

HISTORIC PRESERVATION COMMITTEE MINUTES
OF SEPTEMBER 4, 2012 MEETING

Meeting called to order by Chairperson Wood at 4:03 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Ken Wood; Carl Scott; Alderperson Gary Cummings; Ken Bargender; Keith Meacham; and Bill Penker.

ABSENT: None

ALSO

PRESENT: Vickie Schnitzler; Denise Sonnemann, Executive Director of Main Street Marshfield; Josh Miller, Planner/Zoning Administrator;

Approval of the Minutes of August 6, 2012 Meeting.

HP12-30 Motion by Scott, second by Penker to approve the amended minutes of the 8/6/2012 meeting as corrected.

All ‘Ayes’ Motion Carried.

Citizen Comments.

Miller mentioned that Kris Leonhardt, a Central Wisconsin artist, will be painting a mural at City Hall in one of the stairwells. She would like to do an historic mural and is looking for ideas. Additionally, the City is looking for funding to help pay for supplies to paint the murals. Miller also mentioned that Ms. Leonhardt is also interested in possibly working with the Committee on 2442 sign project. Miller will be meeting with her later this week and will have more information for the next meeting.

Wood said he was contacted by Breanna from Marshfield Community Television about doing a video of the walking tour through the historic districts. Wood will be meeting with her tomorrow to discuss the idea further. They thought about starting with the Upham Mansion district.

Wood passed along the contact information for the upcoming Wisconsin Trappers Convention to staff so brochures could be provided at the event.

Penker said that his wife found a brochure for historic downtown La Crosse that offered coupons for local businesses. He thought this might be an idea Marshfield could use. Denise Sonnemann said that they are working on a similar concept for downtown Marshfield that should be available this winter.

Update on the QR Code Project.

Vickie Schnitzler said that they had a lot of people attend the exhibit at the fair last week. She also has six display panels she will take to the convention in Madison and one will be for the walking tour brochures. She also handed out updated printouts of the QR Code analytics showing how many people are looking up the different buildings.

HP12-31 Motion by Scott, second by Bargender to commend Vickie on her efforts for promoting the City’s historic resources.

All ‘Ayes’ Motion Carried.

Scott also asked if Vickie would give a presentation to the Common Council about the QR Codes sometime after the convention.

Discussion Regarding Certificate of Appropriateness Guidelines and Submittal Requirements.

Staff explained that there are requirements and checklists developed for projects that need Certificates of Appropriateness.

Penker asked staff to contact different contractors or home owners that have gone through the Certificate of Appropriateness process to have them come in and discuss pros and cons of the current process.

Scott stated that he asked for this agenda item for the purpose of making it clear there are two reviews for Certificates of Appropriateness that the Committee has to address. One for the review of buildings on the Local Municipal Register and one for the review of buildings on the State and National Registers where the property owner is requesting tax credits.

Discussion to Consider Ordering Additional Historic Walking Tour Brochures.

HP12-32 Motion by Scott, second by Cummings for staff to get cost estimates for printing additional Historic Walking Tour Brochures.

All 'Ayes' Motion Carried.

Update on Soo Line Steam Locomotive No. 2442 Plaque Status and Location.

Miller stated that the plaque size available from Sewah Studios is 20" x 29" and not 21" x 21" as originally thought.

HP12-33 Motion by Bargender, second by Penker to proceed with the 20" x 29" size plaque.

All 'Ayes' Motion Carried.

Discussion to Attend the Great Things Are Happening Here Event at the Library in November.

HP12-34 Motion by Cummings, second by Meacham to have an exhibit at the Great Things are Happening Here Event and authorize staff to send in the registration.

All 'Ayes' Motion Carried.

Discussion about Updating the 2010 Historic Preservation Plan.

Miller stated that we have reviewed this plan in the past, but it's been about two years. Scott asked for this item to be placed on the agenda. Typically, the plan has been reviewed in the winter on a Saturday. January would probably be the best time for the plan to be reviewed again. Penker suggested bringing this item back in November to set up a meeting time. Miller asked if the Committee members would take time to review the plan over the next couple of months before the Committee reviews it in January.

Discussion about Historic Preservation Grant Writing Opportunities.

Scott asked for this item to be placed on the agenda to look into the grant opportunities available such as the Jeffries Grant and see if there is a way to work with the City's grant writer. Wood said the North Wood County Historical Society was working on a Jeffries grant and before they could apply, they needed a plan in place for other fund raising efforts/commitments. He suggested we look at the

requirements for the grant and make sure the Committee can meet those before we try applying for grants.

Bargender said it would be nice to get a grant to be able to display the Marshfield Fire exhibit year round in a public building.

Discussion about the Possible Listing of the Oak Avenue Community Center and the Expo Building on the Local, State, and National Registers.

Scott stated that the Fair Commission should be approached about a possible historic designation for the Expo Building before proceeding with an application. Penker asked if an historic survey was required for the local designation and Scott said yes. Scott estimates the last time a survey was done for 2-3 buildings, the cost was around \$5,000. Right now the Committee doesn't have the money to cover an historic survey.

HP12-35 Motion by Penker, second by Bargender to table the discussion on this item.
All 'Ayes' Motion Carried.

Set Meeting Date and Future Agenda Items.

The next regular Historic Preservation Committee meeting will be Tuesday, October 1, 2012. The agenda should include approval of the September 4, 2012 meeting minutes, review of the Fall Conference, feedback from contractors that have gone through the Certificate of Appropriateness process, and cost estimate for the historic brochures.

Adjourn.

Motion by Scott, second by Penker to adjourn meeting at 5:04 P.M.
All 'Ayes' Motion Carried

Respectfully submitted,



Josh Miller
Planner/Zoning Administrator