

HERITAGE PRESERVATION COMMISSION MINUTES

DATE: October 22, 2014

TIME: 4:00 p.m.

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

ABSENT: Wes Hamilton

STAFF PRESENT: Mark Moeller, City Planner

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

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

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

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

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

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

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

HERITAGE PRESERVATION COMMISSION MEETING MINUTES
OCTOBER 22, 2014
PAGE 2

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

Discussion – Review of Proposals Received for Preservation Education Plan Project

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

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

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

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

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

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

HERITAGE PRESERVATION COMMISSION MEETING MINUTES
OCTOBER 22, 2014
PAGE 3

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

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

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

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

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

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

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

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

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

**HERITAGE PRESERVATION COMMISSION MEETING MINUTES
OCTOBER 22, 2014
PAGE 4**

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

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

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

Other Business

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

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

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

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

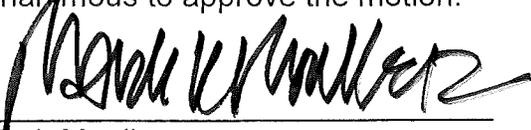
It was noted that a house located on West Broadway was being rehabilitated and that the property owner was doing an excellent job in this project.

HERITAGE PRESERVATION COMMISSION MEETING MINUTES
OCTOBER 22, 2014
PAGE 5

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

Adjournment

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

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

Mark Moeller
City Planner

Exhibit A

106 GROUP (ST PAUL, MN)

Qualifications (Excellent)

- 3 personnel involved.
- All 3 have excellent credentials and (2), including manager, meets required Secretary of Interior professional qualifications.
- Has not yet done work for the City of Winona.

Project Experience – Firm has completed a number of studies including implementation of tools (i.e. Stillwater – website links and marketing/education materials related to proper home maintenance).

Project Bid - \$9,000 (not to exceed) – no mileage/per diem cost listed. Hourly rate of personnel - \$77 - \$95.

Project Approach

- Initial conference call to discuss project process.
- One day visioning workshop with participants including all preservation stakeholders. Consultant would facilitate / record topic discussions of core values, mission, purpose, roles and responsibilities and a strengths and weakness threats (SWAT) exercise.
- Workshop followed by preparation of draft Preservation Education Plan in a PowerPoint format.
 - Consultant public presentation of the draft plan (required) to the HPC
 - Public feedback to plan obtained during public forum and through City website. (PowerPoint presentation could be placed on site for public review.)
- Final Plan prepared.
- Completion – final plan by June 20, 2015.

Project Timing – Meets RFP requirements.

Proposal Submittal Information – Meets RFP requirements. RFP received on due date of October 20th.

HOISINGTON (ROSEVILLE, MN)

Qualifications (Excellent)

- One man firm – 30 years of preservation experience.
- Meets required Secretary of Interior professional qualifications.

Project Experience (Very Good)

- Has completed various nomination forms and CBD Design Guideline Document for City of Winona.
- Noted experience in developing education/marketing tools as video walking tours, interpretive touch screen programs, or QR codes.
- Couldn't find experience related "specifically to Winona project".

Project Bid - \$8,900

- Mileage – \$.56/mile-no per diem.
- Consultant hourly rate - \$45.

Project Approach

- Initial meeting with HPC to reaffirm project/calendar.
- Consultant/HPC will hold a "series" of "small gatherings" to discuss HPC mission/activities. This will include one public forum with a City website presence for input.
- Following review of town forums and input meeting, meet with HPC to develop mission statement.
- Consultant prepares draft.
- Preservation Education Plan – presents at public forum (required).
- Consultant develops final action/implementation plan.
- Total of 8 consultant meetings proposed.

Project Timing – Final plan by May 1, 2015.

Proposal Submittal Information – Meets RFP requirements. RFP received on October 17th (due date – October 20th).

GREG GAUT (WINONA, MN)

Qualifications (Excellent)

- Biographical credentials meet Secretary of Interior professional qualifications
- More than adequate facilitation skills.

Project Experience (Limited)

Has done work in Winona (Local and National Register Nominations). Experience has not included projects similar to that now proposed.

Project Bid - \$9,000 (no mileage/per diem expenses). Consultant hourly rate = \$45.

Project Approach – (Note-detailed approach presented did the best job of aligning with project scope presented in RFP.)

- Although meeting schedule is generic, several would be held with the HPC and other preservation stakeholders.
- Proposal includes significant community outreach effort.
- Process would terminate with public presentation of plan.

Project Timing – November thru June 20, 2015. Meets RFP requirement.

Proposal Submittal Information – Meets RFP requirements. RFP received on due date - October 20, 2014.