



GERMAN AMERICAN HERITAGE CENTER &
MUSEUM

2020 ANNUAL MEETING

Held virtually on Tuesday, January 26th at 5pm

Agenda

Meeting of the Membership

- I. Call to Order and President's Welcome- Jerry Nieman
- II. Declaration of Quorum
- III. Proof of Notice
- IV. Approval of Minutes of Annual Meeting 2019
- V. Financial Report- Dean Kraus, Treasurer
- VI. Committee Reports:
 - a. Executive- Jerry Nieman, President
 - b. Endowment- Todd Woeber, Chair
 - c. Building and Grounds- Tim Koehler, Chair
 - d. Programs- Michael Hustedde, Chair
 - e. Governance- Daniel Cabage, Chair
 - f. Marketing
- VII. Staff Reports
 - a. Administrator's Report- Kelly Lao, Executive Director
 - b. Introduction- Erika Holshoe, Assistant Director
 - c. Volunteers & Outreach- Olivia Covert, Edu/Development Coordinator
- IVIII. Election of New Directors (none nominated)
- IX. Changes to bylaws (none proposed)
- X. Unfinished business
- XI. New business
 - a. 2021 Budget
- XII. Adjournment



Call To Order

Declaration of Quorum

INTRODUCTION | JERRY NIEMAN

PRESIDENT'S WELCOME



Proof of Notice

Postcard- January 1, 2021

Dear Members of the German American Heritage Center,
Our annual meeting will be held on Tuesday, January 26, 2021 at 5pm online via Zoom. The meeting cannot be held in person due to the pandemic. The link to the meeting is: <https://us02web.zoom.us/j/82729664638> (If you need a computer, assistance with Zoom, or have questions- call us at 563-322-8844 prior to January 22, certain accommodations can be made.)

In accordance with our Bylaws, the Board is notifying membership of the meeting date and information at least 25 days prior to the January 26 meeting. Our bylaws provide that nominees to the Board can be nominated if 25 members submit a petition to be received by January 16, 2021. If a Petition is received, there will be a vote at the meeting. If there are no additional nominees, the current slate of members will stand. There are currently no new nominees.

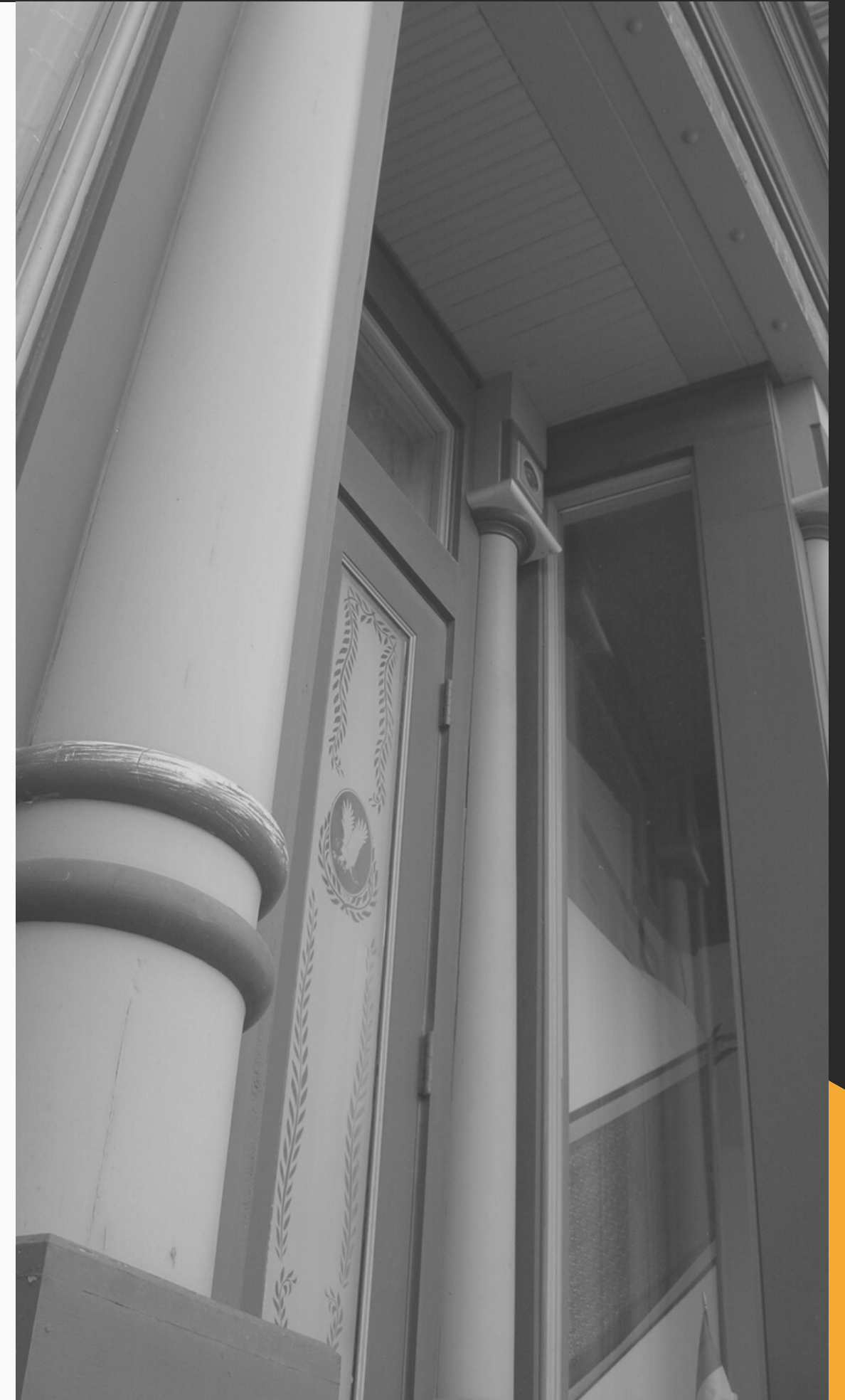
This meeting is an opportunity to receive an update on the activities of the Center over the last year and discuss upcoming activities in 2021. Please plan to attend.

Respectfully submitted,
German American Heritage Center Board of Directors.



Approval of Minutes

2019 Annual Meeting- Tues.
January 21, 2020 - 5pm





Financial Report

Dean Kraus
Treasurer

Balance Sheet

German American Heritage Center		4:28 PM
Balance Sheet		01/21/2021
As of December 31, 2020		Accrual Basis
		<u>Dec 31, 20</u>
ASSETS		
Current Assets		
Checking/Savings		227,786.56
Accounts Receivable		486.26
Other Current Assets		31,772.00
Total Current Assets		<u>260,044.82</u>
Fixed Assets		
Other Assets		
Walcott CD		51,386.38
Endowment Accounts		
Community Foundation Endowment		121,298.99
Baird Endowment Account		1,897,891.95
Total Endowment Accounts		<u>2,019,190.94</u>
Total Other Assets		<u>2,070,577.32</u>
TOTAL ASSETS		<u><u>4,587,598.82</u></u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		2,614.30
Other Current Liabilities		112,204.81
Total Current Liabilities		<u>114,819.11</u>
Total Liabilities		114,819.11
Equity		
Equity		76,250.54
Retained Earnings		3,901,657.24
Net Income		494,871.93
Total Equity		<u>4,472,779.71</u>
TOTAL LIABILITIES & EQUITY		<u><u>4,587,598.82</u></u>

Financial Report

Profit and Loss



German American Heritage Center Profit & Loss Actual vs Prior Year & Budget Comparison January through December 2020

	Actual YTD	Prior Yr YTD	Var YTD	Budget YTD	Var YTD
INCOME					
OPERATING INCOME					
Admissions	3,229.52	11,499.86	(8,270.34)	14,000.00	(10,770.48)
Facility Rental	2,648.96	6,672.40	(4,023.44)	7,500.00	(4,851.04)
Lease Income	0.00	1,903.23	(1,903.23)	2,000.00	(2,000.00)
Sign Rental	18,000.00	18,000.00	0.00	18,000.00	0.00
Gift Shop Revenue	18,654.23	30,059.29	(11,405.06)	33,000.00	(14,345.77)
Program/Events Income	5,339.15	16,763.50	(46.70)	18,000.00	(12,660.85)
Endowment Draw	18,852.25	25,802.77	(6,950.52)	0.00	18,852.25
TOTAL OPERATING INCOME	66,724.11	110,701.05	(43,976.94)	92,500.00	(25,775.89)
DONATIONS, CONTRIBUTIONS, GRANTS					
Donations & Contributions	28,368.20	17,554.24	10,813.96	20,000.00	8,368.20
Grants	45,250.75	46,248.00	(997.25)	25,000.00	20,250.75
Fundraising	84,800.09	619,551.14	(534,751.05)	85,000.00	(199.91)
Sponsorships	300.00	2,700.00	(2,400.00)	6,000.00	(5,700.00)
TOTAL DONATIONS, CONTRIBUTIONS, GRANTS	158,719.04	686,053.38	(527,334.34)	136,000.00	22,719.04
MEMBERSHIP	19,960.00	21,646.07	(1,686.07)	23,000.00	(3,040.00)
TOTAL INCOME	245,403.15	818,400.50	(572,997.35)	251,500.00	(6,096.85)
EXPENSE					
Gen., Admin. & Oper - Expenses	49,895.00	56,214.52	(6,319.52)	45,000.00	4,895.00
Personnel Expenses	112,071.90	126,028.25	(13,956.35)	139,000.00	(26,928.10)
Gift Shop Expenses	15,565.00	16,806.87	(1,241.87)	24,000.00	(8,435.00)
Program/Events/Exhibits	11,083.07	20,621.96	(9,538.89)	20,000.00	(8,916.93)
Building & Grounds	32,204.52	38,252.23	(6,047.71)	40,000.00	(7,795.48)
Marketing	23,160.83	20,136.62	3,024.21	25,000.00	(1,839.17)
TOTAL EXPENSE	243,980.32	278,060.45	(34,080.13)	293,000.00	(49,019.68)
NET ORDINARY INCOME	1,422.83	540,340.05	(538,917.22)	-41,500.00	42,922.83
OTHER INCOME/EXPENSE					
Non-Operating Income					
Endowment Income	469,603.52	565,653.51	(96,049.99)	48,500.00	421,103.52
Interest Income	2,772.59	329.07	2,443.52		
7030 - Other Income	26,678.40	655.63	26,022.77		
Total Non-Operating Income	499,054.51	566,638.21	(67,583.70)	48,500.00	450,554.51
Other Expense					
Interest Expense	5,605.41	6,773.14	(1,167.73)	0.00	5,605.41
Total Other Expense	5,605.41	6,773.14	(1,167.73)	0.00	5,605.41
NET OTHER INCOME/EXPENSE	493,449.10	559,865.07	(66,415.97)	48,500.00	444,949.10
NET INCOME	494,871.93	1,100,205.12	(605,333.19)	7,000.00	487,871.93



Executive Committee

Jerry Nieman- President
Tim Koehler- Vice President
Betty Fogle- Secretary
Dean Kraus- Treasurer

2020 Outcomes:
Navigating Covid-19
concerns, rules, and mitigations
Managing financial losses and
opportunities

ENDOWMENT COMMITTEE

Todd Woeber - Chair

Jerry Nieman

Cal Werner

Stan Reeg

2020 Year End Accounts

	<u>Community Foundation</u>	<u>Werner Family</u>	<u>Baird</u>	<u>Total</u>
Beginning Balance	\$62,615.42	\$61,891.99	\$1,109,129.00	
Gifts Deposited	\$0.00	\$0.00	\$596,003.00	
Interest and Dividends	\$1,657.42	-\$51.73	\$219,978.00	
Draws for Operations	-\$2,200.00	-\$1,700.00	-\$22,000.00	
fees	-\$447.95	-\$463.99	-\$5,300.00	
End Balance	\$60,648.26	\$59,676.27	\$1,897,810.00	\$2,018,134.53

ENDOWMENT COMMITTEE

In honor of:

**Mary Schmidt Kirkpatrick
Dr. Rebecca Christoffel**

New Life Members

**Mary Maland
Jolene & Dan Harvey
John Swartzendruber
Traci Thoresen
Shirley Johnson**

Memorials:

**Wesley Rock
Marvella Kardel Korthaus
Anita Sundin
Elizabeth Turner Platt
Robert Voelcker
Dick Stahl
Roberta Brostrom
Emily Honebrink
Glenn Sievers
Reverend Gary Arp
Ardelle Kraft
Keith Bonnstetter**

Tim Kohler- Chair
Jerry Nieman & Joe Winckler

Building and Grounds

Highlights of 2020

Archive area cleaned/new shelving units installed
4th floor painted
4th floor new ceiling mounted projector
2nd Street broken door window replaced
New phone system
American/German Flags replaced
Computers updated
Back Flow Preventer Replaced
Internet provider changed to Metronet Fiber
Parking lot light replaced with LED

Looking Forward in 2021

Fence around North gravel lot
New plexiglass on cases
Staff medical emergency training
Complete Disaster preparedness plan
Replace emergency light batteries
Library organization
Permanent Exhibit additions

Program Committee

Committee Members

Hedy Hustedde

Daniel Cabage

Michael Hustedde

Barbara Zimmerman

Nick Eli

Ferenc Beiwel

Fred Isele

Ellen Tsagaris

Richard Dienesch

Nick Pitz

Wolf Koch

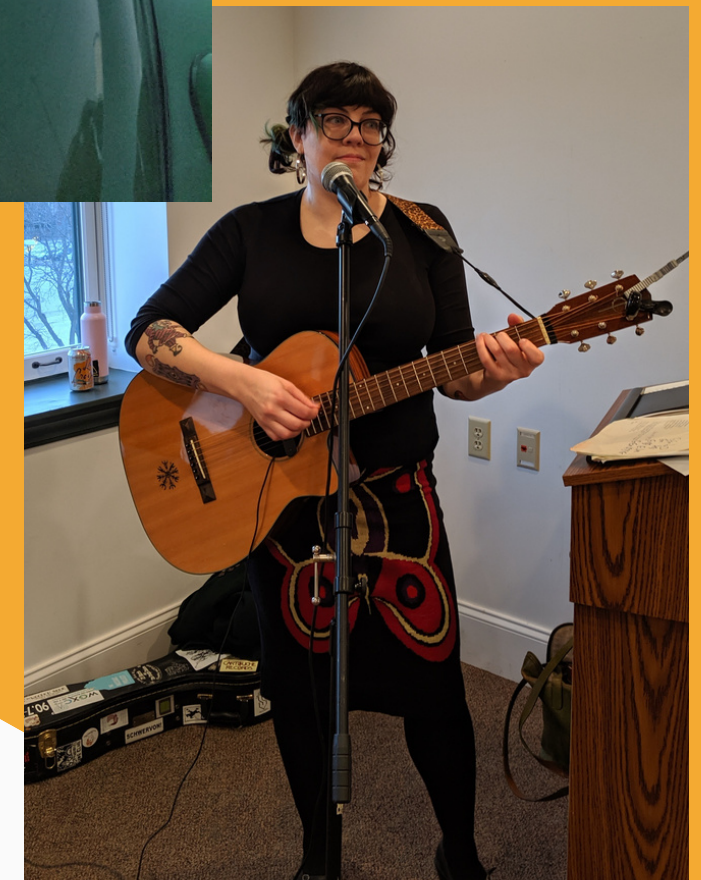
Louis Licht

Terry Mahon

35 Programs in 2020

Program Highlights

- 50% Live 50% Virtual
- 4 Workshops
- 2 Exhibit openings
- 792 Participants
- Top In-person programs: Power Frauen Exhibit Opening (103), VW Car show (75), European Gardens (51)
- Top Virtual: Remagen Bridge (31) Darker Side of Davenport (69), QC in WWII (29)



Governance Committee

Members:

Daniel Cabage- Chair

Dr. Tamara Felden

Dr. Wolf Koch

Kylie Franklin

Governance Committee

2020 Highlights

- Established process for President and Vice President terms, elections, and transitions.
- Created criteria for hiring the new assistant director and aided in the selection process.
- Established GAHC Employee Handbook.
- Began evaluating and suggesting revisions to GAHC policies.
- Helped in critical operational decisions surrounding Covid - 19.



MARKETING COMMITTEE

Mike Motto and Adrian Wille

Campaigns Ladie Germania (100656320477889) Updated just now Discard Drafts Review and Publish ...

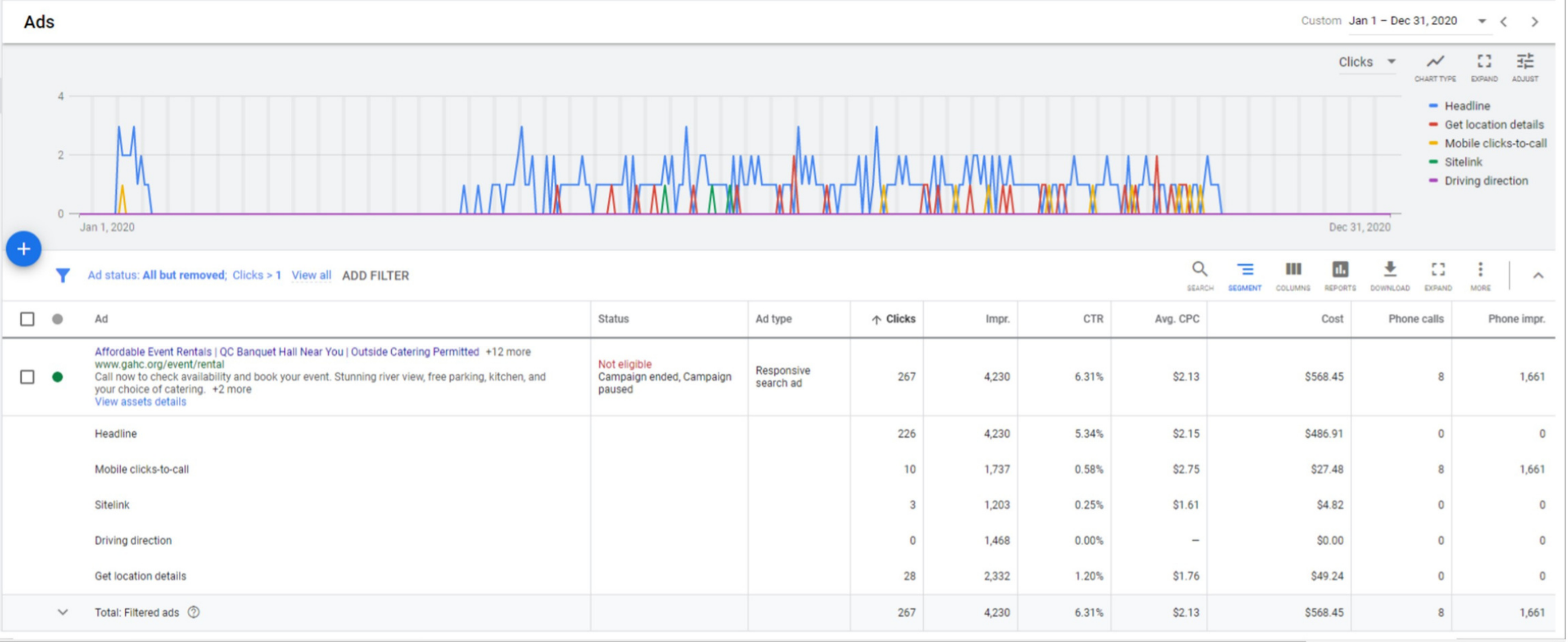
Search Campaign Delivery is Active and 5 more X Impressions (Campaign) > 0 X Search and filter Clear Jan 1, 2020 - Dec 31, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Amount Spent	Impressions	CPM (Cost per 1,000 Impressions)	Reach	Frequency	Clicks (All)	CTR (All)	Unique CTR (All)	Link Clic...	Page Engagement	Post Comments	Post Engagem...	Post Reactions	Post Saves	Post Shares
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GAHC - Gift Shop (Boost)	\$214.98	32,523	\$6.61	8,228	3.95	1,405	4.32%	10.65%	520	701	5	701	158	4	14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GAHC - Online Gift Shop	\$1,096.00	127,027	\$8.63	29,816	4.26	5,101	4.02%	10.78%	3,389	3,993	21	3,993	425	32	126
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GAHC - Reopening	\$599.79	104,082	\$5.76	19,852	5.24	1,581	1.52%	5.98%	705	985	11	985	234	5	30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GAHC - Virtual Museum	\$1,077.96	163,427	\$6.60	37,144	4.40	6,263	3.83%	11.53%	3,340	4,875	31	4,875	1,070	127	307
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Event: Community Open House	\$5.00	1,513	\$3.30	1,028	1.47	83	5.49%	7.49%	9	23	-	23	8	-	6
> Results from 5 campaigns			\$2,993.73 Total Spent	428,572 Total	\$6.99 Per 1,000 Impres...	82,720 People	5.18 Per Person	14,433 Total	3.37% Per Impr...	10.90% Per Person	7,963 Total	10,577 Total	68 Total	10,577 Total	1,895 Total	168 Total	483 Total

Marketing Highlights





Campaign Report

11/16/2020 - 12/20/2020

Campaign Name

GAHC - Holidays - November/December 2020

Impressions

55,654

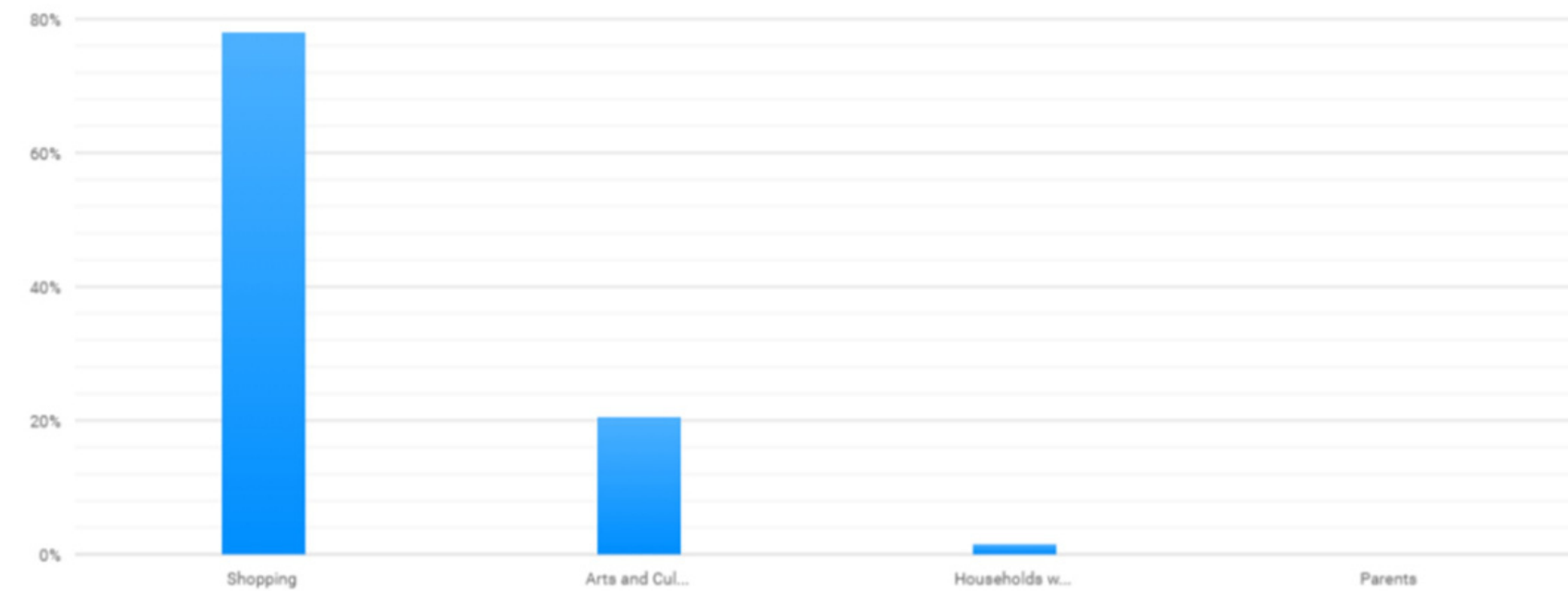
Listeners Reached

19,803

Total Clicks

53

Behavioural Segments Breakdown



Campaign Report

11/16/2020 - 12/20/2020

Campaign Name

GAHC - Holidays - November/December 2020

Impressions

55,654

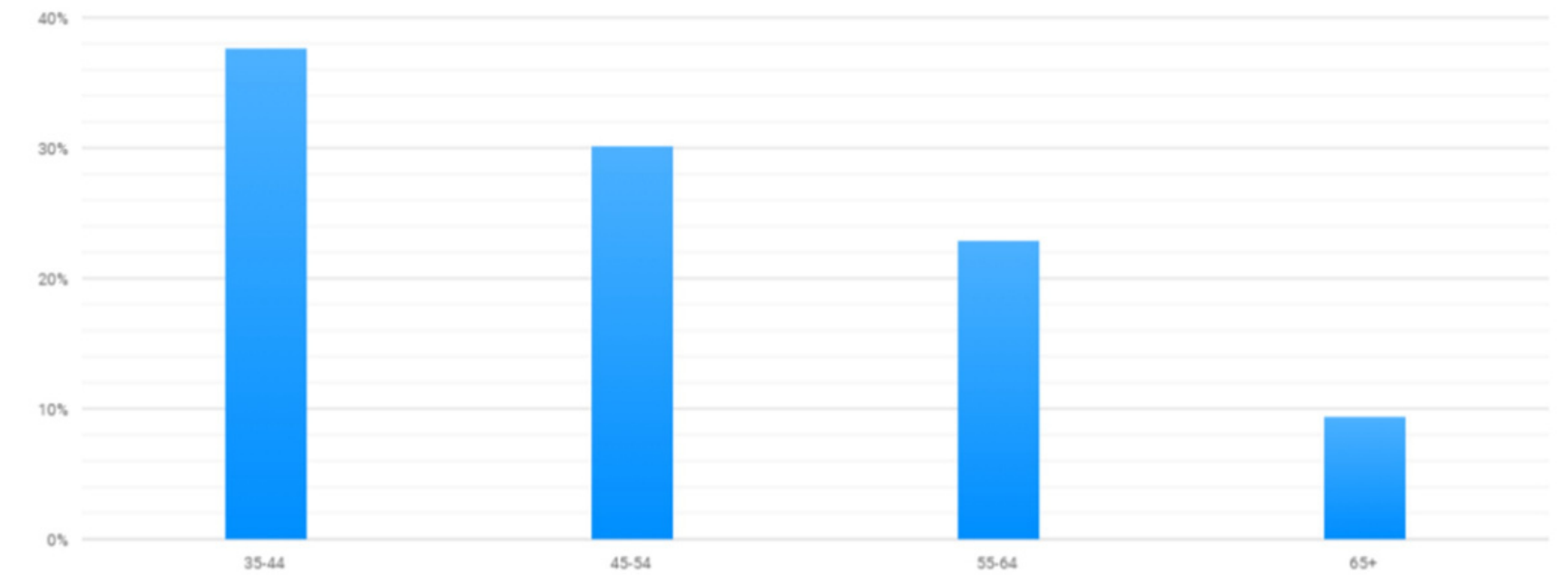
Listeners Reached

19,803

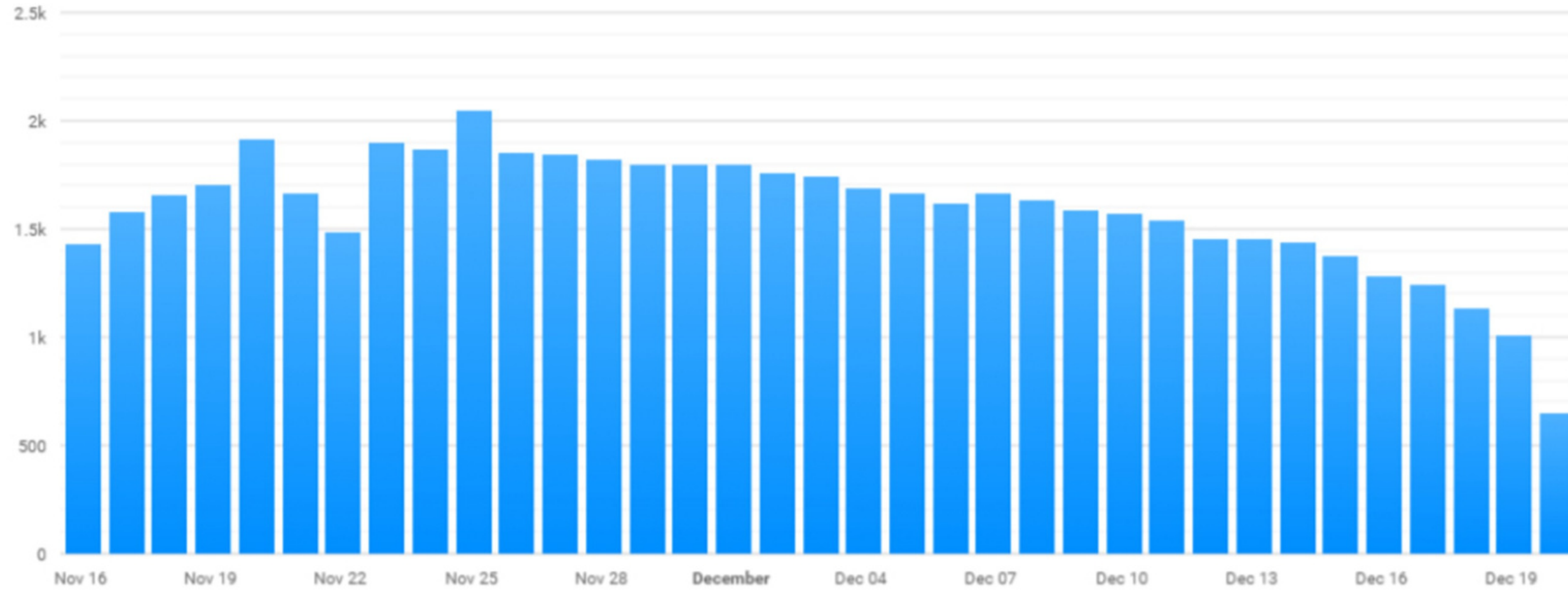
Total Clicks

53

Age Breakdown



Daily Trend for Impressions



Industry	Average CTR (Search)
Advocacy	4.41%
Auto	4.00%
B2B	2.41%
Consumer Services	2.41%
Dating & Personals	6.05%
E-Commerce	2.69%
Education	3.78%
Employment Services	2.42%
Finance & Insurance	2.91%
Health & Medical	3.27%
Home Goods	2.44%
Industrial Services	2.61%
Legal	2.93%
Real Estate	3.71%
Technology	2.09%
Travel & Hospitality	4.68%

Industry Benchmarks

Source: WordStream


The CTR of 6.31% beats any industry benchmark. The quality of search queries creating impressions and clicks is high per the attached excel file. We generated 267 clicks, including 8 phone calls, for \$568.45 in 2020

GAHC - November/December 2020

Audio  Nov 16, 2020 - Dec 20, 2020  Completed

REPORT DETAILS ADS

Delivery

Download data 

\$600.00 / \$600.00

IMPRESSIONS

36,435

REACH

11,198

FREQUENCY

3.25

COMPLETION RATE

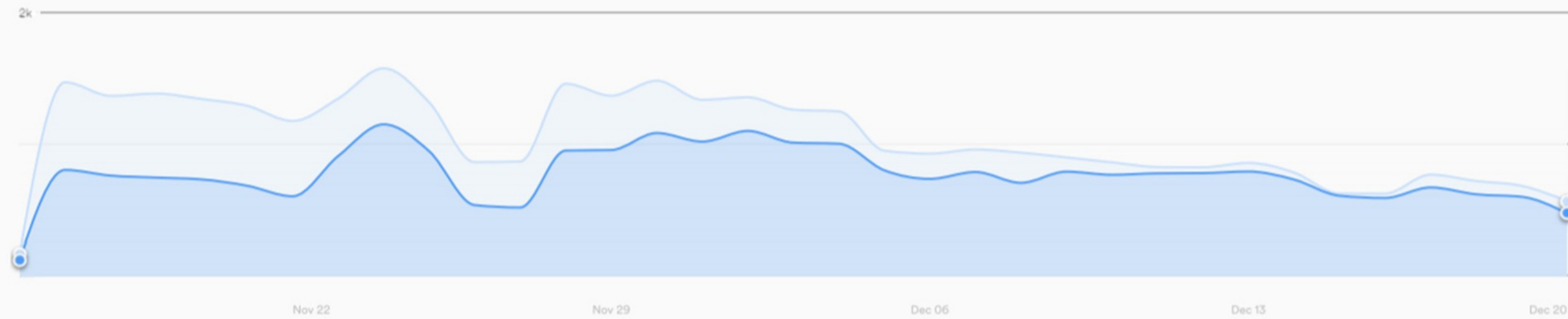
95.30%

CLICKS

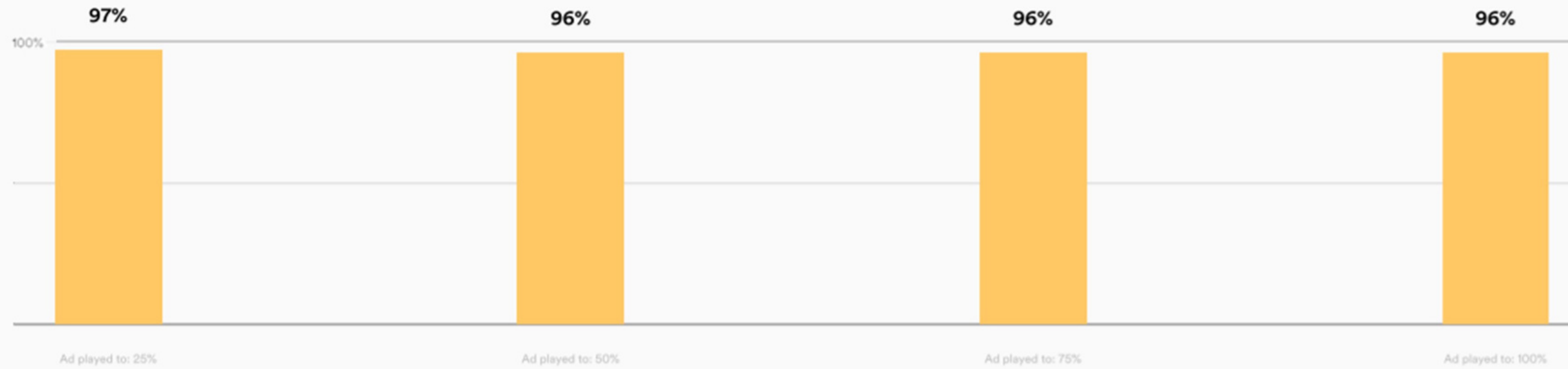
40

CTR

0.11%

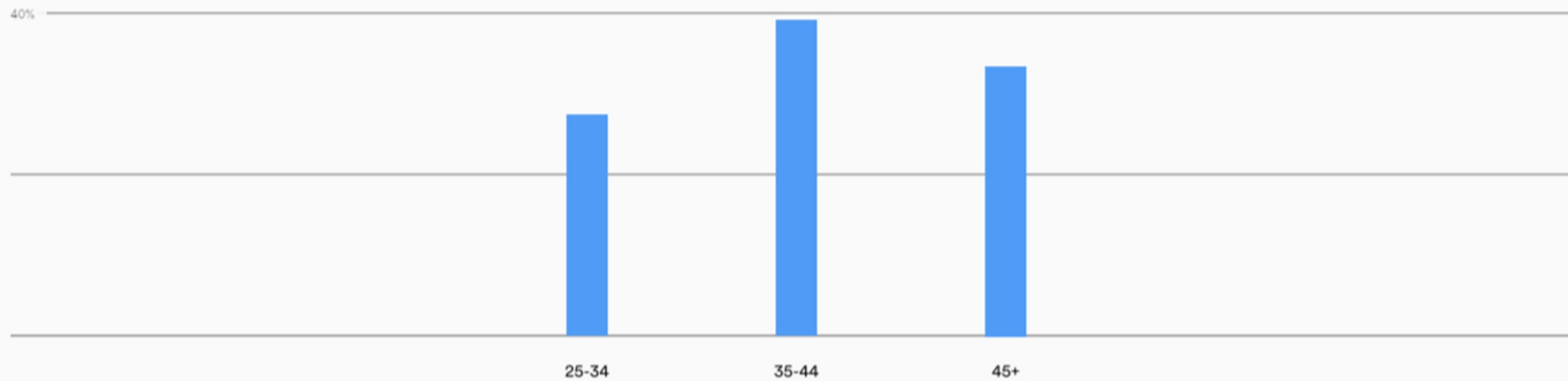


Audio results ?



Audience results ?

AGE GENDER GENRE PLATFORM



Staff Reports

Kelly Lao- Executive Director

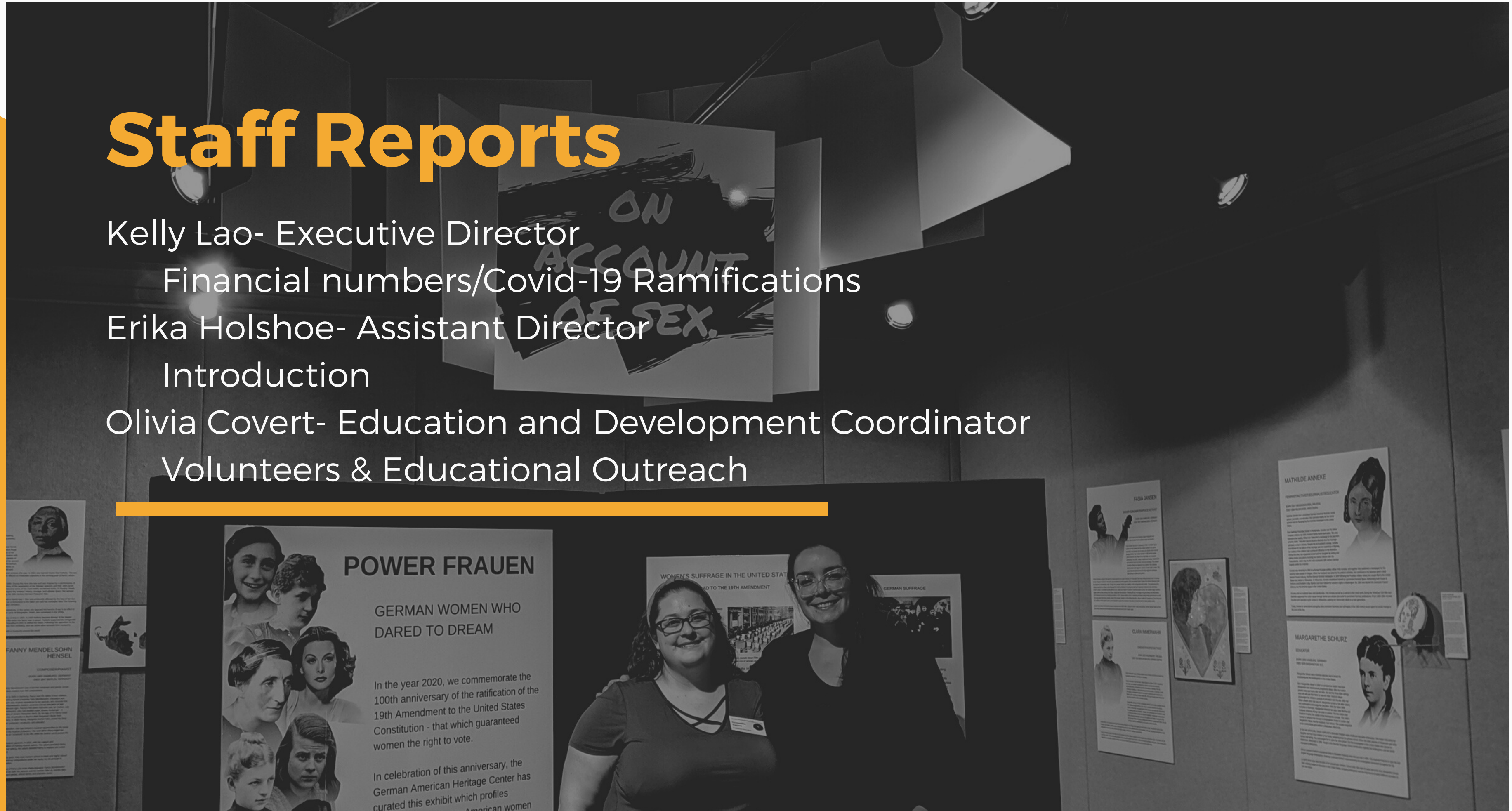
Financial numbers/Covid-19 Ramifications

Erika Holshoe- Assistant Director

Introduction

Olivia Covert- Education and Development Coordinator

Volunteers & Educational Outreach



Covid-19 Effects

Staffing changes

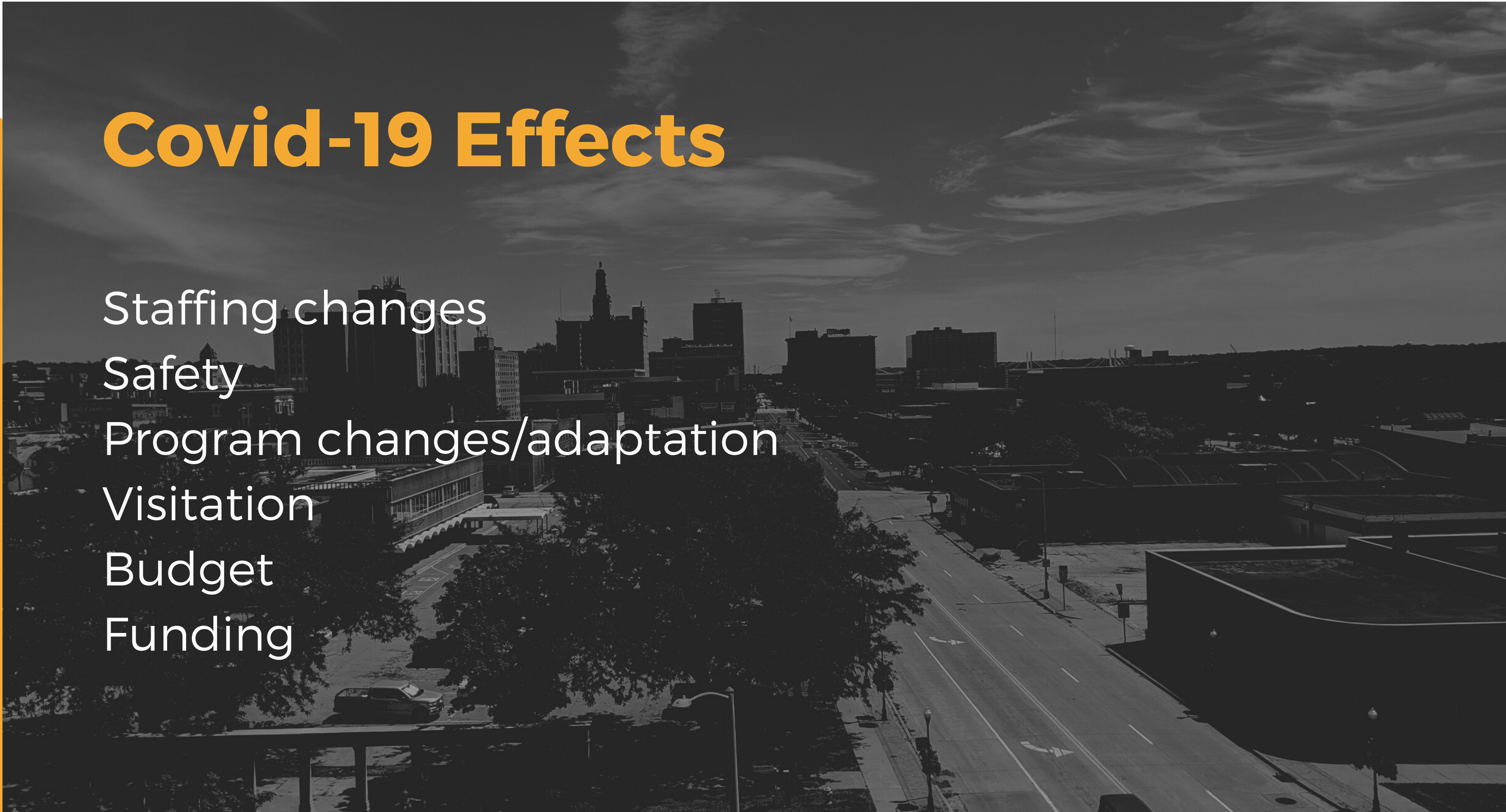
Safety

Program changes/adaptation

Visitation

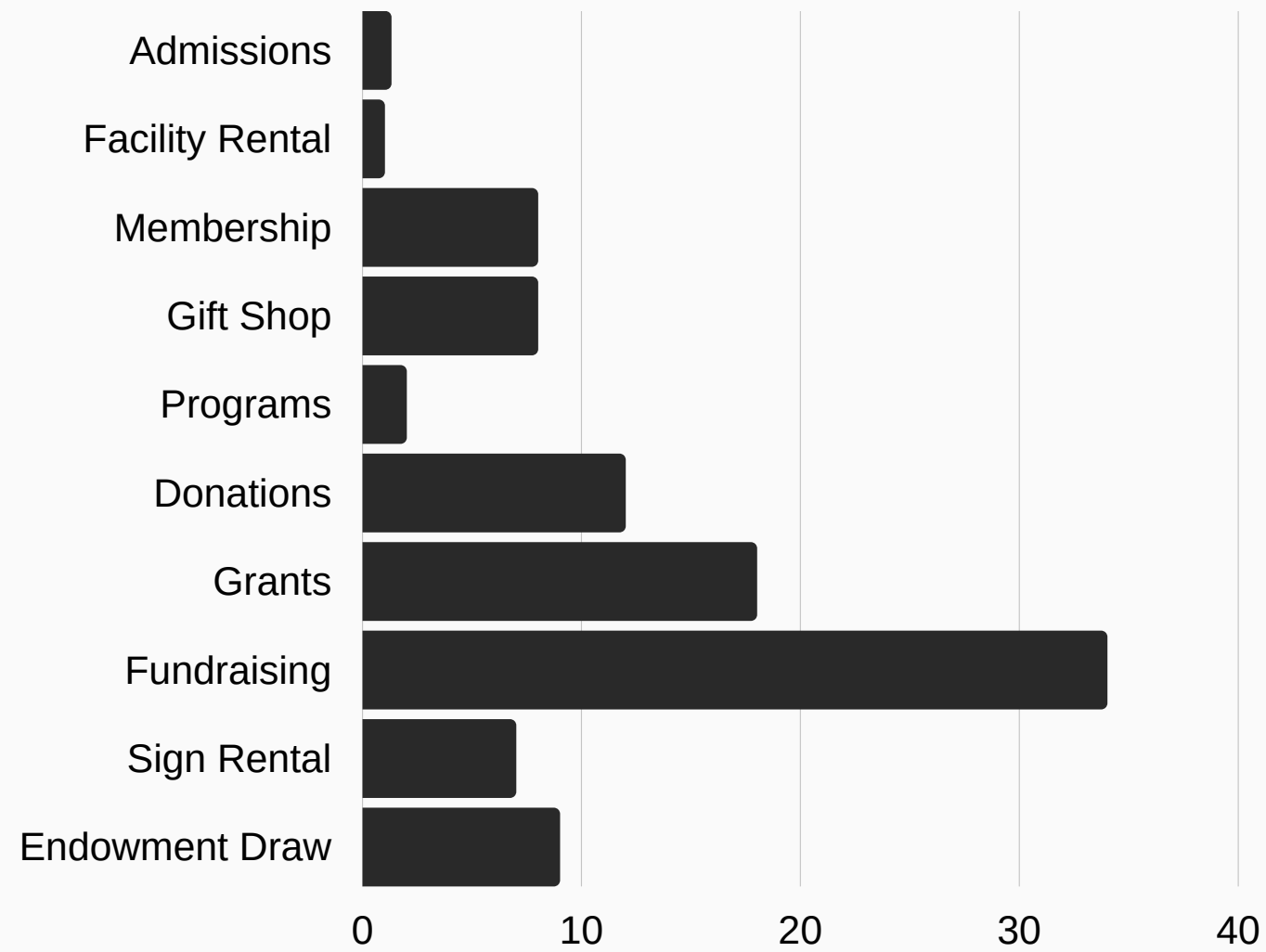
Budget

Funding

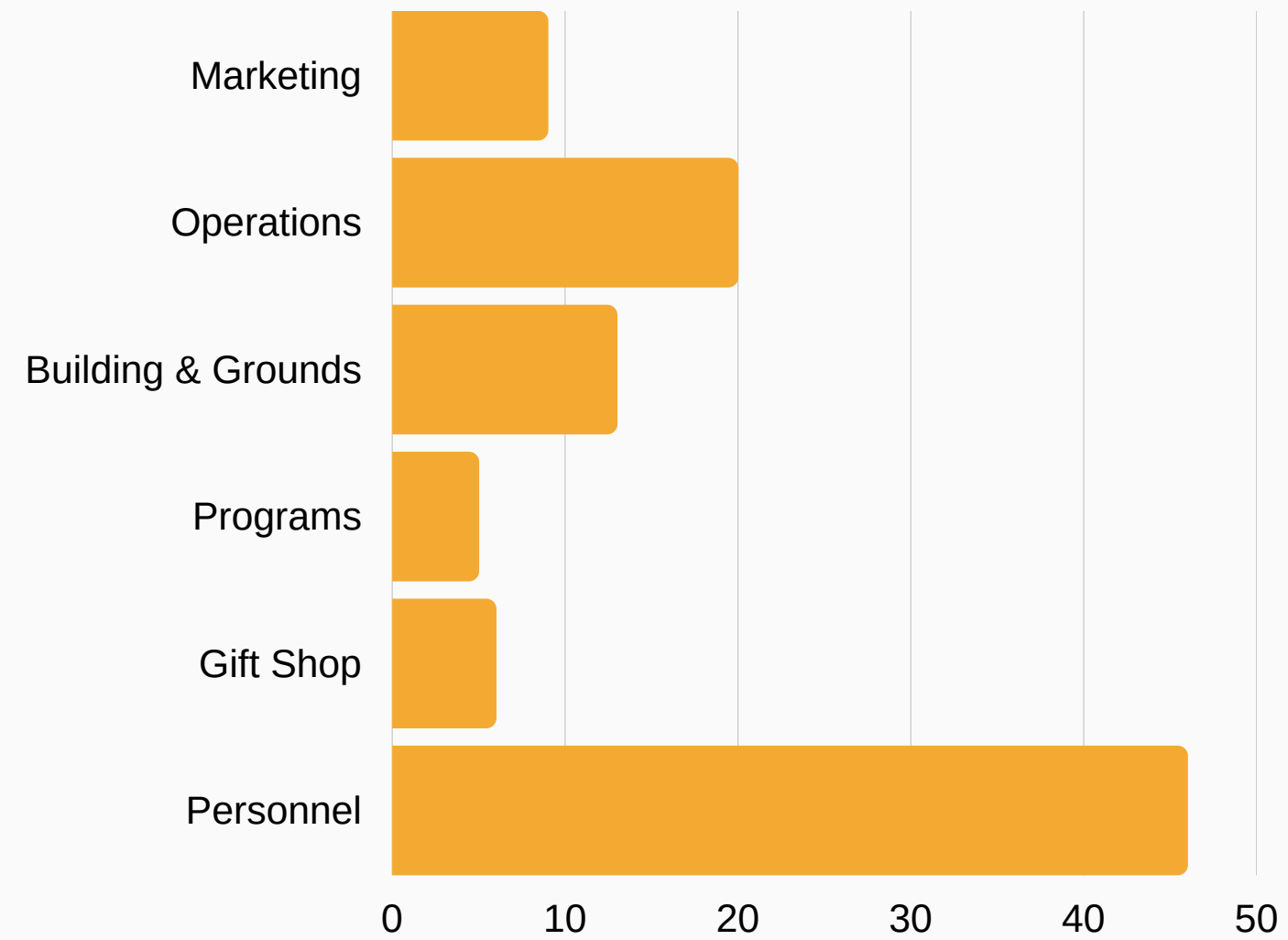


2020

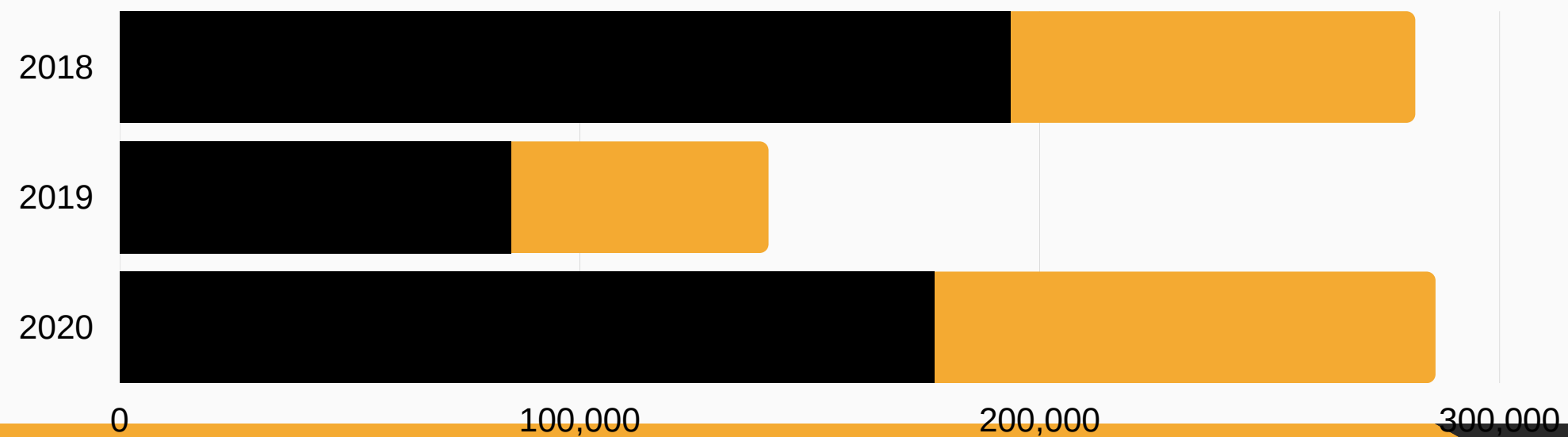
Income



Expenses



Grant Request vs. Grant Awards by year



ERIKA HOLSHOE

Assistant Director Willkommen!



OLIVIA COVERT

Volunteers & Educational Outreach







**Election of Officers
(none)**

**Changes to bylaws
(none)**

Unfinished Business

New Business

2021 Budget





2020 Annual Meeting

Adjournment

Thank You and Good Night!