



CITY HALL
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April 1, 2015

Heritage Preservation Commissioners
Winona, Minnesota 55987

Dear Commissioner:

The next meeting of the Heritage Preservation Commission will be held on **Wednesday, April 8, 2015 at 4:00 p.m. in the Wenonah Room** of the Winona City Hall.

1. **Call to Order**
2. **Approval of Minutes – March 11, 2015**
3. **Discussion – Education Program – Greg Gaut (Attached)**
4. **Windom Park Historical District**
5. **May Meeting: St. Stans**
6. **Other Business**
7. **Adjournment**

Sincerely,

A handwritten signature in black ink, appearing to read "Myron White", written over a horizontal line.

Myron White
Development Coordinator

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: March 11, 2015

TIME: 4:00 p.m.

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

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

GUEST: Greg Gaut

Call to Order

Chairperson Lynn Englund called the meeting to order at 4:00 pm and commented on the positive progress on the Kupietz/Latsch Building.

Kendall Larson made a motion to approve the minutes from February 11, 2015, and the motion was seconded by Carolyn Larson.

A proposed mural project at 3rd and Center Street is in its early planning stages and was brought to the attention of the Commission.

Continued Discussion-Preservation Education Plan Development

Greg Gaut mentioned one of the goals for the meeting was project prioritization: Who's going to do it, how will it get done.

Greg then referenced a "Timeline of Winona's Preservation History" among items referenced:

- 1956: The federal government's plan to upgrade the Port Office
- 1958: Referendum to fund the building of a new County Courthouse
- 1974: Latsch block razed as part of "urban renewal" initiative
- 1980 Chicago and Northwestern Depot razed
- 1986 Heritage Preservation Ordinance passed
- 1989 Heritage Preservation Commission created which triggered the Historic Context Report and Historic Resources Surveys
- 2003 County Courthouse rededicated
- 2004 local designation of private residences
- 2006 Merchants Bank announces intention to raze eight storefronts

It was decided that this would be good to use this information for new member orientation.

HERITAGE PRESERVATION COMMISSION MEETING MINUTES

MARCH 11, 2015

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PRIORITIES:

Greg mentioned he liked the idea of subcommittees, and work could be done with Commission members, consultants, staff and collaboration partners.

- 1) Web Page Development
- 2) Outreach to property owners/DTMS
- 3) Handouts: walking tours of Downtown and residential
- 4) Outreach/presentations
- 5) Informational panels designed for display at events
- 6) Curriculum development for schools
- 7) Program of National Register and/or local designation of properties
- 8) Marketing: Radio/TV/Newspaper spots on preservation

Web Page Development: Discussion on how grants work:

- Smaller Legacy Grants (up to \$10k) are not as complicated
- Larger grants are more detailed and competitive
- Should the web site be part of the City Web Page or stand alone
- Draft a web site plan/grant strategy

Survey Reports Distributed: Dated but good information and could still be used as basis for historic designation.

Next Meeting Scheduled: 4:00 P.M. Wednesday, April 8th in the Wenonah Room

May Meeting: St. Stans: Work out the details.

Adjournment

A motion was made by Preston Lawing and seconded by Andy Bloedorn to adjourn the meeting. The motion passed with all present voting aye.

Myron White
Development Coordinator



Greg Gaut

Historic Preservation Consultant

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March 30, 2015

Dear HPC members,

I look forward to being with you again at your April 8th meeting. We are now reaching the climax of our process.

Included in your packet for discussion is a **Two Year Plan—Initial Draft**. The first part is a slightly edited version of the **mission statement** developed several meetings ago.

The second part is my attempt to articulate the **priorities** which you have been developing over the last three meetings. Priorities #1-4 are concrete attempts to apply the mission statement to the present situation in Winona based on our collective experience with preservation in Winona. Priority #5 falls into that category too, but as we have recognized, it would be impossible for you to develop curriculum without a partner within the schools. Priority #6 concerning National Register nominations and local designations is included because it is part of your basic mandate, and in any case, clearly part of preservation education.

These priorities together form an ambitious program for the next two years. **Is this what you what to do? Are you willing to commit yourself to this program?**

The third part has to do with **who does what**. This work will get done by combining the efforts of city staff, hired consultants, the members of the HPC, and your community partners (WCHS, Visit Winona, Main Street, and WAPS). As you have discussed, the work of the HPC needs to be done by subcommittees if it is going to get done at all.

I suggest a **subcommittee structure** geared to the priorities. Each subcommittee has a list of tasks. Each subcommittee will need to reach out to the partners around particular projects. I have taken the liberty of suggesting the make-up of the subcommittees (some of you had already volunteered for a particular task). Read this very carefully. These are only suggestions. It's your commission and everything is on the table. If you accept this structure, you are agreeing to some serious responsibilities.

See you on April 8

Greg
Greg

Winona Heritage Preservation Commission

Two Year Plan—Initial Draft

April 8, 2015

I. Mission Statement

1. The members of the HPC will **make its purpose and activities more visible** in the community using a variety of means.
2. The members of the HPC will create 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).
3. 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.
4. 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.
5. In all this work, the members of the HPC will **collaborate** with other community organizations with which it shares common interests, including Winona County Historical Society, Visit Winona, Winona Main Street, Winona Area Public Schools.

II. Our Priorities

1. **Web page development**—The HPC will seek Legacy and /or CLG grants to hire an experienced local web designer to develop a semi-autonomous HPC website which will provide an attractive, visual, interactive entry point for everyone seeking information and ideas about historic preservation in Winona and the workings of the HPC (and especially the Historic Downtown District). The website would be developed over at least two stages, each financed by small (up to \$10,000) Legacy grants or similar CLG grant or a combination. The HPC will seek the first grant immediately upon approval of this plan. Possible stages of development might involve the following:
 - a. Stage One: Logo development, create site structure, add easily available content, such as FAQ, map of district, Design Guidelines, annual awards, a few Before and After photo displays.
 - b. Stage Two: To already created web site add more complex content, including an interactive map which includes clickable icons for National Register and locally designated properties which link to photos and information on each.

In addition, the HPC and the city will consider a limited service contract with a web designer to create additional sections on demand as events warrant, such as, new tax credit projects, new NR nominations or local designations, etc

2. **Traveling display**—The HPC will seek Legacy and /or CLG grant to hire experienced exhibit designers to create a portable traveling display of three or four panels lavishly illustrated in color with information and visuals about Winona's history and its architectural legacy, as well as efforts to preserve it. The downtown historic district will be predominantly featured in this display. This grant will be sought as soon as this plan is finally approved. As soon as the travelling display is completed, HPC members and city staff will begin using the display at public events in conjunction with WCHS, Visit Winona, Winona Main Street, and WAPS. Priority will be given to downtown events, like Main Street happenings, Live at the Levee concerts, Farmers Market, etc.
3. **Handouts**--Members of the HPC and city staff will develop inexpensive tri-fold handouts which can be mass produced at low unit cost. Possible handouts include a simplified downtown walking tour, a driving Winona home tour, a driving Winona architectural highlights tour, and a brochure about the HPC and the downtown district and other designated buildings. These will be created to meet the needs of Visit Winona, WCHS, Main Street, and WAPS as appropriate.
4. **Outreach to property owners in the downtown district**—Members of the HPC will make direct contact with every property owner in the downtown district by sending a letter with a copy of the *Design Guidelines*, and then following up with a phone call to see if there are questions or concerns. Members will seek to publicize success stories in the district, for example, the current tax credit project at the Kirch-Latsch Building, in the Main Street e-newsletter, and in other print and broadcast media, and to recognize such efforts in the annual awards. Members will also become directly involved in the appropriate Main Street committees, and seek ways to cosponsor events.
5. **Curriculum development**—If there is an interested teacher at WAPS, the HPC will collaborate with the teacher to develop a brief pilot lesson plan on historic preservation in Winona, possibly with grant funding.
6. **National Register and Local Designations**
 - a. Using the survey done of Winona in the 1990s, the HPC at its next several meetings will develop short lists of possible sites eligible for the NR or Local designation in the East, Central and West regions of the city. From these lists, the HPC will chose properties and instruct staff to apply for appropriate Legacy or CLG grants to hire consultants to complete the nominations.
 - b. If property owners in the Windom Park area seek protections for the historic character of their neighborhood, the HPC will respond by supporting the local designation of a district with appropriate boundaries.

III. Getting it Done: staff, consultants, subcommittees

Note: The HPC is a volunteer committee than necessarily must rely on staff and hired consultants for major work. However, the members must be actively involved in planning and preparing grants. In addition, available grant money is limited, and members must do some of the work as volunteers. A subcommittee structure will clearly divide the work into manageable pieces and assign responsibilities.

Note: The commission currently has two vacancies. HPC members should actively recruit new members who can best contribute to the work of these subcommittees. Suggested subcommittees and assignments follow, using the nine current members of the HPC.

1. Web Development Subcommittee (Andy Bloedorn, Kendall Larson, Preston Lawing)

- a. Investigate models and vendors, and advise staff on grant strategy and preparation.
- b. Chose a designer, and then work closely with this person on content and formatting.
- c. Liaison with Visit Winona, WCHS, and Main Street on cross promotion, linking, etc of new webpage.

2. Downtown Outreach Subcommittee (Mary Edel Beyer, Lynn England, Wes Hamilton)

- a. Establish close working relationship with appropriate Main Street committees.
- b. Develop a cover letter which staff will send out to all property owners with copy of the *Design Guidelines*.
- c. Use Main Street *e-newsletter* to comment on positive developments in the district (Example: an article about the Kirch-Latsch project and how it uses rehabilitation tax credits which are only possible because preservation activists early on nominated it for the National Register.)
- d. Investigate use of radio and TV spots highlighting the preservation of Winona's built environment.

3. Publications and Displays Subcommittee (Susan Briggs, Merle Hanson, Carolyn Larson)

- a. Working with Visit Winona, WCHS and Main Street, develop an inexpensive (tri-fold) brochure for a downtown walking tour using content already developed for other brochures.
- b. Then move on to develop similar inexpensive tour brochures focusing on stained glass installations, historic homes, and highlights of Winona architecture.
- c. In consultation with WCHS, Visit Winona and Main Street, work with staff to prepare a grant to fund the hiring of an experienced exhibit designer to create colorful display panels for use at public events. They should be easy to assemble and completely portable.
- d. Start taking the display to appropriate public events, especially downtown.