$3,822 in beer/wine sales to Other Revenue from Admission / Ticket Sales.*
- Opportunity to grow event in Year 2. 2026 budget currently reflects net of ~\$7,500.

(Estimate as of 1/11)

## Tap the Keg

	2025 Budget	Per QB	2025 Actual
Admission / Ticket Sales	\$17,000	\$8,688	\$2,366
Sponsorships	\$8,000	\$2,000	\$4,500
Contributions, 50/50	\$0	\$0	\$0
In Kind Donations	\$0	\$3,043	\$3,043
Advertising	\$0	\$0	\$0
Rental Income		\$0	\$0
Other Rev	\$0	\$0	\$3,822
<b>TOTAL REVENUE</b>	<b>\$25,000</b>	<b>\$13,731</b>	<b>\$13,731</b>
Food/Beverage	\$6,000	\$2,992	\$2,992
Transportation	\$0	\$0	\$0
Equipment Rental	\$5,500	\$0	\$0
Printing & Supplies	\$1,000	\$2,021	\$2,021
Insurance, Licenses & Fees	\$1,500	\$270	\$270
Security	\$1,000	\$270	\$270
Gifts/Awards	\$0	\$200	\$200
Advertising	\$0	\$0	\$0
In Kind Expenses	\$0	\$3,043	\$3,043
Other Expenses	\$0	\$996	\$996
<b>TOTAL EXPENSES</b>	<b>\$15,000</b>	<b>\$9,793</b>	<b>\$9,793</b>
<b>NET OP INCOME</b>	<b>\$10,000</b>	<b>\$3,939</b>	<b>\$3,939</b>

# MonsterBash Summary

- Overall event exceeded the budgeted net income by \$2K and last year’s actuals by \$12K.
- Ticket sales were strong and benefitted from the price increase from \$100 to \$125.
- Expenses were below budget and LY.
- Sponsorship development remains an opportunity.
- 2026 budget includes ticket price increase to \$150 for non-GVS-members.

MonsterBash					
(Estimate as of 1/11)					
	2024 Actual	2025 Budget	2025 Actual	Vs. Budget	Vs. LY
Admission/ Ticket Sales	\$25,200	\$31,500	\$34,837	\$3,337	\$9,637
Sponsorships	\$1,996	\$5,000	\$500	(\$4,500)	(\$1,496)
Contributions, 50/50	\$0	\$0	\$0	\$0	\$0
In Kind Donations	\$0	\$0	\$2,197	\$2,197	\$2,197
Advertising	\$0	\$0	\$0	\$0	\$0
Rental Income					
Other Rev	\$0	\$0	\$0	\$0	\$0
<b>TOTAL REVENUE</b>	<b>\$27,196</b>	<b>\$36,500</b>	<b>\$37,534</b>	<b>\$1,034</b>	<b>\$10,337</b>
Food/Beverage	\$929	\$929	\$340	(\$589)	(\$589)
Transportation	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$1,352	\$1,352	\$310	(\$1,042)	(\$1,042)
Printing&Supplies	\$849	\$19	\$382	\$362	(\$467)
Insurance, Licenses & Fees	\$536	\$536	\$210	(\$326)	(\$326)
Security	\$516	\$516	\$590	\$74	\$74
Gifts/Awards	\$1,500	\$1,500	\$0	(\$1,500)	(\$1,500)
Advertising	\$0	\$0	\$0	\$0	\$0
In Kind Expenses	\$0	\$0	\$2,197	\$2,197	\$2,197
Other Expenses	\$639	\$639	\$500	(\$139)	(\$139)
<b>TOTAL EXPENSES</b>	<b>\$6,320</b>	<b>\$5,490</b>	<b>\$4,529</b>	<b>(\$961)</b>	<b>(\$1,791)</b>
<b>NET OP INCOME</b>	<b>\$20,876</b>	<b>\$31,010</b>	<b>\$33,005</b>	<b>\$1,995</b>	<b>\$12,128</b>

# Village Lights Summary (GVS Ops Only)

- GVS Ops financial result is net income of \$13K vs. \$7K last year.
  - GVBC is incremental ~\$3,155 revenue and ~\$1,800 in expense related to luminaries and maps.
  - Previously reported \$12K net but received \$740K refund from Hosters for untapped kegs.
- Beverage sales were strong and the Platz rentals and sponsorships brought in new revenue.
- Some minor expenses shifted from GVBC to GVS this year given GVS' expanded offering.
- Opportunity to continue building on this growth next year.

*(Estimate as of 1/11)*

	2024 Village Lights Ops)	2025 Village Lights (GVS Ops)
Admission/ Ticket Sales	\$0	\$0
Sponsorships	\$0	\$6,000
Contributions, 50/50	\$0	\$0
In Kind Donations	\$0	\$0
Advertising	\$0	\$0
Rental Income	\$0	\$875
Other Rev	\$9,250	\$10,180
<b>TOTAL REVENUE</b>	<b>\$9,250</b>	<b>\$17,055</b>
Food/Beverage	\$1,690	\$1,726
Transportation	\$0	\$0
Equipment Rental	\$0	\$310
Printing & Supplies	\$0	\$1,087
Insurance, Licenses & Fees	\$385	\$210
Security	\$0	\$336
Gifts/Awards	\$0	\$0
Advertising	\$0	\$0
In Kind Expenses	\$0	\$0
Other Expenses	\$270	\$270
<b>TOTAL EXPENSES</b>	<b>\$2,345</b>	<b>\$3,939</b>
<b>NET OP INCOME</b>	<b>\$6,905</b>	<b>\$13,116</b>

## Historic Preservation Committee – Meeting Minutes

Date: Monday, December 22, 2025

Time: 6:00 PM – approx. 8:00 PM

Location: German Village Meeting Haus

### Attendance

- Courtney Thraen – Executive Director, German Village Society
- Robert Caplin – Advocacy Committee Chair
- Ariana Riccardi – Manager of Preservation Advocacy & Member Services
- John Clark
- Pat Bowers
- Jackie (last name not recorded)

### 1. Call to Order

The meeting was called to order by Chair Michael Gallagher.

### 2. Approval of Minutes

The minutes from the November 25, 2025 meeting were approved by voice vote.

### 3. Advocacy

ADA Ramp Advocacy: The ADA ramp litigation has been formally dismissed. This action was taken intentionally to shift the discussion from the courts to a collaborative policy and planning framework. City Council has since passed a COA-related ordinance with assurances that the City will work with historic commissions and disability advocates. Coordination is occurring through the German Village Commission, with Chair Anthony Harke serving as the primary liaison.

Advocacy Structure: The Advocacy Pillar is intended to be high-level and connective, overlapping preservation, infrastructure, and civic engagement. An advocacy survey and grassroots engagement roadmap were distributed to members to identify priorities and improve coordinated responses.

Parking & Permits: Leadership turnover was noted, and efforts are underway to rebuild the parking effort with a broader focus on safety, accessibility, and coordination with City policy. Planning continues for a Spring 2026 resident documentation survey.

### 4. Historic Preservation

Brick Sidewalk Grant Program: Tyler Mason presented a 2025 summary. Thirteen applications were reviewed; eleven were approved and two declined. Eight sidewalks were completed, with \$6,800 awarded. A \$5,000 grant from The Columbus Foundation was

secured in December, bringing available funds to approximately \$15,400. Updated grant language clarifies fired clay brick requirements and one-year application validity.

Commission Updates: No January GVC agenda was available at the time of the meeting. Continued discussion occurred regarding Cedar Square and City messaging related to modernization of historic districts.

## **5. Ongoing Projects**

Visitor Center: Interior renovation planning is paused pending roof replacement. Approximately \$21,000 in previously earmarked Visitor Center funds were identified. Roof repair is being prioritized prior to additional fundraising.

Brickline Signage: Several easements have been secured, with a small number of properties remaining outstanding. Outreach efforts continue.

Newsletter, Video Project, and Maifest: Planning continues for upcoming newsletter content, preservation video development, and Maifest / Caretaker Awards, with volunteer recruitment expected after the New Year.

## **6. New Business / General Discussion**

Discussion addressed zoning initiatives, Zone In Columbus, vacant and deteriorating properties, and the importance of proactive engagement with City officials.

## **7. Adjournment**

A motion to adjourn was made, seconded, and approved. The meeting was adjourned.

## Tech Committee Report

January 2026

Jeff Lamb, Chair

The Tech Committee met Tuesday, January 6, 2026, at the Daily Growler.

**Repeated Item from December: The AI chatbot has gotten close enough to the finish line that Michael Gallagher would like to request time in the January 2026 board meeting to present to the entire board what he's come up with so far.**

All of the current priority projects were discussed.

The Tech Committee would like to applaud the individual efforts and results that Courtney has been able to accomplish. She's doing great work charging forward with salesforce, zapier, etc. . . No new Action Items were assigned.

Action items from previous meeting with status updates:

- Michael Gallagher will schedule a meeting for himself, Robert, and Darcy next week to discuss overseeing the historic preservation fund.

- This has been accomplished

- Jeff Lamb will attempt to get a slot for Michael Gallagher to demo the Chat GPT site at the board meeting in January.

- This was requested in both the Dec and Jan Tech Committee Reports, and is considered accomplished

- Jeff Lamb will reach out to Mary Ross regarding the visitor center immersive experience to discuss technology options and content needs.

- This occurred, introductions were made, and Steve Easley had a meeting with Mary et al about the topic. Mary has the ball and is charging forward. This item is considered accomplished.

The next meeting is scheduled for Tuesday February 3, at 4pm, virtual (since the chairman will be on a cruise in the middle of the Caribbean).

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Jeff R. Lamb

## Sidewalk Incentive Program

Board Update 1/13/26

2025 recap

Reviewed Applications:

- The committee reviewed 13 applications in 2025
- 11 approved for grant funding
- 2 declined

Completed sidewalk projects:

- 8 sidewalks in total were completed in 2025
- 4 brick-to-brick, and 4 concrete-to-brick
- \$6,800 was awarded in 2025 for sidewalk grants
- On December 5<sup>th</sup>, 2025, Courtney secured a grant from The Columbus Foundation for \$5,000 to the German Village Society to support the Safe Steps, Strong Bricks program

Balance update:

- 1/1/25 beginning balance was \$17,224 (minus \$6,800 grants paid, plus 5k grant) leaves us currently at a balance of \$15,424

Pending sidewalk projects:

- 15 sidewalks are approved and pending completion
  - 6 applications from 2025
  - 5 from 2024
  - 4 Pre 2024
  - If these were all completed the total grant payout would be \$12,900

## **GVBC Membership Initiative**

### **Immediate Strategy and Tier Alignment Proposal**

Prepared for GVS Executive Director Review

Prepared by GVBC Membership Subcommittee

#### **Purpose**

This report outlines an immediate GVBC membership initiative developed by the Membership Subcommittee to strengthen enrollment, improve tier clarity, align benefits with GVS capacity, and increase shared revenue for both GVBC and GVS. The proposal is intended to prompt a collaborative discussion with GVS leadership before implementation.

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#### **Background and Guiding Approach**

Following a working meeting between GVBC Chair and Membership Subcommittee lead Remington Lyman, the committee reached consensus on several guiding principles:

- Maintain the existing membership pricing structure for 2026
- Focus aggressively on growing total membership rather than raising base rates
- Guide members toward higher tiers where most GVBC revenue is generated
- Align tier benefits explicitly with GVS capacity, systems, and staffing
- Ensure GVBC membership incentives also strengthen GVS engagement and revenue

The committee believes clarity and alignment at this stage are more valuable than price increases.

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#### **Membership Growth Goals**

- Minimum target of 100 active GVBC member businesses in 2026
  - Current growth alone would conservatively increase GVS revenue by at least \$750 annually via the \$75 allocation per membership
  - Both committee members have prepared outreach lists and are ready to begin direct engagement immediately
  - Lapsed members and non-member businesses within German Village will be prioritized
- 

#### **Strategic Leverage Tool**



The committee intends to use inclusion on the official GV business map as a primary leverage tool:

- Non-member businesses would be removed from future printed GVBC maps
  - Map inclusion becomes a core Level 1 benefit and a clear membership incentive
  - This change would be phased and communicated clearly in advance
- 

## **Proposed Tier Structure Enhancements**

Pricing unchanged for 2026

### **Level 1 – \$100**

Core entry and visibility tier

Existing benefits retained, with emphasis on:

- Inclusion on official GV business maps
- Business page on the GVS website
- Attendance at monthly GVBC meetings
- Advocacy alerts and preservation resources
- Social media sharing

Proposed additions:

- Access to a GVBC member business directory for peer collaboration
- Inclusion of base individual **GVS membership** at all levels

Rationale:

This clarifies Level 1 as visibility, access, and engagement focused, while strengthening GVS membership numbers.

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### **Level 2 – \$250**

Growth and participation tier

Includes Level 1 benefits plus:

- 10% discount on all GVS related advertising opportunities, including ads + sponsorships
- Access to co-op advertising opportunities facilitated by GVS

Rationale:

Encourages businesses to reinvest directly into GVS programs, advertising, and events, increasing both utilization and revenue for GVS.

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### **Level 3 – \$500**

Leadership and amplification tier

Includes Level 2 benefits plus:

- Inclusion or mention in GVBC sponsored marketing\* tied to GVS events
- Preferential visibility associated with GVBC's annual sponsorship of GVS events

\*Proposal:

GVBC would establish a defined annual marketing or sponsorship spend across GVS events. Level 3 members would receive acknowledgment or placement tied to that collective sponsorship.

Rationale:

Creates a meaningful differentiator at the top tier while leveraging GVBC dollars to amplify GVS events and programming.

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### **Shared Impact**

This structure is designed to create:

- Increased GVBC membership and retention
- Higher utilization of GVS advertising and sponsorship opportunities
- Expanded GVS membership through inclusion at all tiers
- Predictable, aligned benefits that staff can consistently deliver
- Stronger collaboration between GVBC and GVS programming

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### **Requested Next Step**

The Membership Subcommittee requests a working session with GVS leadership to:

- Confirm which GVS related benefits are feasible by tier
- Align incentives with staff capacity and systems
- Clarify how GVBC's \$75 allocation supports expanded engagement
- Identify any policy considerations requiring Board input

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### **Additional Strategic Suggestions**

To further strengthen alignment and sustainability:

**1. Explicit Tier Messaging**

Each tier should have a short purpose statement, so members understand why they upgrade, not just what they receive.

**2. GVS Membership Upsell Path**

Including base GVS membership at all levels creates a natural pathway to higher GVS memberships through GVBC relationships.

**3. Annual Benefit Review Cycle**

Set an annual joint review between GVBC and GVS to assess benefit utilization and staff impact before changes are proposed.

**4. Clear Onboarding and Renewal Script**

Standardize how benefits are explained and applied to eliminate confusion and staff friction.

**5. Data Driven Reporting**

Track which tiers generate advertising, sponsorship, and ticket purchases to guide future benefit design.

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**Closing**

This proposal is intended to be collaborative, conservative in cost, and aggressive in growth. By focusing on clarity, alignment, and incentives that benefit both organizations, the Membership Subcommittee believes this approach positions GVBC and GVS for stronger engagement and shared success in 2026 and beyond.

## GVBC Meeting Notes

**Date/Time:** (from transcript) Meeting start 9:00 AM

**Format:** Meeting Haus + Zoom

**Chair:** Robert

**Staff liaison:** Rachel (GVS)

### Attendees

**In person:** Robert; Neil Raffensberger; Jeff Smith; (later) Lori Kasten (Old Lutheran Trinity)

**Zoom:** Melanie (Virtue Vegan Salon); Remington Lyman (Rico Real Estate Sales); Scott Heimlich (Barcelona Restaurant); Jack Henry (Switchyards); John (Square One)

### 1) Welcome and introductions

- Quick roll call.
- **Switchyards intro:** Jack shared overview of Switchyards (Neighborhood Work Club), 24/7 membership workspace, coffee partners One Line + Royal Flamingo, opening January 26, first Columbus location; sneak peek events planned and to be shared with GVBC.

### 2) Approval of prior meeting minutes

- Motion and second received.
- Minutes approved by voice vote (ayes).

### 3) Financial snapshot and near term priorities

- Courtney not present to provide detailed numbers.
- **Current GVBC balance stated:** approximately **\$64,000**.
- Near term spending priorities mentioned: **marketing and social video planning** (to be fleshed out later).

#### 4) Membership: current situation, goals, and next steps

- Membership revenue concentration noted: approximately **88%** of dues revenue comes from **Level 2 and Level 3**.
- Goal stated: reach **100+ member businesses** in 2026.
- Identified need: outreach to **lapsed members** and recruitment of non member businesses (including perimeter and professional service offices).
- **Membership Subcommittee:** Remington expressed willingness to help and has lists of current sign ups and targets.

#### 5) Membership tier pricing discussion (Level 1 \$100 vs \$150 idea)

- Discussed concept of raising base tier from **\$100 to \$150** because **\$75** goes to GVS operations, with an idea of closer to a 50/50 split.
- View attributed to treasurer (not present): consider keeping price low to grow membership, possibly raise later once benefits and structure are clearer.
- Alternative floated: treat \$100 as a “new member entry” price and/or redesign tiers to better match benefits.
- Key policy issue raised: **GVBC members currently do not automatically get a vote in GVS** unless they separately join GVS. Several participants argued that if GVBC dues increase, alignment with GVS membership/voting should be clarified.
- Member sentiment (notably Remington): frustration with prolonged uncertainty; request that Chair bring concrete, board vetted options back to GVBC for decision rather than repeatedly speculating.

**Outcome:** Group consensus leaned toward **keeping the base level at \$100 for now** until benefits and structure are clarified.

#### 6) Village Lights recap and lessons learned

- General impression shared: booth + raffle + luminaries were approximately **break even** (no detailed numbers provided).

- Jason (Book Loft) feedback relayed: consider a future model where raffle entry is free and driven through participating member businesses to increase foot traffic.
- Inventory discussion:
  - Significant remaining inventory of **tote bags, stickers, and passports.**
  - Considered wholesaling totes/stickers to member businesses; decision leaned toward **not wholesaling yet** and continuing current approach.
  - Discussed adjusting tote pricing and/or making incentives easier.
- Passport program:
  - Need to **loosen requirements** (example idea: reduce threshold to ~15 businesses) and make the program more realistic.
  - Passports have a **printed date**; discussed sticker overlay vs reprint (reprint cost estimated at **\$750+** previously).
  - Action: take inventory counts and develop a relaunch concept (possibly winter push) with lower threshold and clearer instructions.

## 7) Marketing and social media

- Noted success of collaborative social promotion (example mentioned: a post received **~18,000 views**).
- Recommendation: use **@gv\_biz** account more intentionally, with coordinated tagging and earlier planning.

## 8) Map and benefits subcommittee

- Subcommittee participants: Neil and Jeff (and others expressed support).
- Current map purpose debated:
  - Some prior intent framed it as tourist focused; others emphasized it's valuable for residents, prospective residents, and general wayfinding.
- Strong idea: **remove non-member businesses from the map** as membership leverage, with outreach to those currently listed.
- Operational notes:

- External designer has maintained map for years; edits are paid per change (roughly \$15 to \$20 per add per discussion).
- Need for better file control and access to working files.
- Proposed map improvements (Robert summary):
  - QR code strategy (GVBC page and GVS page).
  - Ensure every GVBC member is listed on map either by address or by name/website listing.
  - Explore small paid ad blocks to offset print costs.
  - Add a “published” date and set **2x per year** publication schedule with membership cutoff dates.
  - Distribution: maintain airport and Experience Columbus pickups; explore additional distribution channels.

## 9) Website / landing page

- Discussed whether to create a standalone GVBC site versus improving the existing GVS “Shop Stroll Dine” page.
- Consensus leaned toward: **build out existing page**, and optionally use a simple **GVBC.com** domain that forwards to it.
- Content bottleneck identified: members not submitting content; suggested onboarding process during membership outreach (photo, bio, contact info).

## 10) Luminaries: purpose, quality, and future direction

- Feedback: fewer luminaries, less continuous “lit streets,” earlier cleanup, reduced “enchanted” effect.
- Question raised: is it a fundraiser or a community enhancement?
- Ideas:
  - Shift away from luminaries as the primary fundraiser.
  - Organize by blocks/streets (assign coverage areas) or encourage neighbors to coordinate.

- Plan earlier in the year with a calendar and clear responsibilities.

### **11) Process and governance support proposal**

- Melanie offered to draft a proposal to help create structure: annual calendar, documentation, processes, and proactive planning.
- Question raised about conflict of interest given Vice Chair role; Chair noted no obvious conflict but to proceed thoughtfully.

### **12) Village Lights crowding and safety**

- Ongoing feedback: 3rd Street congestion and pedestrian safety concerns.
- Discussed potential approaches:
  - Pedestrianizing portions of 3rd Street.
  - Working with event organizers (including farmers market leadership) to spread activity further and possibly into Schiller Park via proper permitting.

### **13) Post meeting follow ups: membership outreach and GVBC history**

#### **Membership outreach follow up (Robert + Remington)**

- Following the meeting, Robert and Remington met to discuss a 2026 membership outreach push focused on recruiting non members and re engaging lapsed members.
- A primary constraint identified was a board and Executive Committee bottleneck: uncertainty around final tier structure, pricing, and benefit alignment is slowing outreach because prospective members need clear, accurate information at the point of ask.
- Emphasis: once leadership approvals are in place, Robert and Remington are prepared to move quickly using their identified lists of targets and lapsed members.



### **Quarterly Member Meetups (Networking + Member Business Spotlight)**

- GVBC will begin hosting quarterly meetups/mixers at member businesses to strengthen relationships, encourage cross promotion, and increase in person engagement among members.
- Goal: create a repeatable, low lift format that rotates locations, spotlights host businesses, and builds momentum for recruitment and renewals.
- John (Square One) has expressed interest in helping coordinate scheduling and structure.

### **GVBC history follow up (Robert + Vice Chair + Scott Heimlich, Barcelona)**

- Robert and the Vice Chair also met with Scott Heimlich (Barcelona Restaurant) to capture background on GVBC operations and past programming. Scott was a founding member and former officer who stepped back around the Covid period and is interested in becoming more involved again.
- Scott shared that GVBC previously produced several successful events, including:
  - **Art Crawl** (noted as having two very successful years), which Scott indicated contributed substantially to the funds currently in GVBC's operating account.
  - **Mother May I**, a May and Mother's Day themed event that incorporated luminaries and was described as similar in spirit to Village Lights.
- Scott noted that multiple historical binders documenting GVBC events and operations should exist at the Meeting Haus.
- Scott expressed interest in helping explore whether GVBC could revive or adapt one or more legacy events and support future planning.

### **Decisions and consensus**

- **Base membership:** keep at **\$100** for now unless otherwise directed by Board.
- **Map direction:** move toward member only inclusion and use as a membership lever (plan needed).
- **Inventory:** hold off on wholesaling; take inventory; develop revised passport/incentive plan.