

HISTORIC PRESERVATION COMMITTEE MINUTES
OF NOVEMBER 2, 2015 MEETING

Meeting called to order by Chairperson Wood at 4:00 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Ken Wood; Alderperson Gary Cummings; Ken Bargender; Keith Meacham; Bill Penker; Kris Keogh; and, Vickie Schnitzler (arrived at 4:01 pm).

ABSENT:

ALSO

PRESENT: Angie Eloranta, Executive Director of Main Street; and, Josh Miller, City Planner.

Approval of the Minutes of October 5, 2015 Meeting.

HP15-29 Motion by Cummings, second by Meacham to approve the minutes of the October 5, 2015 meeting.

Motion Carried.

Citizen Comments.

None.

Discuss Lighting and Future Projects for the Soo Line Steam Locomotive No. 2442.

Miller stated that now that the J.P. Adler Kodiak Bear Exhibit is open, Justin will be looking into the cost of getting the headlight and other lights on the engine and get back to the Committee.

Schnitzler arrived at 4:01 pm.

Penker said pick this up as a discussion item in the annual winter workshop.

Bargender wants whatever we do to compliment the trail.

Schnitzler would like to see some benches near the steam engine.

The Committee recommended reviewing this in more detail at the annual winter workshop meeting.

Volunteers Needed for the Great Things Are Happening Here Event.

Keogh will be there if she isn't out of town.

Review QR Code Analytics from Walking Tour Brochures.

The dates on the QR Code analytics are since the codes have been created, not just for this year. They've been up about 2.5 years ago. Many of the locations have not had codes in a while which is part of the reason for the low numbers.

The Committee suggested talking to restaurants about using the QR Codes such as adding them to a coaster or table tent. Maybe Marshfield Family restaurant or Scotty's Pizza would be willing to do that.

Continue Discussion on the Buildings of Historical Interest Brochures.

Vickie Schnitzler said she will work on the brochures and discuss it after the Central Avenue brochures are done.

Discussion on Developing a Community Historic Information Directory.

Main Street would let that directory be on there as well as the City website.

Penker would like to see this item as a focus for a mid-winter meeting or the annual workshop meeting.

Schnitzler said a mockup would be nice to go to the other historical groups in the community.

The Committee recommended reviewing this in more detail at the annual winter workshop meeting.

Discussion on Meeting with Convention and Visitors Bureau and Main Street Marshfield to Promote and Advertise Historic Resources.

The Committee discussed some ideas to promote and advertise Marshfield's historic resources:

- Take a look and see what other communities are doing.
- In addition to the QR Codes, update the website.
- Get the brochures on the website.
- Webinar that explains the QR Code app and what they do and put that on the website.
- Promote and advertise our historical assets. Find out what is promotable.
- Get our infrastructure of historical resources figured out here first.
- How could we make a day of historic resource tours?
- What kind of resources can we tap into Main Street and CVB? What resources are available to the Committee? What attracts the most people? A business tour, homes, other?
- Follow up with Chestnut Avenue Center about their historic tourism plaque.
- Define what we mean by history.
- Maybe come up with a day planner approach and invite people to spend the day in Marshfield on a historic tour.
- Let's make sure Matt McLean and Angie Eloranta are available and focus the December meeting on what do we have that might attract people and how do we get the message out? Need both electronic and traditional approach.

Staff Updates

Miller stated that the Comprehensive Plan Update Steering Committee is working on an existing conditions report, a community-wide survey, and a kickoff meeting in January.

Set Meeting Date and Future Agenda Items.

The next regular Historic Preservation Committee meeting will be held on Monday, December 7, 2015. The agenda of the next regularly scheduled meeting should include approval of the Monday, November 2, 2015 meeting minutes, lighting for the 2442, and brainstorming session on promoting historic resources with Main Street and CVB.

Adjourn.

With no other business on the agenda or comments from the Committee, the Chairperson Wood declared the meeting adjourned at 4:50 P.M.

Respectfully submitted,



Josh Miller
City Planner