



CITY HALL

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February 4, 2015

Heritage Preservation Commissioners
Winona, Minnesota 55987

Dear Commissioner:

The next meeting of the Heritage Preservation Commission will be held on **Wednesday, February 11, 2015 at 4:00 p.m. in the Heritage Room** of the Winona City Hall.

1. **Call to Order**
2. **Approval of Minutes – September 25, 2014, October 22, 2014, December 10, 2014 & January 14, 2015**
3. **Discussion – Education Program**
Although Greg Gaut will not be in attendance during the Commission's February meeting, he has provided the attached letter suggesting that the Commission step back and reevaluate what he has covered with you to date. Based upon that, he further suggests defining what interests you most, what do you feel you need to know, and what you are willing to commit to, both as individuals and as a Commission. In his communication, he also suggests a couple of ideas for an immediate (2014-2015) CLG Grant application.

For Commission reference, we are attaching information of the CAMP program, Mike Koop referenced at the last meeting, along with summaries of meetings Mr. Gaut has had with other stakeholders with preservation interests. It is hoped that attendance will be good for this discussion.

4. **Other Business**
5. **Adjournment**

Sincerely,

A handwritten signature in black ink, appearing to read "Mark K. Moeller".

Mark K. Moeller
City Planner

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: September 25, 2014
TIME: 4:00 p.m.
PRESENT: Kendall Larson, Andy Bloedorn, Lynn Englund, Carolyn Larson, Mary Edel Beyer, Wes Hamilton and Shaune Burke
ABSENT: Merle Hanson and Erik Floan
STAFF PRESENT: Mark Moeller

The meeting was called to order by Chairperson Englund at 4:00 p.m.

Public Hearing – Certificate of Appropriateness – Kirch Latsch Building

Chairperson Englund noted that the first order of business on this afternoon's agenda was a public hearing to consider a certificate of appropriateness for the proposed rehabilitation of the Kirch Latsch Building. At this point, she called on Mark Moeller, City Planner, to provide staff overview of the issue.

Mr. Moeller noted that on August 1, 2014, the City had received a Certificate of Appropriateness (COA) application relating to planned restoration/addition activities to the Kirch Latsch Building located at 114-122 East Second Street. Plans for proposed work were included in the application. The application, along with proposed restoration plans had been included in this afternoon's Commission agenda package. He explained that this would be a substantial project impacting virtually all parts of the building. In this, the applicant, Peter Shortridge, on behalf of Latsch Building Partners LLC, is also currently working with SHPO in seeking Federal and State Tax Credits to assist with project costs.

Following submittal of the COA, staff determined that the scope of the project would warrant full, rather than simple Design Review Committee, review. As such, this hearing was scheduled. In accordance with Preservation Ordinance protocol, notice of the hearing had been provided to all property owners located within the East Second Street Local Historic District. In response to those submittals, staff had received no official feedback.

Mr. Moeller stated that the Commission's role in this case is defined by subsection (L) (3) of the City's Preservation Ordinance. In part, this role will require the Commission to determine that the work to be performed, either will, or will not, affect the site. Should the Commission determine that the work will not affect the site, a resolution approving the COA will be adopted. On the other hand, should the Commission determine that the work will affect the site, the application would be disapproved. With that, the Building

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Official would be advised and the applicant would be informed of his or her right to appeal the Commission's decision to Council.

Given the previous, Mr. Moeller further noted that the standard for review of the COA revolves around the CBD Historic Design Guideline document. In part, this document is built around Secretary of Interior Standards which had been included in the Commission's agenda package. In its evaluation, the Commission's primary focus will relate to "exterior" activity including proposed restoration of the existing building, demolition and new construction activities. Since guidelines address each of these, the Commission had been strongly encouraged to become familiar with them prior to the meeting.

As a final note, Exhibit D of the agenda package included a copy of the National Register Nomination form that had been prepared for the site in 1973. Although not as comprehensive as some the Commission has seen, the form does provide basic context for the buildings current history and style.

At this point, Chairperson Englund called upon a representative of the applicant to provide an overview of the project.

Peter Shortridge, Managing Director of Latsch Building Partners LLC, noted that a representative sample of the Commission had conducted a walking tour of the proposed project this past Monday. As reference in the Commission's agenda package, the scope of the project will include both exterior and interior restoration activities. Although it was his understanding that the focus of Commission review this afternoon related to the exterior work, SHPO is also reviewing work related to interior activities.

Mr. Shortridge stated that, as part of this project, the name of the building will be changed to simply the Latsch Building on the basis that it was occupied by Latsch and Son between the mid 1890s and 1930s. He further noted that the company had built or had occupied, between 1866 and the 1930s, a major portion of the second street commercial district and was its top commercial enterprise. This construction activity included 111 Riverfront that was initially built for International Harvester.

In addressing the Latsch Building, Mr. Shortridge stated that his company's primary intent is to bring the building back to its original form. This effort has been complicated by the fact that the structure includes a number of buildings. In this project, repair will be a priority, to be followed by replacement only as a last resort.

Given initial planning, the current loading dock located at the building's east side was planning to be removed and a new addition constructed in its place. Given SHPO comment, the intent right now is to retain the character of the present building and to retro fit it for reuse purposes. Additionally, the east elevation of the structure would include a couple of new windows. Although a billboard formally existed here, it has since been removed. Mr. Shortridge explained that, given SHPO directive, new

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windows/window openings in any elevation would need to be treated a bit differently than original windows. He stated that although a number of the second floor windows had been boarded up over the years, original sashes existed. All efforts will be made to retain existing sashes where feasible.

In addressing the status of the brick façade, Mr. Shortridge noted that the upper third of the building does need a significant amount of new tuck pointing. Mr. Shortridge explained that a new structural entrance is proposed at the north side of the building for proposed second floor tenants.

In response to a question from Commissioner Kendal Larson, Mr. Shortridge stated that the present loading dock lean to structure on the east side of the building will retain the same general character that exists today.

In response to a question from Commissioner Hamilton, Mr. Shortridge stated that structural paint colors had not yet been firmly identified. However, all attempts will be made to ensure that repainted surfaces will reflect an historic pallet, appropriate to the age of the structure. He further noted that sand blasting of current brick was not being proposed and that, where needed, loose paint will be removed by water washing. Again, these treatments will be certified by SHPO through the tax credit approval process.

In response to a question from Commissioner Burke, Mr. Shortridge noted that his company proposes to begin work as soon as possible and that interior and exterior structural alterations should begin within the next 50-60 day period. During the winter months mechanical work will be undertaken. At this point, he envisioned that the project should be close to complete by the April/May timeframe.

In response to a question from Commissioner Kendall Larson, Mr. Shortridge noted that the former billboard located on the east side of the building had been removed. Outside of that, he was unsure as to whether or not the structure may have had a painted identification sign on it. Outside of that, he understood that any new signs on the building would require HPC review.

In response to a question from Commissioner Hamilton, Mr. Shortridge noted that all doors will be rehabilitated where feasible. When not possible, they would be replicated to original standards.

Mr. Shortridge stated that, although stable, the structure will require reinforcement at a couple of corners. Additionally, most, if not all, of the buildings original window openings will be reestablished.

Although the project has undergone a number of plans, the one included in the Commission's agenda package this afternoon is considered to be final.

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At this point, Chairperson Englund opened the public hearing and called for anyone present who wished to speak to the proposal to present first their name and address. There being no one present to speak to the issue, the public hearing was closed. Following brief discussion, it was moved by Commissioner Burke and seconded by Commissioner Carolyn Larson to adopt the approving resolution included in the agenda package. When the question was called, the vote of the Commission was unanimous to approve the motion.

Mr. Shortridge thanked the Commission for its consideration of the Latsch Building Project. Chairperson Englund thanked Mr. Shortridge for his interest in restoring this building.

Adjournment

There being no other business, the meeting was adjourned.

Mark Moeller
City Planner

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: October 22, 2014

TIME: 4:00 p.m.

PRESENT: Lynn Englund, Mary Edel Beyer, Erik Floan, Andy Bloedorn, Merle Hanson, Kendall Larson, Carolyn Larson and Shaune Burke

ABSENT: Wes Hamilton

STAFF PRESENT: Mark Moeller, City Planner

The meeting was called to order at 4:00 p.m. by Chairperson Englund.

Following review of the Commission's meeting minutes from September 10, 2014, a motion was presented by Commissioner Carolyn Larson and seconded by Commissioner Hanson to approve the minutes as submitted. When the question was called, the vote of the Commission was unanimous to approve the motion.

Discussion – Presentation of Commendation Award to Basilica of St. Stanislaus

Chairperson Englund noted that this item evolved several months ago and involved the potential presentation of a commendation award to the Basilica of St. Stanislaus. Although recent Commission discussion had implied that there was a desire to pull together a celebration of sorts to present the award in October, this probably will not likely occur.

Commissioner Edel Beyer stated that in her discussion with Monsignor Thomas Hargesheimer, although there was excitement with being presented with the award, no certain date had been established with the church to accomplish this.

Mark Moeller, City Planner, noted that since we are quickly approaching the holidays, it might be advisable to conduct the celebration after the first of the year sometime. He further suggested that the Commission may want to consider presenting the award during Preservation Month 2015 activities.

Following brief discussion, the consensus of those present was that next year's preservation month may be the most appropriate time to consider an event during which the award would be presented. This concept was subsequently framed in the form of a motion by Commissioner Kendall Larson and seconded. When the question was called, the vote of the Commission was unanimous to approve the motion.

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Chairperson Englund noted that even with the previous motion, she and Commissioner Edel Beyer will continue to coordinate Preservation Month activities with church schedules. In part, the planned event might include a presentation of the history of the Basilica and how it evolved.

Discussion – Review of Proposals Received for Preservation Education Plan Project

Mr. Moeller introduced this item by noting that the City has received a Certified Local Government Grant in the amount of \$4,500 to be used preparing a Preservation Education Plan for the City. Given terms of the grant, this amount would be matched by a City share of \$4,500 thereby creating a budget of \$9,000 for the project. As proposed, this money would be used to hire a qualified professional to assist the Commission in developing the plan. As the next step in that process, a Request for Proposal (RFP) had been published and had been forwarded to a total of 6 potential consultants. In response, the City has received three proposals from:

- Greg Gaut, Winona, MN
- Hoisington Preservation Consultants, Roseville, MN
- 106 Group, St. Paul, MN

All three proposals had been forwarded to the Commission as part of its agenda package this afternoon. Mr. Moeller explained that given that the Commission has not had a significant amount of time to review the proposals, staff had attempted (Exhibit A of the permanent minutes) to summarize each in terms of qualifications outlined in the RFP. These qualifications generally included project experience, total project bid, project approach, project timing, and proposal submittal information (was the proposal complete).

At this point, Mr. Moeller highlighted each proposal in terms of the previous standards. As an introduction, he explained that all three proposals involved professionals that would be classified as very qualified to undertake the project. Outside of that, each did vary a bit in terms of defining how the project would be approached.

Upon discussion, Commissioner Hanson stated that, in his opinion, Mr. Gaut's proposal appeared to be the most complete in terms of defining project scope. Although his experience was somewhat limited, he felt that this was more than compensated for by his previous work experience as a university professor and his ability to be an excellent facilitator. In his opinion, Mr. Hanson explained that the project scope involves a lot of different fingers that need to be brought together by an adequate facilitator. He felt that Mr. Gaut met those qualifications. Therefore he would support Mr. Gaut for the project.

Commissioner Bloedorn agreed with Mr. Hanson's analysis and also felt that, with this project, Mr. Gaut understands local issues and would have his feet well on the ground when the project starts.

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Commissioner Burke suggested that the current list of three be paired to two at which point the Commission could discuss the merits of the two selected. Following brief discussion, the consensus of those present was that a single consultant be selected from the list of three.

Commissioner Kendall Larson stated that, in her review of all proposals, she felt that Mr. Gauts was the strongest in terms of defining:

- Target audiences for the project.
- The ability to develop an idea of what other HPCs are doing in this area.
- The knowledge and resources needed to develop the project and facilitate discussion with other local preservation stakeholders such as the Winona County Historical Society, Main Street, Visit Winona, and others.

Commissioner Kendall Larson further stated that she liked Mr. Gaut's approach to soliciting information. In her opinion, she felt that this project will involve a number of personal contacts with other individuals and groups, as well as the general public. In her opinion, Mr. Gaut had done a good job of defining that he will spend a fair amount project time in this area.

Commissioner Burke noted that although Mr. Gaut has limited experience in projects of this sort that may not be a weak point. Since he hasn't undertaken a project of this scope before his approach may be a bit different.

In her review of proposals, although she did rank Mr. Gaut's first, she felt that Mr. Hoisington's was a close second choice. As with Mr. Gaut, Mr. Hoisington does have a fair amount of experience with the City, and has done a very good job for the City.

Commissioner Kendall Larson suggested that Mr. Gaut's proposal appeared to address RFP requirements more completely than the other two. Although all proposals did appear to include all information required, the 106 Group and Hoisington proposals were not as well designed in terms of addressing the three areas of study as defined in the RFP.

Commissioner Carolyn Larson stated that she also supported Mr. Gaut for this project because she feels that he truly understands the various idiosyncrasies of the City in terms of preservation issues. As noted earlier, given his understanding of the community and how various segments of it are connected, he would be able to hit the ground running with the project.

Commissioner Bloedorn agreed and added that even if all proposals were the same, he would support Mr. Gaut on the basis of his understanding of the preservation community and how it relates to the City.

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Commissioner Englund suggested that, given work that has been undertaken by Mr. Gaut, he appears to be one who is willing to go over and above what is expected of him. Although that is not to say that other consultants may also do this, in Mr. Gaut's case it was a certainty.

Following further discussion, it was moved by Commissioner Hanson and seconded by Commissioner Burke to recommend to City Council that Greg Gaut be retained to prepare the Preservation Education Plan. When the question was called, the vote of the Commission was unanimous to approve the motion.

Commissioner Englund stated that although Mr. Gaut is being recommended for the project, she wished to express her appreciation to other firms who had responded to the RFP. Hopefully, they will be given an opportunity to undertake additional work in the City at some point in the future.

Other Business

A question was asked of the status of the proposed ground sign at the Huff Lamberton residence. It was noted that the Design Review Committee had struggled with the sign application primarily from the standpoint that sign materials will not be of natural stone, brick or stucco. As proposed, the property owner was working with LaCrosse Sign Company who had proposed the use of artificial materials. Given this, the Committee had questions related to the longevity of those materials. During a meeting between the Design Review Committee, property owner and La Crosse Sign last week, it had been determined that the sign was appropriate. Given that, the Certificate of Appropriateness was approved.

At this point, Commissioner Kendall Larson stated that she felt that it would be a good idea for the City to get into some form of a program where signs or markers of various types are offered to historic properties. Upon discussion, the consensus of those present was that this might be an item that should be discussed as part of the upcoming Preservation Education Plan.

Mr. Moeller noted that Commissioner Kendall Larson's ideas was a good one, and that he too had often thought of a potential grant program that would offer limited funding to historic property land owners desiring to construct new signs. The limited grant opportunity might offer payment for a portion of the sign if it met certain "historic" aesthetics that could possibly be certified by the Design Review Committee. Again, this is something that could conceivably be discussed during the upcoming grant project.

Discussion then ensued to the locations of Sobieski and Gabrych Parks on the east end.

It was noted that a house located on West Broadway was being rehabilitated and that the property owner was doing an excellent job in this project.

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In returning to the Basilica Commendation Award issue, it was suggested that the Commission tentatively look at a presentation event during its regular meeting in May, 2015.

Adjournment

It was moved by Commissioner Bloedorn and seconded by Commissioner Hanson to adjourn the meeting. When the question was called, the vote of the Commission was unanimous to approve the motion.

Mark Moeller
City Planner

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: December 10, 2014
TIME: 4:00 p.m.
PRESENT: Lynn Englund, Merle Hanson, Mary Edel Beyer, Andy Bloedorn, Carolyn Larson, Erik Floan, and Wes Hamilton
ABSENT: Kendall Larson
STAFF PRESENT: Mark Moeller, City Planner and Myron White, Development Coordinator

Call to Order

Chairperson Lynn Englund called the meeting to order at 4:01 p.m.

Meeting Notes-November 12, 2014

Because there was not a quorum at the November meeting it was noted that there were no official minutes, only notes on the discussions that took place. No official action was taken at the meeting.

Work Session with Greg Gaut-Part 1-Preservation Education Plan

Chairperson Englund handed the floor to consultant, Greg Gaut, to lead the discussion.

Review of Foundation Documents - Mr. Gaut referenced 9 Federal, State and Local documents that have laid the foundation for the Commission's work.

Federal:

- **National Historic Preservation Act of 1966:** Created the National Register, State Historic Preservation and Certified Local Government programs. The legislation also outlined federal funding of historic preservation projects.
- **Secretary of Interior's Standards for Rehabilitation:** Outlined the treatment for rehabilitation of Historic Properties.
- **Penn Central Transportation Co. vs. New York City (U.S. Supreme Court 1978)**
This Supreme Court decision affirmed the power of cities to regulate on the basis of historic preservation.

Ruled that regulations for the purpose of historic preservation are not considered a "taking". Also, recognized that decisions were to be based on objective criteria and not simply a matter of personal taste.

State:

- **MN Statutes 471.193 Municipal Heritage Preservation:** Statute that authorizes Historic Preservation Commissions and their powers.
- **A New Season: Preservation Plan:** SHPO's six year plan.

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City of Winona:

- **Winona Ordinance-Section 22.27 Historic Preservation Commission:** Ordinance creating the HPC.
- **Winona's Historic Contexts: Final Report of a Historic Preservation Planning Project:** Gemini Research context study: catalog of historic buildings 1991-94 (valuable, but dated).
- **City of Winona Comprehensive Plan (2007):** Identified historic preservation excerpts.
- **Winona, Minnesota Historic District Design Guidelines (2007):** Guidelines for properties in the downtown historic district.

Discussions with Partners: Main Street, Visit Winona, Winona County Historical Society

- All provide opportunities to partner.
- Chamber seems genuinely committed to Main Street program and its historic aspects. Port provides partial funding.

Brainstorm: What would the HPC like to focus on/accomplish over the next 12 to 24 months?

- Wes Hamilton encouraged a focus on education and awareness stating people are likely to become more engaged if they know what's going on. One key is to make access to the web site and HBC information easier by digitizing as much information as possible (enhance web presence as that is typically the first stop for people).
- Lynn Englund suggested that interactive historic preservation demonstrations (what is the proper way to preserve) at local home shows would put a face to the HPC.
- Wes Hamilton had suggestions to make Historic Preservation relevant by using stories to personalize preservation and make it more interesting.
- Mary Edel Beyer thought each school class might consider adopting a building, doing research on the historic structure and writing stories about the building and its people.
- Merle Hanson wondered if the historical society has ever done oral histories.
- Wes Hamilton thought some type of time-lapse illustrating how Winona has grown over the years may spark interest.
- Andy Bloedorn said Winona State has digitized Sanborn Maps and these maps help bring that history alive.
- Mark Moeller thought digitized maps in conjunction coupled City directories helps to put people and places together.
- Andy Bloedorn suggested bringing in research of newspaper articles would also help bring people and place into context.
- Mark Moeller identified the need to "reach out" to owners of historically relevant properties.

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- Wes Hamilton suggested we utilize vehicles like quarterly newsletters, e-news via Downtown Main Street and even their Downtown App.
- Mary Edel Beyer summed up the discussion that our ultimate goal is to help citizens and property owners develop an appreciation for Winona's history and historic preservation

Next Meeting Scheduled: 4:00 P.M. Wednesday, January 14th. Mike Koop from the State Historic Preservation Office (SHPO) will be in attendance.

Mary Edel Beyer made a motion to adjourn, seconded by Wes Hamilton. Meeting was adjourned at 5:30.

Myron White
Development Coordinator

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: January 14, 2015

TIME: 4:00 p.m.

PRESENT: Lynn Englund, Merle Hanson, Mary Edel Beyer, Andy Bloedorn, Carolyn Larson, Wes Hamilton, Preston Lawing, Susan Briggs and Kendall Larson

ABSENT: Erik Floan

STAFF PRESENT: Mark Moeller, City Planner and Myron White, Development Coordinator

GUESTS: Greg Gaut and Michael Koop

Call to Order

Chairperson Lynn Englund called the meeting to order at 4:00 p.m. Mary Edel Beyer made a motion to approve the December 10, 2014 meeting minutes, the motion was seconded by Carolyn Larson with all members present voting aye.

Continued Discussion-Preservation Education Plan Development

Lynn Englund recognized consultant Greg Gaut to lead the discussion on the Plan.

Greg Gaut introduced guest Michael Koop from the State Historic Preservation Office.

- Greg provided an overview of his meeting with the schools. He noted, although there was an interest in historic preservation, the topic does not fit current standards making it difficult for teachers to fit it into the curriculum. He explained the new school superintendent likes the idea of a "History Day" at the school, but would need faculty "buy in".

Wes Hamilton said there might be an opportunity in the area Montessori schools.

- Greg mentioned that a travel commitment would prohibit him from attending the February Commission meeting. He asked the Commission spend some time reflecting on the history of the HPC and work to determine what activities or projects have worked and what has not. He thought we should look to March to consider adoption of the Preservation Education Plan.
- **Review of Mission Statement:** Greg provided the Commission a Draft Short Term Mission Statement. Commissioners reviewed the draft and felt it reflected their thoughts.

-Andy Bloedorn mentioned he liked the ideas of telling stories. Recognizing not only the buildings, but the human stories behind them

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-The Commission talked about looking for opportunities to speak to groups and who might like to be involved

-Kendall Larson noted that the Historical Society was involved in story projects and highlighted the need for more oral history

- **Michael Koop** of the State Historic Preservation Office was asked to provide insights based on his background and observations.

-Michael noted this was an exciting time in that we have somewhat of a clean slate to work with. He went on to recognize Faribault, Red Wing, and Little Falls as examples of communities that have strong HPC programs. Michael pointed out that some of their success comes from working to be visible and vocal advocates in the community. He noted that successful HPC's worked to:

- 1) Be stewards of Historic Preservation by reviewing alterations and working on ways to incent Historic Preservation
- 2) Identify historic sites through surveys of buildings and sites (Winona's survey information is dated)
- 3) Evaluate resources for their significance
- 4) Nomination/recognition landmarks
- 5) Education/promotion/awareness
- 6) Plan to integrate the Commissions works in community plans and studies

He recognized the Winona HPC web site was in need of improvements. He pointed to Faribault and Stillwater as web sites that proved to be both useful and popular.

Greg Gaut asked how a community might go about updating a web site with limited resources: Michael explained that Stillwater had applied for and received a CLG grant to update their site.

Michael went on to talk about how HPC's define their roles and making property owners comfortable working with their local HPC. He explained many successful HPC's have developed themselves as a resource for property owners such as providing information on the proper care and treatment of historic properties.

Preston Lawing asked about the information MN DOT had gathered on properties surrounding the Mississippi bridge crossing. Michael replied MN DOT had contracted for in depth study of the properties and their condition. He said the info was public information and available digitally.

He explained the pre-application deadline for some of the grants offered was January 23rd.

Wes commented that we don't seem to have a "go to" person for community outreach and suggested one goal might be the formation of an outreach/education committee of the HPC.

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Michael then mentioned that the National Alliance of Preservation Commissions was an excellent resource and relatively inexpensive to join. He mentioned that Winona had been a member until about 2 years ago and suggested we might consider rejoining the group.

Andy Bloedorn asked what might be a reasonable goal for the next 12 months. It was suggested to secure funding to update the web site and to include more content.

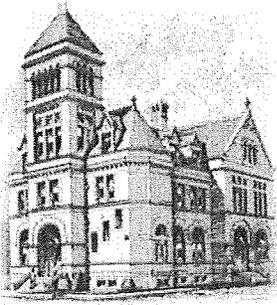
- **Other:** There were questions relating to the rezoning of the land adjacent to the Alexander Mansion. Mark mentioned that the property and its intended use meet current zoning.

Next Meeting Scheduled: 4:00 P.M. Wednesday, February 11th.

Adjournment

A motion was made by Wes Hamilton and seconded by Andy Bloedorn to adjourn the meeting. The motion passed.

Myron White
Development Coordinator



Greg Gaut

Historic Preservation Consultant

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February 4, 2015

Dear HPC members,

As I mentioned, I can't be with you at your February 11 meeting because of a long-standing travel commitment. Before I go, I want to mention a few things you may want to talk about on that day.

Progress so far

We have explored the overall purpose and short term goals of the Heritage Preservation Commission by examining the foundational documents of the preservation movement and brainstorming a short term mission statement. We have also taken initial steps to develop collaborations with WCHS, Winona *Main Street*, Visit Winona, and Winona Area Public Schools. At the January meeting we heard from Michael Koop from the SHPO.

Much ground has been covered. I suggest that you take some time on February 11 to review the basic documents, your draft mission statement, the responses of the four other organizations, and the comments of Michael Koop. In the final analysis, this process boils down to you. What interests you most? What do you need to know? What are you willing to commit to, both as individuals and as a commission?

Michael Koop shared quite a few ideas, some of which may require some immediate action. He was very clear that webpage development should be a priority and that a Legacy grant, or a combination of Legacy and Certified Local Government (CLG) grant, could fund this. On the other hand, he suggested a simple print brochure for property owners in the historic district. He urged the commission to form subcommittees to work on specific tasks like outreach.

Some things to do right away

He also urged the city to renew its membership in the National Alliance of Preservation Commissions (NAPC), and more than that, to apply for a CLG grant to host one of their CAMP (Commission Assistance and Mentoring Program) training days this summer. CAMP is taught by professionals and is intended for HPC members, *Main Street* staff, city staff and elected officials, and staff and members of local non-profits. I think this would be an excellent opportunity for the HPC and its partnering organizations.

After the January meeting, I met with Michael again while doing research at the Minnesota Historical Society. He said that Pipestone would also be applying for a CAMP grant but that this would not stand in the way of Winona hosting one. However, the city would need to talk to NAPC staff to avoid a conflict with the Pipestone event. By the way, folks from other southeastern Minnesota towns could also be invited to the Winona event.

I urge every member of the commission to check out the NAPC website and especially the CAMP page. <http://napcommissions.org/>

There was a pre-application deadline for CLG grants that has already passed but it was not a requirement for filing an application. In fact, Michael tells me that even if all the pre-applications were submitted and granted, there would still be CLG money available. The final deadline is March 5. Please consider this important opportunity.

Future meetings

At the March 11 meeting, I will make a presentation about the history of our HPC, focusing on its successes and failures. It is important that members have some sense of what the HPC has tried to do over the last 25 years and what has and has not worked. At that meeting, we will need to finalize our thinking about priorities and audiences, and come back to the issue of collaborations.

At the April 8 meeting, we will need to become very concrete and specific about our plans. What exactly will the HPC do, who exactly will do it, and how will it be funded?

At the May 13 meeting, we will review a draft final report of this process.

Have a good meeting!

Sincerely,

Greg Gaut



CAMP® DEFINED



What is CAMP®?

The Commission Assistance and Mentoring Program (CAMP) is the signature training offered by National Alliance of Preservation Commissions (NAPC). CAMP® is led by qualified preservation professionals in support of local preservation commissions and the NAPC's mission to *"build strong local preservation programs through education, advocacy, and training."*

The goal of CAMP® is to provide high-quality, engaging and informative training to preservation related boards and commissions of all types through presentations, hands-on exercises, group discussions and networking (mentoring) opportunities via live training. Trainers include commissioners, local, state and national staff members, attorneys and commission partners.



Who Attends CAMP®?

CAMP® is designed to provide continuing education and support to local design review commissions and Main Street organizations, their staff and partners, such as neighborhood organizations, local and statewide non-profits, community leaders and public officials. Sessions are customized for the state or local community, where applicable.



How to Plan a CAMP®

We highly recommend close interaction with NAPC's staff and CAMP® trainers to help plan the CAMP® that best fits your needs but are the basic formats and course offerings to help you get started.



CAMP® Formats

CAMPCore®: This is a daylong, or two consecutive half-days, event with three trainers who cover the basics that every commission needs to be effective. Topics may include Chair Training, Legal Basics, Meeting Procedures, Building Public Support, Reading Plans, Identifying and Designating Historic Resources, Standards & Guidelines, and Hands on Design Exercise.

CAMPCustom®: This is a daylong, or two consecutive half-days, event with three trainers who cover the sessions of your choice. This is for clients who either have already had CAMPCore® or receive



this training locally and need more “advanced” topics. Typically clients choose any 5 general sessions and 1 workshop from the CAMP® Menu with the guidance of the NAPC staff and trainers. If you don’t see what you need on the menu, just ask. CAMPCustom® is a highly customizable product.

CAMPOne®: One Presenter, One Focus. This is a 1 to 3 hour session with one trainer. Choose any one topic from the CAMP Menu or request a specific topic and/or speaker. This is ideal for those looking for a conference speaker or for a community that has a burning issue that needs to be addressed quickly. If you don’t see what you need on the menu, just ask. CAMPOne® is a highly customizable product.

CAMP® for Real Estate Professionals: This is a daylong, or two consecutive half-days, event with three trainers who cover the basics for realtors, appraisers, and mortgage professionals. The purpose of CAMP® for Real Estate Professionals is to provide the basic information that anyone who is selling or working with older properties needs to know. Additional planning time may be needed to obtain state certification if this is important to the applicant. NAPC is currently certified in Tennessee and West Virginia. Topics include the basics of historic zoning, loans and tax incentives for historic properties, identifying local historic styles, skills for selling historic properties.

CAMP® for Legal Professionals: This is a daylong, or two consecutive half-days, event with three trainers who cover the basics for legal professionals. The purpose of CAMP® for Legal Professionals is to provide the core information for legal professionals who work with historic preservation in terms of design review commissions, Section 106 reviews, or real estate development. Additional planning time may be needed to obtain state certification if this is important to the applicant. It includes Introduction to Historic Preservation, National Historic Preservation Act, Effective Enforcement of Local Historic Preservation Ordinances, Covenants, Easements and Other Tools to Foster Successful Preservation, Public/Private Partnership, Innovative Financing Using Federal & State Historic Tax Credits and New Markets Tax Credits.

CAMP® MENU

General Session Descriptions and Learning Objectives

If you don’t see what you need on the menu, just ask. CAMP® is a highly customizable product. NAPC recommends close interaction with NAPC staff and CAMP® trainers to help build the CAMP® that works best for your community.



Design Review Sessions



Reading Plans

One of the most important tools a commissioner needs for design review is the ability to interpret architectural drawings. For commission members with a limited background in architecture, construction, or design, analyzing plans and drawings can be intimidating. Using sample projects, participants will review a range of plans and understand how to interpret site and floor plans, elevations, sections and details –and identify when more information may be required. Workshop leaders will also offer some valuable online tools that can assist you to fully understand projects.

Learning Objectives

Participants will:

1. Acquire a basic architectural vocabulary and the skill to read an architectural scale.
2. Recognize and read a broad range of plans.
3. Identify when plans may be lacking information required for review.
4. Acquire additional online tools to assist in fully understanding project.

Standards and Guidelines

This workshop gives participants an understanding of the relationship between Federal Standards and local design guidelines. Workshop leaders will guide participants through the origin and development of a variety preservation-based review standards and guidelines. Through case studies, participants will distinguish between the four treatments under Secretary of the Interior’s Standards and understand how the treatments work within the framework of local design guidelines. Participants will also compare the application and the inherent flexibility of the Secretary of the Interior’s Guidelines for Rehabilitation.

Learning Objectives

Participants will:

1. Have a working knowledge of the evolution of design guidelines in preservation theory.
2. Understand the four treatments under Secretary of the Interior’s Standards and how they can influence design guidelines.
3. Apply the inherent flexibility of the Rehabilitation Standards and understand where there is discretion.
4. Discover where to locate additional design guideline resources.



Procedure & Process Sessions

Legal Basics



The strongest defense commissions have against accusations of arbitrary and capricious decisions is to consistently follow established review procedures. Customized for each state, this workshop covers the legal basis for commission operation. Workshop leaders will provide an overview of procedural due process, takings, appeals, property rights, and economic hardship. Participants will examine common preservation legal issues and acquire tools to improve decision-making and build a defensible record.

Learning Objectives

Participants will:

1. Distinguish between how the law enables and how the law constrains.
2. Be familiar with common preservation legal issues.
3. Acquire tools to improve decision-making.
4. Acquire tools to build a defensible record.

Legal Ethics

Accountable for their actions in the communities they serve, commissioners are routinely faced with ethical dilemmas. Workshop leaders will address commissioner responsibilities to the community and to the profession, as well as standards of professional conduct. The discussion will focus on widely accepted standards and practices for accurate, honest and forthright interactions with other commissioners, elected officials, staff, applicants, and the general public.

Learning Objectives

Participants will:

1. Recognize a commissioner's role. Identify and discuss ethical issues encountered by commissions.
2. Identify and utilize widely accepted standards and practices for interactions with other commissioners, elected officials, staff, applicants, and the general public.
3. Acquire tools to improve decision-making.
4. Acquire tools to build a defensible record.

Meeting Procedures

How a local commission conducts its meetings is critical to maintaining its credibility and reputation. It is also critical to avoiding legal challenges. In this session, participants will learn to work within the legal



framework of state law and local statutes and how to establish clear rules of procedure to ensure a defensible decision-making process. Beyond legal considerations, participants will learn how professionalism, courtesy and consistency build support for the commission and its work.

Learning Objectives

Participants will:

1. Operate a meeting consistent with state and local statutes, ordinances and regulations which govern meeting procedures in their community.
2. Conduct meetings with professionalism, consistency and courtesy to all persons involved to maintain the reputation and credibility of their community's preservation program.
3. Adopt, adhere to and amend as needed rules of procedure to accomplish a clear and defensible decision-making process.
4. Recognize the need for regular reevaluation of their commission's meeting procedures.

Preservation Planning for Local Commissions

A preservation commission is most effective when its work is a part of the larger local planning process. Good planning can also strengthen grant applications and bring in money to the community. Using successful plans from around the country, this workshop covers the essential elements of preservation planning and how to integrate preservation as part of a broader planning effort -- not just an addition to it. The workshop will involve an overview of Certified Local Government benefits and responsibilities for preservation planning. Working with various types of plans and data requirements, participants will learn innovative techniques to involve the community and stakeholders; explore successful implementation techniques to assign responsibilities and to track performance measures.

Learning Objectives

Participants will:

1. Clarify programmatic agreement requirements for Certified Local Governments and relationship to National Park Service mandates.
2. Discern which types of plans are appropriate to address desired goals and outcomes, as well as common pitfalls to avoid.
3. Define data requirements for planning efforts and identify opportunities for data sharing.
4. Discover innovative techniques to involve the community and stakeholders.
5. Explore successful implementation techniques to assign responsibilities and track performance.

Identifying and Designating Historic Resources



Every preservation commission faces issues of determining what resources can and should be protected through local designation. This session deals with all aspects of identifying and designating resources. Topics include conducting historic resource surveys and using the information collected to determine eligibility for designation, drawing and defending district boundaries, and the legal aspects of the designation process.

Learning Objectives

Participants will:

1. Understand why documenting historic resources is the critical foundation for a successful local historic preservation program.
2. Understand how to conduct a historic resources survey and use the information to determine what resources should be protected through local designation.
3. Understand the process for designating a local historic district, including drawing defensible boundaries, assigning a preservation "value" to individual buildings within the district, and making the case for designation to various constituencies.
4. Understand that the designation process must follow the legal requirements set forth in the local ordinance.



Development Oriented Sessions

Preservation Incentives & Benefits

The days of grants are essentially gone, so how can commissions assist owners of historic properties? Zoning incentives can be a way to pair the "carrot" with the "stick" without sending cash out the door. Using examples of how other communities have used their ordinance to encourage historic preservation, learn how to analyze your community to create your own package of incentives.

Learning Objectives

Participants will:

1. Learn how zoning incentives can be as powerful as grants in directing appropriate development.
2. Explore how to analyze your community's ordinance and needs in order to define useful incentives.
3. Discover how other communities have used their ordinance to encourage preservation

Building Public Support

Historic preservation commissions tend to get bogged down in the day-to-day administration of its local ordinance and forget that one of its major responsibilities is to be effective spokesmen for historic preservation in its community. This session helps participants communicate effectively with a wide range of audiences, build support for designations, defend sometimes unpopular decisions and deal with reluctant elected officials. Workshop leaders will also offer creative suggestions for promoting historic preservation in the community.



Learning Objectives

Participants will:

1. Communicate effectively with various audiences, such as elected officials, property owners, tenants, business interests, etc.
2. Speak knowledgeably about their own preservation program, including the application review process, ordinance review standards, and benefits and responsibilities of designation.
3. Identify and capitalize on opportunities to promote historic preservation in their community.



Hands-on Workshops

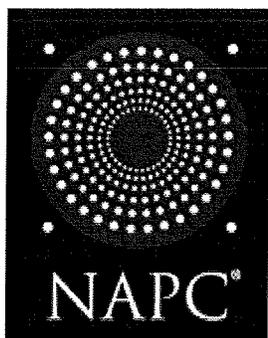
Design Review Exercise

Working in small groups, participants will practice design review with a simplified application and set of design guidelines. Participants will determine what questions they would want to ask of the applicant and explore a potential motion. Appropriate for both seasoned professionals and new commissioners, this session provides opportunities to learn from each other in a lively and fun format.

Learning Objectives

Participants will:

1. Recognize the roles and objectives of the participants in the design review process: commissioner, property owner, staff, members of the public and design professional.
2. Articulate an appropriate design review response in conformance with established guidelines.
3. Recognize that a number of design solutions may be possible within the review standards.
4. Develop confidence in future decision-making and in building a defensible record.



National Alliance of Preservation Commissions

Building strong local preservation programs through education, advocacy and training.

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Commission Assistance and Mentoring Program (CAMP)



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The Commission Assistance and Mentoring Program (CAMP) is the signature training offered by National Alliance of Preservation Commissions (NAPC). CAMP® is led by qualified preservation professionals in support of local preservation commissions and the NAPC's mission to build strong local preservation programs through education, advocacy, and training.

The goal of CAMP® is to provide high-quality, engaging and informative training to preservation related boards and commissions of all types through presentations, hands-on exercises, group discussions and networking (mentoring) opportunities via live training. Trainers include commissioners, local, state and national staff members, attorneys and commission partners.

Jayne Meier

From: Greg Gaut <greggaut@gmail.com>
Sent: Wednesday, December 03, 2014 9:40 AM
To: Carolyn Larson; Lynn England; Merle Hanson; Andy Bloedorn; Erik Floan; Jayne Meier; Kendall Larson; Mark Moeller; Mary Edel Beyer; Myron White; Shaune Burke; Wes Hamilton
Subject: Meetings with WCHS, Visit Winona, Main Street
Attachments: Winona HPC ed collaboration reports Nov '14.docx

Dear HPC Members,

By now you should have received a copy of my letter of November 21 along with the excerpts of the "foundational documents" which guide our work. At the December 10 meeting, we will review them in preparation for brainstorming ideas for a mission statement. They are also a quick reminder of how we got to where we are. Contact the Planning office if you didn't get them.

At the November meeting we also agreed that I would schedule initial meetings with WCHS, Visit Winona, and Main Street and provide written reports. They are attached. I found them all open to collaboration to one degree or another. They came up with many ideas which we will use in the creation of a detailed plan.

I would appreciate it if you would send me a quick email confirming that you received this (and that I have your email address correct) and that you could open the attachment. Let me know if you have any questions. See you on Wednesday December 10 at 4:00.

Greg

CC: Mark Moeller, Myron White, Jayne Meier

--
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**Meeting with Mark Peterson, Director, and Jennifer Weaver, Asst Director, WCHS,
November 21, 2014**

After explaining the goals of the HPC and the process leading to a preservation education plan, Mark and Jennifer brainstormed ideas with collaboration in mind. I noted that we are thinking of education in the broadest sense, with many possible audiences in mind.

1. They thought that HPC **web site development** was important and presented opportunities for collaboration. Their own *Stories in Structures* mobile app could be expanded to include more buildings, and especially homes. (It currently covers six downtown buildings. See <http://www.winonamtours.org/tour/>) One idea is to digitalize the Sanborn Fire Insurance maps for Winona and make them available for viewing. Mark liked the idea of using photos of the same property showing how it “morphed” over time. They have a huge photo collection that can be put to great use.
2. More specifically, they wondered what **property and business owners in the historic district** receive? New owners and businesses at least should get a packet with the design guidelines and information from the original designation form which gives a brief history of their own property. Maybe there should be an event for owners.
3. Thinking big, a brief **video** introducing and promoting the historic district was mentioned as part of a larger campaign and as a way of alerting owners to the significance of their property and the district. This led to the ideas of collaborating with other **SE Minn HPCs** to produce something like a video or a conference. (Note: the following SE Minn towns have HPC’s with CLG status: Chatfield, Frontenac, Lake City, Lanesboro, Red Wing, Wabasha, Winona). This could be a way of leveraging larger CLG or Legacy grant funds.
4. Thinking about **K-12 education**, Jennifer mentioned that she had recently met with Superintendent Steven West and curriculum director Kelly Halverson. The meeting was about History Day, and they were enthusiastic about promoting it in Winona. But Jennifer thought they would be interested in curriculum ideas about the built environment and preservation. For one thing, each grade level needs a field trip. Jennifer offered to join me if I met with Kelly Halverson and I will follow up.
5. They hoped that the HPC and **Main Street** would team up on things, for example, jointly welcoming new owners to the historic district or sponsoring a workshop on design together.
6. And they hoped that HPC and WCHS could work with **Visit Winona** to produce materials, like a walking and bus tours of downtown buildings and homes, needed to attract bus tour and steamboat stops. Apparently, Winona used to attract more bus tour and steamboat stops than it does now. Tour companies favor cities that have well-developed activities for their customers.

**Meeting with Pat Mutter, Director, *Visit Winona*,
November 21, 2014**

After explaining the goals of the HPC and the process leading to a preservation education plan, Pat shared some of her ideas and concerns. I noted that we are thinking of education in the broadest sense, with many possible audiences in mind, with an emphasis on collaboration.

Pat emphasized that she has always promoted Winona's historic architecture as a way to attract people to Winona, but that she is dependent on other groups (HPC, WCHS) to produce content.

We talked about the **Historic Downtown walking tour brochure**, which was produced many years ago by the HPC with CLG funding and with help from the Chamber which at that time sponsored the Convention and Visitors Bureau. It's very good, and updated not too long ago, but also very elaborate and costly to reproduce. Hence, it is not used much. Pat thought that the context captured there could be the basis for **webpage development**, including an interactive map, and that maybe some of the content could be used in a cheaper format, like a simple trifold with a downtown walking tour.

She pointed out the **Arts and Heritage section of Visit Winona webpage** which has quite a bit on historic architecture, but nothing on historic homes. This is an area where HPC or WCHS could help with content production, both for the Visit Winona website and also for an inexpensive **home tour brochure**. The home tour could include about ten homes (enough for about an hour) that could be used by the trolley or by individual visitors. She noted that the expensive Stained Glass brochure they used to have has been discontinued, but that the content is on their webpage. (See <http://www.visitwinona.com/itinerary/arts-heritage/>)

Visit Winona has a **Facebook** and **Pinterest** page which emphasizes the visual. Beautiful pictures of things are popular and get noticed. They have historic buildings and she would welcome more submissions.

Overall, Pat was interested in promoting downtown and home tours, both with better on-line content and with inexpensive brochures. Even though websites are crucial, she said, visitors want to have a handout of some kind. The key is "**cross-promotion**" where content is shared and promoted by HPC, Visit Winona, Main Street and maybe more.

She also mentioned the monthly meetings on the second Tuesday at 8:15 where people gather to share what is going on in Winona related to tourism. Next one is December 9 at Masonic Temple. All our welcome.

Finally, she mentioned Dr. Hamid Akbari, Dean of Business (hakbari@winona.edu, 309 Somsen Hall, 507.457.5014) as someone at WSU who is community-oriented and might be interested in collaborations. His focus is on entrepreneurship.

GG

Meeting with Della Schmidt and Dave Bittner, *Winona Main Street*
November 24, 2014

After explaining the goals of the HPC and the process leading to a preservation education plan, Della and David shared some of ideas and concerns. I noted that we are thinking of education in the broadest sense, with many possible audiences in mind, with an emphasis on collaboration.

Overall the meeting was focused on working together to enhance the downtown and on cross-promotion of content and activities. Della noted that “times had changed,” due not only to the arrival of *Main Street*, but also because of an increased interest in downtown revitalization.

She hoped that the HPC could become more visible as a “**friendly resource.**” Today, most business owners don’t even know about it until they try to do something and then it’s another hoop to jump through. She suggested routinely promoting preservation successes via **press releases** (and phone calls) to media, **guest editorials** in the newspapers, friending *Main Street Facebook* page (and sending materials to David to post there), and using Main Street’s **e-newsletter** as an outlet for HPC articles. Also there is soon to be unveiled a *Main Street mobile ap* to which HPC could possibly be linked.

David noted that there had been some collaboration. Lynn England is a member of the **Main Street Design Committee** (next meeting 11:00 Dec 11 at Pet Medical). Several HPC members came to Catherine Sandlund’s presentation of the Secretary of Interior Standards. Also, HPC members were invited to the unveiling of the consultant’s design ideas for the vacant lot on 3rd street where the fire occurred.

David mentioned that Catherine is ¼ time for *Main Street* statewide. In that role, she will come to Winona once a year to do a **design rendering** on a selected storefront. This was done in 2014 for Yarnology, and the 2015 site has not been chosen.

Della talked about possibly having not just “guidelines” but “standards” for a limited area in downtown where things like signage and paint color could be addressed, tied with a campaign to educate property owners about how standards protect their investment.

One particular issue of education, Della mentioned that the repointing repair on the Alexander building on 3rd Street was not done as well as it should have been from a preservation point of view, and that the owner understood this, but that his **insurance** would not cover proper procedures. Future education should include advising property owners to make sure their coverage provided for proper rehab procedures. Possibly for a very small increase in premium, the coverage could have been appropriate.

GG

Winona Heritage Preservation Commission

Short Term Mission Statement

(Draft for January 14, 2015 discussion only; not a final document)

The general purpose and specific responsibilities of the Winona Heritage Preservation Commission are established by Winona Ordinance 22.27 (a) and (c). Over the next biennium, the members of the HPC will work to fulfill its mission in the following ways:

1. The members of the HPC will act to **make its purpose and activities more visible** in the community using a variety of means, which may include an enhanced website, local media coverage (newspapers, radio, cable TV), *Winona Main Street* e-newsletter and Downtown Winona app, interpretive materials developed with *WCHS* and *Visit Winona*, K-12 curriculum developed with *WAPS*, and public gatherings (e.g. the Home Show), among other things.
2. In particular, the members of the HPC, in coordination with *Winona Main Street*, will **reach out to owners** of Heritage Preservation Sites, especially in the downtown historic district, offering clearly written information which responds to common questions about the maintenance and alteration of historic buildings.
3. The members of the HPC envision a **website** which is an interactive entry point for information on all aspects of historic preservation in the city. The website would be both historical (using historic photos, maps, and newspapers to connect users with Winona's past) and contemporary (providing easily accessible information for owners and builders involved in preservation planning).
4. In all these activities, the members of the HPC will work to deepen public appreciation of the value of preserving Winona's historically and architecturally significant sites by **telling the stories** of the people who built, lived in, worked in, and cared about the buildings and places of Winona.

**Meeting with Kelly Halverson, WAPS Director of Learning and Teaching, and Jennifer Weaver,
Asst Director, WCHS, December 22, 2014**

After explaining the goals of the HPC and the process leading to a preservation education plan, I laid out some examples of K-12 curriculum to open the discussion. I mentioned the *Teaching with Historic Places* website at the National Park Service, the various Grade 1-6 programs led by the Friends of the Upper East Side (NYC), and the *My Neighborhood/My Heritage* program for young people ages 12-18 in Michigan featuring photography (links below).

I noted that all these have some common features. Usually there is introductory classroom component followed by an actual visit to a historic building or site, often concluded by an exercise in photographing or drawing the site. The stories told by the buildings vary greatly. For example one of the New York programs focuses on the immigration history of a particular neighborhood. We all agreed that this might work well in Winona. For example, we could imagine a unit on Polish immigration history based on a study of historic buildings like St. Stans, the Winona Athletic Club, typical houses, etc.

Jennifer mentioned the 2nd grade activity recently done at the History Century which involved mapping the growth of Winona. This included a trip to the Garvin Heights lookout.

Kelly was very interested and thought that something could be developed. However, she cautioned that a new curricular initiative has to fit into the existing state standards. If it does not, then it is very difficult to get teachers to adopt it. Even if the issue of state standards can be overcome, new ideas for curriculum still must find teachers who are willing to take on something new.

She said that she would explore ways in which a historic preservation unit could advance the standards and also seek middle school and high school teachers who may be interested in hearing more. She will get back to us in January.

<http://www.nps.gov/nr/twhp/>

<http://www.friends-ues.org/education/>

http://www.mhpn.org/?page_id=2263