



Historic Preservation Board Minutes

February 10, 2021 at 9:00 a.m.

401 S. Park Avenue | In-Person and Virtual | Winter Park, Florida

1. Call to Order

Chairman John Skolfield called the hybrid, in-person and virtual, meeting to order at 9:04 a.m. Present In-Person: Bob Schwetje, Anne Sallee, Drew Henner, Aimee Spencer, and John Skolfield. Present Virtually: Wade Miller and N. Lee Rambeau. Staff: Principal Planner, Jeff Briggs; Director of Communications, Clarissa Howard; and Recording Secretary, Mary Bush.

2. Approval of Minutes

Motion made by Anne Sallee, seconded by Aimee Spencer to approve the January 13, 2021 meeting minutes.

Motion carried unanimously with a 7-0 vote.

3. Public Hearing Action Items

- RES 21-01 Request of the Historic Preservation Board to adopt a Resolution requesting that the City Commission allocate funding from the Fiscal Year 2021-22 Budget to provide funding for Historic Preservation landmark recognition plaques.

Mr. Briggs provided a brief overview of the request and led discussion of the item. Mr. Briggs reminded the Board about their prior meeting discussions regarding the historic plaques and a resolution to fund them. He explained that staff calculated 180 plaques that need to be ordered. At \$200 per plaque, the total for the plaques needed is \$36,000. Mr. Briggs noted that the cost for the plaques will need to be placed into next year's budget for Historic Preservation funding. The proposed resolution would ask the City to set aside the funding for the plaques in the yearly budget.

Staff recommendation was for approval.

The Board expressed their support for the resolution and inquired about the following:

- Board member involvement at the future City Commission meeting regarding the resolution;
- the process used to calculate the homes needing plaques;
- the type of plaques for contributing homes;
- historic designation signs for districts;
- using a Florida based company to make the plaques;
- and the budgetary requests for the plaques and district signs being combined or separate.

Mr. Briggs addressed the Board's questions and noted that the plaque count includes all contributing homes as well as past designated homes that did not receive a plaque. He also noted that the historic signs for the district will be reviewed with the Board at a later date and should not be a significant budget item that requires City Commission approval. Mr. Briggs informed the Board that a change to a Florida vendor for the plaques could be done in the bidding process and that staff would look into the feasibility of such.

Susan Omoto with the peer-to-peer nonprofit organization, Preservation Winter Park was present and addressed the Board. Ms. Omoto made an offer to have Preservation Winter Park provide the funds for the cost of the plaques through a fundraiser. The Board expressed that they appreciated the offer, but preferred to submit the resolution to the City Commission and then consider the option of fundraising afterwards if needed.

No one was present from the public.

Motion made by Anne Sallee, seconded by Aimee Spencer, to adopt a Resolution requesting that the City Commission allocate funding from the Fiscal Year 2021-22 Budget to provide funding for Historic Preservation landmark recognition plaques.

Motion carried unanimously with a 7-0 vote.

4. Planning Report

Mr. Briggs reminded the Board of the presentation at the last Historic Preservation Board (HPB) meeting on January 13, 2021 by the City's Director of Communications, Clarissa Howard, who in the interim prepared a marketing plan for the Board to review and provide feedback.

Ms. Howard presented to the Board the draft marketing plan to promote historic preservation. Ms. Howard inquired with the Board on their thoughts of the draft of the first article for the Winter Park Update that was set to print at noon. She noted that the first utility bill inserts, which provide a copy of the Winter Park Update article, will be included in the City's April utility billing. Ms. Howard brought up discussion on a video collaboration with Preservation Winter Park. She mentioned that the cost for a video series with eight videos lasting 5 to 7 minutes each would be \$2,400 per video.

Susan Omoto addressed the Board and shared a video idea called "Icons of Winter Park" in which the story of Winter Park residents that have lived in historic homes for a significant amount of time are featured. Ms. Omoto suggested that four icons could be chosen by Preservation Winter Park and four icons could be chosen by the Historic Preservation Board. She offered to have Preservation Winter Park fund two videos on behalf of HPB with a memorandum of understanding (MOU), so that the videos could be used as a reference for a request for funding from the City Commission.

Ms. Howard mentioned that the first video would be an introduction of the HPB and launch in April. The second video which would be regarding a historic home would launch in May. Mr. Briggs recommended the first two videos be funded by the City and that staff would determine if funding is currently available.

Ms. Howard noted that a press release would be planned for the beginning of May, which is Historic Preservation Month, and historic preservation yard signs would be placed at designated homes. Ms. Omoto mentioned that Preservation Winter Park can print the signs and that there are about 90 signs already in the possession of residents throughout Winter Park. Ms. Howard suggested doing a proclamation of May being Historic Preservation Month for Winter Park.

Further discussion ensued between the Board, Ms. Howard and Ms. Omoto regarding the marketing plans for each month of 2021. Posting of historic home photos throughout Winter Park, articles covering featured historic homes, historic educational videos, and a "Guess Where" feature article prompting citizens to identify a specific historic place in Winter Park were included in the discussion. Rachel Simmons, the archivist with the Winter Park Public Library was present and spoke briefly on educating younger generations on historic preservation through short and easy narratives.

The Board briefly discussed and inquired about the following:

- if Casa Feliz Historic Home Museum was designated by the HPB;
- if video is an effective way of marketing;
- if any prerequisites need to be considered or put into place before partnering with a non-City organization;
- who chooses the icons for "Icons of Winter Park";

- and if there was an idea for an icon love story for February.

The Board shared and discussed the following ideas in conjunction with the draft marketing plan:

- adding a statement advising readers to stay tuned for future articles to come in the Winter Park Update,
- to keep the focus on full Board contributions and not individual ones to avoid becoming dated,
- adding historic signs at the entrances of the neighborhoods with historic homes,
- use of icons featured in past Winter Park events,
- using Jack Rogers as an icon,
- getting more recent generational age groups interested in historic preservation,
- creating videos of the historic home restoration process,
- publishing historic preservation articles in the Winter Park Magazine,
- placing a video loop in the museum located at the Winter Park Farmer's Market,
- marketing at the Winter Park Arts Festival and Chamber of Commerce,
- getting real estate agents to share information about historic preservation designations to their clients,
- and utilizing the City Hall informational kiosk and boat tours to inform the public on historic preservation.

The Board expressed how much they favored the marketing plan and looked forward to seeing all of the monthly marketing ideas put into action.

5. Board Updates and Comments:

No Board updates and comments.

6. Upcoming Meeting Schedule

Next HPB Regular Meeting: Wednesday, March 10, 2021 at 9:00 a.m.

Work Session adjourned at 10:12 a.m.

Respectfully Submitted,

Mary Bush

Recording Secretary

Approved by Board on April 14, 2021.