

MINUTES
HISTORIC PRESERVATION COMMISSION
SPECIAL MEETING
March 3, 2010

MEMBERS PRESENT: Scott Sogge, Pat Roseland, Jean Kessloff, Tamara Pier, Shawn Krull, Cynthia Matson, John Wagner, Aaron Costello, Council Liaison

OTHERS PRESENT: Bill Kessloff, Bill Groves, Michelle Dennis, Marcia Elkins, Karen Bulman, Sharlene Mitchell

Call to Order

Roseland called the meeting to order at 5:34 p.m.

Discussion of Priorities and Work Program

The Commission compiled the following list of the projects and or activities that they would like to see addressed:

- Public Relations
- Education
- Local Ordinance
- Researching Funding Options for Commission and Land Owners
- Speakers Bureau
- Commission Education
- Development Cultural Tourism Connection
- Disclosure Statements
- Repair Info Signs – Downtown
- Historic District Street Signs
- Way Finding Signs
- Liaison With Chamber Other Organizations: Youth, School, Downtown, Convention and Visitors Bureau, Green Cities
- Supplier Material Education
- Contractor Listing Specializing in Historic Preservation
- Contractor Training (continuing education credits)
- Real Estate Classes
- Revolving Loan Fund
- Façade Easement Program
- Educational Outreach to Historic Property Owners
- Build Stronger Relationship with City Council
- Review Procedures for 11.1 Review at Each Meeting
- Pamphlets for 11.1 Applicants
- Staffing for Historic Preservation (funding)
- Commission Members Shadow Staff
- Host Certified Local Government Conference
- Stronger Relationship With State Historic Preservation Office Staff
- Update 11.1 Review Application Form
 - Model Application Example
 - Encourage Applicants To Preview Meetings
- Develop Design Guidelines
- Develop Downtown “Main Street” Economic Connection

- Motto
- Develop Media Contacts (generate stories)
- Develop Sustainability Connection
- Public Forums
- Library Resources (DVD's)
- Seek Someone To Establish Historic Resources/Materials
- Historic Salvage Business
- Contractor/Student Training
- Volunteer Assistance to Property Owners in Historic Districts
- Survey/National Register Nominations
- Develop Historic Preservation Magazine

The Commission then identified their top projects and activities by vote as follows:

1. Historic District Street Signs (3)
2. Public Relations (3)
3. Local Ordinance (2)
4. Supplier Material Education (1)
5. Disclosure Statements (1)
6. Develop Historic Preservation Magazine (1)
7. Real Estate Classes (1)
8. Pamphlets for 11.1 Applicants (1)
9. Staffing for Historic Preservation (funding) (1)
10. Update 11.1 Review Application Form (1)
 - a. Model Application Example
 - b. Encourage Applicants To Preview Meetings
11. Façade Easement Program (1)

Discussion followed regarding the value of the prioritized projects, the history of the local ordinance development and the need for educational and outreach programs to build public support for preservation activities prior to presenting an ordinance for adoption.

Dennis encouraged consistency in the Commission's review of applications noting that a negative public image results when there is inconsistency in the process. Dennis addressed the work and education required in the design review process and encouraged the Commission to utilize the Historic Preservation 11.1 Review Process Guide when evaluating 11.1 Review applications. Discussion followed regarding the need for staffing to provide the review and recommendation on 11.1 Review applications.

Elkins addressed the funding available to the Commission through the Certified Local Government grant noting that the Commission must provide an in-kind match for the grant amount awarded. In response to a question, Elkins indicated that some of the identified projects will need to be completed by members willing to volunteer their time. Discussion followed regarding the deadline for submitting the grant application for the 2010-2011 funding year.

Krull addressed the work in progress on the Preservation magazine, the Wayfinding signage and contractor contacts. Discussion followed regarding the various elements of the public relations projects.

Wagner voiced his support for the Historic District street signs noting that they will give the District an element of distinction. Elkins stated that Nelson had indicated that this would be an eligible cost and can be included in the grant application.

J. Kessloff provided a summary of educational materials provided to the general public over the last four years through the West Boulevard Homeowners Association newsletter and Preservation Month activities. J. Kessloff acknowledged that public relations are important noting the difficulty of getting the public to participate and care. Discussion followed regarding the importance of creating positive experiences between the Commission and the public, the Preservation Month work in progress, funding for the historic district street signs and the level of competition for space on the tourism directional signs.

Pier moved, Matson seconded and carried unanimously to request that the Chairperson appoint a Public Relations Subcommittee to review the Public Relations project options and the cost of the Historic District Street Signage with the Subcommittee to provide a recommendation to the Commission at the March 19, 2010 meeting.

Roseland appointed Krull, Pier, Matson and Bulman to the Public Relations Subcommittee.

Krull indicated that historic district signage was an element in the Business Improvement District proposal.

Adjourn

There being no further business the meeting was adjourned at 6:53 p.m.