



**CITY HALL**

207 Lafayette Street  
P.O. Box 378  
Winona, MN 55987-0378  
FAX: 507/457-8212

October 21, 2014

Heritage Preservation Commissioners  
Winona, Minnesota 55987

Dear Commissioner:

The next meeting of the Heritage Preservation Commission will be held on **Wednesday, October 22, 2014 at 4:00 p.m. in the Heritage Room** of the Winona City Hall.

1. Call to Order
2. Minutes – September 10, 2014
3. Discussion – Presentation of Commendation Award to Basilica (When/Where?)
4. Discussion – Review of Proposals Received for Education Plan Project (Attachment)
5. Other Business
6. 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 10, 2014  
**TIME:** 4:00 p.m.  
**PRESENT:** Kendall Larson, Wes Hamilton, Mary Edel Beyer, Andy Bloedorn, Carolyn Larson, Merle Hanson, and Lynn Englund  
**ABSENT:** Shaune Burke and Erik Floan  
**STAFF PRESENT:** Mark Moeller

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

The minutes from the Commission's meeting of August 13, 2014, were reviewed, and upon motion duly made and seconded were unanimously approved as submitted.

At this point, Mark Moeller, City Planner, introduced Myron White, Development Coordinator for the Community Development Department. Given his pending semi-retirement, Mr. Moeller stated that Mr. White would be transitioning into the Commission's staff position. It was anticipated that the transfer will occur sometime at the end of this year. Chairperson Englund welcomed Mr. White and noted that the first item on the Commission's agenda this afternoon was discussion of parliamentary procedures.

### Discussion – Parliamentary Procedures

Mr. Moeller noted that this item was a carryover from the Commission's August 13<sup>th</sup> meeting at which point Commissioner K. Larson had requested that future Commission actions be tied to applicable parliamentary procedures. In part, she was concerned that some Commission actions have not included a formal voting record. Given this, she recommended that future formal actions of the Commission be guided by Roberts Rules of Order.

Commissioner Englund asked if it would be possible to develop a "cheat sheet" outlining both the process and actions needed for the Commission's upcoming hearing of the Kirch Latsch Certificate of Appropriateness application. Mr. White stated that such a sheet is often developed for the Chair of the Port Authority in complex matters.

In response to a question from Commissioner Hamilton, Mr. Moeller noted that formal actions are required for most Commission actions.

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Following further discussion, the consensus of those present was that all future formal actions of the Commission should be driven by Roberts Rules of Order.

**Discussion – Procedures for notifying HPC of Requested Variances to Local Historic Properties**

Mr. Moeller again noted that this is an item that surfaced during the Commission's last meeting. At that time, concern was expressed that the Commission is not advised of requests for variances particularly within Downtown Local Historic Districts. Although it was understood that such variances may not impact structure exteriors, it was felt that the Commission should at least be advised of what is being proposed. If it was felt that a requested variance may have negative effects on a neighborhood, the Commission would be able to offer its position to it.

Mr. Moeller explained that under current provision, variance approvals are preceded by 10 day notice to property owners who either adjoin or located 150 feet from (depending on the variance request) as well as newspaper publication. Should the Commission desire to receive a copy of such notices, it could be accomplished in one of two ways:

1. The modification of requirement provisions under City Code Section 22.21.
2. As an alternative to the previous, staff could simply develop a policy requiring notice to the Heritage Preservation Commission. Although less formal than the previous option, the development of a staff policy requiring notice to the Commission would not require a code amendment.

At this point, he explained that staff would take a second look at this and come back to the Commission with a more specific recommendation. The consensus of those present was that this would be appropriate.

**Other Business**

Mr. Moeller noted that a formal HPC hearing had been scheduled for September 25<sup>th</sup> to consider a certificate of appropriateness application for the Kirch Latsch Building. Again, current plans for that building call for a significant restoration with some new construction occurring on the site. In response to a question, Mr. Moeller stated that he would work with the applicant in establishing a time to tour the proposal prior to the hearing. The date and time of this tour would be forthcoming.

It was noted that a COA request had been submitted to construct an identification sign for the Huff Lamberton property. As proposed, the sign would be located at the southeasterly corner of the property. Although an HPC subcommittee had been established to review the application, the subcommittee has struggled with it. Of particular concern was that the sign, although resembling natural brick and stucco materials, would actually be constructed of new foam based materials that look like

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brick and stucco. As a result of this, one question the Committee still had related to the life expectancy of artificial materials.

Commissioner Edel Beyer stated that she was working on a pending October deadline to present a commendation award to the Basilica. As part of that event, she felt that someone might be able to give a speech of the history of the structure. She noted that she would communicate with Chairperson Englund relative to a desired date and that the Commission would be advised of this as soon as convenient.

Chairperson Englund explained that she was continuing to pursue her plan for a Windom Park Walking Tour Brochure. In this process, she had been searching for similar products from other communities and felt that one that had been produced for the Summit Avenue area in St. Paul might be a good example. Further updates of this project will be forthcoming.

Mr. Moeller noted that although the Commission had not yet been provided with a copy, he was providing a copy of a study entitled "Third Street Properties Impacted by Fire-Downtown Winona, Minnesota" to the Commission. Again, this study had been authorized and financed through the Winona Main Street program and had been completed by the Firm of Urban Development Services. In part, the study presented scenarios for structural redevelopment of fire damaged properties as well as potential ideas that could be implemented in the short term. He encouraged all Commissioners to review the study and to contact him with any further questions the Commission may have.

Chairperson Englund explained that given results of the Masonic Temple structure and reuse report, efforts are underway to establish a fundraiser to finance needed projects to the building.

### Adjournment

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

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Mark Moeller  
City Planner

# HERITAGE PRESERVATION COMMISSION

**AGENDA ITEM: Review of Consultant Proposals – Education Plan**

**DATE: October 22, 2014**

In response to the attached Request for Proposal (RFP), related to the preparation of an Education Plan, we have received (attached) proposals from:

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

Given these submittals, the Commission will need to review all, with the ultimate purpose of forwarding a recommendation to Council during its November 3<sup>rd</sup> meeting. Given this schedule, it is hoped that we can have a signed consultant contract by November 5<sup>th</sup>.

Prior to reviewing proposals, the Commission is encouraged to read/understand the RFP as it is this document that presents the project scope, and minimum requirements, that consultant proposals are responding to. Following Commission review of proposals its recommendation to Council should be based upon a number of factors, including:

- Study Approach – In part, does it reflect an understanding of the project scope presented in the RFP? Is it logical? As opposed to other projects undertaken by the Commission, this one will require a fair amount of meetings/contacts with “other” preservation stakeholders. Does the planned study approach reflect this?
- Consultant Experience and Qualifications – Has the Consultant undertaken a similar project before? Are they “qualified”?
- Total Project Bid/Hourly Rates

Outside of the previous, Commissioners may have a general “feel” (good or bad) for a specific proposal. If you notice these, please feel free to bring them to the meeting. Again, this project is being funded by Certified Local Government Grant funds of \$4,500 to be matched by local funds of \$4,500 for total project budget of \$9,000.

Should the Commission have questions or concerns prior to the meeting, please ask.

Attachments

# City of Winona

## Request for Proposals

### PROJECT

Prepare a comprehensive and sustainable preservation education plan.

### PROJECT BACKGROUND

During a recent HPC goal setting session, concerns were expressed of perceptions that the general public is not fully engaged with City preservation objectives, nor to activities or the general mission of, the Commission. As a result, it was suggested that public awareness could be improved through the development of some form of heavily promoted web based media initiative. In further consideration, however, the HPC concluded that, prior to the development and implementation of this, or any other education/informational tool, greater thought was needed to first define "what" activities, messages, or programs it desired to promote. Although initial discussion had centered on the creation of web-based informational tools, it was felt that, once identified, non-web based tools and programs should also be considered. Following conversation with SHPO staff, it was further decided that, the Commission would be better served if it was to first prepare a comprehensive and sustainable preservation education plan for the City. The intent and purpose of such a plan being to present a catalogue of public informational objectives and tools reflecting City preservation core values, mission statement, and programs. The development of such a plan is the purpose of this project.

### PROJECT SCOPE

This project will be prepared with the assistance of a qualified historian meeting the Secretary of Interior's Standards (page 44783) in the Federal Register of 9-29-1983. Although this person will be requested to develop the projects specific study approach and timeline, the approach will revolve around the following three general areas of study:

1. Define and/or redefine the HPCs purpose and core values. Prior to identifying what it would like a public education initiative to achieve, the HPC needs to first fully reevaluate and understand what its purposes and functions are. The end result of this step being to create a specific mission statement, reflecting core community preservation values.
2. Given completion of Step 1, the HPC will begin to identify what parts of the community's preservation mission statement, programming, and core values deserve greater exposure to the general public. Although this study section will, in part, define current strengths and deficiencies in providing information to the public, its end result will be to identify a prioritized list of ideals that the HPC feels should be promoted through a public education initiative.
3. Develop a catalogue of specific ideas and tools to be used in promoting prioritized objectives, developed under Part 2. Although these will not need to be fully developed and implemented through this project, each listing should include enough scope and content description to facilitate implementation,

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when desired by the HPC. Although specific tools will derive from the planning process, general examples of these might include:

- A fully developed web site devoted solely to City preservation activities, including interactive maps and other features, as well as links to other preservation resources.
- A Facebook or other digital format, presence too locally-based open online learning options related to history and preservation.
- Brochures, newsletters, and audio tour development.
- The development of Joint venture education opportunities with the Winona County Historical Society, Visit Winona (tourism), Main Street, local schools and universities, and others.
- The use of media.

The process for this project will be transparent to the public, and will be conducted in accordance with applicable Secretary of Interior Standards and Guidelines. In recognizing that the HPC does not work in a vacuum, and that other local and state entities (Winona County Historical Society, Visit Winona, Main Street, and SHPO) share presentation purposes similar to that of the HPC, the project will require engagement with those entities, and the general public. In this, the HPC recognizes that its public education mission will ultimately rely on joint ventures with these, or other, agencies. These joint efforts will be identified under the previous study area 3.

**SCOPE OF CONSULTANT SERVICES**

Completion of this project will be carried out in accordance with the Secretary of the Interior's Standards for Registration (pages 44726 to 44728), in the Federal Register of 9/29/1983, and MN SHPO's Guidelines for Architectural History Projects of January 1993.

1. In approaching this project, the HPC feels that its success will be rooted in a comprehensive and transparent dialogue process involving it, the selected historian, identified stakeholders, such as the County Historical Society, Visit Winona, Main Street and university representatives, as well as the general public. Products will include a final report summarizing the study process including a presentation of HPC/community preservation core values, public information objectives, and a fully defined/described listing of tools that could be used in achieving noted objectives. Final products will be prepared by the qualified historian, and will include one paper and one digital format of the final report. Once received, all final products will be distributed to the public by way of the City of Winona Web site, media press releases, and other venues.
2. **Timing** – The project period shall begin upon award of the consultant contract and shall terminate not later than June 30, 2015. The selected consultants project timeline should include the following minimum deadlines:
  - By November 6, 2014 – Consultant begins project.
  - February 15, 2015 – Provide a summary of information gathered from initial public input/stakeholder meetings.

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- April 15, 2015 – Prepare a draft list of tools to be used in achieving project scope activities.
  - June 1, 2015 – Submission of draft “final products” report.
  - June 20, 2015 – Submission of final report.
3. **Meetings.** In responding to this request, the consultant’s budget proposed, project approach and timeline should include an adequate number of meetings and workshops he/she feels are needed to solicit HPC and public input relative to the project. As part of this meeting schedule, the consultant will be required to present the draft report to the HPC and public. City staff will assist in coordinating and publicizing meetings while all meetings will be public and will be facilitated by the consultant.

**CITY RESPONSIBILITIES**

Project coordination will be administered by the City Planner. Additionally, City staff, and the HPC, will supply feedback and assistance to the project, as needed. The City will be responsible for necessary reproduction and distribution of the final report.

**RESPONSE**

Qualified persons interested in submitting a proposal relative to this project may respond by providing the following information to Mark Moeller, City Planner, Department of Community Development, City Hall, 207 Lafayette Street, Winona, MN 55987, no later than 4:00 p.m. on Friday, October 20, 2014:

- A. Resumes of key personnel who will be responsible for preparing the final report. It is noted, that one of these personnel must meet the Secretary of Interior’s Professional Qualification Standards.
- B. A brief statement which identifies key personnel experiences with, and knowledge of, the Secretary of the Interior’s Planning Standards.
- C. An outline which presents the consultants planned study approach, and timing of, the project’s completion. This outline should include the extent of local support services, which will be expected.
- D. Hourly rate structure and total estimated project cost.

All proposals should be sealed and clearly marked “Request for Proposals – HPC Education Plan Designations”. The City of Winona will consider all proposals received and will award a contract on the basis of consultant qualifications, study approach, extent of local resource utilization, and applicable experience and total project bid.

This project is being financed, in part, through an MHS Certified Local Government Grant of \$4,500. Pursuant to terms of this grant, the project will have a total value of \$9,000, all of which will be in the form of cash for consultant services.

Questions related to this Request for Proposal may be directed to Mark Moeller at (507) 457-8250.



**Greg Gaut**

**Historic Preservation Consultant**

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673 E. Wabasha Street  
Winona, MN 55987

507-452-0536 home  
507-279-7859 cell

[GregGaut@gmail.com](mailto:GregGaut@gmail.com)

October 20, 2014

Mark Moeller  
City Planner  
Winona City Hall  
207 Lafayette Street  
Winona, MN 55987

Dear Mark,

I am pleased to present you with a Proposal to Prepare a Preservation Education Plan for the Winona Heritage Preservation Commission.

Because I have strong backgrounds in both education and preservation, I am well prepared to take on the role you envision in your Request for Proposals. For about two years, I have been working around the state as a historic preservation consultant. Prior to that I had a successful teaching career at Saint Mary's University. Although I'm no longer a full time teacher, much of my work in preservation is educational. I remember, for example, Mark Peterson and I standing before the Winona school board for nearly an hour educating them about the difference between National Register and local historic designation.

My work in the preservation community began while I was teaching at Saint Mary's. Probably my first public act was speaking in favor of preservation at the hearing that the Heritage Preservation Commission organized when the Winona County Courthouse flooded in 2000. Shortly thereafter, I became a member of the Winona County Historical Society board of directors. In 2005, I was appointed to the HPC. As you know, I left the HPC in 2012 only because I wanted to compete for contracts offered by the City of Winona. During this period, I was also appointed to the Minnesota State Review Board for the National Register. I am now completing my third and last term and serve as chair.

With my wife, Marsha Neff, I have published two articles in *Minnesota History* which explore Winona's preservation history. The first article tells the story of the successful efforts to save the Winona County Courthouse; the second describes the construction and loss of the Winona Post Office. For both articles, we received the Minnesota Chapter of the Society of Architectural Historians' David Gebhard Award for the best article on the built environment (see the resume below for full citations).

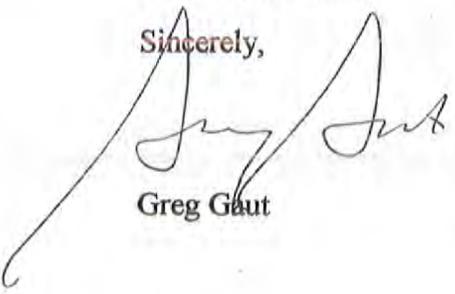
I have also learned a great deal about Winona history in my work as a consultant. Although I have worked in various counties, I was fortunate to have been hired by the Winona HPC to complete the National Register nominations of the Milwaukee Road (currently Amtrak) Station, the Laird Norton Company Building, and the local designation of the Abner Hodgins House on Windom Park. Winona State University also hired me to complete the National Register nominations for Somsen and Phelps halls, the two campus buildings associated with the historic Normal School.

I think you and the commission will agree that my work for the city has met and exceeded expectations. The nomination forms for the Milwaukee Road station, the Hodgins house, and the Laird Norton Company Building received very positive feedback from State Historic Preservation Office staff and from HPC members. I'm committed to doing whatever is necessary to successfully complete a project, even if that requires going beyond what was envisioned in the contract. For example, you will recall that I traveled to Minneapolis to persuade Canadian Pacific Railroad officials, against their initial inclination, to support the nomination of the Amtrak Station, which they own.

The work you describe requires a consultant who can regularly attend meetings in Winona, not only with the HPC, but also with the Winona County Historical Society, Visit Winona, Winona Main Street, and others. I'm well prepared to do so, and have done so in the past. For example, for each of the contracts noted above, I appeared before the HPC several times to give progress reports. I also prepared a Power Point presentation on the Hodgins house for the HPC's public hearing, and then repeated that presentation for the City Council when they confirmed the designation.

I include a work plan, time table and budget; a statement of my background, experience and references; and a resume. I will gladly provide more information as necessary. Thank you for your consideration.

Sincerely,



Greg Gaut

Enclosure

# Proposal to Prepare a Preservation Education Plan for the City of Winona Heritage Preservation Commission



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**Greg Gaut**

**Historic Preservation Consultant**

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Winona, MN 55987  
507-452-0536 home/office  
507-279-7859 cell  
[GregGaut@gmail.com](mailto:GregGaut@gmail.com)

October 20, 2014

# Consultant's Work Plan, Time Table and Budget

This proposed work plan is organized around three goals. Although a time frame is given for each section, work towards each goal may overlap. I will be happy to amend this work plan as necessary after consultation with the Heritage Preservation Commission.

## I. Clarify the HPC's purposes and core values Nov. 2014-Jan. 2015

### A. Facilitate a Heritage Preservation Commission (HPC) review of the foundational documents which guide the work of the commission:

- National Historic Preservation Act of 1966
- Relevant federal regulations
- National Park Service publications and website
- Minnesota statutes
- State Historic Preservation Office Five Year Plan
- SHPO publications and website
- Winona preservation ordinance which created the HPC
- *City of Winona Comprehensive Plan*, August 2007
- *Winona, Minnesota Historic District Design Guidelines* (2007).

### B. Facilitate meetings involving HPC members and members and other community organizations interested in historic preservation in Winona to determine their ideas about HPC purposes and core values, and their ideas about future collaboration, including

- Winona County Historical Society
- Visit Winona
- Winona Main Street
- State Historic Preservation Office
- As appropriate, the Winona Public Library, Winona State University, Saint Mary's University, local newspapers, *Big River Magazine*, and interested city staff and elected officials (e.g. Mayor Mark Peterson and interested council members).<sup>1</sup>

### C. Facilitate a brainstorming session at which HPC members and staff assess the community response collected above and articulate their questions and views

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<sup>1</sup> HPC Members would be invited to all meetings but it is understood that they are volunteers with busy lives and will not always be able to attend. Summaries and documents from these meetings will be shared with members via email for their comments.

about the purpose and the core values of the HPC, as well as their ideas about what a mission statement should include.

- D. Based on all of the above, prepare a draft mission statement, present it to HPC for revisions, and then prepare a revised version to guide further work.

## **II. Prioritize the objectives and strategies of the HPC's public education initiative**

**February-April 2015**

- A. Based on documentary research and interviews with the Planning Director and former members of the HPC, such as Mayor Mark Peterson and longtime chair, Bob Sebo, prepare for current HPC members a brief overview of the commission's record of encouraging preservation in Winona, focusing on strengths and weaknesses, successes and failures.

(For example, in 2000 the HPC played a leading role in the successful effort to preserve the Winona County Courthouse after the "Labor Day Flood." On the other hand, the HPC was unsuccessful in efforts to persuade Merchants Bank to alter its plan of demolishing eight storefronts in the National Register district in 2006.)

- B. Facilitate a HPC discussion to determine which audiences to target with a public educational initiative. Potential audiences might include public officials, downtown property owners, owners of historic homes, developers, building contractors, the media, school children, college students, and the general public.
- C. Prepare and present the HPC with a report about the educational activities of several other HPCs in Minnesota and elsewhere. These examples will be chosen with assistance from SHPO staff.
- D. Based on all the above, facilitate a HPC discussion to prioritize the objectives and strategies of the proposed public education initiative.

## **III. Create a work plan with a catalog of tools**

**April-June 2015**

- A. Present the HPC with a repertoire of educational tools commonly used in preservation education and facilitate a discussion about which tools would be most appropriate given the objectives and strategies chosen above.

Note: Possible tools might include a dedicated web-site, social media, print media, printed materials, audio tours, workshops, exhibits, programs to highlight National Register and locally designated properties, and others.

- B. Facilitate meetings between representatives of the HPC and the collaborating organizations to explore joint ventures involving these goals and strategies.
- C. Prepare a draft final report for comment by the HPC.
- D. Facilitate a meeting of all those mentioned in I. B above to present the draft report and seek feedback.
- E. Prepare a final report which summarizes the process and presents a work plan for a HPC public initiative for preservation education. The final report will include:
  - 1. A summary of the core values found in the foundational documents discussed in Section I,
  - 2. A summary of the ideas and questions of the HPC members,
  - 3. A summary of the ideas and questions presented by WCHS, Visit Winona, Winona Main Street, SHPO, and others mentioned in Section I,
  - 4. The mission statement HPC members create,
  - 5. An overview of the HPC's experiences noted in Section II,
  - 6. The HPC's determination of the audiences it seeks to reach,
  - 7. A summary of examples of educational programs from other HPCs,
  - 8. The HPC's determination of its prioritized objectives and strategies for a public education initiative,
  - 9. A summary of the possible educational tools presented to the HPC,
  - 10. A summary of the possibilities of joint ventures and collaboration that emerged from the meetings with WCHS, Visit Winona, Winona Main Street, SHPO and others, and
  - 11. A work plan which identifies specific tools, joint ventures, and funding mechanisms to guide the HPC's future work.
- F. Make a public presentation of the work plan to the HPC to which all of the organization and individuals mentioned above, along with the general public, are invited.

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**Total Fee**

**\$9,000**

***Note:***

*Project budget is based on average hourly rate of \$45. Hourly rate covers all the consultant's out of pocket costs including office expenses, computer and printer supplies, photography, incidental photocopying, CDs, postage, and travel. The city will be responsible for photocopying and distributing the final report.*

# Background, experience, and references

## *Background*

After my undergraduate degree, I earned a J.D. from William Mitchell College of Law and practiced law for eight years in the Twin Cities. Subsequently I studied history at the University of Minnesota and was awarded a Ph.D. in 1992. For the next two decades I was a college professor. Since leaving my tenured teaching position at Saint Mary's University in December 2011 pursuant to an early retirement agreement, I have been self-employed as a historic preservation consultant. I meet and exceed the Secretary of Interior Professional Qualification Standards in History.

## *Experience*

I have been directly involved in historic preservation work for over a decade. I served on the board of the Winona County Historical Society for six years playing an active role in various preservation issues. In 2005, I joined the City of Winona's Heritage Preservation Commission and served on that body until 2012. In that role, I oversaw the surveying of Winona's downtown historic district for purposes of locally designating it as a historic district under the city's preservation ordinance. I was also in the forefront of a successful effort to evaluate and then nominate four Winona schools for the National Register.

In 2006, I became a member of the Minnesota State Board which reviews all nominations to the National Register of Historic Places and acts as an advisory body on issues of statewide historic preservation. My colleagues on the board elected me chair in 2013. As a member of the board, I have participated in the review of more than 100 nominations from around the state.

As a consultant, I have prepared the following National Register nominations:

- The former Milwaukee Road (currently Amtrak) station in Winona, pictured here;
- Two Winona State University buildings associated with their historic Normal School;
- The Laird Norton Company Building, the former headquarters of largest of the four lumber firms which dominated Winona's riverfront in the late nineteenth century;
- The Hokah Municipal Building, a WPA-built Art Deco structure on Main Street in a small Houston County town; and
- The Sacred Heart Public School in Sacred Heart (Renville County).



I have written a local landmark designation for the Abner Hodgins's House in Winona, a Queen Anne residence built by a lumber baron. I also helped Florence Township secure a Legacy grant to replace the roof on their 1875 town hall, a National Register property located in Frontenac Station, MN. A complete list of projects can be found in the attached resume.

The HPC has in its files samples of my work including the nominations of the Milwaukee Road Station, the Abner Hodgins House, and the Laird Norton Company Buildings. My other National Register nominations can be accessed at the Minnesota State Historic Preservation Office webpage, along with my photographs of each property. The two Winona State University buildings are on the August 20, 2013 agenda of the State Review Board, and the Hokah Municipal Building (pictured here) and the Sacred Heart Public School are on the August 19, 2014 agenda. <http://www.mnhs.org/shpo/nrhp/nominations.htm>.



### *References*

Please feel free to call any of these references for whom I have worked on a variety of projects:

- **Mark Peterson**, Mayor of Winona and Executive Director, Winona County Historical Society, 160 Johnston Street, Winona, MN 55987, MN, 507-454-2723, [director@winonahistory.org](mailto:director@winonahistory.org).
- **Barb Bissen**, Director, Hokah City Library, P.O. Box 503, Hokah, MN 5594. 507-894-2665. [hokahbarb@gmail.com](mailto:hokahbarb@gmail.com).
- **Art Hamilton**, Chair, Florence Township Heritage Preservation Commission, 28971 Wood Ave, Frontenac, MN 55026-1021, 651-345-6445, [midwestwroughtiron@mchsi.com](mailto:midwestwroughtiron@mchsi.com).
- **Sonja Thune**, Director, Sacred Heart Area Historical Society, 300 5<sup>th</sup> Avenue, Sacred Heart, MN, 56285, 320-765-2274, [sonja@hcinet.net](mailto:sonja@hcinet.net).
- **Janet Timmerman**, Museum Director, Murray County Historical Society, 2480 29th Street P.O. Box 61, Slayton, MN 56172, 507-836-6533, [museum@co.murray.mn.us](mailto:museum@co.murray.mn.us).

And for general reference, please contact:

- **David Grabitske**, Manager of Outreach Services, Minnesota Historical Society, 345 Kellogg Blvd. W., St. Paul, MN 55102, 651-259-3460, [david.grabitske@mnhs.org](mailto:david.grabitske@mnhs.org).
- **Michael Koop**, Local Preservation Programs, Minnesota Historical Society, 345 Kellogg Blvd. W., St. Paul, MN 55102, St. Paul, 651-259-3452, [micheal.koop@mnhs.org](mailto:micheal.koop@mnhs.org).

# Greg Gaut, historic preservation consultant

673 E. Wabasha St.  
Winona, MN 55987

507-452-0536/507-279-7859  
GregGaut@gmail.com

## Background in history, education and law:

- ✚ Qualified historian under the Secretary of the Interior's standards.
- ✚ Ph.D. in History from the University of Minnesota, Minneapolis.
- ✚ Emeritus faculty at Saint Mary's University of Minnesota after seventeen years as a tenured member of the history department.
- ✚ Chair of the Saint Mary's history department 2001-2006.
- ✚ J.D. from William Mitchell College of Law, St. Paul.
- ✚ Practiced law in Minneapolis and St. Paul for eight years.



## Experience applying preservation principles to real world situations:

- ✚ Chair, *Minnesota State Review Board for the National Register of Historic Places*. Joined the board in 2006; elected vice-chair in 2008-2012, elected chair in 2013. Participated in the review of more than 100 nominations.
- ✚ Member, *Heritage Preservation Commission* of the City of Winona, MN, 2005-2012. Participated in local designation of the downtown historic district and of the National Register nomination of four public schools.
- ✚ Member, *Winona County Historical Society* board of directors, 2001-2005; elected vice president, 2003-2005.
- ✚ Member, *Winona County Historical Society* building committee which oversaw the design and construction of the award-winning Laird Norton addition to its museum, a *National Register property*.
- ✚ Prepared three successful grant applications to the *National Endowment for the Humanities*, one of which funded planning for an exhibit on the creation and preservation of Winona's built environment.

## Recently completed projects:

- ✚ National Register evaluation (2013) and then nomination (2014) of the Sacred Heart Public School in Sacred Heart, MN (Renville County).
- ✚ National Register nomination of the Hokah Municipal Building (Houston County)
- ✚ National Register nomination of the Laird Norton Company Building in Winona.
- ✚ A successful Minnesota Legacy grant application for Florence Township (Goodhue County) to fund the rehabilitation of their 1875 town hall, a National Register property, in Frontenac Station, MN.
- ✚ National Register nomination of two Winona State University buildings associated with the historic Winona Normal School.

- ✚ Local designation of the Abner Hodgins House, an 1891 Queen Anne residence, as a historic landmark protected by Winona's heritage preservation ordinance.
- ✚ National Register nomination of the Milwaukee Road Depot (now Amtrak Station) in Winona.

### Work in Progress

- ✚ Preparation of the nomination of the South Oak Street Historic District in Lake City, MN as a local historic landmark.

### Publications on architecture and Minnesota history with co-author Marsha Neff:

- ✚ "Downsizing the Public Realm: The Building and Razing of Winona's Grand Post Office," *Minnesota History* 63 (Summer 2013): 246-259. *Note:* This article received the 2014 David Gebhard Award for best article on the built environment from the Minnesota Chapter of the Society of Architectural Historians (MNSAH).
- ✚ "Landmarks" columns for *Minnesota History*:
  - St. Stanislaus Polish Catholic Church, Winona, Vol. 64, No. 1 (Spring 2014): 3.
  - Pickwick Mill, Pickwick, Vol. 63, No. 7 (Fall 2013): 267.
  - United States Post Office, Red Wing, Vol. 63, No. 3 (Fall 2012): 87.
- ✚ "Red Stars Over Minnesota: The Gorbachevs Visit the Twin Cities," *Minnesota History Quarterly* 61 (Winter 2009): 346-359.
- ✚ "'Save the Lady' - The Struggle To Save the Winona County Courthouse," *Minnesota History* 59 (Winter 2005/06): 316-334. *Note:* This article received MNSAH's 2008 David Gebhard Award.

### Publication on Minnesota Environmental History

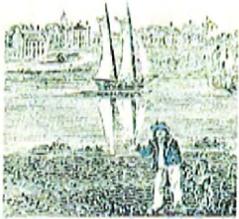
- ✚ *The Environmental History of the Zumbro River Watershed: An Annotated Bibliography*. Rochester, MN: Zumbro Watershed Partnership and the History Center of Olmsted County, 2014. Co-authored with Janet Timmerman and Kevin Strauss. Funded by a Minnesota Arts and Cultural Legacy Grant.

### Selected public presentations on preservation topics

- ✚ "The Abner Hodgins's House: Celebrating Lumber Prosperity in Queen Anne Style." *Winona County Historical Society's Food for Thought series*, 2013.
- ✚ "Evaluating the Sacred Heart Public School for the National Register." Community Meeting, Sacred Heart, MN, 2013.
- ✚ "Downsizing the Public Realm--The Rise and Fall of Winona's Grand Post Office." *Winona County Historical Society's Food for Thought series*, 2013.
- ✚ "Raze or Renovate? Winona County Courthouse Field Workshop." 2010 *Minnesota Historic Preservation Conference*, Winona, MN.
- ✚ "The Elusive Big Picture: Preservation in Winona." 2008 *Minnesota Historic Preservation Conference*, Carleton College, Northfield, MN.

October 15, 2014

Mark Moeller  
City Planner  
Department of Community Development  
City Hall  
207 Lafayette Street  
Winona, MN 55987



**HOISINGTON  
PRESERVATION  
CONSULTANTS**  
POST OFFICE BOX 13585  
ROSEVILLE, MN 55113  
PHONE: 651-415-1034  
djh@hoisingtonpreservation.com

Daniel J. Hoisington

Dear Mark,

I enclose a proposal for the preservation education project. The commission is taking the right steps — putting planning ahead of implementation.

If you have any questions, just give me a call.

Sincerely,

Daniel J. Hoisington

# *A Preservation Education Plan*

---

WINONA HERITAGE PRESERVATION COMMISSION

## *A Proposal*

Daniel J. Hoisington  
P. O. Box 13585  
Roseville MN 55113  
651-415-1034  
[djh@hoisingtonpreservation.com](mailto:djh@hoisingtonpreservation.com)

## The Project

---

If history were taught in the form of stories, it would never be forgotten.

*Rudyard Kipling*

For more than thirty years, I have worked with historical societies, museums, churches, and community organizations to share history through solid research, good storytelling, and creative interpretation.

### Assessment

The first step will be to gather information and assess current and past Winona Heritage Preservation Commission programs. Staff should be able to pull together a working list of designated properties — both local and National Register. HPC minutes will provide a summary of design review decisions. In addition, we can list the preservation events and programs that the HPC has sponsored or participated. In a written report, we would summarize that information, but also provide a look at themes or historic contexts. What have you valued the most based on time and effort? Downtown commerce, education, and industry come to mind. The question, then, is whether these choices properly reflect where you want to go in the future.

### Community

Community participation is essential to a successful project. My philosophy is that the public connects the words “heritage” and “preservation” to specific stories and buildings, not to procedures and guidelines. When developing an interpretation plan for downtown New Ulm, for example, we began with two public meetings in which participants told us what they believed were important stories about the city. We then had them list their favorite buildings — while asking why. Finally, we drew lines connecting story to place — which stories connected to particular buildings.

Our project would offer three avenues for public input. First, working with staff and commission members, we would organize community conversations — informal gatherings of six to ten invited participants to discuss the work of the HPC. Those invited will include representatives of the Winona County Historical Society, Visit Winona, the Main Street Program, the Maritime Museum, the Polish Cultural Institute, and the Watkins Heritage Museum, as well as teachers from local schools and universities. At least one HPC member should participate in each gathering. Second, we will hold one open public forum to hear community interests and concerns. Third, for those who cannot make the meetings, we will set up a simple website response form.

### Mission

With this information in hand, we will hold a commission meeting, apart from its monthly proceedings, to discuss the HPC’s vision for the future. By the end of this meeting, we will have written a simple mission statement.

## *Telling the Story*

Having assessed past programs, gathered information from the community, and written a mission statement, we can then develop a practical action plan with recommendations for implementation. The project will conclude with a presentation to the HPC, open to the public.

Here's what we bring to the project: someone who knows Winona history, worked with the HPC, and developed interpretation plans. In Minnesota and elsewhere, we've helped to introduce creative interpretive techniques, including video walking tours, the use of QR codes, and interactive touchscreen programs. We have made presentations on our "museum without walls" interpretive plan at numerous professional conferences, including:

- National Trust Main Street Conference, 2009
- West Virginia Main Street Training, 2011
- Preserve America Conference, Gettysburg, Pennsylvania, 2013
- "Interpreting Main Street," AASLH Annual Conference, 2014

Having assessed past programs, gathered information from the community, and written a mission statement, we can then develop a practical action plan with recommendations for implementation. I suggest that you look at my blog on history and interpretation: [www.pastcasts.com](http://www.pastcasts.com). The website also has a link to some of the video walking tours that we've completed over the past eight years.

If we tell history in the form of story, we hook people's interest and make them want to learn more. With creative interpretive methods, we offer avenues for exploration.

## About the Consultant

---

Daniel J. Hoisington grew up in Wheaton, Illinois. In 1971 he received a Bachelor of Arts in history from Greenville College, Greenville, Illinois, after which he studied religious history and social ethics as a Byington Fellow at Gordon-Conwell Theological Seminary. He earned a Master of Arts in American history from the University of Virginia. For twelve years he worked as a museum director, heading institutions in Massachusetts, Minnesota, and Virginia. For three years, he served as president of the Bay State Historical League, the statewide organization of historical societies in Massachusetts.

In 1992 Hoisington founded a firm to provide consulting services to local historical organizations and preservation commissions. Among his notable preservation projects, Hoisington wrote the National Historic Landmark nomination for the U.S. Air Force Academy in Colorado Springs. Most relevant to this project, Hoisington developed a master interpretive plan for downtown New Ulm in 2007-2008, working under a Preserve America grant. As a volunteer and nonprofit board member, he has assisted with its continuing implementation.

Hoisington is the author of twelve books and numerous journal articles. In 1998 the Minnesota Society of Architectural Historians honored his book, *Heritage: Preserving Eden Prairie's Past*, with its David Gebhard Award. His 2004 book, *A German Town: A History of New Ulm, Minnesota*, received an award from the American Association for State and Local History. Most recently, he created an exhibit for the Brown County Historical Society, *Never Shall I Forget: Brown County and the U. S. Dakota War of 1862*, recognized with 2013 Award of Merit from the AASLH. This year, the Stillwater Heritage Preservation Commission received the "Excellence Award for Best Practices" from the 2014 National Alliance of Preservation Commissions, in part for our video walking tour of that city's downtown historic district.

See attached resume.

# The Plan

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## One: Planning

*Method:* At the beginning of the project, we will sit down with the Heritage Preservation Commission to develop a project calendar. At the meeting, we will discuss potential stories, develop a list of designated sites, and review past public programs.

*Timeline:* Within thirty days of contract.

## Two: Assessment

*Method:* The consultant will begin with a review of current and past programs of the Heritage Preservation Commission. In addition, he will create a list of all National Register properties and locally-designated sites. Reviewing Commission minutes, the consultant will track all design review requests and actions, including photographs of current conditions.

*Timeline:* November through December 2014

*Deliverable:* A written report for commission members.

## Three: Community Conversations

*Method:* The key is to involve the community. Commission members, with the consultant, will host a series of community conversations — small gatherings over coffee with core constituencies to discuss the mission and activities of the HPC. In addition, we will hold one public forum and develop a simple website response form to allow wide community participation.

*Timeline:* January through February 2015

## Four: Commission Review and Discussion

*Method:* The consultant will facilitate a meeting with commission members and related staff. The meeting will begin with a review of community responses. By its end, the commission will have written a mission statement, reflecting core community preservation values.

*Timeline:* No later than March 1, 2015.

## Five: Implementation

*Method:* The consultant will develop an implementation plan, with specific recommendations, and present it in a public forum.

*Timeline:* No later than May 1, 2015

*Deliverable:* A written report for commission members. This will be a practical action plan with recommendations for implementation.

## Project Budget

Task	Amount
Initial Meeting Preparation and Meeting 8 hours Total, Meeting	360.00 \$360.00
Assessment of past and current programs Research 16 hours Report 24 hours Total, Assessment	720.00 1,080.00 \$1,800.00
Community Outreach Planning 20 hours Meetings 40 hours Website response form and report 20 hours Total, Community Outreach	900.00 1,800.00 900.00 \$3,600.00
Commission Meeting: Mission Statement Preparation and meeting 8 hours Total, Mission Statement	360.00 \$360.00
Interpretive Plan Report 40 hours Presentation 10 hours Total, Interpretive Plan	1,800.00 450.00 \$2,250.00
Expenses: Travel (five round trips)	\$530.00
I would complete the project for:	\$8,900.00

This proposal is presented as a fixed price contract based on an hourly rate of \$45 per hour. Additional services are available at \$50 per hour, plus expenses. Mileage calculated at 2014 IRS rate of \$.56 per mile. There is no per diem charge.

## Daniel J. Hoisington

P. O. Box 13585  
Roseville, Minnesota 55113  
Phone (651) 415-1034  
E-Mail: djh@hoisingtonpreservation.com

### Experience

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#### Hoisington Preservation Consultants

*President, 1992-present*

Principal in firm offering local history and historic preservation consulting services. Responsibilities include project management, historical research and writing, preparation of management plans and evaluations and nominations of properties under the provisions of the National Historic Preservation Act.

#### Ramsey County Historical Society, Saint Paul, Minnesota

*Executive Director, 1989-1992*

Responsibilities included management of Gibbs Farm Museum, supervision of publications including books and a quarterly magazine, and development of programs and exhibits at Landmark Center.

#### Beverly Historical Society, Beverly, Massachusetts

*Director, 1984-1989*

Responsibilities included management of three historic properties, curatorial care of extensive collections, education programs, publications and research library. President, Bay State Historical League, 1987-1989.

#### Constitution Hall Park, Huntsville, Alabama

*Director, 1981-1983*

Responsibilities included management of historic recreation of 1819 Huntsville, Alabama. Tasks included the development of an interpretive plan, property management plan, and acquisition of furnishings for sixteen buildings.

#### Historic Castle Hill, Charlottesville, Virginia

*Director, 1976-1981*

Responsibilities at this historic site included program management, promotion, curatorial care and site interpretation.

### Education

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#### Greenville College, Greenville, Illinois

*B. A., History and Philosophy, 1971*

- Enoch A. Holtwick Literary Award
- Departmental Honors
- Alpha Kappa Sigma Honor Society

Gordon-Conwell Theological Seminary

*M. T. S., Church History, 1973*

- Byington Fellowship

University Of Virginia, Charlottesville Virginia

*M. A., American History, 1977*

- Instructor in American History, 1977
- M. A. Thesis: "From Whig to Union: The Collapse of the Whig Party in Georgia"
- Completed all course work for the Ph.D. degree.

## Preservation Projects and Publications

### *Professional Reports (Selected)*

- Cultural resource survey of Eden Prairie. Contract with Eden Prairie Heritage Preservation Commission, 1993.
- Cultural resource survey of Cold War Properties, Offutt AFB, Neb. Contract with National Park Service, 1995.
- National Register of Historic Places nomination. Project Looking Glass Historic District, Offutt AFB, NE, 1998.
- National Register of Historic Places nomination. Cathedral of the Immaculate Conception, Crookston, Minn., under contract with the Minnesota Historical Society, 1998.
- National Register of Historic Places nomination. Church of St. Joseph, Elmer Township, Minn. under contract with the Minnesota Historical Society, 2001.
- National Register of Historic Places nomination. Baker/Backus School, International Falls, Minn. under contract with the Minnesota Historical Society, 2003.
- National Register of Historic Places nominations for the Dr. George Christie House in Long Prairie and the Hewitt Public School under contract with the Minnesota Historical Society, 2006.
- National Register of Historic Places nomination, Kasson Public School, Kasson, Minn., 2007.
- National Register of Historic Places nomination, Fairmont Post Office, Fairmont, Minn., 2008.
- National Register of Historic Places nomination, Komensky Public School, Hutchinson, Minn., under contract with the Minnesota Historical Society, 2009.
- Historic recordation, Baukol-Noonan Lignite Mine, North Dakota Public Service Commission, 1995.
- HAER recordation, Strategic Air Command Headquarters, Offutt AFB, Neb. National Park Service, 2000.
- HAER recordation, Nike Missile Site, Farmington, Minn., 2000.
- Historic recordation, Titan I missile system, under contract with the Organization of American Historians and the National Park Service, 2007.
- Historic structures report, New Ulm Turner Hall, in partnership with Claybaugh Associates, under a grant from the Minnesota Historical Society, 2008.
- Historic structures report, John Hale House, Beverly, Mass., in partnership with Robert Neiley Associates, under a grant from the Massachusetts Historical Commission, 1989.
- Historic structures report, John Cabot House, Beverly, Mass., in partnership with Robert Neiley Associates, under a grant from the Massachusetts Historical Commission, 1986.

- Historic properties survey of residential areas of Lake City, Minn., and local designation, under contract with the Lake City Heritage Preservation Commission, 2006, 2007.
- Historic properties survey of Old Frontenac, Minn., under contract with the Minnesota Historical Society, 2004.
- Historic context report, historic properties survey, and local designation for Kenyon, Minn., under contract with the Kenyon Heritage Preservation Commission, 2005, 2006.
- Historic properties survey of residential area of Red Wing, Minn., under contract with the Red Wing Heritage Preservation Commission, 2009.
- Historic context report, historic properties surveys, local historic designations, and nomination of National Register Commercial Center Historic District in New Ulm, Minn., under contract with the New Ulm Heritage Preservation Commission.
- National Historic Landmark nomination for the United States Air Force Academy, Cadet Area, under contract with the Organization of American Historians, 2003.
- Historic properties survey, local historic designations, and design guidelines in Henderson, Minn., under contract with the Henderson Heritage Preservation Commission, 2001, 2007.
- Local historic designations and design guidelines for Winona Heritage Preservation Commission, 2002, 2007, 2008.
- National Register of Historic Places nomination, Minnesota State School for Neglected and Dependent Children Historic District, Owatonna Minn., 2010.
- National Register of Historic Places nomination, Gaylord City Park, Gaylord, Minn., 2011.
- National Register of Historic Places nomination, C. Berg's Hotel, Sleepy Eye, Minn., 2011.
- National Register of Historic Places nomination, Hamline Methodist Episcopal Church, St. Paul, Minn., 2011.
- National Register of Historic Places nomination, Oakwood Cemetery, Red Wing, Minn., 2011.
- National Register of Historic Places nomination, Glenwood Public School, Glenwood, Minn., 2012.
- National Register of Historic Places nomination, Harry Merrill House, Hutchinson, Minn., 2011.
- National Register of Historic Places nomination, City Waterworks, Red Wing, Minn., 2012.

#### *Books (Selected)*

- *This Cap of White: The Story of the Mounds-Midway School of Nursing*. Saint Paul: Mounds-Midway Alumni Association, 2007.
- *A German Town: A History of New Ulm, Minnesota*. New Ulm: City of New Ulm, 2004.
- *The Parish of St. John the Baptist of Excelsior*. Excelsior: 2003.
- *Hallowed Grounds*. Cedar Lake, Ind.: 2002.
- *The Cold War at Offutt Air Force Base*. Denver: National Park Service, 2002.
- *The Brooklyns: A History of Brooklyn Township* (ed.). Brooklyn Historical Society, 2001.
- *A True Nurse: The Story of the Swedish Hospital School of Nursing*. Minneapolis: Swedish Hospital Alumni Association, 1999.
- *Chanhassen: A Centennial History*. Chanhassen: City of Chanhassen, 1996.
- *Roseville, Minnesota: The Story of Its Growth* (ed.). Roseville: Roseville Historical Society, 1998.
- *Heritage: Preserving Eden Prairie's Past*. Eden Prairie: Eden Prairie HPC, 1995.
- *A Splendid Little Town: A History of Faribault, Minnesota*. Faribault: Faribault HPC, 1994.
- *Made in Beverly: A History of Beverly Industry*. Beverly: Beverly Historic District Commission, 1989.

*Interpretive Programs (Selected)*

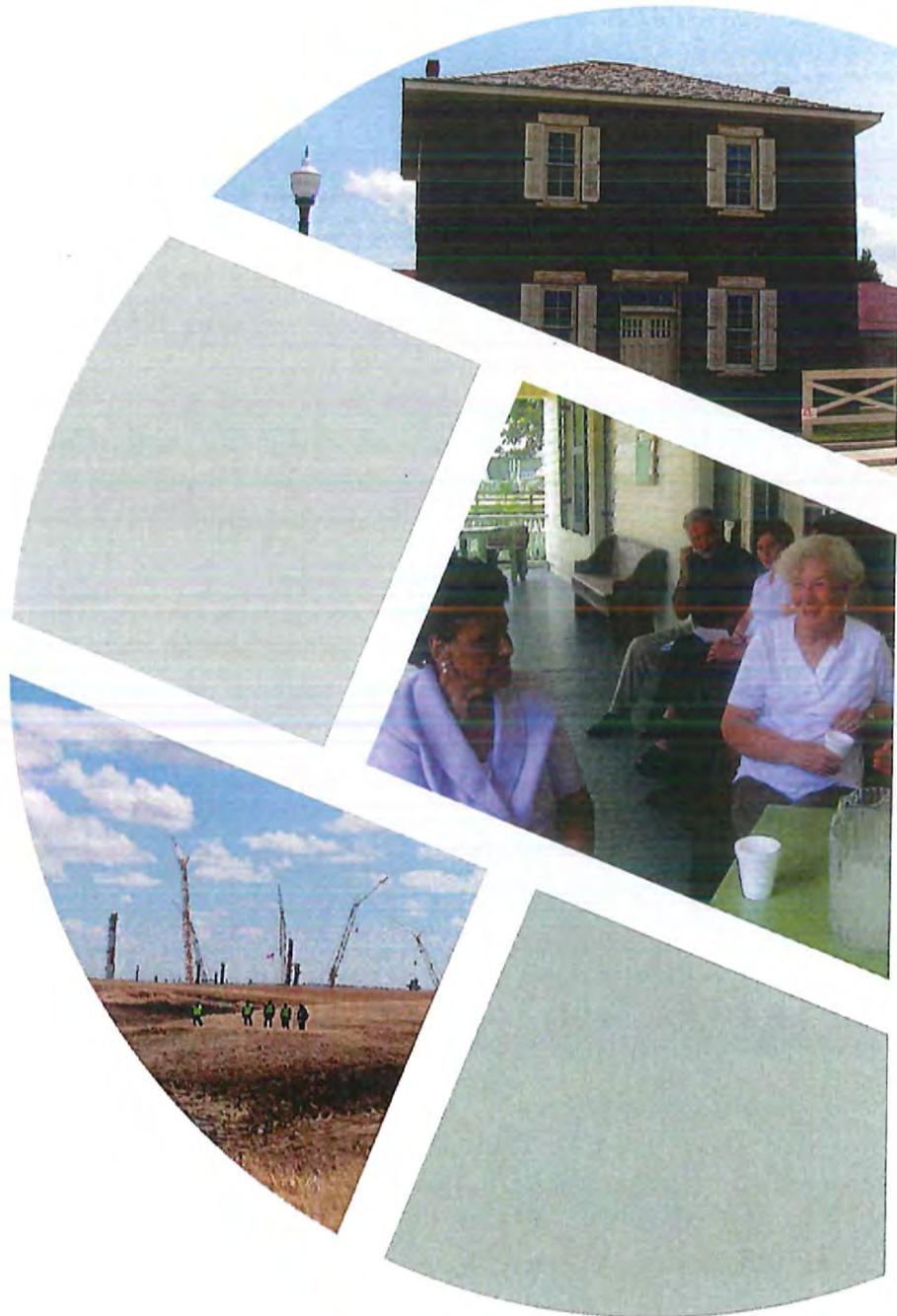
- Exhibit planning, research, and design, "The Birthplace of Alabama," Constitution Hall Park, Huntsville, Ala., under a grant from the Alabama Humanities Council, 1981.
- Exhibit planning, research, and design, "The Summer Estates," Beverly Historical Society under a grant from the Massachusetts Arts & Humanities Council, 1988.
- Historic walking tour brochure, New Ulm Heritage Preservation Commission, 2007.
- Historic downtown marker program, New Ulm Heritage Preservation Commission, 2008.
- Interpretive plan, Friedrich Kiesling House, New Ulm Heritage Preservation Commission, under Preserve America grant, 2008.
- Video podcast historic walking tour, New Ulm Heritage Preservation Commission, 2008.
- Video podcast historic walking tours, Saint Cloud Heritage Preservation Commission, 2009, 2010.
- Video podcast historic walking tours, Little Falls Heritage Preservation Commission, 2010.
- Exhibit planning, research, and design, Hermann Monument Interpretive Center, New Ulm Parks Department, 2009.
- Exhibit planning and research, Brown County Historical Society, under MHS grant, 2009-2012.
- Video podcast historic walking tours, Faribault Heritage Preservation Commission, 2011.
- Video podcast historic walking tours, City of Urbana, Ill., 2011, 2013.
- Video podcast historic walking tours, Stillwater Heritage Preservation Commission, 2013.
- Video podcast historic walking tours, Red Wing Heritage Preservation Commission, 2013.



**106GROUP**

# **REQUEST FOR PROPOSALS - HPC EDUCATION PLAN DESIGNATIONS**

Submitted To: City of Winona - Department of Community Development  
*October 17, 2014*





106GROUP

370 Selby Avenue  
Suite 206  
St Paul MN  
55102  
651-290-0977

1015 E Main Street  
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804-288-0037

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106group.com

October 17, 2014

Mark Moeller, City Planner  
City of Winona, Department of Community Development  
City Hall  
207 Lafayette Street  
Winona, MN 55987

Re: *Requests for Proposals – HPC Education Plan Designations*

Dear Mark:

The 106 Group is excited to express our interest in performing the required planning and public participation services for the City of Winona HPC Preservation Education Plan. We welcome the opportunity to work with you to help redefine the HPC's purpose and core values, improve public awareness, and develop specific public outreach and education strategies.

**EXPERTISE:** Our team offers you the benefit of experienced planners, facilitators, and writers, as well as staff who meet the *Secretary of Interior's Professional Qualifications Standards*. We have years of experience supporting communities on preservation planning and public participation projects.

**FAMILIARITY:** We are proud to be a Minnesota-based company and have worked with communities across the state for over 20 years. For this project, we will leverage our extensive local planning experience to provide a quality project to the City of Winona.

**LISTENING:** We consider viewpoints from a myriad of stakeholders, from municipalities and local historical societies to community-based organizations and everything in between. We build consensus and ensure that all voices know they are being heard.

Sincerely,

THE 106 GROUP LTD.

K. Anne Ketz  
CEO & Services Director

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**APPENDIX A: RESUMES**

**APPENDIX B: PROJECT EXPERIENCE**

# 1.0 QUALIFICATIONS

## Project Team

Our project team will work closely with the City of Winona and the Heritage Preservation Commission (HPC) to gather input from key stakeholders and the general public; develop educational outreach tools and strategies; and prepare a Preservation Education Plan. The table below summarizes the roles of each of our key project personnel.

Personnel	Project Role
Anne Ketz	<b>Project Manager and QA/QC</b> Anne will provide overall guidance and preservation planning expertise.
Parisa Ford	<b>Project Coordinator and Team Leader</b> Parisa will lead research, technical analysis, and plan development.
Brooke Dirtzu	<b>Education Planner</b> Brooke will provide input on specific educational approaches for different audiences.

## Key Personnel

The project's key personnel meet and exceed the *Secretary of the Interior's Professional Qualifications Standards* for planning in history, architectural history, and/or archaeology. We have been leading projects with staff that require these standards for over 20 years.

### *Anne Ketz, M.A., RPA, CIP*

Anne Ketz's career in planning, interpretation, and management of historic and cultural resources extends over 25 years and three continents. Anne has managed projects and developed dozens of strategic, preservation, and interpretive plans and exhibits for sites and communities across the United States, Great Britain, India, Israel, and Canada. Anne is a recognized expert in interpretive planning and management; she was awarded the honor of Master Interpretive Manager Region V by the National Association of Interpretation. Much of her career has been dedicated to increasing public access and understanding of the world's cultural resources and sites. Originally from the United Kingdom, Anne is actively involved with the interpretive planning community on an international level. She has witnessed the interpretive planning field change significantly over the years and has been instrumental in promoting interpretation as a vital part of any planning process. In 1981, she was one of the first students in the Museum Studies field and, today, is one of a small team of worldwide members of the ICOMOS International Committee on Interpretation and Presentation of Cultural Heritage Sites (ICIP).

Anne's sensitivity to others and sense of diplomacy have brought complex and potentially controversial projects to successful conclusion. She has worked closely with diverse communities. Of particular note is her collaboration with Native Americans, including the Cherokee, Seminole, Dakota, and Ojibwe communities, to ensure respect for their heritage in the planning process. Throughout her career, Anne has demonstrated a commitment to the community through effectively facilitating workshops, teaching school programs, training professionals, and designing and installing outdoor exhibits and museum displays, as well as through public speaking engagements, publications, and media interviews. Examples of the numerous interpretive and strategic planning projects Anne has managed include: Rohwer Japanese–American Internment Camp, Arkansas; Cherokee Nation of Oklahoma; Arkansas' Historic Washington State Park; Ah-Tah-Thi-Ki Museum, Florida; Historic Murphy's Landing, on the Minnesota River; Great River Road from Iowa to the Canadian border; and the Bruce Vento Nature Sanctuary and Spring Lake Park on the Mississippi River.

Anne meets the *Secretary of the Interior's Professional Qualifications Standards* for history, architectural history, and archaeology. Anne is also a Certified Interpretative Planner.

### ***Parisa Ford, M.S., AICP***

Parisa has a strong background in cultural landscape analysis, urban planning, and economic development. With a degree that specialized in cultural landscape preservation, she has lectured on historic landscape design and preservation methods. Her experience includes applying the *Secretary of the Interior's Treatment Standards* for the University of Wisconsin-Madison Cultural Landscape Project. She has coordinated planning efforts for public committees and city staff, who were developing neighborhood and comprehensive plans. Parisa developed a plan for the Yahara River Parkway working with a community group to communicate the historic significance of the parkway's resources through urban design, landscaping, environmental remediation, and interpretation. Her career in urban planning and real estate has addressed the complex political and financial aspects of implementation for over 40 public, private, and non-profit clients. Prior to joining the 106 Group, Parisa worked for a real estate and development advisory firm where she authored redevelopment plans, technical memorandums, market studies, and financial incentive applications. She researched and analyzed demographic, employment, and real estate assessment trends; managed compliance reporting and pay-out for Tax Increment Financing (TIF) and New Markets Tax Credits (NMTC) funds; and developed highest and best use studies to guide conceptual land-use planning.

Parisa meets the *Secretary of the Interior's Professional Qualifications Standards* for history and architectural history. Parisa is also a member of the American Institute of Certified Planners.

### ***Brooke Dirtzu, B.A.***

During Brooke's career in non-profits she has planned, developed, and implemented community engagement activities with multiple stakeholders as a vehicle for effective decision-making and education. Her work has dealt with issues including community development, transportation, adult literacy, and employment. Brooke's multilingual skills and culturally-proficient leadership with diverse constituents such as ex-offenders, immigrant and refugee communities, persons from generational poverty, and members of homeless communities provide her with the unique capability to capture input from a broad range of people and empower effective change. While working as a job developer, she facilitated effective working relationships among employment counselors, job seekers, and prospective employers and designed tools, events, and strategies to improve access for people experiencing significant barriers to employment. Brooke leveraged job opportunities into permanent employment through innovative use of technology and social media, including a jobs blog, a job bank, and a Facebook page. Additional skills include curriculum development, creation of educational materials, process evaluation, and adult instruction.

*For resumes of the above project personnel, please see Appendix A.*

## **Project Experience**

Our experience includes planning work across Minnesota and Wisconsin. Our company is skilled in group facilitation, interpretive design, and preservation planning.

- **Richfield Historical Society** – Our planning process involved facilitating workshops with the staff and board of directors, a survey of teachers, and community outreach. The resulting interpretive plan helps Richfield Historical Society reach a broader audience with more engaging experiences.
- **City of St. Paul** – The 106 Group developed a preservation plan in concert with the city's comprehensive plan update. Our process involved facilitating public meetings and task force meetings to establish preservation goals and expand the existing preservation program. The Preservation Alliance of Minnesota and the St. Paul HPC/AIA honored the 106 Group with two awards for guiding the city's first preservation plan.
- **Three Rivers Park District** – The 106 Group developed a framework to enhance the visibility, interpretation, and management of the district's cultural resources.
- **City of Stillwater** - The 106 Group created a website showcasing premier examples of homes that have been preserved and restored. As an outcome of the project, the Stillwater HPC was awarded a National Alliance of Preservation Commission Excellence Award for Best Practices in Public Outreach/Advocacy in 2014.

- **National Trust for Historic Preservation Midwest Office** – The 106 Group developed a case study booklet profiling the preservation and reuse of Wisconsin’s historic government buildings as a resource guide for Wisconsin municipalities.

*For additional details on these projects, please see Appendix B.*

## 2.0 PROPOSED APPROACH

### Work Plan

We propose the following work plan to address the Project Scope provided in the RFP:

1. Project Kick-Off
  - a. Our project team leads, Anne Ketz and Parisa Ford, will conduct a call with the City's team to introduce the project team, and confirm the approach and schedule.
  - b. During the call, we will coordinate with the City to identify key stakeholders and any relevant background information for review, and assign tasks for the Workshop.

*Deliverable:* Call Notes (MS Word or PDF) provided via email (no hard copy)

*Review:* The City will provide written comments within one week.

2. Visioning Workshop
  - a. Our team will prepare for the Workshop by developing an agenda, preparing questions to facilitate discussion, and coordinating with the City to prepare stakeholder invitations and identify an appropriate venue. Topics for discussion may include addressing core values, mission, purpose, roles and responsibilities, and a strengths-weaknesses-opportunities-threats (SWOT) exercise.
  - b. The City will send the invitations, provide the venue, and supply refreshments.
  - c. Our team, Anne Ketz and Parisa Ford, will facilitate the workshop and record discussions.
  - d. We will conduct a follow-up call with you to discuss the outcomes.

*Deliverable:* Workshop Notes (MS Word or PDF) provided via email (no hard copy)

*Review:* Following a one-week review period, the City's project lead will submit written feedback. We will address any comments prior to developing the Draft Plan.

3. Draft Preservation Education Plan
  - a. Our team, Anne Ketz, Parisa Ford, and Brooke Dirtzu, will prepare a first draft of the Preservation Education Plan that summarizes the planning process, presents the core preservation values and objectives of the HPC and community, and catalogues the educational/outreach tools that could be used to achieve these objectives.

*Deliverable:* Draft Preservation Education Plan (MS Word or PDF) provided via email (no hard copy)  
*Review:* Following a one-week review period, the City's project lead will submit written feedback. We will address any comments prior to the public presentation.

#### 4. Presentation

- a. Our team, Anne Ketz, Parisa Ford, and Brooke Dirtzu, will prepare a PowerPoint presentation summarizing the draft plan.
- b. We will coordinate with the City to establish public input protocols, set a time frame for receiving public comments to the draft plan, and develop a comment mechanism (e.g., comment card, email address, etc.)
- c. Parisa Ford will present the summary within the format of an HPC meeting open to the public.
- d. Our presentation will include time for a brief question and answer session. Any individuals providing feedback will also be required to submit their questions and comments in writing to ensure that all comments are recorded and appropriately incorporated into the final plan.

*Deliverable:* Gathered and organized comments (MS Word or PDF) provided via email (no hard copy)  
*Review:* Following a one-week review period, the City's project lead will submit written feedback, including direction on public comment integration. A conference call will follow to discuss the outcomes and incorporating feedback into the final plan document.

#### 5. Final Preservation Education Plan

- a. Our team, Anne Ketz, Parisa Ford, and Brooke Dirtzu, will prepare the Final Preservation Education Plan.

*Deliverable:* One printed and bound copy and one electronic copy of the Final Preservation Education Plan will be provided to the City

*Review:* Following a one-week review period, the City's project lead will submit written approval of the plan.

# 3.0 PROJECT MANAGEMENT

## Schedule

Project Phase	2014		2015					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Work Plan								
1. Project Kick-Off								
2. Visioning Workshop <i>City Review</i>								
3. Draft Preservation Education Plan <i>City Review</i>								
4. Presentation <i>City Review</i>								
5. Final Preservation Education Plan								

## 4.0 HOURLY RATES AND PROJECT COST

### Hourly Rates

Personnel	Rate
Anne Ketz	\$95
Parisa Ford	\$95
Brooke Dirtzu	\$77

### Project Cost

The 106 Group can complete this assignment for an amount not to exceed \$9,000.

## **APPENDIX A: RESUMES**



**ANNE KETZ, M.A., RPA, CIP**  
CEO and Services Director

## Education

- 2011 | Facilitation Fundamentals. Training by the U.S. Institute for Environmental Conflict Resolution
- 1986 | M.A., Historical Archaeology, University of Massachusetts-Boston
- 1983 | Graduate Studies on Historic Preservation, Colorado State University
- 1981 | Graduate Certificate in Museum Studies, University of Leicester, England
- 1980 | B.A. Honors, Ancient History and Archaeology, University of Manchester, England

## Select Work History

- 1992-present | **106 Group**, St. Paul, MN; CEO and Services Director
- 1991-1992 | **URS Corporation** (formerly *BRW Inc.*), Minneapolis, MN; Cultural Resources Specialist
- 1987-1990 | **Parsons Corporation** (formerly *Engineering-Science, Inc.*), Washington, DC; Laboratory Director and Data Manager

## Select Project Experience

- **Project Director:** The City of Saint Paul; Great River Passage Interpretive Plan, MN, 2013-present
- **Interpretive and Cultural Resources Planner:** Wenk Associates; Great River Park Master Plan, MN, 2011
- **Project Manager/Exhibit Planner:** National Park Service; Great Smoky Mountains Waysides, TN, 2010-2011
- **Principal in Charge:** Three Rivers Park District; Three Rivers Park District Cultural Resources Management Plan, 2010
- **Project Manager:** National Park Service; Update Nationwide Survey Methods and Bulletin 24, nationwide, 2009-2010
- **Principal in Charge:** The City of Saint Paul; St. Paul Historic Preservation Plan (Award Winning), MN, 2009
- **Project Manager/Planner:** Cherokee Nation Enterprises Culture & Tourism Department; Cherokee Nation Cultural Tourism Program Development, OK, 2007-2009
- **Principal in Charge/Interpretive Planner:** Big Cypress Reservation, Seminole Tribe of Florida; Ah-Tah-Thi-Ki Museum Interpretive Plan, FL, 2007
- **Project Manager/Planner/Archaeologist:** City of Bemidji; Bemidji Diamond Point Park Interpretive Plan, Archaeology and Tribal Consultation, MN, 2007

## Certifications and Registrations

- Meets the *Secretary of the Interior's Professional Qualifications Standards* for history, architectural history, and archaeology
- Certified Interpretive Planner
- Registered Professional Archaeologist



## **Education**

- 2007 | M.S., Urban & Regional Planning (Degree Specialization: Economic Development), University of Wisconsin-Madison, WI  
2005 | B.S., Landscape Architecture (Degree Specialization: Cultural Landscape Preservation), University of Wisconsin-Madison, WI  
2005 | Certificate in Material Culture Studies, University of Wisconsin-Madison, WI

## **Select Work History**

- 2014-present | **106 Group**, St. Paul, MN; Senior Planner  
2008-2014 | **SB Friedman Development Advisors**, Chicago, IL; Associate Project Manager  
2006-2007 | **City of Madison**, Madison, WI; Planning Intern  
2005-2006 | **City of Middleton**, Middleton, WI; Planning Intern  
2002-2007 | **University of Wisconsin-Madison**, Madison, WI; Research Assistant

## **Select Project Experience**

- **Project Manager:** Chicago Metropolitan Agency for Planning (CMAP); Economic Development Incentives Case Study Analysis, IL, 2012-2013
- **Planner and Market Analyst:** City of Wheaton; Hubble Middle School Reuse Study, 2010
- **Planner:** City of Madison; Southwest Neighborhoods Plan, WI, 2006-2007
- **Historian/Technical Report Co-Author:** University of Wisconsin-Madison, Department of Landscape Architecture; Cultural Landscape Project, WI, 2004-2006
- **Historian:** University of Wisconsin-Madison, Department of Landscape Architecture; Capitol Park Landscape Rehabilitation Project, WI, 2002-2006
- **Historian:** University of Wisconsin-Madison, Department of Landscape Architecture; Agricultural Hall Centennial Anniversary Project, WI, 2003

## **Certifications and Registrations**

- Meets the *Secretary of the Interior's Professional Qualifications Standards* for architectural history and history
- Certified Planner, American Institute of Certified Planners (AICP)



**BROOKE DIRTZU**, B.A.  
Community Engagement Specialist

## Education

2002 | B.A, Honors History and Spanish, Gustavus Adolphus College, Saint Peter, MN

## Select Work History

2013-present | *106 Group*, St. Paul, MN; Community Engagement Specialist

2012-2013 | *Comunidades Latinas Unidas en Servicios*, St. Paul, MN; Job Developer/Adult Education Coordinator

2012-2013 | *Science Museum of Minnesota*, St. Paul, MN, Museum Evaluator

2008-2012 | *Neighborhood House*, St. Paul, MN; Adult Education Coordinator

2004-2007 | *Seward Redesign*, Minneapolis, MN; Administrative Manager

2003-2004 | *Instituto Chileno-Norteamericano*, Santiago, Chile, Business English Teacher

## Select Project Experience

- **Community Engagement Specialist and Project Coordinator:** The City of Saint Paul; Great River Passage Interpretive Plan, MN, 2013-present
- **Community Engagement Specialist and Project Coordinator:** Thomas Jefferson's Poplar Forest; Lynchburg, VA, 2013-present
- **Research Associate:** University of Minnesota; Somali Entrepreneurs in the Twin Cities Project, MN 2012-2013
- **Museum Evaluator and Outreach Coordinator:** Science Museum of Minnesota; The Wonder Years: The Science of Early Childhood Development Post Interview Follow Up Evaluation, MN, 2012-2013
- **Museum Evaluator:** Science Museum of Minnesota; Journey into Space Special Exhibition Formative Evaluation, MN 2013
- **Museum Evaluator:** Science Museum of Minnesota; Engineering is Elementary Professional Development Summative Evaluation, MN, 2012-2013
- **Community Engagement Specialist and Non-profit Community Partner:** District Council Collaborative and Ramsey County; Corridors 2 Careers Pilot Project, MN, 2012-2013
- **Community Engagement Specialist:** Seward Redesign; Franklin Avenue Corridor Plan Outreach, MN, 2006-2007

## Select Publications and Presentations

- *Interpreting Sites of Conscience.* Article in National Association of Interpreters Legacy Magazine. Co-authored with Anne Ketz and Regine Kennedy, January 2014
- *Interaction with Urban Life Systems: The Latino Community Experience.* Guest lecture at Bethel University, St. Paul, MN January 2014

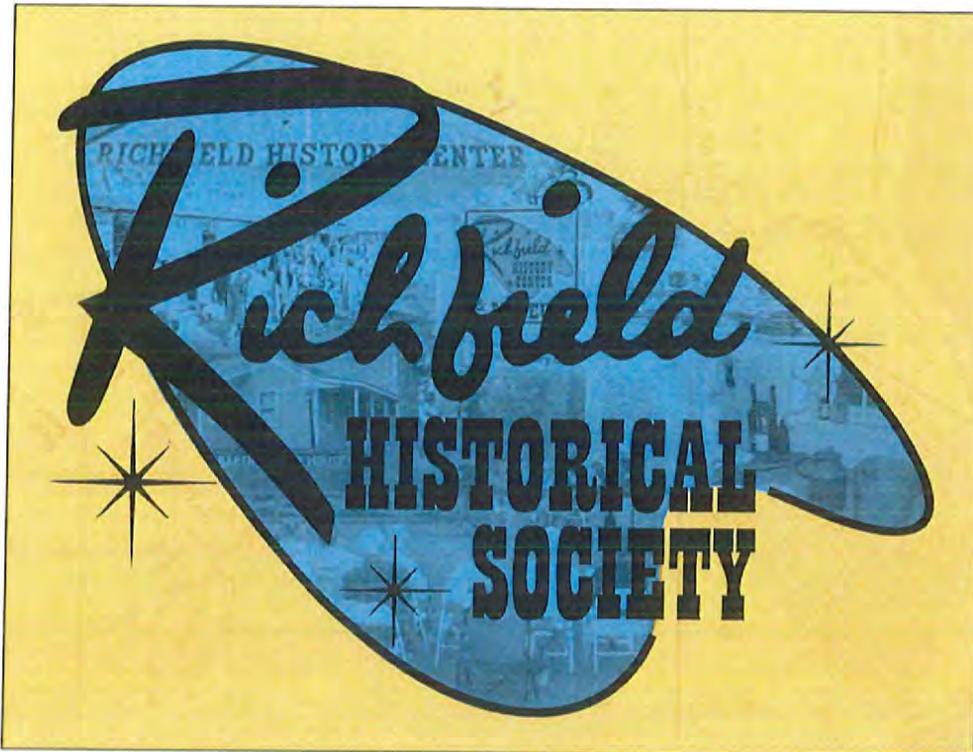
## **APPENDIX B: PROJECT EXPERIENCE**



106GROUP

Connecting People + Place + Time

# RICHFIELD HISTORICAL SOCIETY INTERPRETIVE PLAN



Authentic

Creative

Engaging

Interpretive  
Planning

Exhibit  
Concept

Local  
Heritage

## Background:

The Richfield Historical Society board of directors wanted to develop an interpretive plan to guide ongoing operations and establish concepts for future exhibits and programs. A Legacy grant provided financial support to initiate the interpretive planning process.

## Scope:

We facilitated the interpretive planning process including workshops with the staff and board of directors, a survey of teachers, and outreach with the community. The plan outlines a strategic approach for moving forward with improvements to interpretation at the site.

## Outcome:

The Richfield Historical Society will reach a broader audience and provide engaging interpretive experiences about Richfield's unique heritage.

# ST. PAUL PRESERVATION PLAN



## Background:

As part of the comprehensive planning process, the City of St. Paul sought to create its first historic preservation plan to acknowledge the city’s industrial, commercial, Native American, and immigrant heritage and strategically integrate its historic resources in future planning initiatives.

## Scope:

For the St. Paul Preservation Plan, we collected baseline data, generated multi-layered GIS maps, and facilitated task force and public meetings. The plan establishes preservation goals, expands the existing preservation program, and recommends ways to implement preservation into the greater planning process.

## Outcome:

In 2009, the Preservation Alliance of Minnesota and the St. Paul HPC/AIA honored us with two awards for our “expertise and guidance of the city’s first historical preservation plan.” This Plan enables the city to use historic preservation as a tool to create an economically and socially sustainable city that is a desirable place to live, work, and play.

Preservation  
Planning

Stakeholder  
Engagement

Preservation  
as Economic  
Engine

Placemaking

Strategic  
Planning

Award  
Winning

Cultural Tourism



106GROUP

Connecting People + Place + Time

# THREE RIVERS PARK DISTRICT CULTURAL RESOURCES MANAGEMENT PLAN



Stakeholder  
Engagement

Strategic  
Planning

Cultural  
Resources  
Management

## Background:

The Three Rivers Park District sought to create a cohesive, thoughtful management plan for its 25,000 acres of parks and trails. Prior to this initiative, protection and interpretation of cultural resources within the district occurred on a case-by-case basis.

## Scope:

We developed a framework to enhance the visibility, interpretation, and management of cultural resources in the district. We also compiled GIS data that identifies the district's cultural resources to help staff make informed decisions about short—and long-term planning.

## Outcome:

Our work has strengthened stewardship efforts throughout the park district by providing guidance for the treatment of cultural resources for the district's staff and two million annual visitors.

Stewardship

Data  
Management



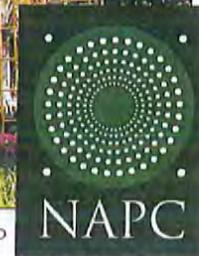
106GROUP

Connecting People + Place + Time

# STILLWATER HEIRLOOM HOME & LANDMARK SITES PROGRAM



NATIONAL ALLIANCE OF PRESERVATION COMMISSIONS AWARD



## Background:

The City of Stillwater developed this innovative program to encourage preservation of the City's valuable stock of historic homes. The program encourages residents to adopt preservation best practices by showcasing premier examples of preserved and restored historic homes.

## Scope:

We assisted the Stillwater Heritage Preservation Commission with the development of a database and data collection points, designed a new website linked to the information in the database, and developed marketing materials to educate residents about the program and proper maintenance of historic homes. Architectural historians from the 106 Group also conducted a survey of 69 properties and wrote the descriptions of the homes that now appear on the website.

## Outcome:

The Stillwater HPC was awarded a 2014 National Alliance of Preservation Commission Excellence Award for Best Practices: Public Outreach/Advocacy for Historic Resources Public Education Programs. The Heirloom Homes and Landmark Sites program was recognized as an excellent example of how cities and heritage preservation commissions can encourage the adoption of best practices.

Community Engagement

Preservation Planning

Award Winning

Web Development

Architectural History

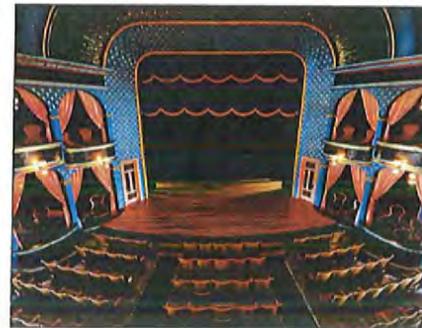
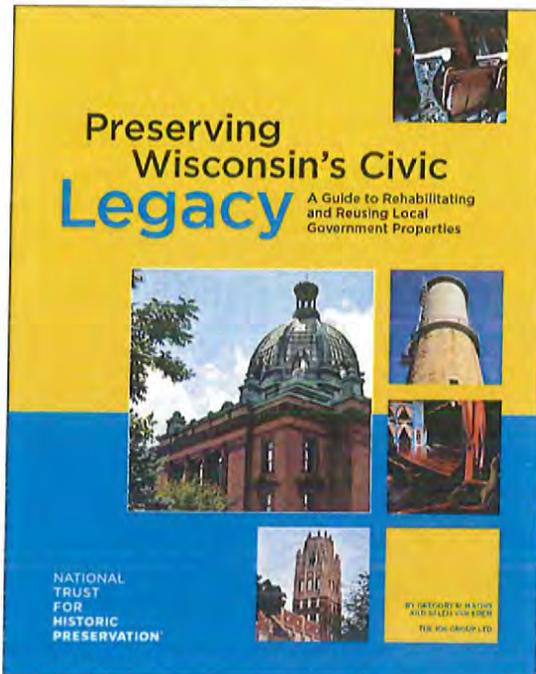
Graphic Design

Educational Tools



106GROUP

# PRESERVING WISCONSIN'S CIVIC LEGACY



Preservation Planning

Rehabilitation

Educational Tool

## Background:

The National Trust for Historic Preservation's Midwest Office sought to develop materials for local municipalities in Wisconsin to guide their rehabilitation or reuse of local government-owned properties.

## Scope:

We created a booklet featuring successful case studies of building restoration and reuse to inspire and support community preservation efforts across Wisconsin. The booklet includes information on rehabilitation costs, funding sources, challenges and resolutions, and the impact that rehabilitation or reuse has on a community.

## Outcome:

The booklet has been, and continues to be, a valuable tool for municipalities seeking options to reuse and rehabilitate their government-owned buildings.

Economic Development

Reuse

Publication

*"It has proven to be an excellent resource."* -The Jeffris Foundation Project Manager