

OFFICIAL NOTICE AND AGENDA

The City of Stoughton will hold a **Regular** meeting of the **Landmarks Commission** on **Thursday, November 8, 2018 at 6:30 pm** in the **Hall of Fame Room, Lower Level, City Hall, 381 E. Main Street**, Stoughton, Wisconsin, 53589.

AGENDA:

1. Call to order.
2. Consider approval of the October 11, 2018 meeting minutes.
3. Status update for the Power Plant building.
4. Status update for the Highway Trailer / Moline Plow redevelopment area.
5. Discuss Linderud photo collection.
6. Discuss community outreach.
7. Discuss 2018 Preservation Award.
8. Status of 2017 & 2018 grants.
9. 2019 Budget Update.
10. Discuss Historic Preservation Conference - Elkhart Lake.
11. Commission Reports/Calendar.
12. Future agenda items.
13. Adjournment.

10/29/18mps

COMMISSIONERS:

Peggy Veregin, Chair
Alan Hedstrom, Vice-Chair
Kristi Panthofer

Tom Majewski (Council Rep)
Greg Pigarelli, Secretary

Kimberly Cook
Todd Hubing

EMAIL NOTICES:

Art Wendt
Council Members
Receptionists

Desi Weum
Matt Dregne, City Attorney
smonette@stolib.org

Stoughton Hub
Leadership Team
Joe DeRose

For security reasons, the front door of City Hall will be locked after 4:30 P.M. (including the elevator door). Please use the east employee entrance.

IF YOU ARE DISABLED AND NEED ASSISTANCE, PLEASE CALL 873-6677 PRIOR TO THE MEETING.

NOTE: AN EXPANDED MEETING MAY CONSTITUTE A QUORUM OF THE COUNCIL.

Landmarks Commission Meeting Minutes

Thursday October 11, 2018 – 6:30 pm

City Hall, Hall of Fame Room, Lower Level, 381 E. Main Street, Stoughton, WI.

Members Present: Peggy Veregin, Chair; Greg Pigarelli, Secretary; Tom Majewski; Kristi Panthofer; Kimberly Cook; and Todd Hubing

Absent: Alan Hedstrom

Staff: Michael Stacey, Zoning Administrator

Guests: None

1. **Call to order.** Veregin called the meeting to order at 6:30 pm.
2. **Consider approval of the Landmarks Commission meeting minutes of September 20, 2018.**
Motion by **Cook** to approve the minutes as presented, 2nd by **Pigarelli**. Motion carried 5 – 0.
3. **Discuss future plans for the Power Plant building.**
Veregin stated she had not heard anything new to report.

Stacey stated the whitewater park grant was denied for this year but may be a possibility next year. There are concerns about kayakers going under the bridge and a hydraulic study is necessary.

Panthofer arrived at 6:35 pm

Veregin questioned if the Power Plant will be transferred to the RDA. Majewski stated they still need to find out from the Parks and Recreation Committee about removal of the race.

4. **Status update for Highway Trailer / Moline Plow building redevelopment.**
At the next RDA meeting they will consider solutions to shore up the blacksmith building.
5. **Discuss Linderud photo collection.**
The commission discussed the website being developed by Hubing at www.historicstoughton.org

Hubing met with the Stoughton Historical Society (SHS) to discuss the Landmark's Commission use of the Linderud photo collection. The SHS essentially gave Hubing the go ahead under certain restrictions such as that SHS retains the copyright of the collection and that the collection be watermarked with a low resolution to prevent copying from the website.

Hubing plans to experiment with watermarks for discussion at the next meeting.

Veregin stated to have SHS clarify that the use is for the Landmarks Commission.

Hubing plans to contact Richard at the Library to discuss the Linderud Exhibit.

The Commission discussed meeting with SHS to share information.

Hubing stated the R Olde House Group is meeting at his building at 129 E. Main Street on November 15th at 7pm and the SHS will be there for a presentation by Dave Kalland about several Linderud photos. The Landmarks Commission is interested in attending.

6. Discuss Main Street Outreach.

The Farmer's Market was a success.

The Commission discussed providing information to new residents of Stoughton.

Panthofer plans to work on a Facebook page.

Cook will review Tower Times articles and provide to Stacey next week.

7. 2018 Preservation Award Nomination.

Veregin plans to write a letter for the preservation award. The Commission discussed having a photo taken at the building and a presentation at the December 11th Council meeting.

8. Local landmark status update for 148/154 E. Main St, 118 N. Page St and 515 E. Main St.

Tabled until January.

9. Status of 2017 and 2018 local landmark grants.

Stacey provided a spreadsheet summarizing the grants.

10. Discuss 2019 Budget.

The 2019 budget will be known by the November meeting.

11. Commission Reports/Calendar.

Panthofer provided 4 logo designs for the Landmarks Commission.

The Commission discussed building features and colors to use for the logo.

Panthofer plans to work on another design using a feature commonly found on buildings in the downtown. Panthofer discussed adding the logo to the Landmarks website.

Pigarelli may be able to get his son to use his drone to take pictures of building features in the downtown.

12. Future agenda items.

None discussed.

13. Adjournment. Motion by Majewski to adjourn at 8:45 pm, 2nd by Cook. Motion carried 6 - 0.

Respectfully Submitted,

Michael P. Stacey

REDEVELOPMENT AUTHORITY MEETING MINUTES

Wednesday, October 10, 2018

Hall of Fame Room

Present: Roger Springman, Denise Duranczyk, Brian Girgen, Regina Hirsch, Carl Chenoweth and Dale Reeves

Absent and Excused: Lukas Trow

Others Present: Mayor Swadley, Greg Jensen, Planning Director Scheel, Alexander Cramer, Emily Bahr, Gary Becker, Finance Director Friedl

Call to Order: Called to order at 5:30 p.m. by Springman

Communications:

Springman noted Earth Construction Pay Request 7 has been approved and is being processed for payment.

Springman informed the RDA members about the Dane County Housing Initiative Conference scheduled for October 25th.

Springman discussed concerns brought to his attention by Peggy Veregin of the City of Stoughton Landmarks Commission regarding the stability of the Blacksmith shop.

Springman informed the members that Todd Nelson has backed out of Marathon property deal.

Springman informed the group that the DNR denied funding for the Whitewater Park. The reasoning provided related mainly to the high water issues experienced in 2018. Hirsch, Chenoweth and Duranczyk added to the discussion in relation to what they know thus far. Additional discussion followed and the members are hoping for some clarification from the DNR at the meeting scheduled for October 15th.

Public Comments:

None.

Approval of September 12th Minutes

Motion by Chenoweth to approve the September 12th minutes, second by Hirsch, pending change noting that Duranczyk was absent and excused. Motioned passed 6 to 0.

Approval of September 24th Minutes

Motion by Duranczyk to approve the September 24th minutes, second by Hirsch, pending change to add Becker's notes from the September 24th as an addendum to the meeting minutes. Motioned passed 5 to 0. Chenoweth abstained.

Finance Report

Director Friedl provided a brief overview of the year-to-date September 30th financial statements for the RDA and TIF No. 5.

Old Business items

a. Marathon site update

Springman noted that Todd Nelson backed out of the purchase of the site. Blake George (realtor) is planning to meet with Springman, Mayor Swadley and the RDA attorney regarding the mutual release agreement and retaining the \$5,000 in earnest money. Two other parties interested in the site are waiting for the paperwork with Todd Nelson to be finalized. Blake George is concerned with the environmental issues delaying the sale of the site and will give recommendations at the meeting in relation to how the RDA can improve the site for its ultimate sale.

b. Demolition process update and Phase II environmental schedule

Gary Blazek has stated that Earth Construction has committed to a November 1st completion date for the entire site. Gary Blazek and Earth Construction are contemplating laying crushed aggregate near the river bank to create a base due to the ground water levels/spring being so high. The RDA would like to see the cost savings/increases associated with doing this as opposed to laying topsoil and seed along the river bank. The overall plan needs to be approved by the DNR and Gary Blazek is meeting with them on October 11th to discuss this particular issue. Crushing and location specifications need to be pre-defined. The existing retaining wall and fill behind it was never approved by the DNR so other issues may arise from that as well. Springman will request that Gary Blazek call Chenoweth immediately following the meeting with the DNR to debrief him on the conversation. Girgen recommended crushing all the concrete that needs to be crushed and leave on-site for future use (base, trail, etc.).

Springman also noted that the Phase II work is scheduled for November.

c. Blacksmith shop Structural Engineering Brace proposal and possible action

A hand out was provided to the members by Springman and Kurt Straus from Structural Integrity joined the meeting by telephone at 6:15. Straus provided a brief overview summarizing the possibility of renting hog legs to stabilize the building through the winter. Straus' cost estimate for designing this is approximately \$1,300 and the total cost is anticipated to be less than \$25,000 (if rented for less than one year). Straus discussed some concerns that could possibly arise, but believes this type of stabilization would last through the winter. Straus noted that the key to keeping the steel structure standing is to keep the masonry standing. Chenoweth inquired as to why this wasn't included in the original options provided by Structural Integrity. Straus noted that the original options assumed the West wall was going to come down and that did not happen. Straus also noted that moving the braces to the interior would have the same results as bracing on the exterior and possibly provide better results than bracing the exterior walls (protection from elements, tampering, etc.). Chenoweth believes that the Earth Construction contract requires them to pay for this work. Based on this perceived contractual requirement, the RDA opted to delay this decision and inform Earth Construction that this is their responsibility and they need to provide a plan to the RDA for approval and assume all of the associated costs.

Chenoweth will meet with Gary Blazek and Earth Construction to inform them of their responsibility related to stabilizing the Blacksmith shop.

No motion required.

d. Discussion on development process panel, project phasing and proposal evaluation form

Becker discussed the two major options available for developing the property as summarized in the "Selecting a Development Path: A Look at Roles and Responsibilities Before Deciding" handout.

Springman provided the members with a copy of the City of La Crosse Request for Expressions of Interest (RFEI) related to the development of the City's Riverside North area. Springman noted that Jason Gilman, La Crosse's Director of Planning and Development would be willing to attend a future meeting. The members would like to possibly pursue the RFEI methodology and Chenoweth noted that he would like a rough draft of the RFEI by the end of November and have available for release the second week of January.

e. Parcel Transfer process update

The historical value of the Powerhouse's speedway is causing an issue. Springman Spoke informally with Alderperson Majewski and determined the RDA needs a written opinion of what they want to see done with the building and document what needs to be done to retain the possibility of historic tax credits, etc.

New Business:

a. Revolving Loan program update and possible action on Chamber of Commerce membership

Motion by Chenoweth to not renew the RDA membership with the Chamber of Commerce, second by Girgen. Motion passed 5 to 1 with Springman voting no.

Trow will touch base with Laura Trotter of the Chamber of Commerce and let her know that the City has already paid for the membership and the RDA believes a second membership is redundant.

b. Discussion on website update scheme and possible action

Becker noticed that there are many issues with the existing website and provided suggestions as to what he believes it should look like. Becker and Springman will communicate these changes to the City's IT Department which will also include a series of maps outlining the individual Redevelopment Areas.

c. Discussion on proposal for Historic Properties Development Initiative

The RDA would like to group the historic properties together and send out a document highlighting the City's interest in preserving the identified structures. Possibly rely on the aforementioned RFEI to address this as well.

d. Discussion regarding CIP and Operating budget

The RDA made the following changes to the 2019-2023 CIP:

- Move portion of design work to 2019 - \$50,000 (Grant \$)
- Move river bank restoration to 2019 - \$150,000 (Grant \$)

e. Approval of Reimbursement request #1 for SAG grant

Becker will provide a final review of this and notify Finance Director Friedl when the review is complete.

Agenda items for possible special meeting and regular meeting on November 14th

- Draft RFEI discussions
- Parcel transfer update
- Discussion on design of Riverfront restoration, RFP, etc.
- TIF 4 project plan summary – Master Plan for Downtown

Adjourn

Motioned by Chenoweth to adjourn the meeting, second by Girgen. Motion passed 6 to 0 to adjourn at 8:15 p.m.

2017 GRANT FUNDING

APPLICANT	PROPERTY	PROJECT SUMMARY	GRANT AMOUNT	COA APPROVAL	PROJECT APPROVAL	FUNDS PAID	NOTES
TONY HILL	BADGER THEATER, 255 E. MAIN STREET	FIX CRUMBLING CONCRETE FAÇADE	\$2,500.00	4/12/2018	8/9/2018	8/10/2018	Completed
MICHAEL ENGELBERGER	SOUTH SCHOOL, 1009 SUMMIT AVENUE	FOUNDATION REPAIR	\$875.00	2/8/2018	7/5/2018	7/9/2018	Completed
ERIC FRANCKSEN	327 E. WASHINGTON STREET	FOUNDATION REPAIR	\$625.00	9/20/2018			1 YR EXTENSION APPROVED 5/10/18
		TOTAL 2017 FUNDING:	\$4,000.00				

2018 GRANT FUNDING

APPLICANT	PROPERTY		GRANT AMOUNT	COA APPROVAL	PROJECT APPROVAL	FUNDS PAID	NOTES
STOUGHTON SCHOOLS	1892 HIGH SCHOOL, 320 NORTH STREET	TUCKPOINTING	\$1,000.00	3/8/2018	7/12/2018	7/25/2018	Completed
BILL WEBER	RR DEPOT, 529 E. MAIN STREET	TUCKPOINTING	\$1,500.00	8/9/2018			Permit issued
JOSEPH CABIBBO	404 S. FIFTH STREET	FRONT PORCH REPAIRS	\$2,500.00	9/20/2018			
		TOTAL 2018 FUNDING:	\$5,000.00				

2019 GRANT FUNDING

APPLICANT	PROPERTY		GRANT AMOUNT	COA APPROVAL	PROJECT APPROVAL	FUNDS PAID	NOTES
		TOTAL 2019 FUNDING:	Nov 13th				

Social Media on a Budget

By Keri O'Keefe, WI State Historical Society

How Social Media (SM) can have impact and help reach business goals.

Main points in this presentation:

- 1) Choose right platform;
- 2) Set up business account;
- 3) Organic content;
- 4) Paid content;
- 5) How to track success.

“If you want to remain relevant, SM has to be part of marketing plan.”

- 1) Lots of platforms to choose from, e.g. :
 - a. Facebook (FB)
 - b. Twitter
 - c. Instagram
 - d. LinkedIn
 - e. Youtube
 - f. And many, many more
- 2) **CHOOSE YOUR PLATFORM – to do that, it helps to do this:**
 - a. **Define your business goals**, e.g.:
 - i. Improve customer service
 - ii. Reach new audiences
 - iii. Sell a product/service
 - b. **Define your audience**
 - i. Figure out what SM that your audience is mostly using
 1. E.g, if audience is fan of video, then Youtube would be important component
 - ii. Need to create platform where audience is;
 1. E.g., creating podcasts may not be good if your audience doesn't use podcasts
 - c. **Be mindful of resources, capacity, time**
 - i. FB is most powerful – 82 times more powerful than Twitter
 - ii. Instagram also offers much bang for buck, so to speak
 - iii. It's better to do just 1 SM the right way than several mediocre
 - iv. FB accounts for 1 in every 6 minutes spent online
 - v. FB accounts for 1 in every 5 minutes min on mobile device
- 3) **Rest of presentation will focus on FB** (may be best platform for most as it is biggest and can do with small staff)
 - a. Fact: Only 10% of FB followers will see your posts
 - b. **How to reach more than 10% of your followers (2 options):**
 - i. Option 1: Paid Reach \$\$\$ -- (more on this later)
 - ii. Option 2: **Content Marketing (unpaid Reach) FREE**

c. How to set up Content Marketing (CM) campaign

- i. Unlike advertising, CM not overly promotional;
- ii. Strategic marketing approach focuses on creating and distributing content that is not overly promotional
- iii. Providing customer with content they want
- iv. Benefits of CM:
 - 1. Increases brand awareness
 - 2. Positions you (or your org) as the expert
 - 3. Develops long lasting relationships
 - 4. Drives your Return on Investment (ROI)
 - 5. Gives you space to think outside the box
- v. REI (the store) is example that does CM really well
 - 1. Paul's Boots example – one man's dream, one community..
 - 2. Tells a story and creates emotional draw
- vi. WI State Historical Society (SHS) Examples of CM
 - 1. Heritage Months (e.g. Black History Month)
 - 2. Archives months
 - 3. Library Month
 - 4. Archaeology month
 - 5. Historic Preservation month
 - 6. Behind the scenes
 - 7. Meet the staff
 - 8. #TBT (throw back Thursday)
- vii. Most Successful SHS examples of CM:
 - 1. Happy Birthday to Wisconsin – picture map of WI
 - 2. This Day in History
 - 3. Underground Railroad in WI
- viii. Always keep in mind – what you are creating is for your audience, not for you!
- ix. Why Plan out a CM strategy?
 - 1. Consistency and Quality (don't want last minute posts)
 - 2. Reach wider audience
 - 3. Efficiency (can delegate, schedule, etc.)
- x. **Steps to set up a CM plan**
 - 1. **Set up a FB business account**
 - a. Go to Business.Facebook.Com to learn how
 - b. Can start w your personal FB account to get to set up for bus account, or can set up another personal FB account to do this if desired
 - c. Tool to help meet bus goals
 - d. Allows creating FB ads
 - e. Allows multiple people working together
 - f. Can give bus level insights & reporting
 - g. Can show who audience is

- h. Can set different levels of privacy for different people – interns, volunteers, staff, etc.
- 2. **Create a Content Organizer** (for your own use)
 - a. Helps schedule and manage content distrib
 - b. Can spend lots of \$ on content organizer
 - c. But can simply use Excel document
 - i. 5 column headings – Date; Title/Subject; Message; Links (shortened); Image
 - ii. E.g. : 2/2/2018; Black Hist Month; “We will be introducing African American..”; <http://Afric...>; SM Image folder.
 - d. Ensures staff is organized
 - e. Allows more than 1 person to do this
- 3. **Schedule Content**
 - a. Can Schedule your content message in advance
 - b. Use FB data to determine when audience is on FB
 - i. E.G, you might find that most people are on FB between 6 and 9 pm M-F.
 - ii. Then you can schedule your Content message for that time, and you don’t need to sign in to do it at that time M-F if you have scheduled it during that timeframe.
- 4. **Use Analytics to determine success** after scheduling content – 2 options available
 - a. FB Insights
 - i. Provides high level overview
 - b. FB Analytics**
 - i. Powerful data tool
 - ii. If you see campaign is not working well, you can tweak or adjust
- 5. **Other (free) Best Practices:**
 - a. Post 1 time per day
 - b. Create a FB event for every event you have
 - c. Tag partner organizations in posts and events
 - d. Share relevant posts on your page (don’t want to be seen as only posting stuff about your org)
 - e. Have engaging cover photo (no text)
 - f. Bio is filled out (e.g., the donate button can be filled out to make donations easier)

d. Paid Content

- i. FB ads
 - 1. Don’t have to spend thousands
 - 2. Even if it is just \$5 or \$10, the net result is that is will send out to more people
 - 3. Types of FB ads:

- a. Boosted Post
 - b. **Boosted Event** (this one most recommended)
 - c. FB ad
- 4. FB ad vs traditional ad
 - a. Great thing about FB ad is you can know how effective it is (through analytics?)
 - i. E.g. how many new users
 - ii. How much revenue you made – e.g. spent \$50; made \$400
 - iii. Etc.

Ran out of time to continue with this last bit.

But can contact presenter with questions: Keri.Okeefe@Wisconsinhistory.org