



GERMAN AMERICAN HERITAGE CENTER &  
MUSEUM

# 2021 ANNUAL MEETING

Held virtually on Thursday, January 27th at 5:30pm

# Agenda

## Meeting of the Membership

- I. Call to Order and President's Welcome- Daniel Cabage
- II. Declaration of Quorum
- III. Proof of Notice
- IV. Approval of Minutes of Annual Meeting 2020
- V. Financial Report- Dean Kraus, Treasurer
- VI. Committee Reports:
  - a. Executive- Daniel Cabage, President
  - b. Endowment- Todd Woeber, Chair
  - c. Building and Grounds- Tim Koehler, Chair
  - d. Programs- Michael Hustedde, Chair
  - e. Governance- Kylie Franklin, Chair
  - f. Marketing
- VII. Staff Reports
  - a. Administrator's Report- Kelly Lao, Executive Director
  - b. Exhibitions- Clare Tobin, Assistant Director
  - c. Education & DEAI- Jessica Gordon- Education & DEAI Coordinator
- IVIII. Election of New Directors - Nick Pitz and Travis Plambeck
- IX. Changes to bylaws (none proposed)
- X. Unfinished business
- XI. New business
  - a. 2022 Budget
- XII. Adjournment



# Call To Order

# Declaration of Quorum

INTRODUCTION | DANIEL CABAGE

## PRESIDENT'S WELCOME



# Proof of Notice

## Postcard- December 27th, 2021

This notice is to inform our valued members of The Annual Meeting of the Membership of the German American Heritage Center on Thursday, January 27th at 5:30 pm at the Center- 712 West 2nd St. Davenport, Iowa.

The agenda will consist of approval of the minutes of last year's meeting, 2021 budget presentation, and vote for 2022 budget approval, staff and board committee reports, and voting on new directors:

Nick Pitz and Travis Plambeck.

Following adjournment, attendees will be invited to try out the new interactive- The Immigrant Passport Experience.

Please join us!  
(email [info@gahc.org](mailto:info@gahc.org) for zoom link to attend virtually)

Vielen Dank!  
Kelly Lao



# Approval of Minutes

2020 Annual Meeting- Tues.  
January 25, 2020 - 5pm  
Virtual

## Homeplace to Hang Their Hat

For traveling perhaps months, immigrants arriving in Davenport needed to find a place to stay. Some stayed with friends or relatives. Most needed to find accommodations until a farm or house could be rented or purchased.

In its earliest days, Davenport provided a variety of hotels. The Davenport House or City House, built in 1839 and there were others.

The Davenport Hotel then called 'Waltham' was recommended to father by Fischel, an immigration Ficke's father had helped on the northwest corner of Front and Main streets, but had to take second place after he built the 'Le Claire House' on the northeast corner of Front and Main streets."

Charles August Ficke  
"Memories of Fourscore Years: Davenport, 1839-1939"

Most hotels or  
Streets h

## The Building In Which We 714 West Second Street,

The "GERMANIA"

"THE MILLER HOTEL"

The Germania or The Miller Hotel is typical of hotels used by immigrants but smaller and cheaper than the Burtis House. The 30 room establishment included at times a saloon, a stove and tin ware store on the first floor with barbershop, billiard and pool hall in the basement.

### A Brief Time Line of the Hotel's History

- 1840 The land the hotel now stands on is first recorded as purchased by a Gilbert C.R. Mitchell.
- 1862 Charles Herman builds the William Tell House, a beer saloon and boarding house.
- 1868 John F. Miller, immigrant from Bremen, Germany purchases the William Tell House.
- 1871 The original west-side three-story structure is completed. (It is not clear if Herman or Miller built the first section of the current structure.)
- 1874 Miller operates the hotel under the name Miller's Deutsche Gast (German Inn or Hotel).
- 1875 Miller adds the eastern two-thirds of the building.

A fourth floor was added and named Miller's as a public hall for lodges, groups, dances.

Miller operates the hotel under the name Miller's which includes a restaurant, billiard room until 1889.

Miller's ownership transfers to who owns it until 1942.

Miller's is advertised as the Arcade Hotel.

Miller's is named the Henry Blessing.

Miller's is named the Standard Hotel, for the Henry Service Station and Tire Shop.

Miller's closes.

Miller's is listed on the National Register.

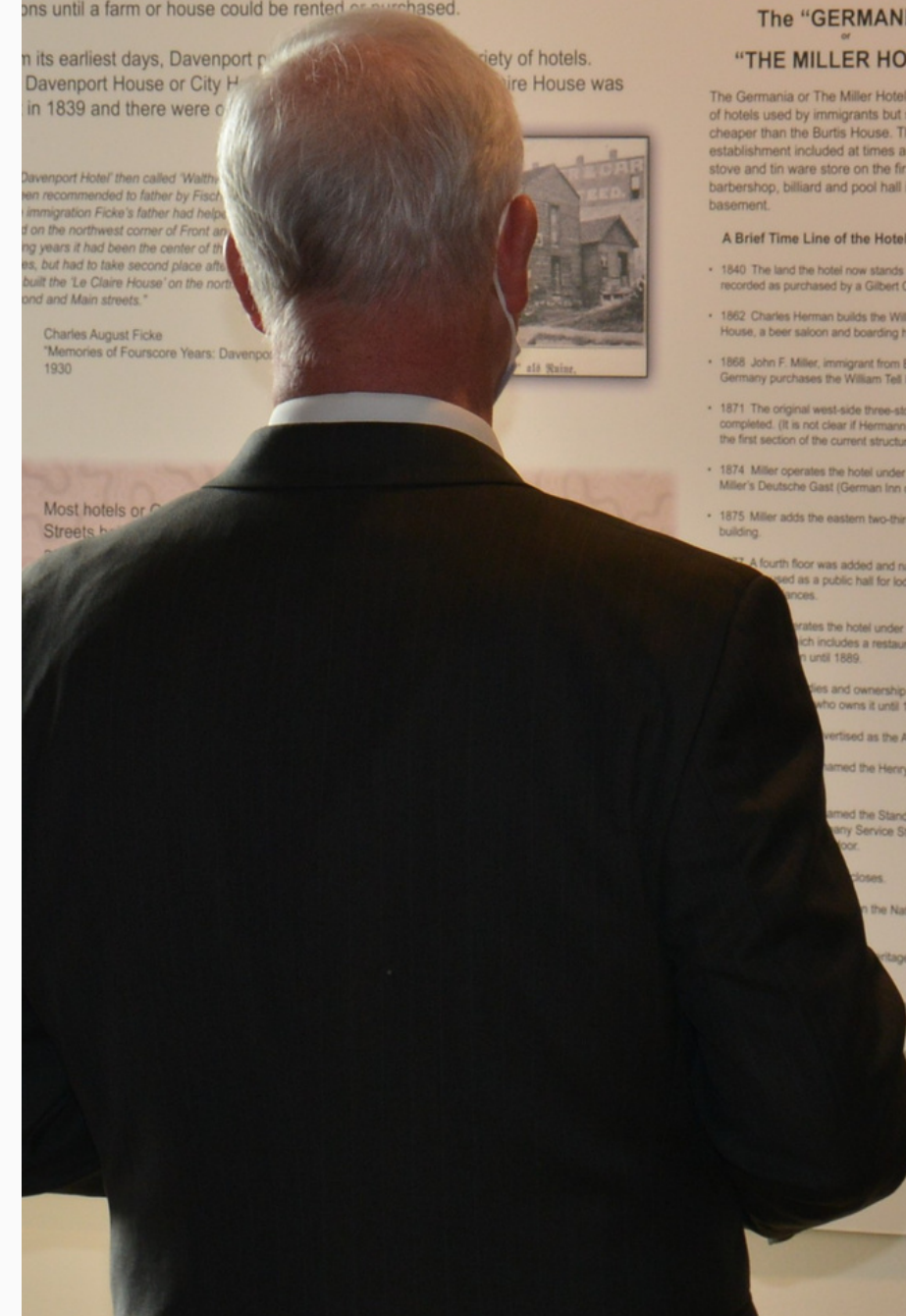
Miller's Village Center is named.

Miller's Center Hotel.

Miller's interior first floor.

Miller's floor plan and

Miller's



Attendees: Kelly Lao, Jerry Nieman, Terri Switzer, Dean Kraus, Tim Koehler, Yogi Reppmann, Mike Motto, Daniel Cabage, Kylie Franklin, Nicholas Eli, Tamara Felden, Todd Woeber, Erika Holshoe, Olivia Covert, Michael Hustedde, Hedy Hustedde, Wolf Koch.

Meeting called to order at 5 pm.

I. Welcome from Kelly Lao and overview of meeting agenda

II. Call to Order and President's Welcome- Jerry Nieman

Jerry acknowledged that Zoom meeting format allows the annual meeting to occur despite weather. 2020 closures due to the pandemic led to decreased attendance, decrease in gift shop sales, etc. Jerry recognized the efforts by the staff to respond to these challenges:

- No assistant director for extended period.
- Reduced paper quality of Infoblatt.
- Eliminated cleaning service while no visitors.
- Building / Grounds didn't pursue expensive projects.

2020 was a tough year but the GAHC still had outstanding programs, including successful Fall Frolic. Volunteers still worked the front desk and elsewhere. Staff did excellent job. Board meetings were held over Zoom. Good increase in endowment fund which led to good bonus from birdies for charity. Board committees also did excellent work. Endowment committee increased the fund, active program committee remained active despite challenges, with low profile for Building and Grounds. Governance committee improved rules and regulations. We're looking forward to more success in 2021. 2020 was tough but we're still in good position.

III. Proof of Notice:

Notice was sent out on Jan. 1, 2021 to inform members about upcoming annual meeting. Kelly mentioned that the GAHC also wanted to make accommodations for anyone who needed assistance with Zoom or with borrowing a laptop. (No one needed these accommodations.)

IV. Approval of Minutes of Annual Meeting 2019:

Last annual meeting was held on Jan. 21, 2020. Motion to approve minutes made by Wolf; seconded by Todd (?). Motion passed unanimously.

V. Financial Report- Dean Kraus, Treasurer

Dean led discussion of balance sheet ending Dec. 31, 2020. The GAHC has a very solid financial position with 4.5 million in assets and 4 million in earnings, so very strong. Profit and loss sheet for 2020 showed challenges: the actuals versus the prior year were down in every category except for sign rental. Donations were increased; fundraising was down, but huge gain in endowment income. (Dean indicated difference in sheets, but Todd felt the data was split in two separate lines. The difference in documents was the Birdies fund.)

Operating revenue was down. However, Kelly mentioned that GAHC is receiving several grants (grant income) that aren't reflected on the statement, including grant of \$41,000 for COVID relief from State of Iowa.

VI. Reports:

1. Executive- Jerry Nieman, President
2. Endowment- Todd Woeber, Chair  
Over 2 million in endowment funds with \$62K in Community Foundation, \$62K in Werner Family fund, and \$1.1 million in Baird. The stock market performed well despite the challenges of the year. Because of this, the Baird investment account has grown with bequest, as well as 17% returns for the year. This fund will continue to provide income and revenue for the future. Draws will double in 2021 to little over \$40K on the Baird account, and will be around \$100,000 in two or three years.  
Jerry reminded attendees to remember the GAHC in their wills.
3. Building and Grounds- Tim Koehler, Chair

Despite the pandemic, Building and Grounds remained active, and Tim detailed 2020 activities, as well as upcoming plans for 2021.

Highlights of 2020: archive area cleaned with new shelving units installed; 4<sup>th</sup> floor was painted with new ceiling mounted projector installed; 2<sup>nd</sup> Street broken door window replaced; new phone system was installed, and computers were updated; American and German flags were replaced; Back Flow Preventer was replaced; internet provider changed to Metronet Fiber; parking lot light replaced with LED.

Upcoming Building and Grounds activities for 2021 include: installation of fence around north gravel lot; installation of new plexiglass for cases; staff medical emergency training; complete Disaster Preparedness plan; replace emergency light batteries; organization of library; additions to permanent exhibit.

Tim commended Kelly on an excellent job managing the day-to-day Building and Grounds needs for the GAHC.

4. Programs- Michael Hustedde, Chair

GAHC had 35 programs in 2020, with 50% live and 50% virtual (due to COVID). Programs included 4 workshops and 2 exhibit openings with 792 total participants. The top in-person programs were the Power Frauen exhibit opening (103 participants), the VW car show (75 participants), and the Linnea Koch's European Gardens program (51 participants). The top virtual programs were Wolf Koch's Remagen Bridge program (31 participants), Darker Side of Davenport (69 participants), and QC in WWII (29 participants).

Virtual programs are now free with donation requested. The GAHC focused less on exhibits due to closures and instead, focused on virtual versions of exhibits.

5. Governance- Daniel Cabage, Chair

Highlights from 2020 include: established process for President and Vice President terms, elections, and transitions; created criteria for hiring 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. Daniel thanked the outgoing president and vice-president for the excellent job that they've done; 2021 will bring new focus on strategic planning for the committee.

6. Marketing – Mike Motto and Adrian Wille

During 2020, the GAHC focused on promoting virtual museum and giftshop. 11% of those who saw the GAHC's ads engaged with them. Ads reached 83,000 people around 5.2 times throughout the year, and committee also tracked clicks to GAHC website and Facebook. The committee also used Gmail ads for the first time this year with a click-through rate of 83% (very high). Google display ads also did extremely well. Also did new audio campaigns with Spotify through AudioGo. GAHC performed considerably better than the industry benchmark on the click-through rate for online marketing. The GAHC also had television ads that ended up playing during the World Series.

VII. Staff Reports:

1. Administrator's Report- Kelly Lao, Executive Director

Kelly indicated that despite the challenges of the year, the GAHC adapted well. Staffing was an issue, with the loss of one staff member with the start of COVID. Olivia Covert had only been in her position about 1 month when closures began; she introduced the very successful German Word of the Day. GAHC also started a heart campaign, putting mailed-in hearts on the building. Sami also worked on creating a virtual museum and started work on doing the same for the permanent exhibit. Staff tried new approaches to virtual offerings, including putting the gift shop online. Safety changes were also implemented, including plexiglass and cleaning procedures.

Visitors numbered only 2,200 this year; in comparison, last year was almost 12,000, so down 80% for visitation. However, lower numbers mean that the staff has been able to ensure

German American Heritage Center  
Minutes for 2020 Annual Meeting - Tuesday, January 26, 2021 5:00pm  
German American Heritage Center 712 W 2<sup>nd</sup> St. Davenport, IA Via Zoom

social distancing for safety of the visitors. Many events had to be cancelled due to COVID and social distancing requirements, as well as rentals.

Sami left for the Dank Haus in Chicago in September; Olivia transitioned to full-time with Sami's departure. Over 100 candidates were considered for the new Assistant Director position (Erika Holshoe).

The GAHC cut spending for gift shop and exhibits and survived due to strong granting year; grants were received from a variety of sources to help out with COVID relief. Kelly also acknowledged strong public support: 375 donations were received by the GAHC this year, which helped out greatly given the lack of rentals, etc.

2. Introduction- Erika Holshoe, Assistant Director

New Assistant Director comes to the GAHC from Colorado and Rhode Island with a background in fashion / textiles, art history and German. Erika is very excited to join the GAHC and asks members to reach out to her if they have any questions.

3. Volunteers & Educational Outreach- Olivia Covert, Education and Development Coordinator

Olivia indicated that volunteer support has been down this year due to the pandemic, especially when the GAHC was closed from March through July 2020. Safety measures were implemented when the GAHC reopened, but many volunteers have chosen to wait until vaccinations are available. The GAHC fully supports this. Several volunteers have stepped up in the pandemic, and Olivia wanted to personally acknowledge the hard work of several of them. Chris Sederstrom contributed 113 hours in 2020; other key volunteers include Barbara Pitz, Thomas Allegro, Sharon Simmons, and Jean Harding, and these individuals have become the cornerstone of the volunteer program. New interns are also starting. Jerry Beatty and Phillip and Jolene Harvey volunteered from home to work on mailings, photography, etc.

The GAHC had 350 volunteer hours this year, and other volunteers are now beginning to return to volunteer service, as well as the addition of some new volunteers.

In Education, Olivia is working on virtual field trips, including some trial field trips for 4<sup>th</sup> graders. In the upcoming year, she will be looking at updating the curriculum to align to state standards; she'll also be retooling the traveling trunk program with new curriculum and activities for the schools and community.

VIII. Voting for Board of Directors members

Election of Officers: none nominated

Changes to the bylaws: none proposed.

IX. Unfinished business: none.

X. New business: 2021 Budget

Kelly presented the proposal for the 2021 budget. Dean provided guidance for amending the budget with cautious approach for 2021.

Explanation of budget changes: Small dip in fundraising budget with no major gifts anticipated this year other than Birdies, which is making changes with earlier deadlines this year. Kelly hopes that the budget is overly cautious.

Todd questioned if the GAHC is looking into a second draw on the PPE loan. Kelly indicated that the GAHC is pursuing that. Staffing expansion this year should support that application. Kelly also plans on continuing to apply for all available grants for the upcoming year.

Kelly hopes to grow and retain memberships over the upcoming year, as well as gifts and donations coming in response to virtual programs.

Jerry called for motion to approve the budget. Wolf moved to approve the 2021 budget; Tamara seconded the motion. The motion passed unanimously.

XI. Adjournment

\*Copies of any documents can be obtained by sending an email to [kelly.lao@gahc.org](mailto:kelly.lao@gahc.org)



# Financial Report

**Dean Kraus**  
**Treasurer**

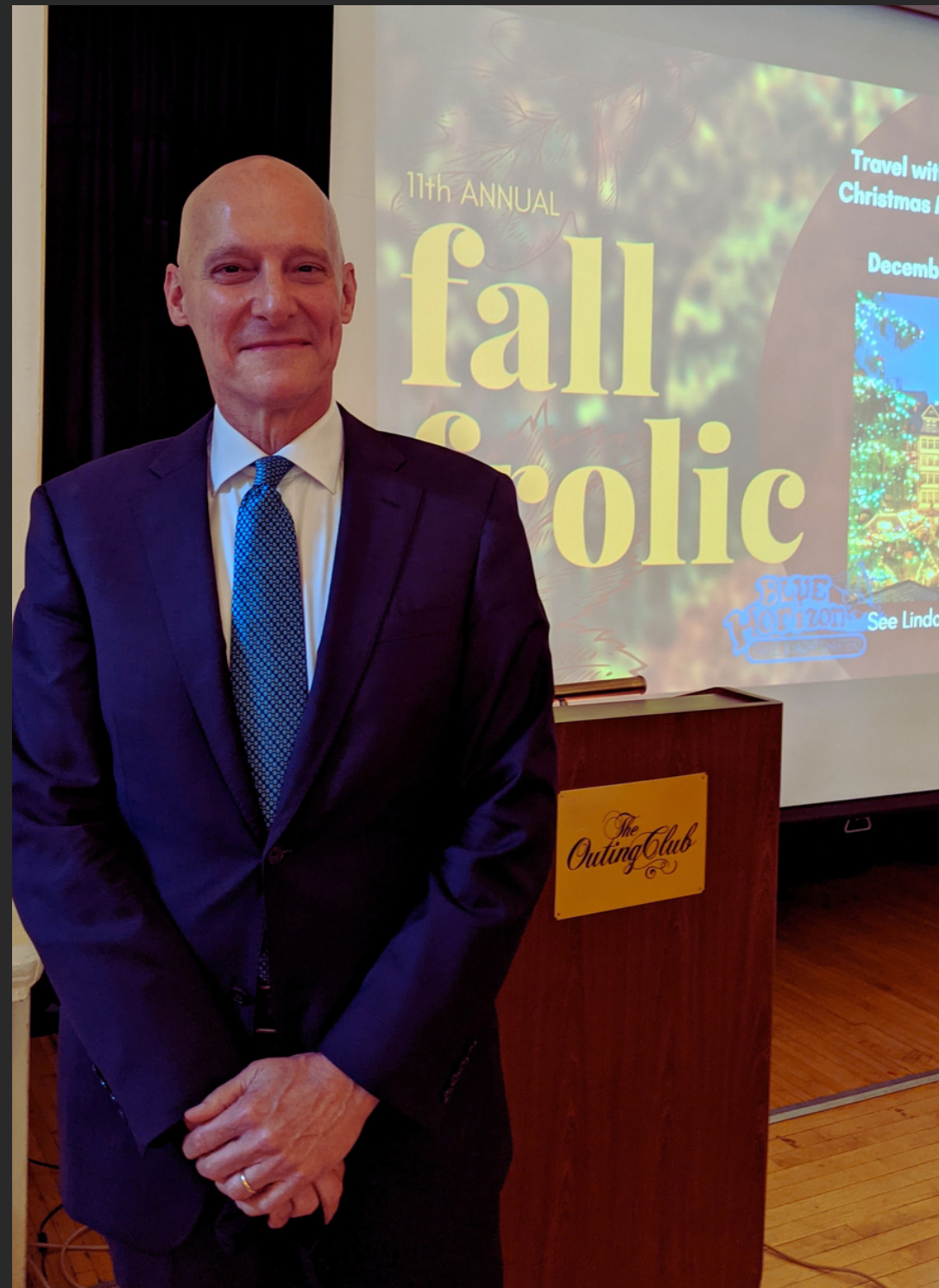
**Balance Sheet**

German American Heritage Center		9:34 AM
Balance Sheet		01/25/2022
As of December 31, 2021		Accrual Basis
		Dec 31, 21
<b>Other Assets</b>		
Walcott CD		21,386.38
<b>Endowment Accounts</b>		
Community Foundation Endowment		229,995.19
Baird Endowment Account		2,153,716.75
<b>Total 1-005 · Endowment Accounts</b>		<b>2,383,711.94</b>
<b>Total Other Assets</b>		<b>2,405,098.32</b>
<b>TOTAL ASSETS</b>		<b>4,831,831.68</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Credit Cards		4,910.63
<b>Other Current Liabilities</b>		
Payroll Taxes Payable		1,648.09
Operating Line of Credit WB&T		13,500.00
<b>Total Other Current Liabilities</b>		<b>15,148.09</b>
<b>Total Current Liabilities</b>		<b>20,058.72</b>
<b>Total Liabilities</b>		20,058.72
<b>Equity</b>		
3-000 · Equity		76,250.54
3-001 · Retained Earnings		4,409,407.98
Net Income		326,114.44
<b>Total Equity</b>		<b>4,811,772.96</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>4,831,831.68</b>



# Financial Report

## Profit and Loss



### German American Heritage Center Profit & Loss Actual vs Prior Year & Budget Comparison YTD through Dec 2021

	Actual YTD	Prior Yr YTD	Var YTD	Budget YTD	Var YTD
<b>INCOME</b>					
<b>OPERATING INCOME</b>					
Admissions	8,210.53	3,229.52	4,981.01	4,000.00	4,210.53
Facility Rental	3,424.80	2,648.96	775.84	3,000.00	424.80
Sign Rental	18,000.00	18,000.00	0.00	18,000.00	0.00
Gift Shop Revenue	36,468.08	18,654.23	17,813.85	22,000.00	14,468.08
Program/Events Income	9,209.81	5,339.15	3,870.66	8,000.00	1,209.81
Endowment Draw	47,949.36	24,403.00	23,546.36	40,000.00	7,949.36
<b>TOTAL OPERATING INCOME</b>	<b>123,262.58</b>	<b>72,274.86</b>	<b>50,987.72</b>	<b>95,000.00</b>	<b>28,262.58</b>
<b>DONATIONS, CONTRIBUTIONS, GRANTS</b>					
Donations & Contributions	32,364.47	28,368.20	3,996.27	30,000.00	2,364.47
Grants	127,989.48	39,700.00	88,289.48	50,000.00	77,989.48
Fundraising	48,472.80	84,800.09	(36,327.29)	55,000.00	(6,527.20)
Sponsorships	5,350.00	300.00	5,050.00	5,000.00	350.00
<b>TOTAL DONATIONS, CONTRIBUTIONS, G</b>	<b>214,176.75</b>	<b>153,168.29</b>	<b>61,008.46</b>	<b>140,000.00</b>	<b>74,176.75</b>
<b>MEMBERSHIP</b>	<b>17,278.23</b>	<b>19,960.00</b>	<b>(2,681.77)</b>	<b>23,000.00</b>	<b>(5,721.77)</b>
<b>TOTAL INCOME</b>	<b>354,717.56</b>	<b>245,403.15</b>	<b>109,314.41</b>	<b>258,000.00</b>	<b>96,717.56</b>
<b>EXPENSE</b>					
Gen., Admin. & Oper - Expenses	62,164.71	49,895.00	12,269.71	42,000.00	20,164.71
Personnel Expenses	128,886.44	112,071.90	16,814.54	140,000.00	(11,113.56)
Gift Shop Expenses	22,351.30	15,565.00	6,786.30	15,000.00	7,351.30
Program/Events/Exhibits	23,842.34	11,083.07	12,759.27	11,000.00	12,842.34
Building & Grounds	38,994.22	32,204.52	6,789.70	30,000.00	8,994.22
Marketing	34,296.07	23,160.83	11,135.24	20,000.00	14,296.07
<b>TOTAL EXPENSE</b>	<b>310,535.08</b>	<b>243,980.32</b>	<b>66,554.76</b>	<b>258,000.00</b>	<b>52,535.08</b>
<b>NET ORDINARY INCOME</b>	<b>44,182.48</b>	<b>1,422.83</b>	<b>42,759.65</b>	<b>0.00</b>	<b>44,182.48</b>
<b>OTHER INCOME/EXPENSE</b>					
<b>Non-Operating Income</b>					
Endowment Income	255,763.36	482,759.01	(226,995.65)	40,000.00	215,763.36
Interest Income	5.11	2,772.60	(2,767.49)	0.00	
Other Income	29,761.84	25,751.67	4,010.17		
Gain/Loss on Sale of Assets	374.18	970.03	(595.85)		
<b>Total Non-Operating Income</b>	<b>285,904.49</b>	<b>512,253.31</b>	<b>(226,348.82)</b>	<b>40,000.00</b>	<b>245,904.49</b>
<b>Other Expense</b>					
Depreciation Expense	0.00	0.00	0.00		
Interest Expense	3,972.53	5,925.40	(1,952.87)	0.00	3,972.53
<b>Total Other Expense</b>	<b>3,972.53</b>	<b>5,925.40</b>	<b>(1,952.87)</b>	<b>0.00</b>	<b>3,972.53</b>
<b>NET OTHER INCOME/EXPENSE</b>	<b>281,931.96</b>	<b>506,327.91</b>	<b>(224,395.95)</b>	<b>40,000.00</b>	<b>241,931.96</b>
<b>NET INCOME</b>	<b>326,114.44</b>	<b>507,750.74</b>	<b>(181,636.30)</b>	<b>40,000.00</b>	<b>286,114.44</b>



# Executive Committee

**Daniel Cabage- President**  
**Mike Motto- Vice President**  
**Dr. Terri Switzer- Secretary**  
**Dean Kraus- Treasurer**

## 2021 Outcomes:

Managing Line of Credit  
Increase staff pay  
Budget Creation and Adjustments  
Managed HR Concerns

# ENDOWMENT COMMITTEE

*Todd Woeber - Chair*

*Daniel Cabage*

*Dean Kraus*

## 2021 Year End Accounts

	Baird	GAHC QCCF	Werner QCCF	GAHC Agency	
<b>Beginning Balance</b>	\$ 1,897,576	\$ 69,145	\$ 65,032	\$ 100,000	\$ 2,131,753
Gifts Deposited	\$ -	\$ 250	\$ -	\$ -	
Interest /Dividends	\$ 46,360	\$ 5,916	\$ 6,177	\$ 7,405	
Draw Operations	\$ 39,615	\$ 2,400	\$ 1,900	\$ -	
Fees	\$ 18,044	\$ 537	\$ 546	\$ 536	
<b>End Balance</b>	<b>\$ 2,153,716</b>	<b>\$ 72,424</b>	<b>\$ 68,761</b>	<b>\$ 106,883</b>	
				<b>Total</b>	<b>\$ 2,401,784</b>
				<b>Increase</b>	<b>\$ 270,031</b>

# **ENDOWMENT COMMITTEE**

## **In honor of:**

**Cal Werner**

**Dr. Rebecca Christoffel**

**Mary Schmidt Kirkpatrick**

## **New Life Members**

**Tamara Felden**

**Jack & Carolyn Schaefer**

## **Memorials:**

**Ivan Cuthbert Glanz**

**Verna Hamann**

**Marieta Jacobs**

**Walter & Lieselotte Mayer**

**Janet B. Miller**

**William Jens Moellering**

**Christian Herman Mueller**

**Don Ockelmann**

**Betty Reeg**

**Richard Stahl**

**Christel Ward**

**Wayne Holst**

**Michael Begey**

**Roger Meier**

**Richard Karwath**

**William Puck**

**Mary Ann Tyler**

**Anita Sundin**

**Tim Koehler- Chair**  
**Jerry Nieman & Joe Winckler**

# **Building and Grounds**

## *Highlights of 2021*

Fence Installed around North Gravel Lot  
Carpeting Removed from Gallery walls  
New Plexiglass on Cases  
Replaced Storefront Glass  
Repaired Storefront Damage  
Library Organization  
Permanent Exhibit Additions  
American/German Flags Replaced  
Back Flow Preventer Repaired

## *Looking Forward in 2022*

Storefront and Cornice Painting  
3 Memorial Benches  
Accessible Entrance  
Staff Medical Emergency Training  
Complete Disaster Preparedness Plan  
Landscaping around North Lot  
Blighted Tree Removal/Replacement  
Replace Emergency Lights

# Program Committee

## *Committee Members*

*Hedy Hustedde*

*Michael Hustedde*

*Barbara Zimmerman*

*Nick Eli*

*Ferenc Beiwel*

*Fred Isele*

*Nick Pitz*

*Terry Mahon*

*Clare Tobin*

# 48 Programs in 2021

## Program Highlights

- 31 Virtual Programs
- 17 In-person Programs
- 13 Walking Tours
- 2 Exhibit openings
- 2560 Program & Event Participants
- Top In-person programs: Darker Side of Davenport (147), Oktoberfest with Hauberg (700), Best of the Wurst (250)
- Top Virtual: German Immigration to America with Steve Szabados(83), Witches Kings and Architectural Charm with Russ Baldner (78), Coming to Iowa: A History of Global Migration with Debra Delaet (76)



# Governance Committee

Members:

Kylie Franklin- Chair

Dr. Tamara Felden

Daniel Cabage







# Governance Committee





## 2021 Highlights

- Implemented process for President and Vice President terms, elections, and transitions.
- Aided in the hiring process for Education and DEAI Coordinator and Assistant Director.
- Continued evaluating and suggesting revisions to GAHC policies.
- Produced exit interview reports for outgoing staff, conducted ED Review
- Helped in critical operational decisions surrounding Covid-19.

# MARKETING COMMITTEE

Mike Motto and Adrian Wille







Digital Marketing

Campaign ↓	Unique users	Avg. impr. freq. / user	Impr.	Clicks
 GAHC - YouTube (2021)	21,547	<u>2.6</u>	56,135	119
 GAHC - Search (Banquet Hall)	—	—	456	25
 GAHC - Display (Christmas Shop)	54,869	<u>3.8</u>	207,635	4,290
 GAHC - Gmail (Post-COVID)	2,273	<u>2.3</u>	5,323	4,441

# MARKETING COMMITTEE

Mike Motto and Adrian Wille

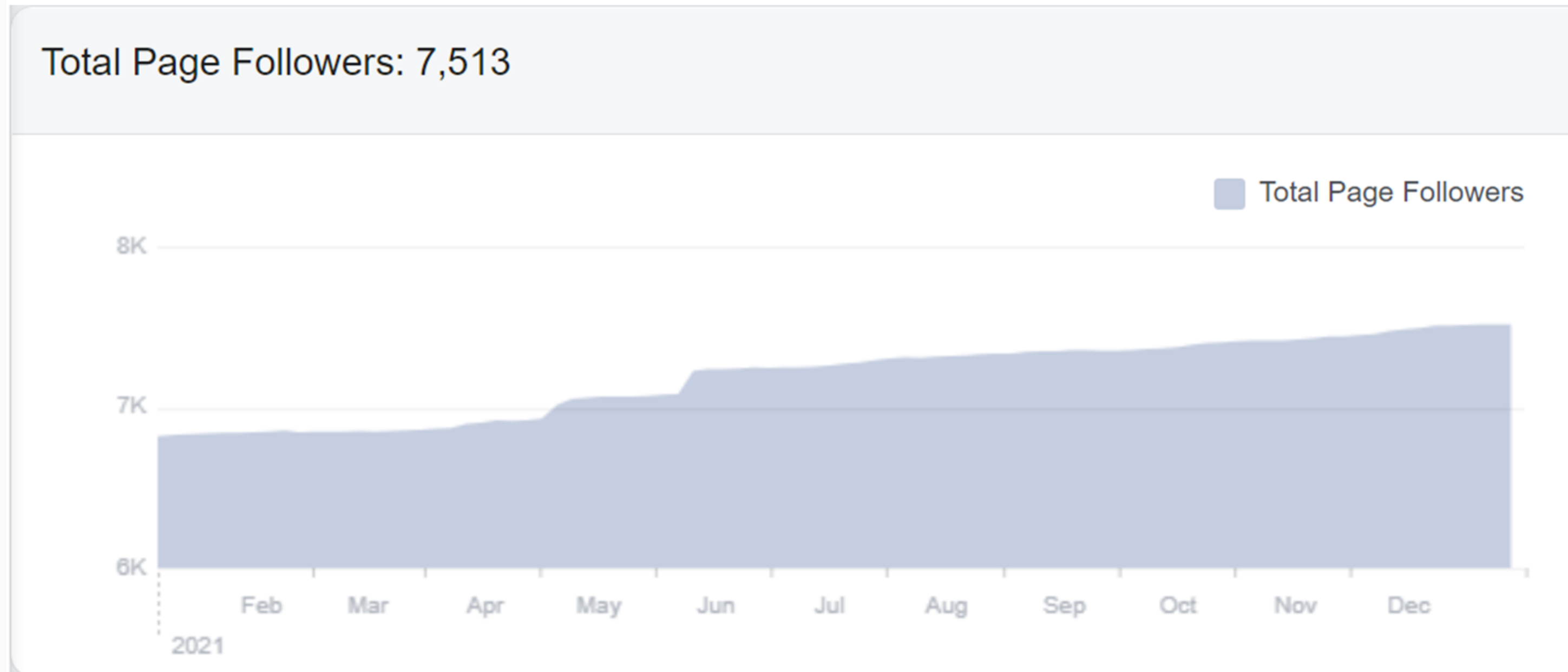
Digital Marketing

Campaign name	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	Clicks (all)	CTR (all)	Unique CTR (all)	Link clicks
 Event: Oktoberfest 2021	24,087	\$5.76	11,316	2.13	1,061	4.40%	7.18%	303
 Event: Best of the Wurst - 2021	24,281	\$6.18	8,038	3.02	1,027	4.23%	9.55%	168
 GAHC - Post-COVID (June/July 2021)	75,348	\$5.36	18,660	4.04	2,336	3.10%	8.54%	1,227
 GAHC - Birdies 2021	23,535	\$7.06	4,786	4.92	409	1.74%	6.58%	160
 GAHC - Spring 2021	87,440	\$5.18	14,961	5.84	2,108	2.41%	8.51%	1,001
 GAHC - Online Gift Shop	114,247	\$8.75	29,299	3.90	3,627	3.17%	8.09%	2,436

# MARKETING COMMITTEE

Mike Motto and Adrian Wille

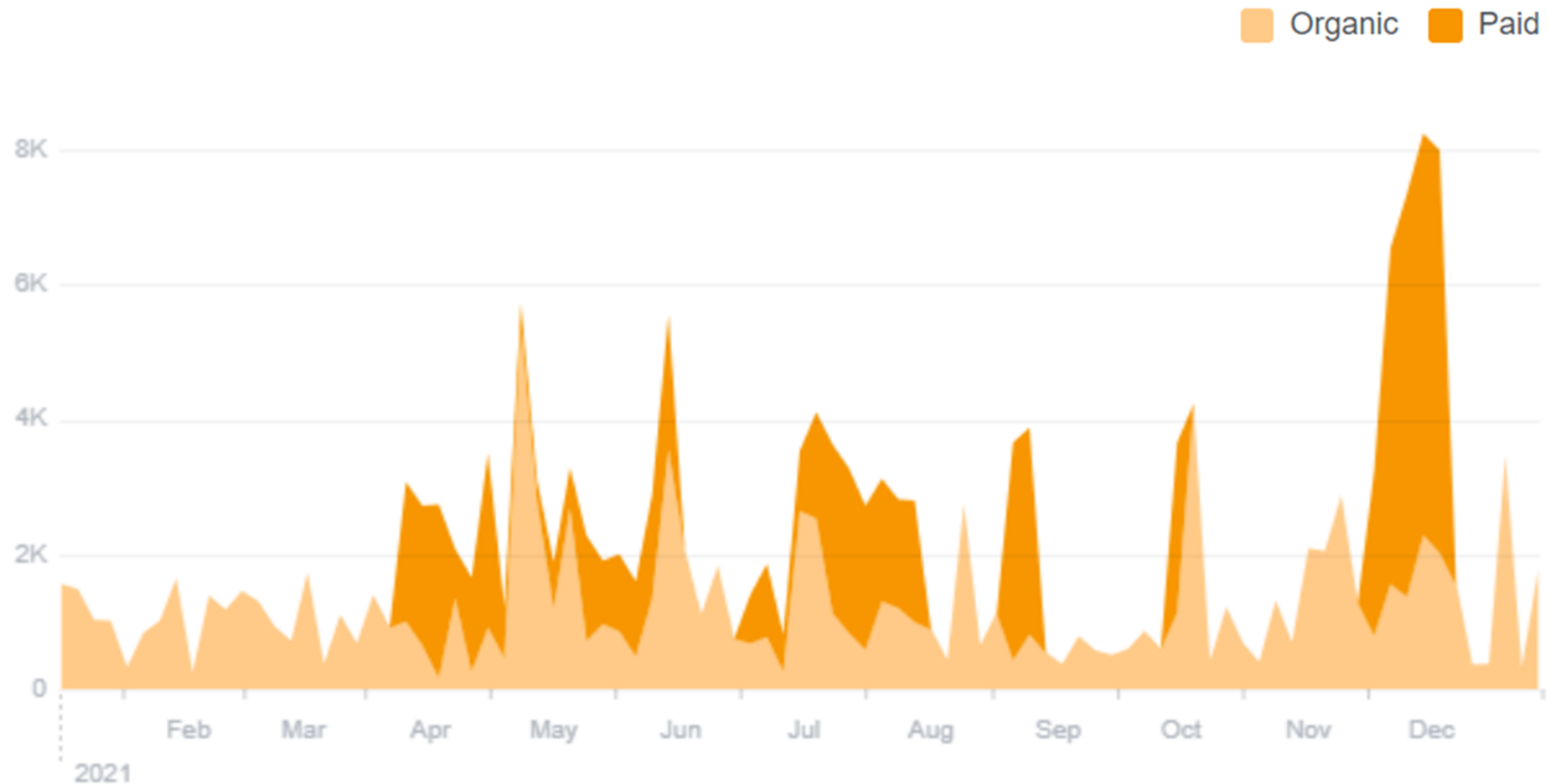
Social Media- Facebook



# Marketing Highlights- Facebook Post Reach

## Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



# Google Analytics- Website visits

## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Users

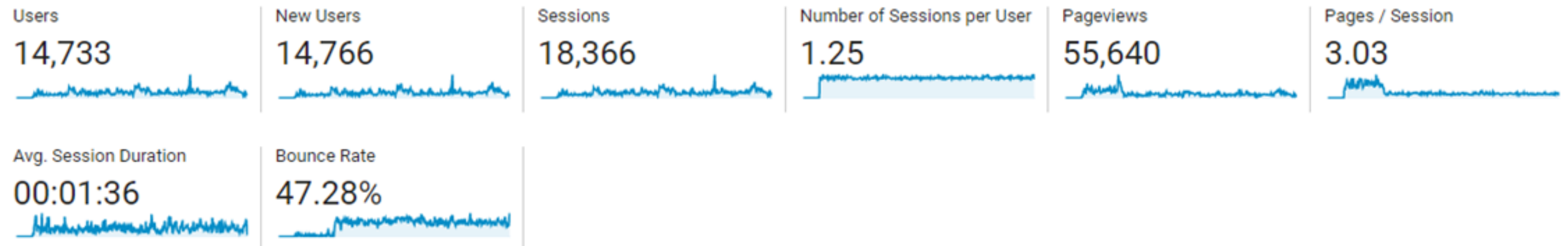
+ Add Segment

Jan 1, 2021 - Dec 31, 2021

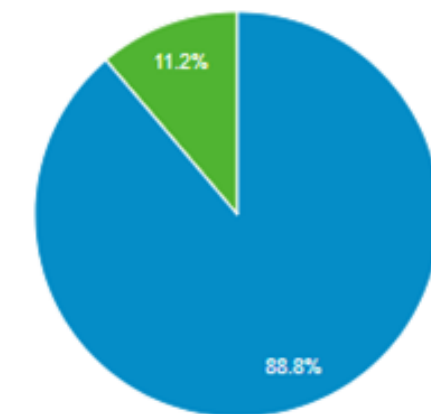
### Overview

Users VS. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



### Demographics

- Language
- Country
- City

### Language

	Users	% Users
1. en-us	13,533	91.71%
2. zh-cn	293	1.99%
3. en	227	1.54%

# Staff Reports

Kelly Lao- Executive Director

- Financial numbers/Visitor information/Goals

Clare Tobin- Assistant Director

- Upcoming Programs and Exhibitions

Jessica Gordon- Education and DEAI Coordinator

- Diversity, Equity, Access, & Inclusion Initiative & Educational Outreach





# 2021 Executive Director Report

Staffing Changes  
Safety & Adaptation  
Visitation & Member Data  
Funding Breakdown



# Staffing

Many changes:  
Assistant director  
Education Coordinator, full time  
Pay increases, researching benefits  
New staff again, August & October



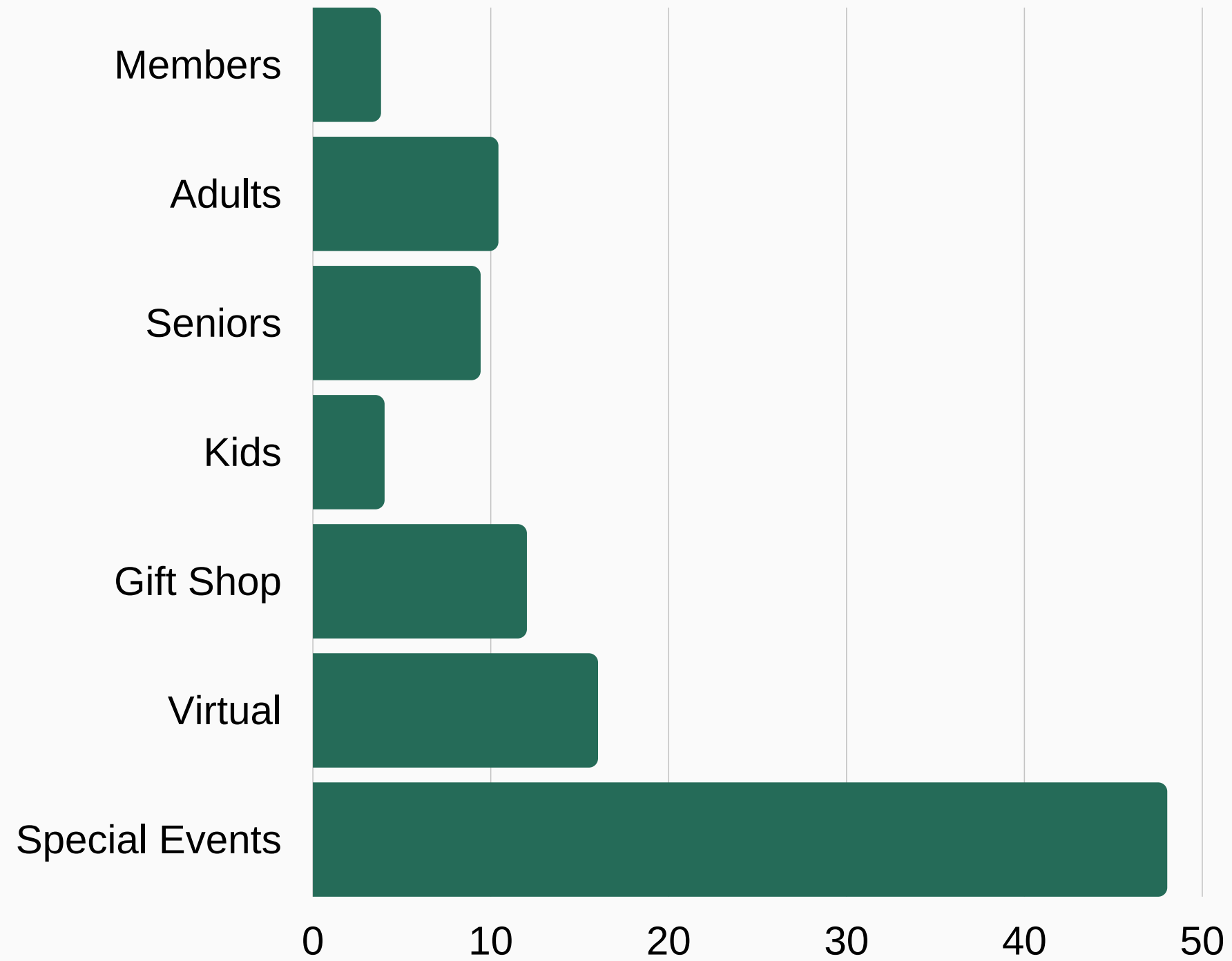
# Safety & Adaptation

- Outdoor events
- Masking, increased cleaning/sanitation
- Covid-19 funding
- Virtual programs
- In-person programs
- Hybrid model

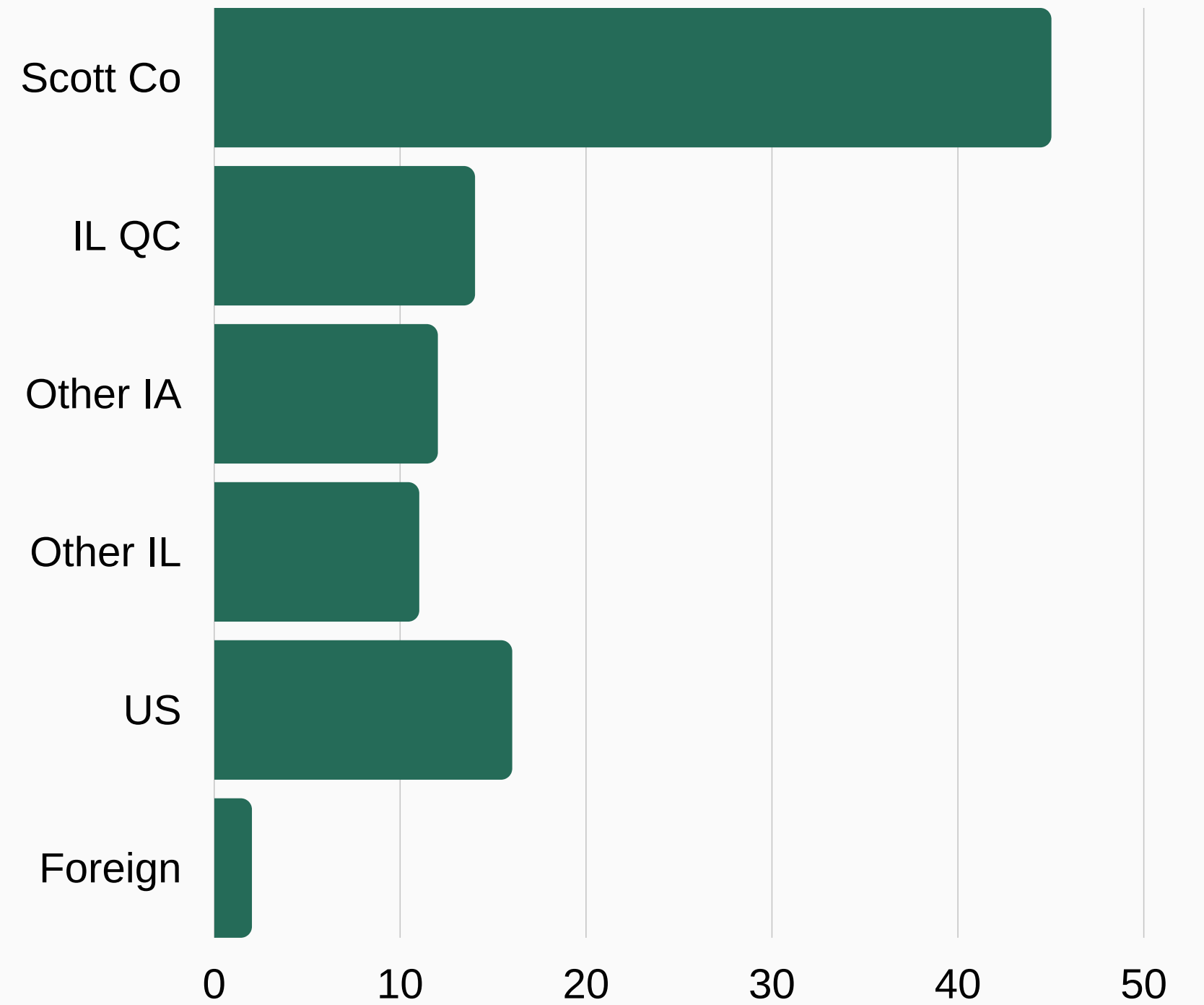


# 2021 VISITORS

## Type of Visitor

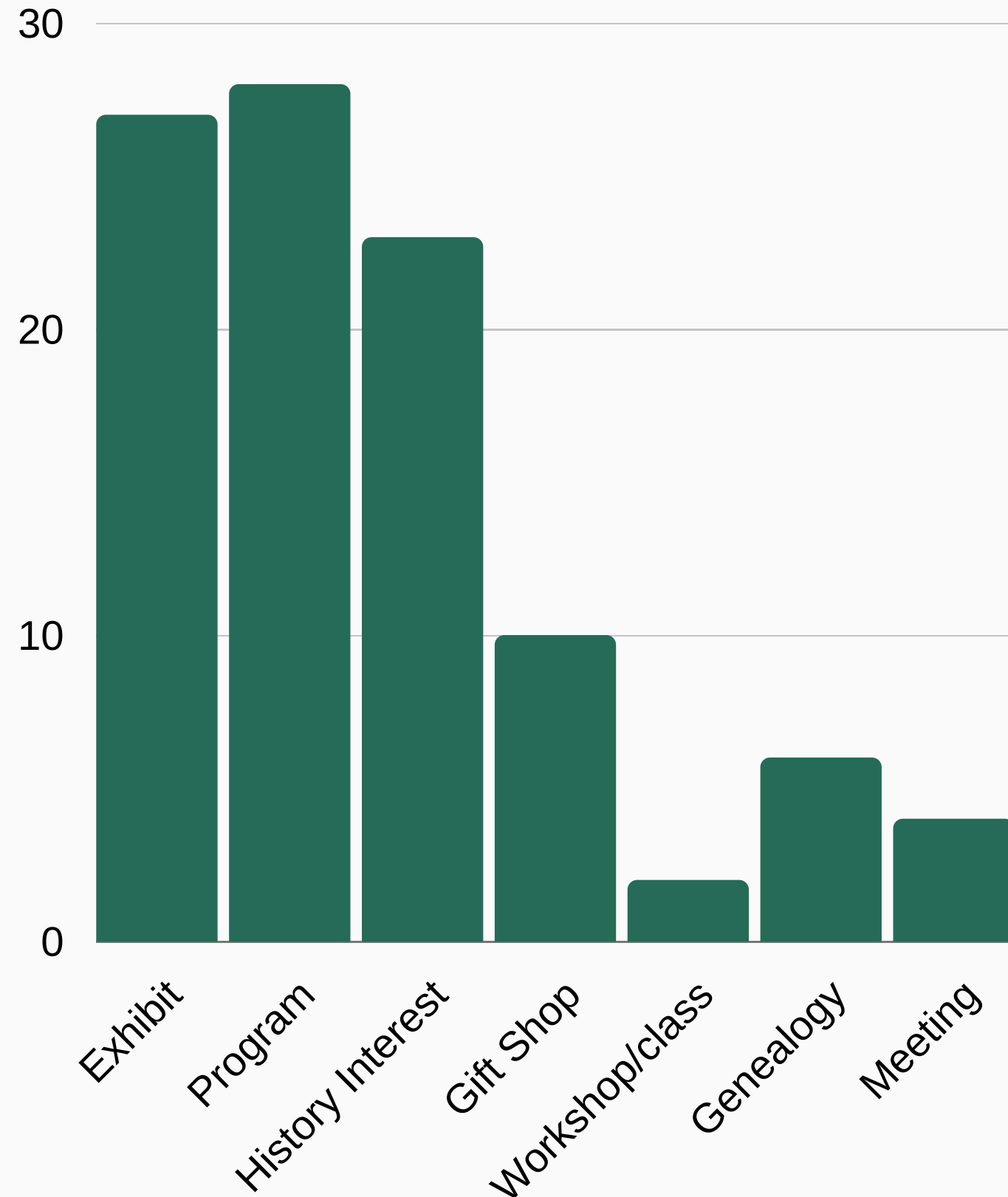


## Where Visitors are From

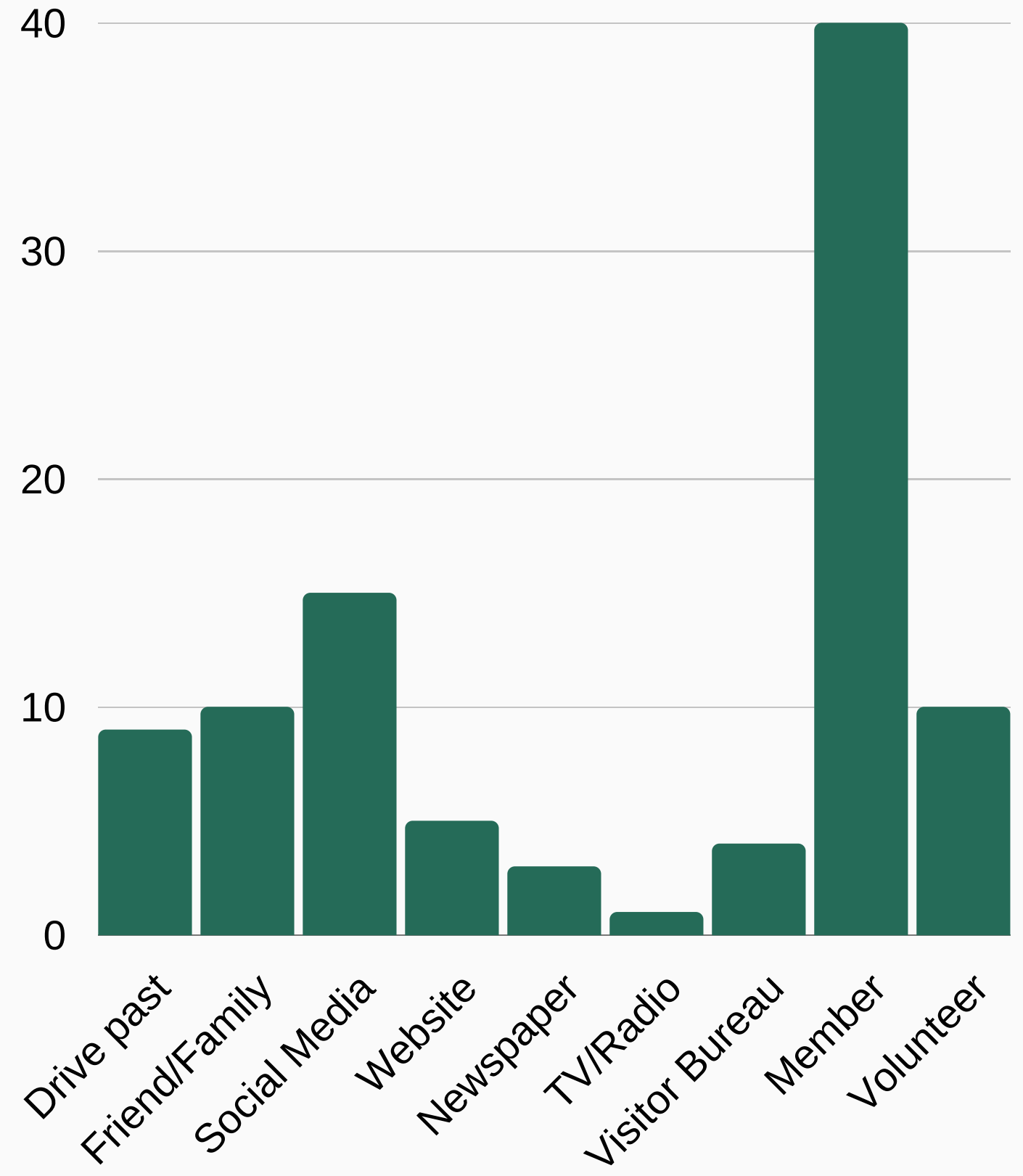


# 2021 VISITORS

## Purpose of Visit

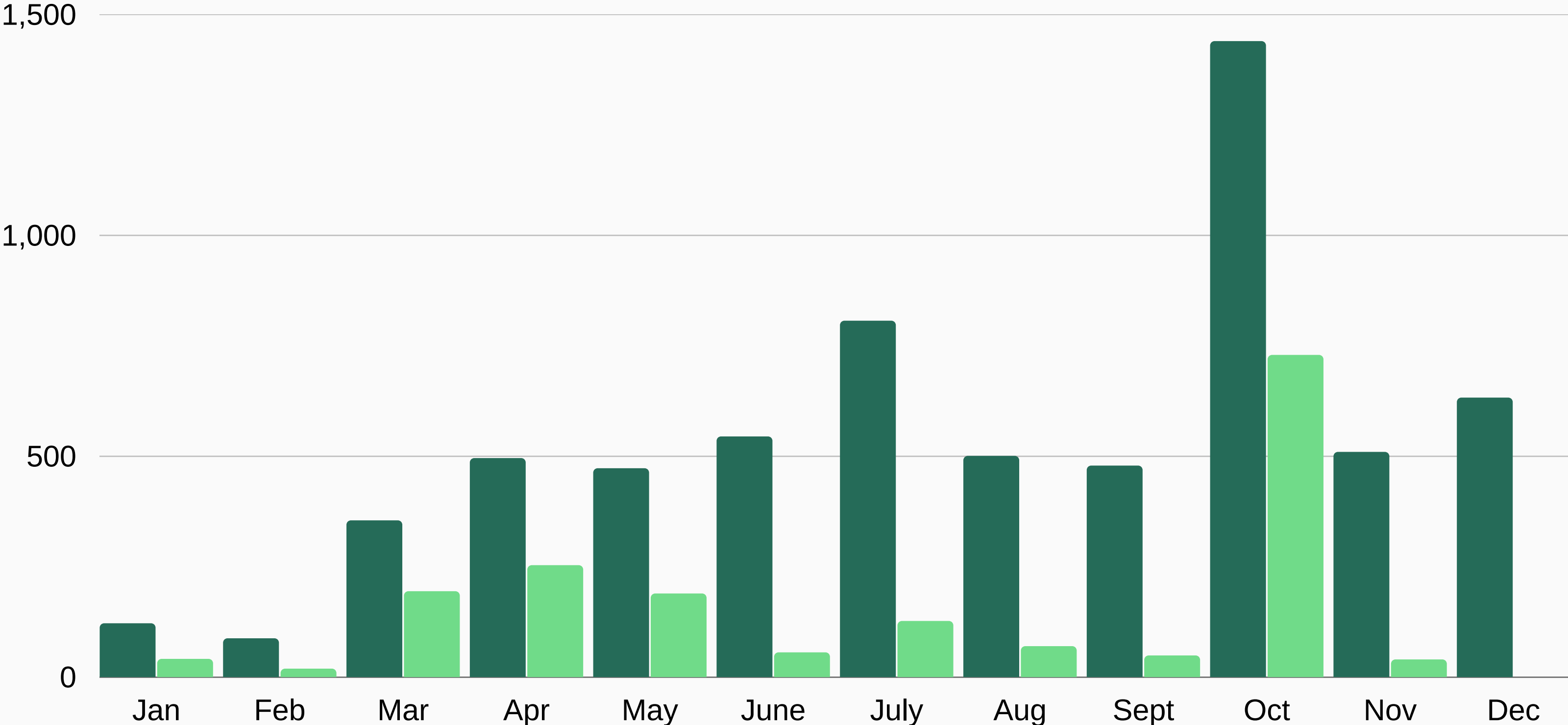


## Where did you hear of us?



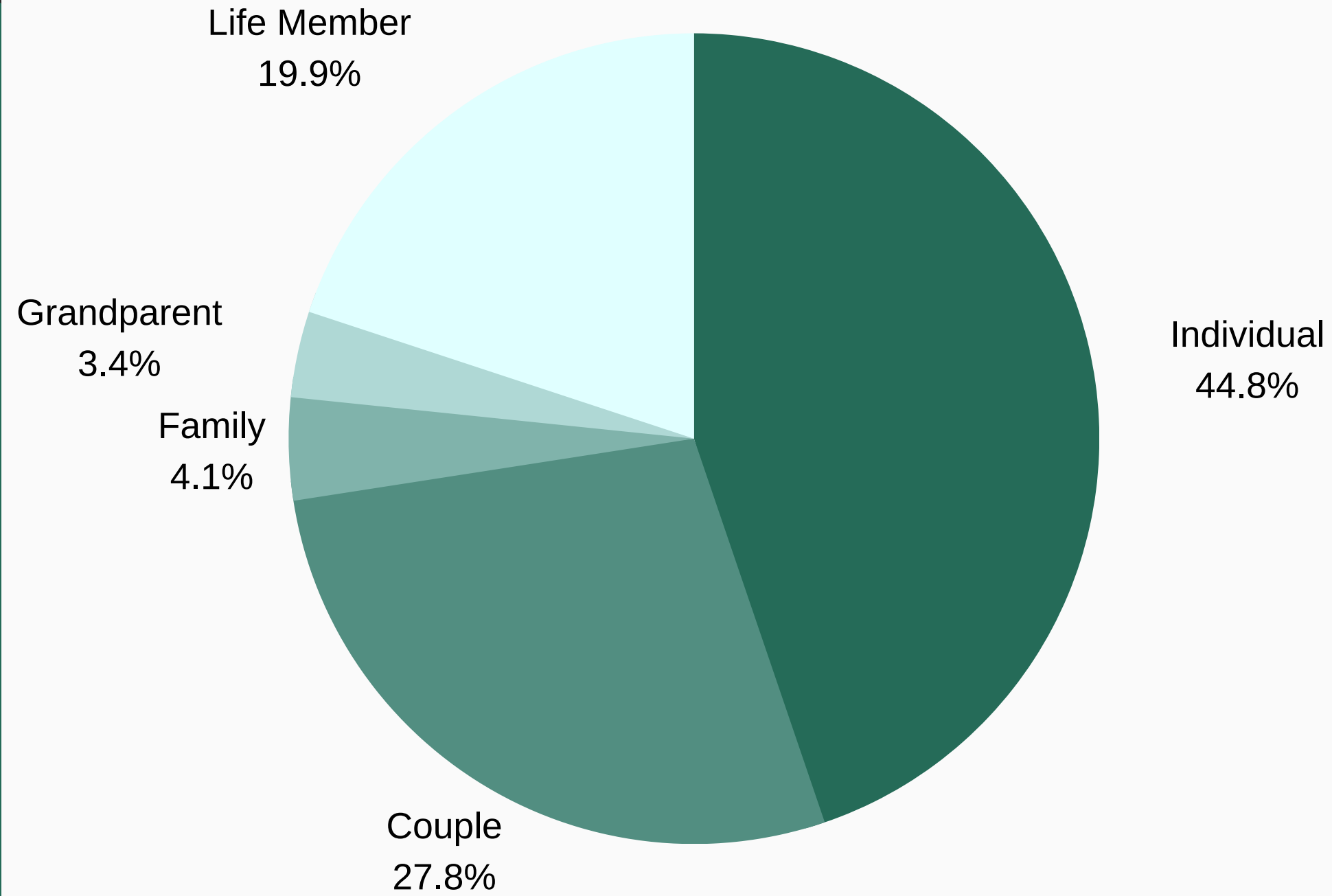
# 2021 VISITORS

## Visitors By Month

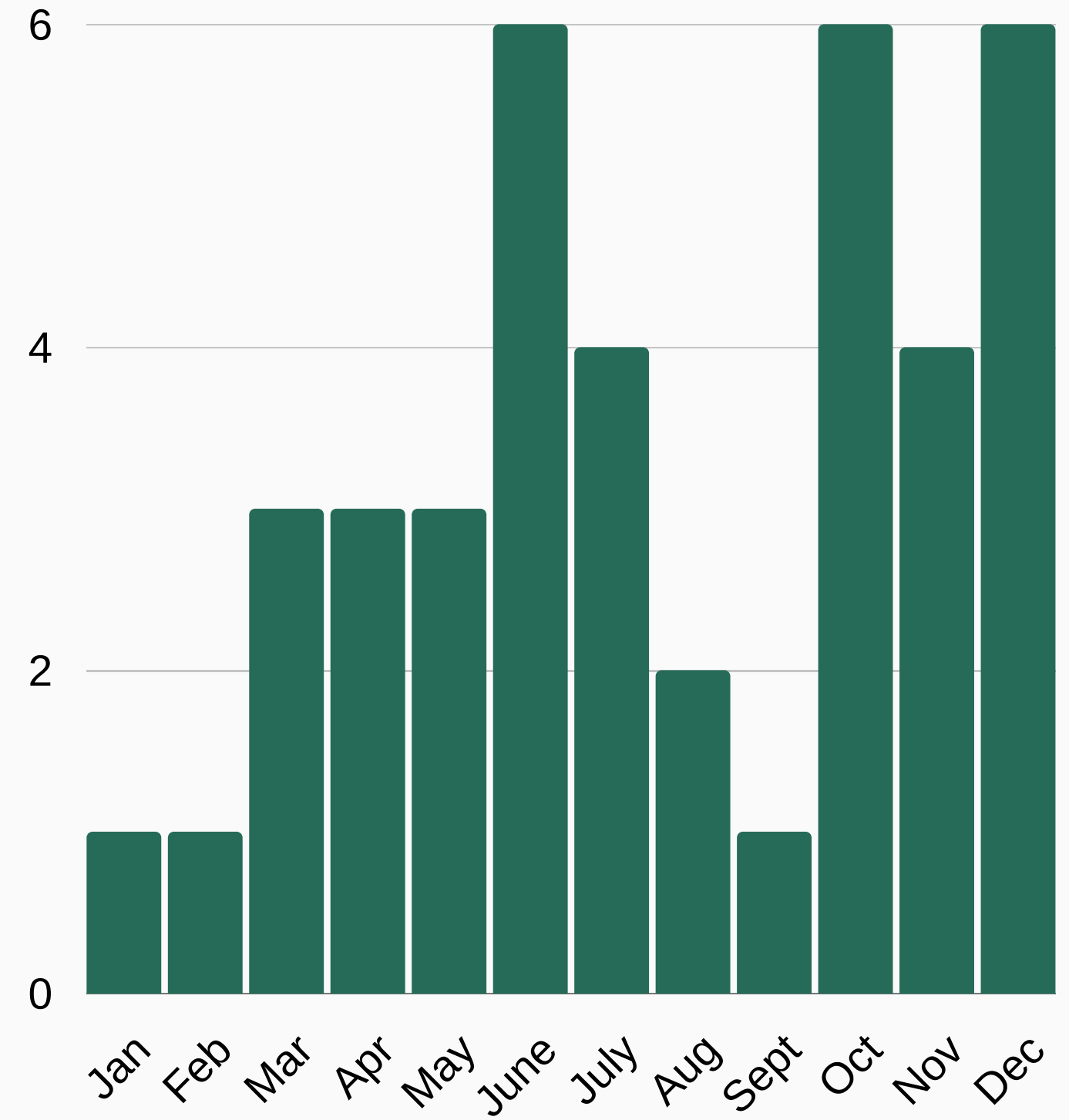


# 2021 MEMBERS

## Type of Membership

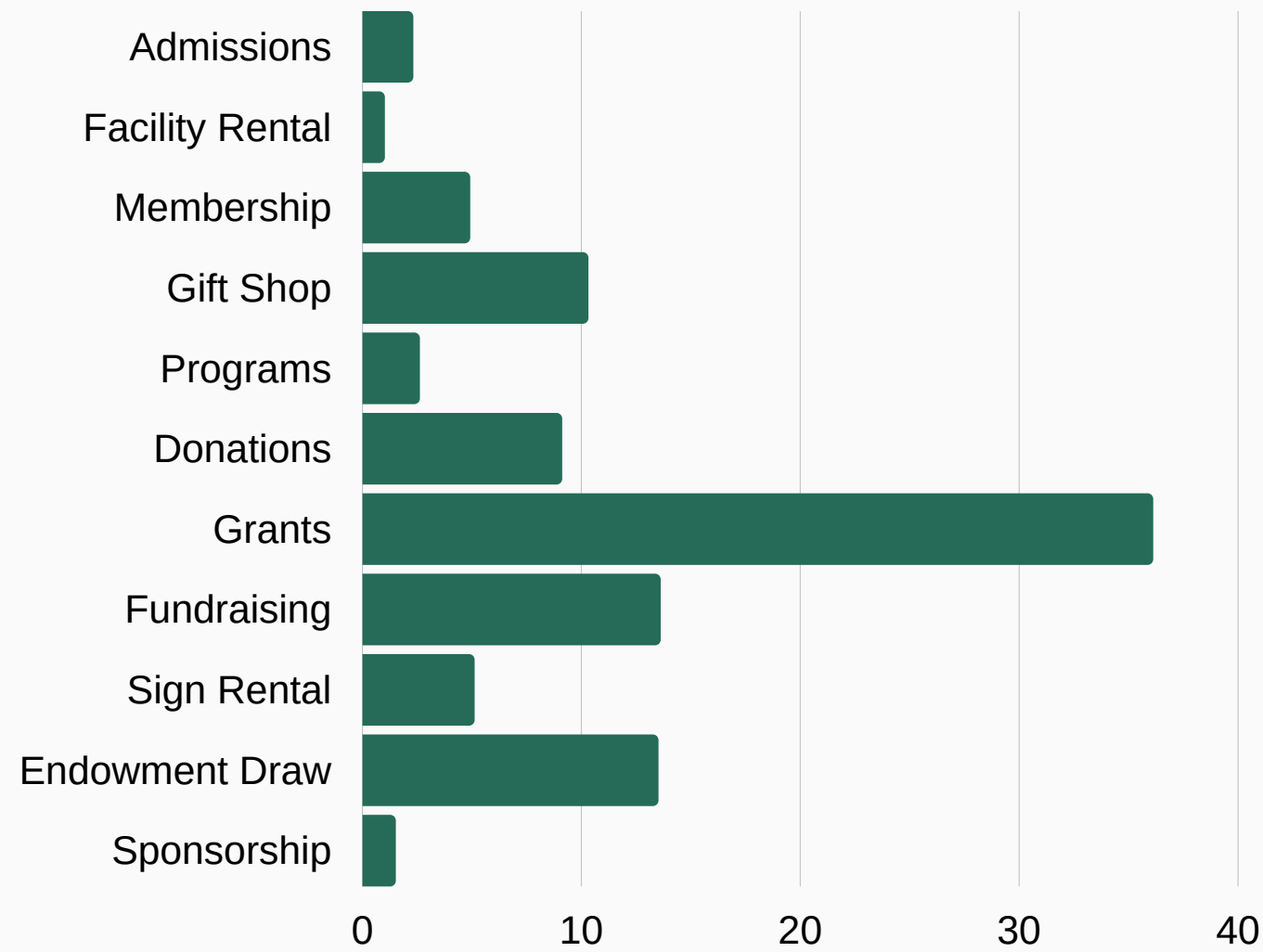


## New Members

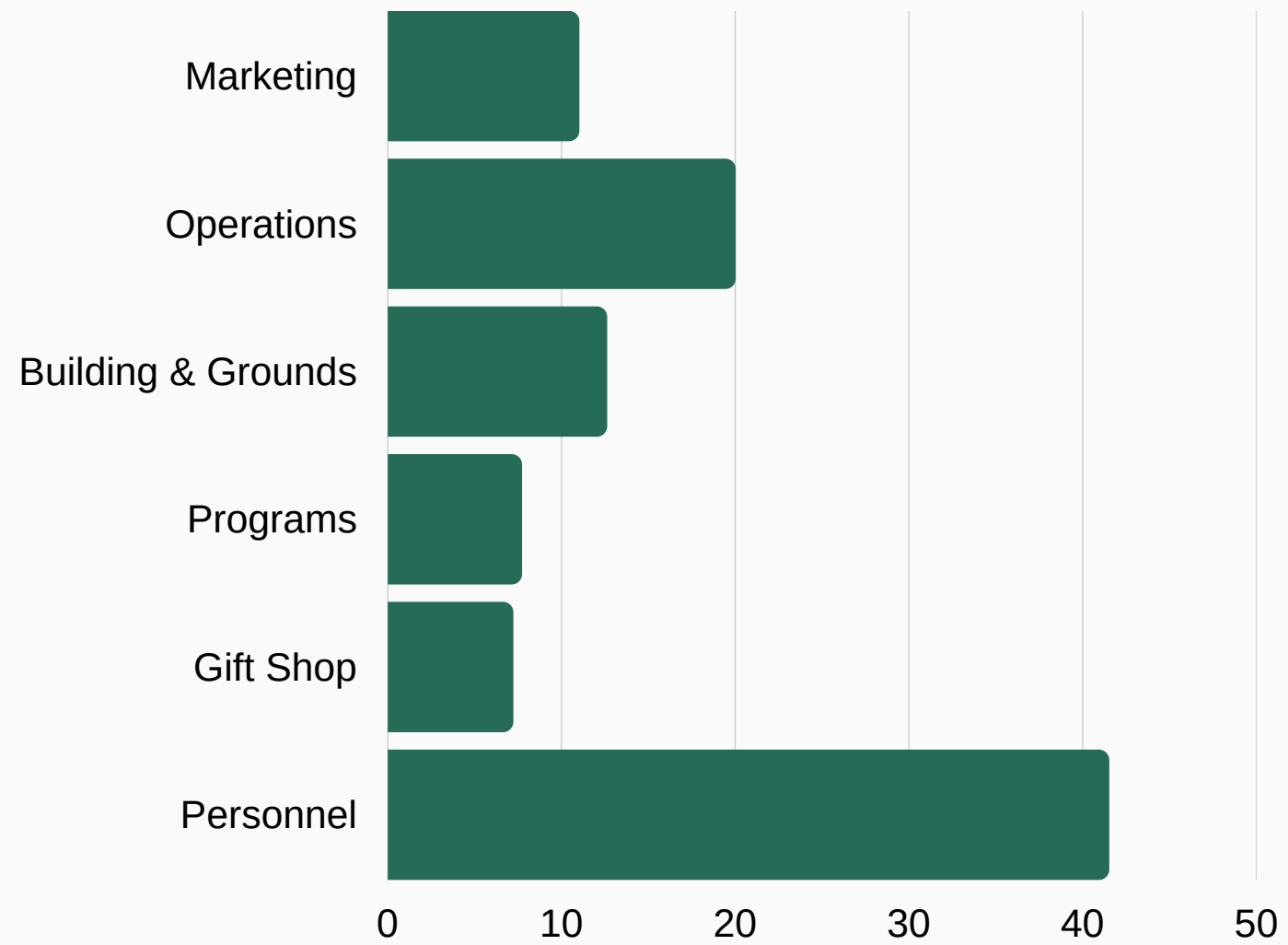


# 2021 FINANCIALS

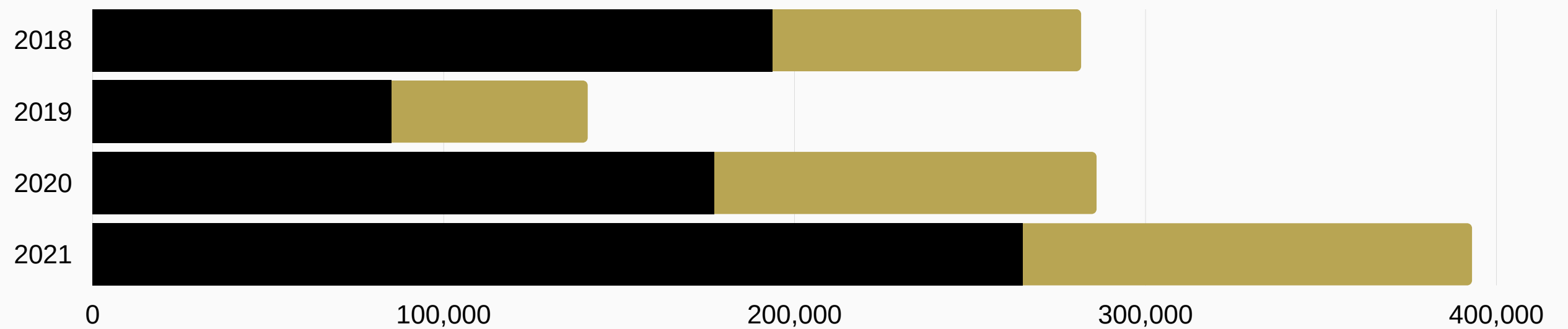
## Income



## Expenses



## Grant Request vs. Grant Awards by year



# CLARE TOBIN

*Assistant Director*

Exhibitions in 2021-  
Jugendstil: Art for All





# CLARE TOBIN

*Assistant Director*

Exhibitions in 2021



# WHO? WHAT? WEAR?

## German Costume and Culture



# CLARE TOBIN

*Assistant Director*

Exhibitions in 2021-  
Christmas Postcards & Oma's Haus



# CLARE TOBIN

*Assistant Director*

Coming in 2022-

- Our Friends Our Neighbors/Unsere Nachbarn, Unsere Freunde: Tapestry Farms
- Hidden Habsburgs: Immigration in Iowa 1846-1868
- The White Rose: Youth Resistance in WWII
- Blaudruck: The Wonder of Indigo
- 16+ programs currently scheduled



# JESSICA GORDON

*Education & DEAI Coordinator*

- DEAI Leadership and Initiatives
- Young Adult Book Club
- Traveling Trunks





# Election of New Directors

- **Nick Pitz**
- **Travis Plambeck**

# New Business

## 2022 Budget

<b>German American Heritage Center</b>	
<b>Profit &amp; Loss Budget Overview</b>	
January through December	
2022 Proposal	
	2022 Budget
<b>Income</b>	
<b>OPERATING - Income</b>	
Admissions	9,000
Facility Rental	4,500
Sign Rental	18,000
GIFT SHOP - Revenue	32,000
PROGRAM/EVENTS - Income	10,500
<b>Total OPERATING - Income</b>	<b>74,000</b>
<b>Donations, Contributions, Grants</b>	
General Contributions	38,500
Endowment Draw	58,500
Grant Income	56,000
Fundraising Events	75,000
Exhibit, Event & Prog. S-ships	8,500
<b>Total Donations, Contributions, Grants</b>	<b>236,500</b>
<b>Membership</b>	<b>23,500</b>
<b>Total Income</b>	<b>334,000</b>
<b>Expense</b>	
Gen., Admin. & Oper - Expenses	60,000
Personnel Expenses	174,000
GIFT SHOP - Expenses	20,000
PROGRAM / EVENTS / EXHIBITS	20,000
BUILDING & GROUNDS - Expenses	40,000
MARKETING - Expenses	20,000
<b>Total Expense</b>	<b>334,000</b>
<b>Net Ordinary Income</b>	<b>0</b>



2021 Annual Meeting

# Adjournment

*Thank You and Good Night!*