



CITY OF MARSHFIELD

MEETING NOTICE

HISTORIC PRESERVATION COMMITTEE

Monday, July 11, 2016

4:00 PM

Conference Room 108

First Floor, City Hall Plaza

AGENDA

- 1. Call to Order – Chairperson, Vickie Schnitzler.
2. Approval of Minutes – June 6, 2016 meeting.
3. Citizen Comments.
4. Recap of Soo Line Steam Locomotive No. 2442 Open Event at Wildwood and Discussion of Possible Future Promotional Events at Hub City Days and Maple Fall Fest.
5. Request to Reimburse Ken Bargender for Flags for the Soo Line Steam Locomotive No. 2442 for approximately \$80.
6. Discuss Purchasing Brochures for Soo Line Steam Locomotive No. 2442 for a cost not to exceed \$650.
7. Discussion of Paying 2016 Historic Preservation Conference Registration Fees up to \$500.
8. Discussion of Downtown Plaque Program and Budget.
9. Discussion Items for 2017 Budget.
10. Discussion of Developing a Hungry Hallow Historic District.
11. Staff Updates
a. Comprehensive Plan Update.
12. Set Meeting Date and Future Agenda Items.
13. Adjourn.

Posted this 5th Day of July, 2016 by 5 PM by Josh Miller, City Planner.

Notice

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715) 384-3636.

HISTORIC PRESERVATION COMMITTEE MINUTES
OF MAY 2, 2016 MEETING

Meeting called to order by Chairperson Schnitzler at 4:02 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Ken Wood; Ken Bargender; Bill Penker; Kris Coleman; Vickie Schnitzler; and, Kris Keogh.

ABSENT: Alderperson Jason Zaleski (excused).

ALSO

PRESENT: Josh Miller, City Planner.

Approval of the Minutes of May 2, 2016 Meeting.

HP16-18 Motion by Wood, second by Penker to approve the minutes of the May 2, 2016 meeting.
Motion Carried.

Citizen Comments.

Thank you notes from the Art Student winners were passed around, thanking the Committee for the awards. One of the winners also sent a thank you note to the Genealogy Group.

Bargender said the cemetery tours did well. They had about 266 students and adults attend the events. There were 8 reenactors.

Wood said he held 2 bus tours of the Historic Walking Tours and 5 video tours of the videos that were made. They will be doing 5 more by bus with Stoney River.

The local TV station videotaped Taps at the cemetery, at the Pie and Ice Cream Social, the 2442 song, etc.

Discuss Ideas for the Press Release for the Soo Line Steam Locomotive No. 2442.

Bargender gave an update on the status of the restoration work. It just needs a little touch up paint and window has been reinstalled. June 18th is Zoofest and he'll get it done before then.

Schnitzler will ask Keith Meacham to be part of the restoration promotion event.

Coleman asked about the brochure about if the 2442 was the last remaining example of its class.

Wood pointed out a typo in the press release.

Penker asked the CVB was promoting it. If not, who should be releasing the press release? Could it come from both of us? If we do something, it would be nice to get it on Channel 7 or 9.

Schnitzler asked if Bargender could go and finish up cleaning up the area. Add in the press release that it will be open for close-up viewing during Zoofest.

Keogh asked if Keith Meacham could be dressed up to do a photo op with visitors.

Bargender asked about possible flags on the tender and engine. They could be year-round in the future. It might cost around \$60. Bargender will look at acquiring flags.

Staff will ask Matt McLean about the TV coverage for Zoofest.

Miller already asked Tom Buttke about using the train they use in the Fair, but he said they were unable to use it last time and that we would have to talk to the Adam Fischer at the Central Wisconsin State Fair Association and Adam is presently out of the county.

Review Historic Preservation Committee 2016 Budget.

Miller explained that the year to date expenses total \$673.75, leaving \$1,576.25 remaining. Of the remaining amount, \$500 is dedicated to conference registrations and travel expenses for the members.

Discussion Items for 2017 Budget.

Miller gave an update on the current status of the printed walking tour brochures. Based on the current inventory, additional orders of the Park Street and Upham Mansion could be made. Plus if the Committee would like to develop the Buildings of Architectural Interest, printing them would be an additional expense.

There are plenty of historic yard signs so the Committee shouldn't need additional signs at this time.

Bargender suggested getting more stickers for the signs telling people who to call.

Miller also mentioned the cost for the downtown plaques would be about \$70 per plaque which includes installation. Depending on the number of plaques Main Street and the Committee would like to do, the Committee could look to budget money for them as well. Ask the Committee about a building to start with. Maybe would do a total of 26-30 plaques. Add the plaques as a discussion item at the next meeting.

The budget should also be on the next agenda.

Review Brochures and Cost Estimates for Soo Line Steam Locomotive No. 2442 Historic Brochure.

Heinzen Printing provided a cost estimate to set up the brochure for the 2442 (\$25-\$60) plus gave us a range of prices depending on the quantity.

250 brochures = \$248.00
500 brochures = \$398.00
1000 brochures = \$428.00

So it should be less than \$500 to print 1,000 copies of the brochure. Included in the brochure is a prototype. The trifold size is proposed to match the current historic walking tour brochures, but will only be a half sheet.

The Committee asked staff to get additional cost estimates for 2,000 – 2,500 brochures to get the unit

cost down. The Committee also asked staff to print 200 brochures for the Zoofest event in-house.

Coleman suggested fixing the last sentence in the brochure as it got cut off.

Review City's Mission and Vision Statement.

Miller explained the Common Council has requested feedback on proposed mission/vision statements. All feedback will be passed along to Steve so he can share that information with the Common Council.

- Mission: It is the mission of the City of Marshfield to provide a fiscally-sound, family-oriented community with a full range of housing, business, cultural, educational, and recreational opportunities in a safe environment for residents and visitors.
- Vision: We will be a city of diverse interests and values through advancement of policies and allocation of resources that promote innovative, sustainable growth and enterprises while recognizing the heritage and culture of the region.

Coleman suggested in the vision statement that 'history' might be a better term to use than 'heritage' in this use.

It was suggested to change region to community in the vision statement as we are talking about a vision for the City.

Penker mentioned the term sustainable growth. What does that mean? Is it in reference to the City operations or from an ecological perspective.

HP16-19 Motion by Keogh, second by Wood to recommend a change in the Vision statement, changing the word "region" to "community".

Motion Carried.

Staff Updates

- Comprehensive Plan Update. Miller stated that the Existing Conditions report is nearly complete and should be available to the public by July. A presentation about the Community Survey results will be given by the UWRF Survey Research Center on Tuesday, June 28, 2016 at 6:30 pm at the Common Council meeting.

Set Meeting Date and Future Agenda Items.

The next regular Historic Preservation Committee meeting will be held on Monday, July 11, 2016. The agenda of the next regularly scheduled meeting should include approval of the Monday, June 6, 2016 meeting minutes, approval to purchase brochures for the 2442, discussion to create a non-walking tour historic district for Hungry Hollow to mark with a sign, plaque program for 2017 Budget, update on the buildings of historical interest brochures, and other topics that may come up.

Adjourn.

With no other business on the agenda or comments from the Committee, Chairperson Schnitzler declared the meeting adjourned at 5:02 P.M.

Respectfully submitted,

A handwritten signature in black ink that reads "Josh Miller". The signature is written in a cursive style with a large initial "J" and "M".

Josh Miller
City Planner



City of
Marshfield
Memorandum

TO: Historic Preservation Committee
FROM: Josh Miller, City Planner
DATE: July 11, 2016

RE: Historic Preservation Meeting Attachments

Recap of Soo Line Steam Locomotive No. 2442 Open Event at Wildwood and Discussion of Possible Future Promotional Events at Hub City Days and Maple Fall Fest.

Members that attended the Soo Line Steam Locomotive No. 2442 event on Saturday, June 18th will provide a recap of how it went. Since the event, members have expressed an interest in holding future events at the 2442 tied to other community events such as Hub City Days and Maple Fall Fest and a discussion will be held to see if there is interest in such events.

Staff has been instructed by the Finance Department how to address future purchases and sales related to even Historic Preservation Committee and staff will go over those requirements at the meeting.

Request to Reimburse Ken Bargender for Flags for the Soo Line Steam Locomotive No. 2442 for approximately \$80.

Ken Bargender spent approximately \$80 on flags for the Soo Line Steam Locomotive No. 2442 and is requesting to be reimbursed by the Historic Preservation Committee. This item was not specifically identified in the budget, but would fall under the “operating supplies” budget if the Committee was willing to reimburse the expense. There is currently \$932.74 remaining under the “operating supplies” budget and the only project that is being considered for funding under that budget are the 2442 brochures for \$650. Therefore, there would be enough money in the budget to cover the reimbursement.

Discuss Purchasing Brochures for Soo Line Steam Locomotive No. 2442 for a cost not to exceed \$650.

Last month, staff presented cost estimates to get the 2442 brochure printed. Heinzen Printing provided a cost estimate to set up the brochure for the 2442 (\$25-\$60) plus gave us a range of prices depending on the quantity.

250 brochures = \$248.00

500 brochures = \$398.00
1000 brochures = \$428.00

At that time, the Committee recommended getting quotes for a larger quantity of brochures to reduce the cost per brochure. Below are the cost estimates for 2,000 and 2,500 brochures:

2,000 brochures = \$529.00
2,500 brochures = \$574.00

Staff listed \$650 as an amount not to exceed to be conservative in case the setup is slightly more expensive.

If the Committee wishes to proceed with purchasing the brochures, they will need to make a motion identifying the number of brochures and the maximum dollar amount they are willing to spend on the Soo Line Steam Locomotive No. 2442 brochures.

Discussion of Paying 2016 Historic Preservation Conference Registration Fees up to \$500.

The 2016 Historic Preservation Annual Conference will be held at the Glacier Canyon Conference Center in Wisconsin Dells, October 21-22. The registration forms are not yet available, but staff wanted to get approval to spend the money on the conference if/when members are available to get registered. The purpose for this request is the registration forms are sometimes not available until late July and if the early bird registration deadline is mid-August, the Committee may have to pay full price. Last year, the early bird cost was \$110 for both days and \$130 if the registration was made after the early bird deadline.

Staff would like to get a head count at the July meeting on the number of members interested in attending the conference.

Discussion of Downtown Plaque Program and Budget.

Working with Marshfield Monument and Off the Wall framing, Main Street Marshfield is developing an historic plaque program for the downtown. The Main Street Design Committee is putting together information for an initial plaque for the Main Street office (139 S Central Ave).

The cost for the downtown plaques would be about \$70 per plaque which includes installation. Depending on the number of plaques Main Street Marshfield and the Committee would like to do, the Committee could look to budget money for them as well. The Main Street Design Committee would plan to develop and purchase a total of 26-30 plaques. In the first year (2017), 10 plaques would probably be the maximum number of plaques that could be completed and installed. If Main Street Marshfield and the Historic Preservation Committee would split the cost, a conservative estimate on the Historic Preservation Committee's share would be \$400.

Discussion Items for 2017 Budget.

Below is the 2017 estimated budget for the Historic Preservation Committee that staff put together based on upcoming projects. The total estimate is \$5,000. Budgets are due on July 31, 2016 so please review and be prepared to discuss the proposed budget below as well as any items that may be missing. Also, keep in mind this is an estimate. Items may be cut by City Staff or by the Common Council through the City budget process. The budget below is a 122% increase over the 2016 budget of \$2,250. The brochure numbers are based on 2015 costs of purchasing 2,650 brochures for \$1,030. The Committee could order a lower quantity of brochures or do multiple sets at the same time to reduce costs to the \$1,000 estimate shown below.

Category		Proposed 2017
Office Supplies & Expenses		\$550.00
General Office Supplies		\$200.00
Student Art Display		\$350.00
Publications, Subscriptions, Dues		\$159.95
Travel (Conferences/Registrations)		\$500.00
Operating Supplies		\$3,790.05
Total		\$5,000.00

Category	Description	Cost
General Office Supplies	Mailings	\$125.00
General Office Supplies	Snacks	\$25.00
General Office Supplies	Weatherproof Labels for Yard Signs	\$50.00
Student Art Display	Student Art Awards	\$350.00
Publications, Subscriptions, Dues	WAHPC Membership	\$40.00
Publications, Subscriptions, Dues	National Trust for Historic Preservation	\$20.00
Publications, Subscriptions, Dues	QRStuff Subscription	\$99.95
Travel (Conferences/Registrations)	Registrations, Mileage, Lodging	\$500.00
Operating Supplies	Main Street Plaques	\$400.00
Operating Supplies	Walking Tour Brochures (Park St)	\$1,000.00
Operating Supplies	Walking Tour Brochures (Upham House)	\$1,000.00
Operating Supplies	Buildings of Historical Interest Brochures	\$1,000.00
Operating Supplies	Brochure Display Case	\$390.05

Discussion of Developing a Hungry Hallow Historic District.

Ken Wood asked to have this item placed on the July agenda. Staff does not have any additional information, but will be available to help address questions at the meeting.

Staff Updates.

- Comprehensive Plan Update.

Set Meeting Date and Future Agenda Items.

Staff would recommend skipping the August or September meeting. Otherwise, the next regularly scheduled Historic Preservation Committee meeting will be held on Monday, August 1, 2016 in Conference Room 108. The agenda of the next regularly scheduled meeting should include approval of the Monday, July 11, 2016 meeting minutes, and other items that may come up at the meeting.