NEW GLARUS HISTORICAL SOCIETY

Volume 3/Issue 1/April 2020

2020 BOARD OF DIRECTORS – PENDING ELECTION

Larry Klassy, President

Jim Hoesly, Vice-President – Term ends

Ann Marie Ott, Treasurer

Erica Loeffelholtz, Secretary

John Colstad

Mary Dibble

David Hustad

John Lienhardt

Densie Anton Wright-

Term ends

BOARD OF DIRECTORS REPORT

The Board of Directors held its last, in-person meeting in February 2020. Topics of discussion at that meeting included collaborating with the Swiss United Church of Christ to hold the annual log church service during the 175th Anniversary weekend. In addition, we are partnering with the Master Gardener Volunteers of Green County to bring master herbalist, Lula Miller of New Glarus to the museum in July. Ms. Miller will present a program titled "A Tradition of Swiss Herbalism in America's Little Switzerland."

Due to Federal and State directives related to the coronavirus pandemic, the Board did not hold its scheduled March meeting. Rather, the Board communicated via telephone and email to make decisions for necessary Historical Society business. Those decisions included: canceling, rather than rescheduling, the annual meeting for this year, John Freitag as the candidate for the Board to replace Denise Anton Wright, canceling scheduled group tours in the first two weeks of May, and hiring Roseann Ott to perform spring cleaning tasks at the museum.

As a result of the annual meeting cancelation, you will find a 2019 summary of Historical Society activities, a 2019 Balance Statement, and a 2019 Income and Expense statement in this edition of the newsletter. Please see instructions for voting for Board members on page 4 of this edition.

EMIGRATION STORY

The picture at the left depicts the Hall of History at the time of the grand opening in 1970. The building has housed a number of major exhibits and undergone an expansion since it was originally built in partnership with the Swiss of Glarus. The new exhibit of the 1845 Emigration Story is scheduled to be installed in early May. We partnered with Park Printing in Verona to design a layout that allows us to tell the intertwined stories of both the land scouts and the main emigration group. Roger Clark is building raised platforms to allow us to display more artifacts and Brian Bigler, our consultant, is helping us design imaginative displays that illustrate the difficult journey. Park Printing is creating the panels of texts and images, but our timeline may need to change due to the coronavirus.

SUMMARY OF 2019 ACTIVITIES

Membership & Board of Directors

- The New Glarus Historical Society is comprised of 17 single members, 23 couples, 7 families and 49 lifetime members (96).
- The membership approved a reduction in the number of Board members from eleven to nine members.
- Continuing Board members and officers were: John Colstad, Larry Klassy, President, Jim Hoesly Vice-Prsident, Secretary, Erica Loeffelholtz, Doris Arn,Treasurer, followed by Ann Marie Ott in September, Denise Anton-Wright, Jim Hoesly, David Hustad, and Mary Dibble.

Events

- Annual meeting was held in March 2019 with a presentation about plans for the Hall of History exhibit renovation.
- New Glarus School District teacher, Amy Legler brought summer school students to the museum schoolhouse for a week in June providing visitors a glimpse of rural school activities.
- The 60th Annual Church service was held in August. Reverend Kim Moeller conducted the service with music by the New Glarus Maennerchor, accompanied by Shirley Lueschow. Collection proceeds were given to the Green Cares Food Pantry.
- Harvest Fest was attended by 466 individuals, 227 more than in 2018 despite cold and windy weather.

Buildings and Grounds

- Ernie Pulfer of Bob's Masonry restored the chimney on the log Community Building, our first museum building.
- New Glarus High School students cleaned the grounds in April and also helped organize archive materials.
- Larry Klassy ensured flowers were watered, trimmed, grounds mowed and plantings maintained throughout the season.
- Green County Master Gardener Volunteer, Mary Nelson grew perennial plants and donated them for planting on the grounds.

Advertising, Website and Facebook

- The$1 discount coupon project between the Swiss Historical Village and the Chalet of the Golden Fleece, continued in 2019.
- For the ninth year we gave free admission for active military personnel and their families as a Blue Star Museum partner.
- Casey's, the UB&T Bank and New Glarus Brewing company supported our advertising through financial contributions.
- Our Facebook presence grew from 370 to over 600 followers during 2019.
- Advertising venues included: New Glarus Chamber of Commerce Visitor Guide, AAA, Hidden Valleys Visitor Guide, Green County Visitor Guide, Driftless Explorer Visitor Guide and numerous press releases in area newspapers.
- We collaborated with the Monroe Evening Times to provide photos and text for the Times' "Celebrating our Past" feature including photos of: interior of Four Corners Tavern, the Freitag farm cheese factory, the Wilhelm Tell Shooting Barn and Rudy Burkhalter's 1939 accordion students. Photos were chosen from the Wisconsin Digital Collection.

Archives and Collections

- Artifacts (too numerous to mention in this summary) were made by local and out of the area residents. Some specific items are listed in the 2019 monthly newsletters.
- Phase I of the new exhibit in the Hall of History – the Emigration Story – is almost completed. The design was developed with Park Printing in Verona.
- Larry Klassy and Steve Gmur were videographed by Wesley Morgan as they gave an in-depth description of the equipment in the Farm Implements building and of earlier farming life.

Museum Operations

- Guides included: Steve Gmur, Larry Klassy, Ann Marie Ott, Marie Pagel, Lucas Thelen, Michael Schieldt, Miranda O'Rourke and Stephanie Janssen. Cashiers included: Gail Beal, Ann Marie Ott, LouAnn Bodenmann, Philomena Hanna, Denise Anton Wright and Miranda O'Rourke.
- Museum attendance was 5026 individuals representing tourists from Switzerland as well as 28 other foreign countries, all states in the U.S. except Rhode Island and 58 of 72 counties in the State of WI. Twenty-one tour groups, including adults and children, (one less group than in 2018) visited the museum. Attendance increased by 466 individuals.
- The newsletter was published with support from the Bank of New Glarus in April through November, and we noted an increase in the number of electronic deliveries which reduces mailing costs. We created a topic index which will be posted on the New Glarus Public Library website where past issues from 2016-2019 can be accessed by the public.

Appreciation

We acknowledge the efforts of and thank the following individuals:

- New Glarus High School Students for raking and clearing the grounds and organizing archive materials.
- Brownie Troop 7531 for adopting the Schoolhouse and providing activities for Harvest Fest.
- Mary Nelson, Green County Master Gardener, for growing and donating annual and perennial plants to enhance the grounds.
- Member Rebecca Forbes for assisting with archives organization and the American Legion 100th Anniversary Display.

- Roger Clark for repairs to the men's bathroom.
- Roseann Ott for spring cleaning efforts and assisting with the American Legion Centennial Display.
- Gail Beal for managing the gift shop and assisting with the American Legion Centennial Display.
- Bob Elmer, who continues to assist with genealogy requests made to the Historical Society.
- Sherry Anderegg and representatives of the Green County Genealogy Society for supporting genealogy research requests.
- Duane Freitag and Bob Elmer for fact-checking and providing insight for the Phase I Hall of History exhibit.
- Kim Tschudy for assisting with inquiries about local history and a printing press and other materials for use at Harvest Fest.

Financial

- We received monetary donations of more than $20 from: Emy Gartzke, Reggie Duerst, Duane Freitag, Arlene Marty, LouAnn Bodenmann, Mary Usher, Katie Elmer Kris and Penny Kubly. John and Sandy Colstad, Chuck and Jane Phillipson as well as a $1500 in contributions from two donors who chose not to be named.
- Awarded a Community Foundation grant to fund the Emigration Story production and installation in the Hall of History in 2020 ($5000).

Treasurer's Report

Balance Statement – 2019

	12/31/18	12/31/2019
BNG Savings	100.41	100.53
BNG checking	54518.70	60345.57
Total Cash	**54619.11**	**60446.10**
BNG CD **9494	15373.80	15652.75
BNG CD **0184	20050.41	20210.93
SBCP CD **75	20132.68	20534.93
SBCP CD **74	40298.98	41206.90
Total Investments	**95855.87**	**97605.51**
CFSW- restricted	**14963.52**	**17700.34**
Grand Total Assets	**165438.50**	**175751.95**
Liabilities		
Park Printing	**0.00**	**6671.00**
Net Assets		
Unrestricted/Undesignated	150474.98	158051.61
Restricted CFSW	14963.52	17700.34
Total Net Assets	**165438.50**	**169080.95**
Total Liabilities and Net Assets	**165438.50**	**175751.95**

Income and Expense Summary - 2019

Beginning Balance		$165,438.50
Income		
Admissions - Net	40346.18	
Coin found in Arn Files	10	
Donations	2246	
Donations - Restricted	2050	
Donations - Visitors	386.94	
Food Sales	3154.13	
Grant - Restricted	1928	
Merchandise Sales	8865.08	
Interest- checking/savings/CDs	1834	
Investment return- CFSW	2736.82	
Membership	1145	
Member event payments	320	
Memorials	75	
Royalties - Kim T book	0	
Arndt Plumbing Refund	41.37	
WI DOR refund	1419.5	
Sales Tax	444.21	
Total		$67,002.23
Expenses		
Advertising	2476.81	
Archives and Exhibits	7755.41	
Buildings and Grounds	15154.08	
Gift Shop Expense	6254.58	
Historical Society Fees/Office	7164.18	
Staffing	17883.72	
Total		$56,688.78
Profit		$10,313.45
Ending Balance		$175,751.95

Bank of New Glarus (BNG), State Bank of Cross Plains (SBCP), Community Foundation of Southern WI (CFSW), Department of Revenue (DOR)

The Historical Society ended 2019 in a positive position with a net profit of $10,313.45.

A preliminary examination of the reasons for this increase, based on my comparisons of data to the 2018 financial statement, include the following increases in income: inclusion of investment interest from our restricted account with CFSW, which was not previously reported; year to date interest paid on other investments (+1170); admission revenue (+$4821); and gift shop sales (+$802).

In addition, the following reductions in 2019 expenses have been noted when compared to 2018: renovations and maintenance of museum buildings (-$6425); cost of annual meeting/Harvest Fest (-$766); and staffing costs (-$2289).

More information will be shared following a meeting with our accountant, Robert Roth Accounting, Verona. The meeting was recently rescheduled by the accountant's request. Please contact me via the Historical Society email account or museum phone number found on the last page of the newsletter, if you have immediate questions or concerns. Responses to questions will be published in future newsletters for all members.
Ann Marie Ott, Treasurer

BOARD OF DIRECTORS ELECTION INSTRUCTIONS

Jim Hoesly's and Denise Anton Wright's terms on the Board of Directors have expired. Jim seeks re-election and Denise has chosen not to do so. We thank Denise for her past commitment and service since 2008. The Board nominates Jim Hoesly and John Freitag, of New Glarus for the Board of Directors. Use these options to place your vote for Jim and John: Email admin@swisshistoricalvillage.org, leave a voice message at 608-527-2317 or send a vote by mail to New Glarus Historical Society, P.O. Box 745, New Glarus, WI 53574. Voting will close at the end of the day, April 17.

OPENING DAY FOR THE MUSEUM

Due to Governor Ever's and the Wisconsin Department of Health Services' *Stay at Home* directive issued on March 24, and our designation as a non-essential entity, it is very likely that the opening of the Swiss Historical Village, scheduled for Friday, May 22, will be delayed. The Board will communicate updates as soon as they are available via the monthly newsletter, on the Swiss Historical Village & Museum Facebook page and website. Thank you in advance for your patience.

Contact Us

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