

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: June 11, 2014

TIME: 4:00 p.m.

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

ABSENT: Wes Hamilton, Shaune Burke and Susan Briggs

STAFF PRESENT: Mark Moeller

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

The minutes from the Commission's meeting of April 9, 2014, were reviewed. Upon motion by Commissioner Edel Beyer and second by Commissioner Bloedorn, the minutes were approved as submitted.

Discussion with Main Street Representatives

Chairperson Englund introduced this item and recognized David Bittner, representing the Winona Main Street Program, and Della Schmidt, President/CEO Winona Area Chamber of Commerce, who were present to provide general updates of the Winona Main Street Program. She noted that the Commission's agenda package had included notes from a recent meeting of the Main Street Programs buildings and streetscape design subcommittee. In summary, that information had been included to provide an idea of what Main Street is currently working on.

Mark Moeller, City Planner, noted that the reason Mr. Bittner and Ms. Schmidt had been invited to the meeting was simply to encourage cross communication between both groups. He emphasized that although both have their own specified agendas; there will be times when projects may require involvement by both.

At this point, Mr. Bittner noted that, as part of Main Streets annual programming, it does propose to prepare rehabilitation schematics of a building (or buildings) located within the downtown area. The idea being to provide business and property owners with a vision of how refurbished buildings may look. One such project, completed last year, revolved around the Yarnology building. At this point, he presented a series of sketches that had been prepared for an upgrade of that building.

Most recently, Main Street was working to retain the services of a consultant to prepare design schematics for fire damaged buildings on Third Street. Again, the end product of this process would be the preparation of various renderings providing visuals as to how new infill development could look, and how it could fit into the surrounding historic neighborhood. Mr. Bittner noted that he envisioned that the Commission would be invited to participate as stakeholders in this project. Further information of it would be provided as it develops.

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At this point, Ms. Schmidt noted that the Main Street Program had been created to implement the traditional four point approach in stimulating downtown redevelopment and growth. She explained that the program is currently being funded through joint efforts of the Winona Port Authority and Chamber. Outside of these sources, various fundraisers are proposed to generate additional revenue including progressive dinners and various retail promotions.

Ms. Schmidt emphasized that one goal of the Main Street Program is to build relationships with other entities having interest within the Central Business District. Additionally, discussions were currently underway to improve streetscapes and signs throughout the Downtown Area.

Commissioner Kendall Larson stated that she felt a vision for consistent signs throughout the central business district should be promoted. She further suggested that if enhanced streetscapes are proposed, they should be tied to a certain time period for the downtown. Ms. Schmidt stated that as part of the current Levee Park plan discussion, Main Street would be seeking to look for ways to partner in implementing various parts of the approved plan. She reaffirmed that any effort to upgrade streetscape elements should involve participation by a number of stakeholders and not simply Main Street. She felt that this was important not only to secure consensus, and possibly leading to joint funding opportunities. Commissioner Kendall Larson suggested the development of a resource guide for the downtown that might include listings of both persons and businesses who could provide assistance in upgrading properties. Such a source might also include a clear vision for what is desired for streetscapes and signs.

Ms. Schmidt stressed that historic preservation and housing are parts of the four point approach to the Main Street Program. She noted that although Main Street has defined its physical limits within the Central Business District, its visions could extend into residential areas located within close proximity to the Central Business District. She further noted that all successful Main Street Programs involve public, as well as private, partnerships.

Following further discussion, all in attendance felt that the meeting this afternoon was important to developing a relationship between the two entities. In order to promote continued communication, it was agreed that both would continue to share agendas, minutes, and other applicable information with each other.

Ms. Schmidt stated that Main Street does publish various newsletters, and that the Chamber would be glad to share these with the Commission.

Chairperson Englund thanked Mr. Bittner and Ms. Schmidt for their attendance this afternoon, and welcomed the opportunity to work with Main Street in the future.

Other Business

At this point, Chairperson Englund called on Mr. Moeller to provide a summary of updates to various other projects that are occurring. Mr. Moeller stated that the City had received final acknowledgement of a legacy grant opportunity that will assist two Commissioners to

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attend the upcoming AASLH Conference. At this point, Chairperson Englund and Commissioner Bloedorn have volunteered to attend. He also noted that the City had received final word of approval of a CLG Grant that would begin in October. Again, the purpose of this grant is to facilitate a process that would result in the creation of various ideas to provide information and education to the general public.

Mr. Moeller stated that the State Review Board had recommended approval of the National Register Nomination of the Laird Norton building. This nomination has now been submitted to the Secretary of Interior for final consideration and approval.

Following discussion with Chad Ubl, Community Services Director, Mr. Moeller explained that the Masonic Temple Structure Evaluation Report is proceeding as scheduled. Currently, the report is approximately half done and release of it is expected this fall. At this point, it was anticipated that the consultant, preparing the report, would provide an overview of it through some form of public forum. The Commission will be advised of this meeting.

It was noted that the Commission continues to have two vacancies. If any Commissioner knows of an individual who may be interested in participating, Mr. Moeller suggested that they contact him.

Chairperson Englund noted that she was still anticipating initiating the preparation of a Windom Park Neighborhood Walking Tour Brochure. If any Commissioner is interested in assisting in the preparation of research for the brochure, she asked that they contact her.

Mr. Moeller stated that the Design Review Committee had reviewed a potential Certificate of Appropriateness Application at 220 East Third Street on April 9th. In summary, the applicant had proposed locating 2- 4'x8' signs above picture windows on the property. These signs would be in addition to present 4'x8' sign above doorway. The application was denied on the basis that the proposal was inconsistent with Design Guidelines. Given this denial, no appeal was submitted and no further action taken of the sign project.

Chairperson Englund asked that the current list of Design Review participants be provided to all. Mr. Moeller responded that this would be included in the next agenda.

Adjournment

There being no further business to come before the Commission, the meeting was adjourned.



Mark Moeller
City Planner