GERMAN AMERICAN HERITAGE CENTER & MUSEUM

2022 ANNUAL MEETING

Held in person and virtually on Monday, January 23rd 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 2021
V. Financial Report-
VI. Committee Reports:
   a. Executive- Daniel Cabage, President
   b. Endowment- Todd Woeber, Chair
   c. Building and Grounds- Jerry Nieman, Chair
   d. Programs- Michael Hustedde, Chair
   e. Governance- Kylie Franklin, Chair
   f. Marketing
VII. Staff Reports
   a. Administrator’s Report & Welcome- Brian Allen, Executive Director
   b. Exhibitions & Programs- Clare Tobin, Assistant Director
   c. Education & DEAI- Jessica Gordon- Education & DEAI Coordinator
IVIII. Election of New Directors
IX. Changes to bylaws
X. Unfinished business
XI. New business
   a. 2023 Budget
XII. Adjournment
Call To Order

Declaration of Quorum
Dear Member,
Thank you for your continued support of the German American Heritage Center.

You are hereby notified of the annual meeting of the German American Heritage Center which shall be held on Monday, January 23rd at 5:30 pm on the 4th floor or the German American Heritage Center at 712 W 2nd St. Davenport, Iowa. The date of notice is the day in which this post card was delivered to your residence at least 25 days prior to the date of the meeting, pursuant to Section 207 of Article 2 of the Bylaws.

Please join us for refreshments and a presentation of the Annual Report. We will vote on new members to the board and bid farewell to exiting members.

Clare Tobin
Assistant Director

Daniel Cabage
President of the Board of Directors
Approval of Minutes

2021 Annual Meeting- Thurs.
January 27, 2022 - 5:30 pm
Virtual
Attendants: Daniel Cabage, Kiley Lao, Clare Tohm, Tamara Felden, Nick Pia, Michael Hustadde, Holy Hustadde, Jerry Nieman, Todd Wobser, Nick El, Yogi Rappman, Russ Balder, Nick El, Dean Kraus, Terri Switzer, Travis Flambear, Jessica Gordon, Bruce Walters

Meeting called to order at 5:31 pm.

I. Call to Order and President’s Welcome (Daniel Cabage)
   - Welcome to second virtual meeting. The museum has acquired equipment to allow for video conferencing system. President is thankful to have been able to return to in-person events, including those of the West and Fall Picnic. GASC has been able to expand staff to further add to offerings to community. Gift shop had best year ever. Daniel expressed appreciation to all committees, especially Building & Grounds for getting the fence up, as well as Marketing for their efforts on holiday traffic, and Finance / Endowment, which has grown our funds. Programming has also done a good job despite challenges of Covid.

II. Declaration of Quorum

III. Proof of Notice: postcard was circulated starting December 27, 2021

IV. Approval of Minutes from Annual Meeting 2020
   - Tamara Felden moved to approve minutes from virtual meeting on January 25, 2020. Dean Kraus seconded the motion. Motion passed unanimously.

V. Financial Report (Dean Kraus, Treasurer)
   - Balance sheet and Profit and Loss sheets shared with attendees.
   - Good year in the market led to strong year for the GASHC with very strong balance sheet.
   - Line of credit at Walcott was decreased from 100,000 to 25,000.
   - Profit and Loss: Budgeted 22,000 but reached 36,000. Operating income was up compared to the budget and to previous year. Endowment draws are expected with opening costs. Total income was well above budget, particularly given grants received. Loss of only around $3000. Net income reflects market gain; better year than previous despite Covid.

VI. Committee Reports:
   A. Executive report (given by Daniel Cabage, President)
      - Executive board managed the line of credit and increased staff pay to better compete with job opportunities offered by others in the marketplace. Executive board also addressed budget creation and adjustments, and managed HR concerns.
   B. Endowment report (given by Todd Wobser, Committee Chair)
      - Benefited from market gains the last few years. No major gifts but the rate of return is pushing 20%. Interest dividends minus fees were enough to cover draws throughout the year. Increase in the values is allowing our draws to come up conservative budget also helps with projected future draws of around $70,000. Those future draws will be permanent, provided budget is managed properly.
   C. Building & Grounds (Tim Koshlau, Committee Chair; report delivered by Kelly Lao)

Highlights of 2021 include the following: fence installed around north grove lot, carpeting removed from gallery walls, new plexiglass added to cases, replaced storefront glass, repaired storefront damage, organized library, made additions to permanent exhibition, replaced American and German flags, repaired black fly preventer.

In 2022, the committees will turn their attention to painting the storefront andexhibit, adding 3 memorial benches, making the entrance more accessible, providing medical emergency training for GASHC staff, completing the disaster preparedness plan, landscaping the north lot, removing / replacing black fly net, and replacing emergency lights.

D. Programs (Michael Hustadde, Committee Chair; report delivered by Clare Tohm & Kelly Lao)
   - Clare provided an update on the Programming Committee's work. Program highlights include: 31 virtual programs, 7 in-person programs, 13 wedding tours, 2 exhibition openings, 2500 program and event participants. The top in-person programs were the Darker Side of Downtown with 167 participants, Oktoberfest with 130 participants, and Best of the West, with 250 participants. The top attended virtual programs include: German Immigration to America with Steven Siedel, which had 83 participants; Witches, Knigs and Architectural Cheers with Russ Balders, which had 78 participants; and Coming to Iowa: A History of Global Migration with Debbie Deit, which had 76 participants.

E. Governance (Kylie Franklin, Committee Chair; report delivered by Kelly Lao)
   - Biggest challenge that the Governance Committee faced was going through resumes for the hiring process for the Education and DEAD Coordinator and Assistant Director positions. In addition, the committee implanted a process for President and Vice President terms, elections, and transitions. The committee also continued to evaluate and suggest revisions to GASHC policies, produced exit interview reports for outgoing staff, and conducted the Executive Director annual review. The committee also helped in critical operation decisions due to Covid.

F. Marketing (Mike Momo and Adrian Will; report delivered by Adrian Will)
   - Reported on data for social media and general marketing for the GASHC. Campaigns were run to promote the GASHC in general, the hangout ball, and the reopening after Covid. Facebook and Instagram were used to promote all activities, and digital marketing efforts were highly successful. Efforts also included a radio campaign following a $15,000 grant from Iowa Arts Council to announce reopening post-Covid; funds had to be spent in November and December and resulted in excellent gift shop sales.

VII. Staff Report
   A. Administrator’s Report – Kelly Lao, Executive Director
      - Kelly reported on staffing changes again in August and October; previous Assistant Director left the GASHC, leading to new hire for that position. Education Coordinator also left, and position was made full-time to improve the position. Pay increases were also added, as well as researching benefits to make the position more appealing. Welcomed Jessica Gordon as new DEM Coordinator and Clare Tohm as new Assistant Director. Concerns for safety & adaptation led to an increase in outdoor events, masking, increased cleaning and sanitation efforts. The GASHC also received Covid funding, which assisted with these efforts. In addition, programming incorporated virtual programs together with in-person programs, and the staff adjusted to using a hybrid model for programs, as well.
      - Visitors primarily attended for special events or specific activities. Virtual visitation is a new category for the year, and the GASHC will be tracking it going forward. Overwhelmingly, visitors are from Scott County. Visitors indicated that they visited for specific exhibitions and/or programs; visitors had an interest in history. Visitors indicated that they heard about the GASHC from a member; however, social media has grown and has a bigger impact now.
Copies of any documents can be obtained by sending an email to director@gahc.org
Financial Report

Treasurer

Balance Sheet
## Financial Report

### Profit and Loss

![Image of Financial Report](image)

#### German American Heritage Center

**Profit & Loss Actual vs Prior Year & Budget Comparison**

Nov 2022

<table>
<thead>
<tr>
<th></th>
<th>Actual Nov</th>
<th>Prior Yr Nov</th>
<th>Var Nov</th>
<th>Budget Rev</th>
<th>Var Nov</th>
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<td>General Admin &amp; Ope - Expenses</td>
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<td>Gift Shop Expenses</td>
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<td>Program &amp; Event income.</td>
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<td>Non-Operating Income</td>
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<td>Endowment Income (haven’t yet rolled over to next year)</td>
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<td>(68,843.86)</td>
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<td>Interest Income</td>
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<tr>
<td><strong>Total Non-Operating Income</strong></td>
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<td>(68,843.86)</td>
<td>68,843.86</td>
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<td><strong>Other Expense</strong></td>
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<tr>
<td>Other Expense</td>
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<td>999.86</td>
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<td><strong>Net Other Income/Expense</strong></td>
<td>(1,249.95)</td>
<td>(103.42)</td>
<td>1,146.53</td>
<td>(1,249.95)</td>
<td>(1,146.53)</td>
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<td><strong>Net Income</strong></td>
<td>236,723.97</td>
<td>(61,281.74)</td>
<td>298,005.71</td>
<td>61,700.00</td>
<td>179,025.71</td>
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</tbody>
</table>

*Stop Light Criteria:*

- Negative variance to budget by 15% or more
- Negative variance to budget by 15% or less
- Reverts 30% of original budget
Executive Committee

Daniel Cabage- President
Mike Motto- Vice President
Dr. Terri Switzer- Secretary
- Treasurer
From Todd:
Investments everywhere did not fare well in 2022 and GAHC was no exception. The withdrawals in 2022 were much less than they should have been. Amounts are invested in both stock and bond funds and as such there is no “single” stock risk.
Building and Grounds

Highlights of 2022

3 Memorial Benches
Accessible Entrance
Front Door and Window Repair
North lot fence repair
Gift shop carpet replacement

Looking Forward in 2023

Defibrillators on 1st and 4th floors
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
Barbara Pitz
Sami Turner-Lundeen
Janet Brown-Lowe
Clare Tobin
54 Programs in 2022

Program Highlights

- 15 Virtual Programs
- 39 In-person Programs
- 19 Walking Tours
- 4 Exhibit openings
- 3,884 Program & Event Participants
- Top In-person programs: Darker Side of Davenport (258), Oktoberfest with Hauberg (1500), Best of the Wurst (550), Uninvited Guests: Haunted Mansions of the QC (81)
- Top Virtual: Krampus: The Roots and Rebirth of the Folkloric Devil (37)
Governance Committee

Members:
Kylie Franklin- Chair
Dr. Tamara Felden
Daniel Cabage
Governance Committee

2022 Highlights

• Hired New Executive Director
MARKETING COMMITTEE

Social Media - Facebook

- Jan 2022: 10,000
- July 2022: 7,500
- Jan 2023: 5,000
- July 2022: 2,500
- Total Followers: 8,472

Jan 2022  | July 2022  | Jan 2023
----------|-----------|----------
0          | 7,513     |          
7,500     |           |          
5,000     |           |          
2,500     |           |          
0          |           | 8,472    

Total Followers: 8,472
Marketing Highlights - Page Reach 2022

Reach

Facebook Page reach ↓ 20.7%

Instagram reach ↑ 126.3%
Marketing Highlights - Google Analytics 2022

*New site was launched so there is no data for October-December*
Welcome Brian!

Brian Allen - Executive Director
- Financial numbers/Visitor information/Goals

Clare Tobin - Assistant Director
- Past and Upcoming Programs and Exhibitions

Jessica Gordon - Education and DEAI Coordinator
- Diversity, Equity, Access, & Inclusion Initiative & Educational Outreach

Staff Reports
2022 Executive Director Report

Introduction and Welcome
Goals
Visitation & Member Data
Funding Breakdown
Goals

Looking Ahead

- Start momentum towards FREE admission (time span or age)
- Increased educational outreach
- Increased study trips, hopefully set up grade-level tours
- Increase in sponsorships
- Connect with partner organizations around immigrant experience
In 2022, we had visitors from 46 states and DC.

Visitors outside the US came from: Germany (31), Canada (5), Switzerland, Hong Kong, Australia, UK (2), France, Belgium, Netherlands, and Austria.
2022 VISITORS

**Purpose of Visit**

- Exhibit: 200
- Program: 150
- History Interest: 250
- Gift Shop: 100
- Workshop/class: 50
- Genealogy: 100
- Meeting: 0

**Where did you hear of us?**

- Drive past: 100
- Friend/Family: 200
- Social Media: 300
- Website: 200
- Newspaper: 100
- TV/Radio: 50
- Visitor Bureau: 100
- Member: 0
- Volunteer: 100

*This data is self-reported*
2022 VISITORS

Visitors By Month

Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec

0   | 75  | 125 | 87  | 95  | 190  | 130  | 110 | 120  | 190 | 110 | 105
2022 MEMBERS

Type of Membership

- Individual: 40.5%
- Life Member: 27.2%
- Couple: 26.3%
- Grandparent: 3.3%
- Family: 2.3%
- Student: 0.4%

New Members

- May: 8
- April: 4
- July: 4
- August: 7
- October: 3
- September: 1
- November: 2
- December: 2
- January: 2
- February: 2
- March: 2
- June: 2
- August: 2
Total Income Nov 30th 2022 - $400,502.17

Total Expenses Nov 30th 2022 - $361,294.46
Exhibitions in 2022 -

- Our Neighbors, Our Friends: Unsere Nachbarn, Unsere Freund
- Hidden Habsburgs: Immigrants in Iowa 1846-1868
- Preserving a Dyeing Art: German Blueprint
- Witness to the Holocaust: The Mattes Family Letters
- The White Rose: Student Resistance Against Hitler, Munich 1942/43
- Old Trades in the New World (SAU class project)

Coming in 2023 -

- Neighbors to the North: German Influence in New Ulm, Minnesota
- Los Desconocidos: Migrant Quilt Project
- German Toys
- Art From the Archives: Highlights from the GAHC Collection
Our Neighbors, Our Friends:
Unsere Nachbarn, Unsere Freunde
CLARE TOBIN
Assistant Director
Exhibitions in 2022-
Hidden Habsburgs: Immigrants in Iowa 1846-1868
Preserving a Dyeing Art: German Blueprint
CLARE TOBIN
Assistant Director
Exhibitions in 2022-
Witness to the Holocaust: The Mattes Family Letters
The White Rose: Student Resistance Against Hitler, Munich 1942/43
CLARE TOBIN
Assistant Director

Exhibitions in 2022-
Old Trades in the New World
St. Ambrose University Exhibitions Class
Coming in 2023 -

- Neighbors to the North: German Influence in New Ulm, Minnesota
- Los Desconocidos: Migrant Quilt Project
- German Toys
- Art From the Archives: Highlights from the GAHC Collection
JESSICA GORDON

Education & DEAI Coordinator

- School visits and presentations
  - Rock Island High School
  - Moline High School
  - McKinley Elementary
  - Bettendorf High School
  - Bettendorf Middle School
  - St. Paul's Elementary
  - Memphis University Middle School
  - Central DeWitt High School
  - Creative Arts Academy
  - Ridgewater College
  - Cornell College
Volunteer Hours

+1100
Community Outreach and Events

Highlights:

Mercado
Girl Scouts
Jud Newborn/Sophie Scholl
Our Neighbors Our Friends/Tapestry Farms
Kiwanis
Hand in Hand
Iris Center
Illinois-Iowa Center for Independent Living
Diversity Equity Access and Inclusion Happenings

- Grant money received for DEAI Board training
- LaDrina Wilson is providing one-on-one DEAI coaching and resources acquisition
- Grant money received for American Sign Language museum tours
- Restrooms on fourth floor now gender neutral
- Moline Foundation grant money received for targeted outreach to low income families
- Museums for All focused outreach for families that receive SNAP benefits
- Exploring a STEAM partnership with Sam McCullum at the MLK Center and Bettendorf Schools
Coming in 2023

- Execution of ASL Tours
- Land Acknowledgement
- Partnership with Hand in Hand
- Education outreach to more districts
- Disability focused programming
- Shared heritage events
- Increase Museums for All participation
Election of New Directors
No nominations at this time

Changes to bylaws

Unfinished Business
## New Business

### 2023 Budget

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Total 11-000 Donations, Contributions, Grant</th>
<th>Total 12-000 Membership</th>
<th>Total Income</th>
<th>Cost</th>
<th>Net Ordinary Income</th>
<th>Other Income/Expense</th>
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<td>11-000 - Donations, Contributions, Grant</td>
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<tr>
<td>20-100 - Gen., Admin. &amp; Oper. - Expenses</td>
<td>6,000.00</td>
<td>1,208.33</td>
<td>7,208.33</td>
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<td>20-200 - Personnel Expenses</td>
<td>11,500.00</td>
<td>1,208.33</td>
<td>12,708.33</td>
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<td>20-400 - GIFT SHOP - Expenses</td>
<td>15,000.00</td>
<td>1,208.33</td>
<td>16,208.33</td>
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<tr>
<td>20-600 - PROGRAM/EVENTS - EXPENSES</td>
<td>15,000.00</td>
<td>1,208.33</td>
<td>16,208.33</td>
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<tr>
<td>20-700 - BUILDING &amp; GROUNDS - Expenses</td>
<td>3,000.00</td>
<td>1,208.33</td>
<td>4,208.33</td>
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<tr>
<td>20-800 - MARKETING - Expenses</td>
<td>2,000.00</td>
<td>1,208.33</td>
<td>3,208.33</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>25,032.33</td>
<td>22,032.33</td>
<td>47,064.66</td>
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<tr>
<td><strong>Net Ordinary Income</strong></td>
<td>2,183.33</td>
<td>-22,716.66</td>
<td>-20,533.33</td>
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<tr>
<td><strong>Other Income/Expense</strong></td>
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<tr>
<td><strong>Other Income</strong></td>
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<tr>
<td><strong>Total 13-000 ENDOWMENT INCOME</strong></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,183.33</td>
<td>-22,716.66</td>
<td>-20,533.33</td>
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**Notes:**
- New Business
- January through December 2023
- Figures are in thousands.
Thank You and Good Night!

Adjournment

2022 Annual Meeting