

# **OFFICIAL NOTICE AND AGENDA**

The City of Stoughton will hold a **Special** meeting of the **Landmarks Commission** on **Wednesday, September 20, 2017, at 7:00 pm** in the **Overland Room, Lower Level, City Hall, 381 E. Main Street, Stoughton, WI.**

## **AGENDA:**

1. Call to order.
2. Consider approval of the Landmarks Commission meeting minutes of August 10, 2017.
3. The City of Stoughton requests a certificate of appropriateness for exterior repairs to the RR Depot Building, 532 E. Main Street.
4. Continue discussions related to the request by the Common Council to develop an ordinance for consideration by the council that would amend existing City ordinances such that no building in a historic district listed on the National Register of Historic Places may be demolished without review and recommendation by Landmarks Commission and a decision by the Common Council based on appropriate and lawful standards.
5. Discuss Local History and Historic Preservation Conference.
6. Status update for Highway Trailer / Moline Plow building redevelopment.
7. Status update for 2017 local landmark grants.
8. Commission Reports/Calendar.
9. Future agenda items.
10. Adjournment.

9/13/17mps

## **COMMISSIONERS:**

Peggy Veregin, Chair  
Alan Hedstrom, Vice-Chair  
Todd Hubing

Tim Swadley (Council Rep)  
Greg Pigarelli, Secretary

Kimberly Cook  
Stephen Mar-Pohl

## **EMAIL NOTICES:**

Art Wendt  
Council Members  
Receptionists  
Joe DeRose

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

Stoughton Hub  
Leadership Team  
Steve Kittelson

**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, August 10, 2017 – 7:00 pm**

**Council Chambers, Public Safety Building, 321 S. Fourth Street, Second Floor, Stoughton, WI.**

**Members Present:** Peggy Veregin, Chair; Alan Hedstrom, Vice-Chair; Stephen Mar-Pohl and Kimberly Cook

**Absent:** Todd Hubing; Greg Pigarelli and Tim Swadley

**Staff:** Michael Stacey, Zoning Administrator

**Guests:** Ronald Dobie; Jerri Kittleson; Dan Kittleson; Robert Jensen; Janet Hedstrom; Lisa Reeves; Amy Franklin; Don Wahlin; Sid Boersma; Matt Hanna; Michael Engelberger; Gail Klein; Emily Bahr; Bill Livick; Dan Kittleson; Jerri Kittleson; Norval Morgan; Greg Jensen; John Thompson; Paul & Kathy Brammeier; Bob Diebel; Kendall McBroom; Kelly Dougherty

1. **Call to order.** Veregin called the meeting to order at 7:07 pm.
2. **Consider approval of the Landmarks Commission meeting minutes of July 13, 2017.**  
Motion by **Mar-Pohl** to approve the minutes as presented, 2<sup>nd</sup> by **Cook**. Motion carried 4 – 0.
3. **Consider designating the building historically known as the Moline Plow Company Factory (Highway Trailer Building) at 501 E. South Street as a Local Landmark.**  
Veregin introduced the agenda item and gave a summary of the building history. Veregin noted the building meets 4 of the 6 criteria to be designated a Local Landmark according to the historic preservation ordinance as follows:
  - (1) Whether it exemplifies or reflects the cultural, political, economic or social history of the city, state or nation. **Meets this criteria**
  - (2) Whether it is identified with important historic or prehistoric persons or events in community, state or national history. **Meets this criteria**
  - (3) Whether it embodies distinguishing characteristics or an architectural type specimen, valuable for a study of a period, style, construction method or indigenous materials or craftsmanship. **Meets this criteria**
  - (4) Whether it is representative of the notable work of a master builder, engineer or architect.
  - (5) Whether it is a unique and irreplaceable asset to its neighborhood and the city. **Meets this criteria**
  - (6) Whether it provides an example of the physical surroundings in which past generations lived.

Veregin opened the public hearing.

The following people spoke in opposition to designating the building as a local landmark:

Jerri Kittleson  
Norval Morgan  
Robert Jensen  
Bob Diebel  
Kendall McBroom  
Therese Hann  
Paul Brammeier  
Greg Jensen

John Thompson  
Ronald Dobie  
Don Wahlin  
Bob Sier  
Matt Hanna  
Doria Bradford

The following people spoke in favor of the designation:

Mike Engelberger

The following people registered in opposition:

Jennifer Hanson  
Kelly Dougherty  
Dan Kittleson

The following people spoke but are undecided:

Sid Boersma

Veregin closed the public hearing.

Veregin stated there seems to be much misinformation about the building. If a developer is found for the building, there would be no tax payer funding necessary.

Mar-Pohl explained the difference between a local landmark and a nationally registered building. A local landmark is for local control of what happens to the building while the National Register allows tax credits to be used if certain procedures are followed.

Mar-Pohl stated a portion of the building such as the Blacksmith portion could be given local landmark status but would not be able to gain National Register status, so no tax credits would be available for just a portion of the building.

Matt Hanna questioned whether the building needs to be a local landmark to gain credits.

Mar-Pohl stated only a nationally registered building can get credits and the City has not taken any action yet to gain national recognition. Mar-Pohl noted that this is usually done by the developer.

Hedstrom said he feels torn because on one hand he recognizes that most people feel that saving the building is a waste of money but on the other hand, it is not the job of the commission to decide that, rather that is a Common Council decision. The Landmarks Commission is appointed to uphold the preservation ordinance and preserve the history of Stoughton.

Mar-Pohl stated that if the building gains local landmark status the City would need to rehabilitate the building and it is more difficult to demolish.

Veregin stated there is a process to demolish a local landmark building

Mar-Pohl stated it is a Council decision to make the building a local landmark and there would be a 10 month process to demolish the building. Mar-Pohl noted there is a public safety concern so the Council will need to make some decisions.

Veregin stated everyone needs to look at the bigger picture here and not focus on just the Highway Trailer Building. A lot has changed relative to the building such as the safety concerns, street closure, developer is now non-existent. We all need to refocus on the riverfront development as a whole. We all need to take a breath and let the RDA do their job and find a developer.

Motion by **Mar-Pohl** to Table consideration to designate the Highway Trailer Building a local landmark until such time as the City has a redevelopment plan for the site, 2<sup>nd</sup> by **Hedstrom**. Motion carried 4 – 0 by roll call (Veregin, Mar-Pohl, Cook and Hedstrom)

**4. Discuss mini-grant status.**

Veregin stated the letters were sent and no one has submitted a COA application yet. Veregin is going to follow-up with the recipients.

**5. Commission Reports/Calendar.**

Veregin stated the regular September meeting is being scheduled for September 19<sup>th</sup> or 20<sup>th</sup>. Veregin will send out an email to confirm a date. Currently September 20<sup>th</sup> looks the best.

The annual Local History and Historic Preservation Conference is October 20th and 21st, 2017 in La Crosse, WI.

Cook will look into the CLG Grant application.

**6. Future agenda items.**

None discussed.

**7. Adjournment.** Motion by **Mar-Pohl** to adjourn at 8:50 pm, 2<sup>nd</sup> by **Cook**. Motion carried 4 - 0.

Respectfully Submitted,

*Michael P. Stacey*



# City of Stoughton Certificate of Appropriateness Application Form

**1. Name of Property:** Depot/Chamber of Commerce

Address of Property: 532 Main St.

Name of historic district in which property is located: N/A

**2. Owner & Applicant Information**

Owner Name: City of Stoughton

Street Address: 381 Main St.

City: Stoughton State: WI Zip: 53589

Daytime Phone, including Area Code:

Applicant (if different from owner):

Applicant's Daytime Phone, including Area Code: 608-577-1892

**3. Attachments.** The following information is enclosed:

- ☒ Photographs
- ☐ Sketches, elevation drawings
- ☐ Plan drawings
- ☐ Site plan showing relative location of adjoining buildings, if located within a Historic
- ☐ Specifications
- ☐ Other (describe)

**4. Description of Proposed Project** (on next page)

**5. Signature of Applicant**

Signed:  Date: \_\_\_\_\_

Printed: MARTIN BRIGGS

**Return To:** Zoning Administrator, Stoughton City Hall, 381 E. Main Street

## **Description of Proposed Project**

(attach additional sheets as necessary)

**Architectural Feature:** Exterior Brick Joints of Train Depot Building

**Approximate date of feature:** 1913

**Describe existing feature:** Brick and mortar

**Describe proposed work, materials to be used and impact to existing feature:** Repair loose/deteriorated mortar joints due to weather checking. Center cut method to be used for mortar repairs. Repair brick in front of overhang pillar due to car/snowplow damage. Repair deteriorated brick along door jambs to east side baggage claim door due to improper slushing along steel jamb protectors. We plan to infill along door jambs using standard red brick, and type "N" mortar, strike joints, and replace broken brick in pillar using standard red brick and tuck point in type "N" mortar. We plan to paint all areas with the paint used in 2012 Clark Kensington. We plan to paint all faced areas if paint is not 100% matching due to weathering.

**Architectural Feature:** East Ramp

**Approximate date of feature:**Unknown

**Describe existing feature:** Concrete

**Describe proposed work, materials to be used and impact to existing feature:** Concrete around east ramp is chipped out from freezing moisture around railing posts (pic's included). Will form around existing concrete pad and drill in pins to hold new pour. Will use self-leveling caulk around post to seal from future moisture getting in.



















# CITY OF STOUGHTON HISTORIC PRESERVATION

Landmarks Commission

June 8, 2017

# EXISTING CATEGORIES

Chapter 38 “Historical Preservation”	Chapter 78 “Zoning”	National Historic Preservation Act
<ul style="list-style-type: none"><li>• Landmarks</li><li>• Landmark Sites</li><li>• Historic Districts (none at present)</li></ul>	<ul style="list-style-type: none"><li>• Downtown Design Overlay District</li></ul>	<ul style="list-style-type: none"><li>• Listed buildings</li><li>• Listed sites</li><li>• Listed districts</li></ul>

# National Register – purposes served

- Historic resources must be considered and ideally protected in the context of federally or state funded projects.
- Private owner purposes:
  - Honorific program.
  - Tax credit eligibility.
- This designation does not lead to regulation of privately-funded private activities (renovation, alteration, demolition). Possible de-listing of property.
- State notice process – not “approval” process. Allows for documentation.
- Owner may veto listing.

# Purposes served by different ordinances

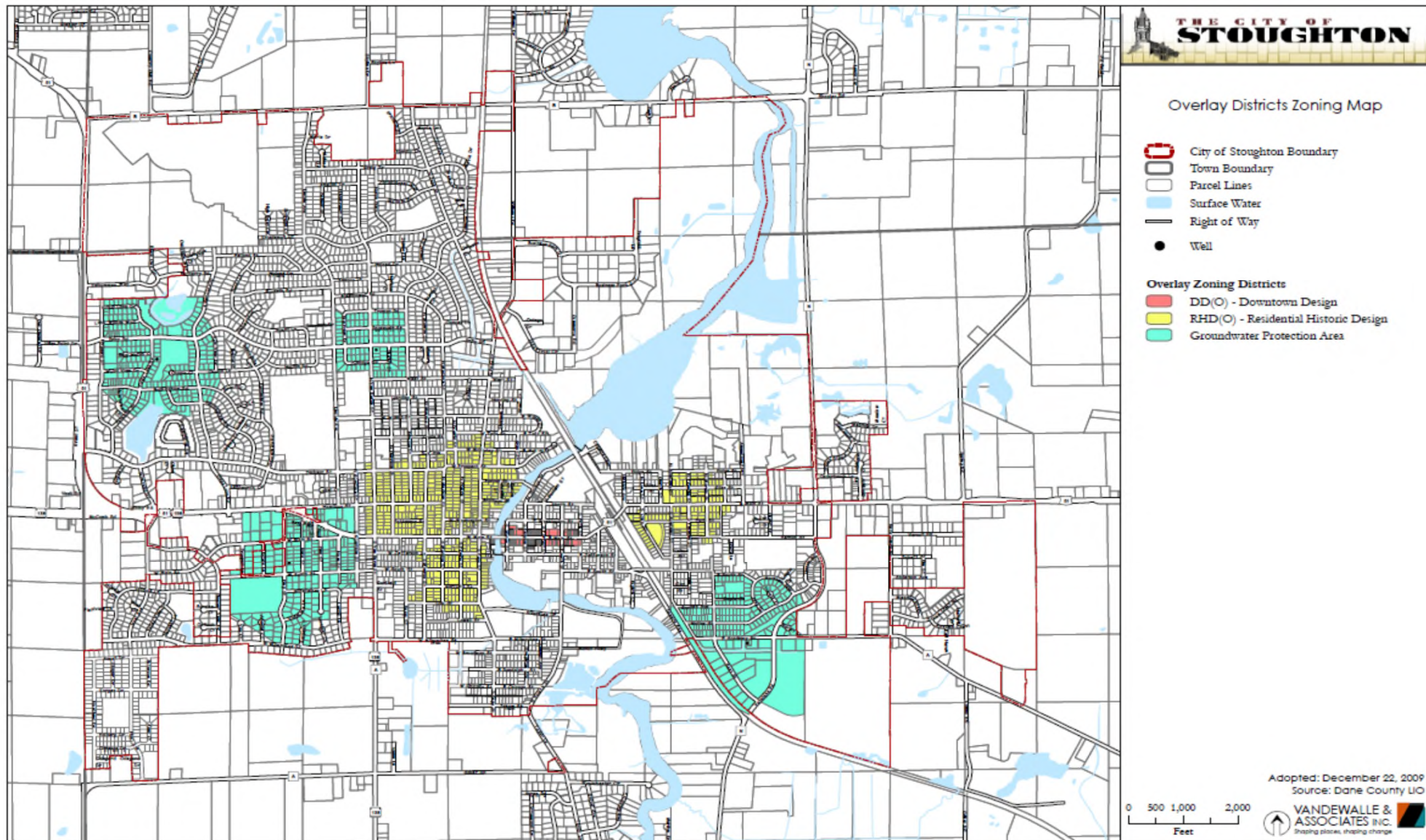
## **Chapter 38 – Historical Preservation**

- Promote historic preservation by designating local landmarks, landmark sites and historic districts, and regulating changes to local landmarks, landmark sites, and historic districts.

## **Chapter 78 – Zoning Code**

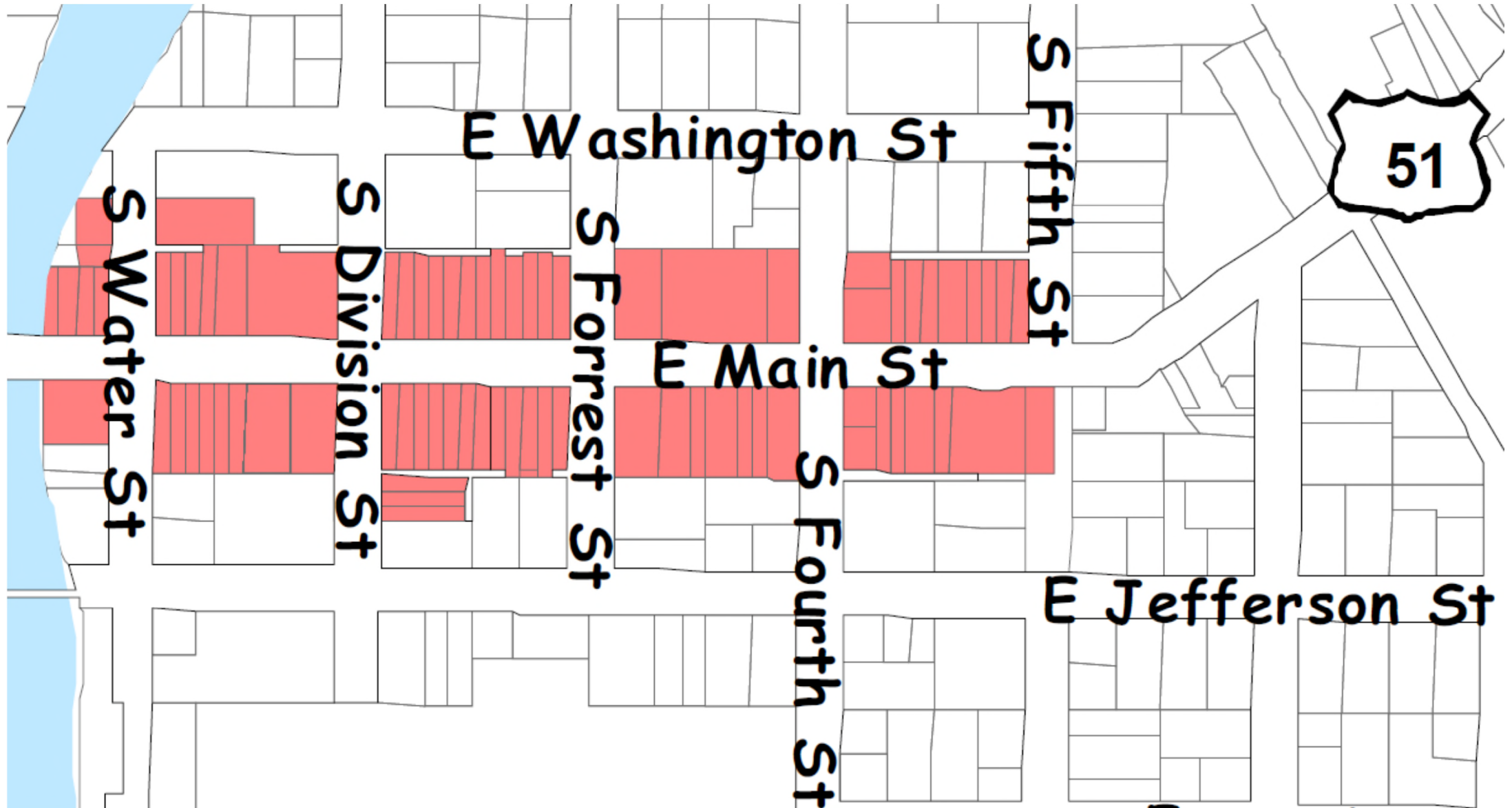
- “Preserve and enhance aesthetic qualities ... and attain a consistent visually pleasing image” in the Downtown Design Overlay Zoning District. (Sec. 78-913(1).

# OVERLAY DISTRICT ZONING MAP





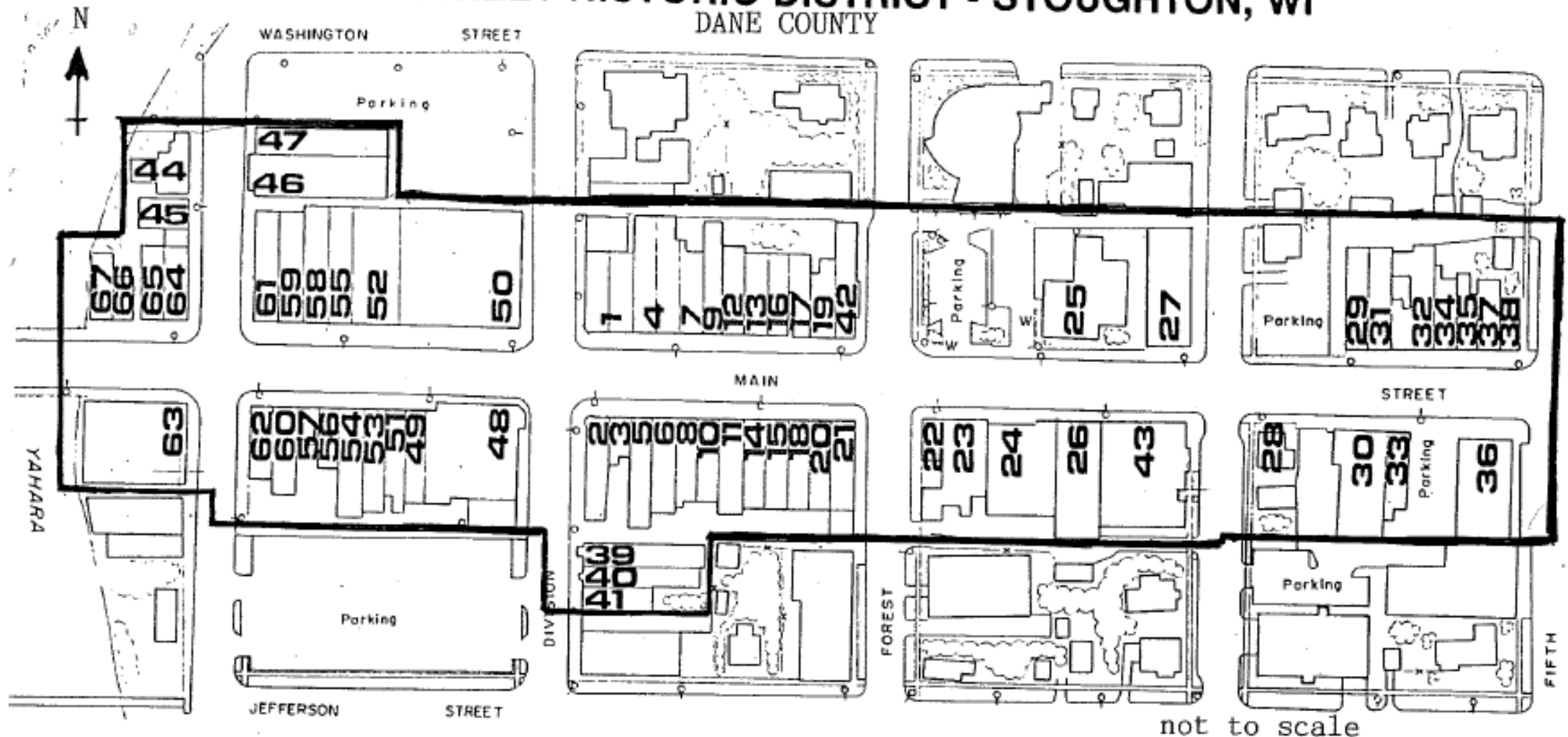
# DOWNTOWN DESIGN OVERLAY DISTRICT





# MAIN STREET HISTORIC DISTRICT (State Historical Society)

## MAIN STREET HISTORIC DISTRICT - STOUGHTON, WI DANE COUNTY



# INVENTORY OF PROPERTIES

Inventory of Properties			
Key	Address	Map Code	Class
1	- 100-110 E. Main	61/16	c*
2	- 105 E. Main	62/2	c*
3	- 113 E. Main	62/7	n.c.*
4	- 120-130 E. Main	61/15	c*
5	- 121 E. Main	62/8	c*
6	- 129 E. Main	62/9	n.c.*
7	- 134 E. Main	40/21	c*
8	- 139 E. Main	62/10	c*
9	- 144 E. Main	40/20	c*
10	- 147 E. Main	62/11	c*
11	- 151 E. Main	62/12	c*
12	- 154 E. Main	61/13	c*
13	- 160 E. Main	40/22	c*
14	- 157-161 E. Main	62/13	c*
15	- 167 E. Main	62/14	c*
16	- 164 E. Main	40/23	c*
17	- 172 E. Main	61/12	n.c.*
18	- 175 E. Main	62/15	c*
19	- 180-184 E. Main	40/24	c*
20	- 183 E. Main	62/16	c*
21	- 195 E. Main	62/17	c*
22	- 207-211 E. Main	59/19	n.c.
23	- 225-299 E. Main	59/18	n.c.
24	- 243 E. Main	59/17	n.c.
25	- 246 E. Main	40/14	c
26	- 255 E. Main	40/13	c
27	- 288 E. Main	59/9	c
28	- 315 E. Main	59/15	c
29	- 334 E. Main	57/11	n.c.
30	- 341-345 E. Main	40/9	c
31	- 340 E. Main	58/8	n.c.
32	- 348-354 E. Main	58/9	c
33	- 355-357 E. Main	59/14	c
34	- 374 E. Main	40/12	c
35	- 378 E. Main	58/10	n.c.
36	- 381 E. Main	59/12	c

\* These properties were included in the original Main Street Historic District Nomination.

37	- 384 E. Main	58/11	c
38	- 388 E. Main	58/12	n.c.
39	- 317 S. Division	57/2	c
40	- 319 S. Division	57/5	c
41	- 321 S. Division	57/3	c
42	- 218 S. Forrest	61/11	n.c.*
43	- 304 S. Fourth	59/10	c
44	- 212 S. Water	59/3	n.c.
45	- 218-210 S. Water	59/4	c
46	- 211 S. Water	60/20	c
47	- Circa 209 S. Water	60/21	c
48	- 101 W. Main	62/5	c*
49	- 127-133 W. Main	62/4	c*
50	- 124 W. Main	61/17	n.c.*
51	- 143 W. Main	62/3	c*
52	- 154 W. Main	40/33	c*
53	- 155 W. Main	62/2	c*
54	- 159 W. Main	61/24	n.c.*
55	- 168 W. Main	61/18	c*
56	- 171 W. Main	40/29	c*
57	- 173 W. Main	61/23	n.c.*
58	- 176 W. Main	61/19	c*
59	- 184 W. Main	61/20	c*
60	- 187 W. Main	40/30	c*
61	- 188 W. Main	40/27	c*
62	- 193 W. Main	61/22	c*
63	- 201 W. Main	61/21	c*
64	- 204 W. Main	59/5	c
65	- 206-208 W. Main	59/6	n.c.
66	- 214 W. Main	59/7	n.c.
67	- 220 W. Main	59/8	n.c.

c = Contributing      n.c. = non contributing

# CITY-DESIGNATED LANDMARKS: CHAPTER 38

HISTORIC NAME	ADDRESS	YEAR BUILT	DESIGNATIONS	APPROVAL DATE
Stoughton Universalist Church	324 S. Page Street	1858	LDL, NRHP, SRHP, SWHD	3/10/1981
Gjertrud & Jens J. Naeset House	126 E. Washington Street	1878	LDL, NRHP, SRHP	5/10/1988
Iverson Johnson House	327 E. Washington Street	1898	LDL, NRHP, SRHP	5/10/1988
Carnegie Public Library	304 S. Fourth Street	1907	LDL, NRHP, SRHP, MSHD	5/10/1988
Stoughton City Hall, Library & Opera House	381 E. Main Street	1900	LDL, NRHP, SRHP, MSHD	5/10/1988
Scheldrup Block	100/110 E. Main Street	1897	LDL, NRHP, SRHP, MSHD	5/10/1988
Hausmann Block	111 E. Main Street	1903	LDL, NRHP, SRHP, MSHD	5/10/1988
Brickson Block	120/130 E. Main Street	1884	LDL, NRHP, SRHP, MSHD	5/10/1988
Boyce Block	134 E. Main Street	1905	LDL, NRHP, SRHP, MSHD	5/10/1988
Ole K. Roe House	404 S. Fifth Street	1892	LDL, NRHP, SRHP	5/10/1988
West School	404(400) Garfield Street	1886	LDL, NRHP, SRHP, SWHD	5/10/1988
Hyland-Olson Block	201(217) W. Main Street	1897	LDL, NRHP, SRHP, MSHD	5/10/1988
Masonic Hall	160 E. Main Street	1869	LDL, NRHP, SRHP, MSHD	9/12/1989
Frank Allen Building	172 E. Main Street	c1859	LDL, NRHP, SRHP, MSHD	9/12/1989
Erickson Block	Water Street	1905	LDL, NRHP, SRHP, MSHD	9/12/1989
Stoughton City Power Plant #1	515 S. Fourth Street	1911	LDL	9/12/1989
1892 High School	211 N. Forrest Street	1892	LDL, NRHP, SRHP	7/9/1991
G. Chrestoffer Building	183(187) E. Main Street	1889	LDL, NRHP, SRHP, MSHD	7/9/1991
J. Hausmann Building	195 E. Main Street	1889	LDL, NRHP, SRHP, MSHD	7/9/1991
Depot	532 E. Main Street	1913	LDL	12/8/1992
Turner, Dearborn & Atkinson Tobacco Whse	515 E. Main Street	1885	LDL	
Badger Theater	255 E. Main Street	1921	LDL, NRHP, SRHP, MSHD	10/12/1996
Lewis Rinde House	201 S. Franklin Street	1903	LDL, NRHP, SRHP, ESHD	2/9/1999
Sarah & August E. Ovren House	401 W. South Street	1884	LDL, NRHP, SRHP, SWHD	7/25/2000
Brown – Sewell House	101 S. Fifth Street	1859-1867	LDL, NRHP, SRHP	9/13/2001
Jens & Ingeborg Cold House	111 S. Fifth Street	1892-1904	LDL, NRHP, SRHP	9/13/2001
Jennie B. and John A. Martin	620 S. Prairie Street	1903	LDL, NRHP, SRHP, SWHD	2/24/2004
Luke Stoughton Home	315 N. Division Street	1848		8/24/2004
Hans Peterson Building	154(148) E. Main Street	1865	LDL, MSHD	
South School	1009 Summit Avenue	1900	NRHP, SRHP	
Era H. and Harriet Grout Gerard House	118 N. Page Street	1886	NRHP, LDL, NWHD	
Depot	529 E. Main Street	1885	LDL	10/25/2016

## KEY TO DESIGNATIONS

Main Street Historic District MSHD

East Side Historic District ESHD

Southwest Historic District SWHD

Northwest Historic District NWHD

National Register of Historic Places NRHP

State Register of Historic Places SRHP

Locally Designated Landmark LDL

# ACTIVITIES REGULATED

## Chapter 38

- Landmarks:
  - Alterations or reconstruction affecting exterior
  - Demolition
- Historic Districts:
  - Unclear what is regulated

## Chapter 78

- Changes in appearance (such as painting)
- Physical modifications, including demolition

## National Historic Preservation Act

- None
- Historical Society notice prior to demo.

# APPROVAL PROCEDURES

## Chapter 38

- Landmarks:
  - Certificate of appropriateness must be approved by Landmarks Commission
- Historic Districts:
  - Unclear and problematic language in Section 38-41(f)
- Demolition:
  - Landmarks Commission approval required, but approval is not possible (see Section 38-37)

## Sec. 78-913

- Landmarks:
  - Landmarks Commission makes recommendation
  - Plan Commission makes final decision
- Non-Landmarks:
  - Plan Commission makes final decision

## Sec. 78.517

- “Landmarks commission shall have regulatory power for locally-recognized landmarks.”
- At request of owner, city staff or plan commission, landmarks commission shall advise on non-landmarks.

## Issues

- Overlapping and inconsistent procedures in Chapters 38 and 78.

## Options

- Use Zoning Code only (and eliminate the certificate of approval process under Chapter 38).
- Use Historic Preservation Code only (and eliminate Downtown Design Overlay Zoning).
- Retain current structure, but remove “landmarks” from review under Ch. 78.
  - Landmarks Commission role.
  - Plan Commission role.

## Issues

- Overlapping and inconsistent procedures in Chapters 38 and 78.

## Options

- Landmarks Commission recommends retaining current structure, but removing “landmarks,” “landmark sites” and “landmark districts” from review under Ch. 78.
- Landmarks Commission would review such applications under Ch. 38.
- Plan Commission would not review landmarks, landmark sites, landmark districts.

## Issues

- What role (if any) should the Landmarks Commission have in reviewing and approving applications under Chapter 78?

## Options

- Landmarks Commission acts only on COA under Chapter 38, and not on applications under Chapter 78.
- Landmarks Commission must consider and make recommendation on Chapter 78 applications, before Plan Commission action.
- Landmarks Commission advice may be requested (as in sec. 78-517).



## Issues

- What role (if any) should the Landmarks Commission have in reviewing and approving applications under Chapter 78?

## Options

- Landmarks Commission recommends:
  - Landmarks Commission must consider and make recommendation on Chapter 78 applications, before Plan Commission action.
  - If Plan Commission decision is different from Landmarks Commission recommendation, then property owner may appeal to City Council.

## Issues

- Need standards governing proposed demolition of locally designated landmarks. (See Sec. 38-37.) Current ordinance doesn't allow Landmarks Commission to approve under any circumstances.

## Options

- Standards relating to whether the structure retains the qualities that made it a landmark.
- Standards relating to the physical integrity of the structure, and whether repair/restoration is reasonable and viable.

## Issues

- Need standards governing proposed demolition of locally designated landmarks. (See Sec. 38-37.) Current ordinance doesn't allow Landmarks Commission to approve under any circumstances.

## Options

- Landmarks Commission decided to continue working on this issue. No recommendation yet.

## Issues

- Unclear rules regarding locally designated historic districts. (See Sec. 38-41.

## Options

- What activities should be regulated?
- What standards should apply?

## Issues

- Unclear rules regarding locally designated historic districts. (See Sec. 38-41.

## Options

- Landmarks Commission put resolution of this issue on hold. Because there are currently no locally designated historic districts in the City, the Commission wants to address higher priority issues first.

## Issues

- Confusing standards for reviewing an application under Chapter 78.
  - 78-517: Detailed “design standards” are provided.
  - 78-913: Decisions to be based on “Sound land use, urban design, and economic revitalization principles.”

## Options

- Clearly apply “design standards” in 78-517 to “design review” and “project review.” **[This is the Landmarks Commission recommendation.]**

## Issues

- Demolition is included under Chapter 78 “project review.”
- What standard should apply?
  - 78-517: Detailed “design standards” are provided. Inapplicable to demolition.
  - 78-913: Decisions to be based on “Sound land use, urban design, and economic revitalization principles.”

## Options

- Use existing “sound land use, etc. standard.
- Develop a new standard.
- [Landmarks Commission is working on this issue. No recommendation yet.]

## Issues

- Significant applicability language in Sec. 78-517(3): Buildings “not in compliance with standards” are not required to follow design standards.
- This seems to mean that a building in the downtown design overlay district could be exempt from review under 78-517 and 78-913?
- Is this understood? Desirable?

## Options

- Retain current language.
- Adjust or eliminate current language.
- [Landmarks Commission is working on this issue. No recommendation yet.]



## Issues

- Should the City Council make the final decision about demolition of a building in the Downtown Design Overlay District?”

## Options

- Plan Commission recommendation, Council final decision.
- Plan Commission final decision, appealable to Council.

## Issues

- Should the City Council make the final decision about demolition of a building in the Downtown Design Overlay District?”

## Options

- Landmarks Commission recommends:
  - Landmarks Commission recommendation to Plan Commission
  - Plan Commission recommendation to Council
  - Final decision by Council.

## Issues

- Should the City Council make the final decision about demolition of a locally designated Landmark?

## Options

- Landmarks Commission recommendation, Council final decision.
- Landmarks Commission final decision, appealable to Council. [This is the Landmarks Commission recommendation]

# ELEVENTH ANNUAL



WISCONSIN  
HISTORICAL  
SOCIETY



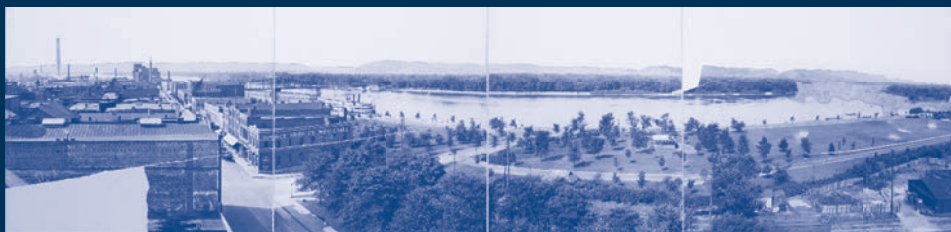
WISCONSIN  
COUNCIL FOR  
Local History

## LOCAL HISTORY & HISTORIC PRESERVATION

LA CROSSE  
WISCONSIN  
LA CROSSE CENTER

OCTOBER  
20-21

For conference information visit  
[wisconsinhistory.org/conference](http://wisconsinhistory.org/conference)



*Thank you to the Wisconsin Council for Local History, the Wisconsin Association of Historic Preservation Commissions, and the City of La Crosse for their financial support of the 2017 Annual Local History and Historic Preservation Conference.*



**WISCONSIN**  
COUNCIL FOR  
**Local History**

explore  
**LA CROSSE**



We are excited to invite you to La Crosse for the Eleventh Annual Local History and Historic Preservation Conference. This year's conference will be centered in historic downtown La Crosse, offering views of the Mississippi River, opportunities to explore the state's largest commercial historic district, and unique settings for conference events and tours.

The Annual Conference continues to be the largest gathering of its kind in the state, drawing about 400 attendees. You will meet and learn from professionals, board members, volunteers, and students who share your passion for preserving Wisconsin's local history and historic places.

In 2017, you can choose from a schedule of 30 sessions and 12 in-depth workshops, plus expanded opportunities for networking and socializing. The Wisconsin Council for Local History will sponsor the sixth annual Town Square, a focal point of the conference, where organizations share information and network with colleagues. The conference schedule is designed to offer a wide variety of topics relevant to museum professionals, board members, students, historic preservation advocacy groups, and commission members and staff.

The main conference activities will be held at the La Crosse Center. Many hotels, restaurants, shops, and other venues are located within walking distance. Receptions are scheduled for both Thursday and Friday evenings, followed by a special Friday night performance of "Dark La Crosse," a radio-style show staged by the La Crosse Public Library. Saturday tours will feature downtown La Crosse architecture and history, with additional tours scheduled if you wish to explore the beautiful Coulee Region.

We look forward to seeing you in La Crosse.

*Jim Draeger, State Historic Preservation Officer, Wisconsin Historical Society*

*Michael Edmonds, Director of Programs and Outreach, Wisconsin Historical Society*

*Many of the photographs in this brochure are courtesy of the Visual Materials archives of the Wisconsin Historical Society. For more information visit [wisconsinhistory.org/whi](http://wisconsinhistory.org/whi).*

## 2017 FEATURED SPEAKERS

### RICHARD L. PIFER

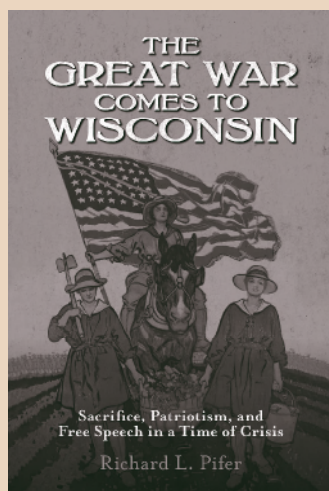


After a 35 year career as an archivist and librarian, Richard L. Pifer is well known to the Wisconsin local history community. He has taught Wisconsin history, genealogy, and archival methods at numerous workshops and conferences. For the last four years he has focused on the Wisconsin experience during World War I. Dr. Pifer is the author of the recently released *The Great War Comes To Wisconsin: Sacrifice, Patriotism and Free Speech in a Time of Crisis* (2017), as well as *A City at War: Milwaukee Labor During World War II* (2003).

[SEE MORE  
ON PAGE 8](#)

#### The Great War Comes to Wisconsin

*In this centennial year of World War I, the Wisconsin Historical Society Press examines the sacrifices made, patriotism rallied and anti-war free speech battles fought on the American home front during the first “War to End All Wars” in its new book, *The Great War Comes to Wisconsin* by Richard L. Pifer.*



### SERGIO M. GONZÁLEZ

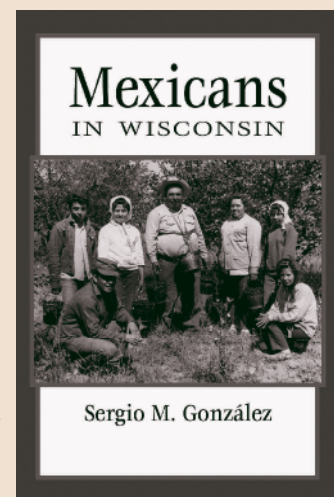


Sergio M. González is a doctoral candidate in the Department of History at the University of Wisconsin-Madison. Grounded within working-class and immigration history, his research examines the religious communities Latino immigrants developed in Wisconsin throughout the twentieth century. Beyond his academic work, he serves on the boards of directors of the Wisconsin Labor History Society and the Madison-based Workers’ Rights Center, and previously served as the co-president of the UW-Madison graduate worker union, the Teaching Assistants’ Association.

[SEE MORE  
ON PAGE 12](#)

#### Mexicans in Wisconsin

*Trace the diverse journeys of Mexicans to the Upper Midwest in the newest edition to the Wisconsin Historical Society Press’s “People of Wisconsin” series, *Mexicans in Wisconsin* by Sergio Gonzales. The book details the trials and triumphs of the generations of Mexican immigrants—from Tejano migrant workers to labor leaders and from Chicano Movement activists to present day immigrants—who have called Wisconsin home.*



# CONFERENCE SESSION SCHEDULE

TIME	Session A	Session B	Session C	Session D	Session E
THURSDAY, OCTOBER 19: PUMP HOUSE REGIONAL ARTS CENTER					
1:30-3:00 PM	WISCONSIN COUNCIL FOR LOCAL HISTORY BOARD OF DIRECTORS MEETING				
3:15-4:30 PM	WISCONSIN COUNCIL FOR LOCAL HISTORY ANNUAL MEETING OF MEMBERS (WCLH Affiliate members)				
4:30-5:30 PM	WELCOME RECEPTION (Open to all conference attendees)				
4:00-6:00 PM	EARLY PACKET PICK-UP (Open to all conference attendees)				
FRIDAY, OCTOBER 20: LA CROSSE CENTER					
8:00-9:00 AM	BREAKFAST, OPENING REMARKS, AND HISTORY SUCCESS STORIES				
9:15-10:15 AM	Bring Back Barns: Reuse and Rehabilitation	Historic Preservation Round Table	Collections Preservation Mythology	History Speaks: A Successful Speaker Series	Connecting With Your Community
10:45-11:45 AM	Downtown Open House Program	Historic Preservation Tax Credits	Ho-Chunk History: Past, Present & Future	African American Lead Miners	Membership 101; Tips to Grow Your Program
12:00-1:15 PM	LUNCHEON PRESENTATION - RICHARD L. PIFER - THE GREAT WAR COMES TO WISCONSIN				
1:30-2:30 PM	Historic Archaeology and Artifact Identification	Planning a Building Rehabilitation Project	People Power!: Trempealeau Interpretive Path	Hmong Education Project: Building Trust and Understanding Through Engagement	This Storied River: Legend and Lore of the Upper Mississippi
3:00-4:00 PM	Under City Streets: Urban Archaeology	Rehabilitation and Restoration of the Wisconsin State Capitol	Dark La Crosse	Student Sourcing Local History	La Crosse's Pearl Button Industry
4:30-5:30 PM	RIVER VIEW RECEPTION: LA CROSSE CENTER BALLROOM C ; TICKETS ARE \$10				
7:30 PM	DARK LA CROSSE RADIO SHOW: VETERANS STUDIO THEATRE AT THE WEBER CENTER FOR THE PERFORMING ARTS; TICKETS ARE \$20				
SATURDAY, OCTOBER 21: LA CROSSE CENTER					
8:00-9:00 AM	COFFEE & CONVERSATION - ROUND TABLE DISCUSSIONS AND BREAKFAST				
9:15-10:15 AM	You Have a Voice: The Section 106 Process	Grassroots Historic Preservation	Who Can Create Museum Content?	The La Crosse Friendly Finding Aid Project	Finding Your Community's World War I History
10:45-11:45 AM	Your Role in the State Historic Preservation Plan	Do I Have to Make My Building Accessible and How?	Programming and Accessibility for Older Adults	Putting Students to Work in Your Museum	Native American Rock Art In Wisconsin
12:00-1:15 PM	LUNCHEON PRESENTATION - SERGIO GONZÁLEZ - FROM DURANGO TO THE DAIRY STATE: A SHORT HISTORY OF MEXICANS IN WISCONSIN				
SATURDAY, OCTOBER 21: POST-CONFERENCE TOURS					
2:00 PM	FOOTSTEPS OF LA CROSSE TOUR- free				
2:00 PM	HEAR, HERE HISTORY TOUR- free				
2:30 PM	HIXON HOUSE MUSEUM- Adults \$10, Seniors \$8, Students \$6, payable at the museum				
2:30 PM	CHAPELS OF ST. ROSE VITERBO CONVENT- free				
3:00 PM	TREMPEALEAU MOUNDS TOUR- free				

# CONFERENCE WORKSHOP SCHEDULE

Workshop 1

Workshop 2

Workshop 3

Workshop 4

Workshop 5

**THURSDAY, OCTOBER 19**

**FRIDAY, OCTOBER 20: LA CROSSE CENTER**

PAPERS, PICTURES,  
AND PATRONS 2.0  
LIMIT 30

MANAGING COLLECTIONS  
WITH PASTPERFECT 5  
LIMIT 25

GETTING THE MOST  
FROM SOCIAL MEDIA  
AND MARKETING  
LIMIT 25

THE WHY AND HOW  
OF DEACCESSIONING  
LIMIT 20

INTRODUCTION  
TO DIGITAL PROJECTS  
LIMIT 24

HPC AND CLG  
TRAINING  
LIMIT 25

BEST PRACTICES  
IN EXHIBITION DESIGN  
LIMIT 25

KID TESTED, TEACHER  
APPROVED: ENGAGING  
SCHOOL PROGRAMS FOR  
ALL AGES  
LIMIT 25

THE TAX CREDIT  
ROAD SHOW-  
MOBILE WORKSHOP  
LIMIT 25

**SATURDAY, OCTOBER 21: LA CROSSE CENTER**

MAKING SENSE OF  
ARCHIVES COLLECTIONS  
LIMIT 30

BASIC IDENTIFICATION  
OF PRECONTACT  
ARTIFACTS  
LIMIT 30

CARING FOR  
COLLECTIONS:  
FUNDAMENTALS  
FOR EVERYONE  
LIMIT 25

STRATEGIC BOARD  
DEVELOPMENT AND  
OPERATIONS  
LIMIT 25

INTERPRETING THE  
HISTORIC HOUSE  
MUSEUM-  
OFFSITE WORKSHOP  
LIMIT 15



# CONFERENCE AGENDA

## THURSDAY, OCTOBER 19

All Thursday events and early packet pick-up will take place at the Pump House Regional Arts Center

**1:30–3:00 PM**

### **WISCONSIN COUNCIL FOR LOCAL HISTORY BOARD OF DIRECTORS MEETING**

**3:15–4:30 PM**

### **WISCONSIN COUNCIL FOR LOCAL HISTORY ANNUAL MEETING OF MEMBERS**

(For WCLH Affiliate members)

**4:30–5:30 PM**

### **WELCOME RECEPTION**

(Open to all conference attendees)

The Wisconsin Council for Local History will host a reception to welcome attendees to La Crosse. Members of the Wisconsin Council for Local History (affiliated societies) are invited to attend the annual meeting of the WCLH FROM 3:15-4:30. Following the business meeting, all conference attendees are invited to enjoy a social hour and hors d'oeuvres at the historic Pump House in downtown La Crosse from 4:30. Please RSVP for this reception on your registration form. This is a free event where a cash bar will be available.

**4:00–6:00 PM**

### **EARLY CONFERENCE PACKET PICK--UP**

(All conference attendees)

Pick up your nametag and conference packet including session and workshop room assignments.

## TOWN SQUARE

### **TOWN SQUARE**

The Wisconsin Council for Local History (WCLH) is pleased to sponsor the Sixth Annual Town Square. This popular networking opportunity features tabletop exhibits and information from historical and preservation groups from around Wisconsin.

The Town Square is open during registration and conference breaks. Attendees gather for refreshment and networking discussions with representatives from a wide variety of organizations. Town Square coordinator and WCLH Vice President Alli Karrels explains, "The Town Square offers conference attendees the opportunity to meet new people and connect with friends and colleagues. The Council for Local History's mission is to promote communication and cooperation among those who care about history and preservation, and this is a perfect opportunity to learn about new and exciting things happening around the state."

Special features for 2017 include:

- Poster sessions presented by history and public history students from University of Wisconsin colleges
- Consultations with an archivist on best practices for arranging and describing archival collections
- Advice from an objects conservator on how to conserve three-dimensional artifacts
- Consultations with a paper conservator for help with caring for book and archival collections
- Opportunity to meet with a marketing professional for ideas on marketing and promotions

**For more information and to reserve a table for your organization, contact Alli Karrels with the Deke Slayton Museum at [dekeslayton@centurytel.net](mailto:dekeslayton@centurytel.net).**

## FRIDAY, OCTOBER 20

### **FRIDAY MORNING**

### **PACKET PICK-UP AND REGISTRATION: 7:30 AM – 9:00 AM**

LA CROSSE CENTER SOUTH HALL LOBBY

Pick up your nametag and conference packet including session and workshop room assignments.

### **BREAKFAST, OPENING REMARKS AND HISTORY SUCCESS STORIES: 8:00 – 9:00 AM**

The Annual Conference is the perfect occasion to celebrate our recent successes. This year we will kick off the conference with inspiring stories from local organizations of the Coulee Region. Representatives from several groups will share quick stories of projects that have worked in their communities and will inspire us as we begin the conference with ideas we can take back to our communities to continue the important work of preserving and sharing history. A hot breakfast will be served prior to the Success Stories event, followed by opening remarks.



# CONFERENCE AGENDA

## Friday Morning: 9:15–10:15 AM

### BRING BACK BARN: ADAPTIVE REUSE AND REHABILITATION OF WISCONSIN BARN

Historic barns are one of the most admired aspects of Wisconsin's rural landscape. However, maintaining or repairing an old barn can be a significant challenge. Whether owners want to continue to use their barns or to repurpose them for contemporary uses they all face similar issues of rehabilitation or renovation. This session will help you understand the unique nature of the construction of various types of barns, the issues associated with rehabilitation and restoration, and will provide guidance for planning for the continued life of your barn. *Presented by Charles Quagliana, Charles Quagliana Architects and Kurt Straus, Structural Integrity, Inc.*

### HISTORIC PRESERVATION ROUND TABLE

The staff of the Wisconsin State Historic Preservation Office will facilitate a discussion of historic preservation issues suggested by the audience. This is an opportunity to discuss with staff and your colleagues from other communities the local preservation issues that are most important to you. *Presented by staff of the Wisconsin State Historic Preservation Office, Wisconsin Historical Society*

### COLLECTION PRESERVATION MYTHOLOGY

The most dangerous words in collection preservation are: "That's the way we have always done it." This presentation will explore many of the long held beliefs that are doing more harm than good to any museum collection. Often it is more important to know what NOT to do. We will also explore some tricks of the trade, and when to leave things alone. *Presented by Craig Deller, senior conservator, The Deller Conservation Group*

### HISTORY SPEAKS: THE CREATION OF A SUCCESSFUL SPEAKER SERIES

This session will take a behind-the-scenes look at how Marathon County Historical Society created a speaker series that continues to grow in audience size each year. The program series draws on a variety of community expertise and new and engaging topics. The presentation will explore many facets of how the series comes together including speaker choice and promotion, as well as new ideas that keep it growing. *Presented by Christine Martens, volunteer, Marathon County Historical Society*

### CONNECTING WITH YOUR COMMUNITY

Effective and authentic community engagement benefits both the organization and its stakeholders, resulting in permanent relationships built around a shared vision. We will explore a range of activities and communication platforms, including social media, that will lead to success in gaining volunteers, members, donors, and advocates. *Presented by Lisa Humenik, consultant, impa(c)tive consulting*

## FRIDAY MORNING: 10:45–11:45 AM

### STATEWIDE DOWNTOWN OPEN HOUSE EVENT

Wisconsin's Downtown Open House event showcases unique and hidden gems in downtowns around the state. In three years it has grown from a Main Street oriented event to include a variety of partners including state and local historical societies, municipalities, arts organizations and others that appreciate the opportunity to highlight their local assets on a statewide scale. Modeled after the Doors Open events held in many larger communities, the event encourages people to explore their own and neighboring communities by creating an online directory, coordinated marketing, and a network of like-minded organizations to support local initiatives. The event has featured a wide variety of locations from historic dungeons, backstage theaters, rooftops and studios. Learn from both state and local organizers about the past, present and future of the event and how your community can participate. *Presented by Errin Welty, WEDC/Wisconsin Main Street and Marlene Dyer and MJ Thornburg, Main Street, Prairie du Chien*

### THE SUCCESS OF HISTORIC TAX CREDITS IN LA CROSSE

This session will look at the use of Historic Tax Credits in La Crosse for downtown redevelopment since 1983. We will discuss several tax credit projects in La Crosse and share the building owner's story of why they decided to use tax credits, how they used them, and lessons learned to pass on to others. We will also look at how the City of La Crosse promotes the use of tax credits through its Economic Toolbox. This session is a good introduction to the tax credit program for those who plan to attend the Tax Credit Road Show workshop on Friday afternoon (Page 10).

*Presented by Tim Acklin, senior planner, City of La Crosse, and Marcus Zettler, APT, NCARB, preservation architect, HSR Associates, Inc.*

### HO-CHUNK HISTORY: PAST, PRESENT & FUTURE

The indigenous culture of the Ho-Chunk people and how it is entwined within the features of the region, offers a unique perspective through their oral history. The Ho-Chunk speak about a place of origin referred to as, "Mogasuc" in their language, translated to mean Red Bank, which takes them back well before the last glacial period. The Ho-Chunk People, through their "Way of Life", have included within their oral stories; places and events that modern day archaeology is now just beginning to better understand. *Presented by Bill Quackenbush, Tribal Historic Preservation Officer, Ho-Chunk Nation*

### DISCOVERING THE STORIES OF AFRICAN-AMERICAN LEAD MINERS: A UW-PLATTEVILLE & COMMUNITY PARTNERSHIP

This session will illustrate how community partnerships can bring about exciting exhibits that share unknown aspects of local history, in this case, the 19th century history of African American lead miners in southwest Wisconsin. A panel will share how faculty and students partnered with the Mining and Rollo Jamison Museums to research archival manuscripts and create an exhibit. The course succeeded in offering students hands-on education to meet the needs of the Platteville community and demonstrate the importance of the Platteville museums along with the Wisconsin Idea: bringing information to the people. Thanks to student efforts, the stories of African American lead miners are being told and understood. *Presented by Dr. Eugene R.H. Tesdahl, UW-Platteville, History, Diana Bolander, director, Mining and Rollo Jamison Museums, and Stephanie Saager-Bourret, curator, Mining and Rollo Jamison Museums, and Simone Rand, Winnie Redfearn, Chris Hedrick, Tori Kosobucki, Liz Larrison, students, UW-Platteville.*

### MEMBERSHIP 101: TIPS TO GROW YOUR MEMBERSHIP PROGRAM

Membership growth? Renewal cycles? Board pressure to grow membership revenue? Do these topics keep you up at night? If so, attend this session to learn the top 10 easiest ways to grow and strengthen your organization's membership program. The session will also provide an overview of membership basics including acquisition, retention, renewal cycles and non-dues revenue generators. You will leave with new ideas, ways to respond to board pressure, and how to make the most of limited staff resources. *Presented by Laura Ingersoll, director of annual giving, Wisconsin Historical Foundation*





**FRIDAY LUNCHEON: 12:00–1:15 PM****THE GREAT WAR COMES TO WISCONSIN**

One hundred years ago, the United States went to war “to make the world safe for democracy,” but in Woodrow Wilson’s words, war is inherently “autocratic.” World War I brought out the best in American society as young men went to war and as Wisconsinites met every obligation necessary to win the war. Housewives served wheatless and meatless meals to conserve essential food supplies and farmers expanded production for the army and European allies, industry struggled to convert from peace to war production, and virtually everyone bought Liberty Bonds and contributed to the Red Cross. More than anything else, families shared their loved ones with the nation. This was patriotism at work. The war also brought regimentation as the nation organized itself to meet the challenges of fighting a war that required participation by everyone. Failure to contribute to bond drives or properly “Hooverize,” an off-hand remark critical of the president or disrespectful of the flag could bring legal action or vigilante justice. This was the dark side of going to war. It was the side of the war that resulted in Wisconsin being labeled the “traitor” state. Dr. Pifer will elaborate on these themes as he encourages participants to explore the history of their own communities during the Great War.



World War I poster image from 1918 by James Montgomery Flagg.  
Wisconsin Historical Images ID 3548.

**FRIDAY AFTERNOON: 1:30–2:30 PM****HISTORIC ARCHAEOLOGY AND HISTORIC ARTIFACT IDENTIFICATION**

Historic archaeology and historic artifacts are found throughout the state are often brought in by collectors to various historical societies. This session will discuss some types of historic archaeological sites and what types of material may be found, discuss common types of historic artifacts and how to identify them, and how to use various types of historic references. *Presented by Vicki Twinde-Javner, Senior Research Specialist, Mississippi Valley Archaeology Center*

**PLANNING A HISTORIC BUILDING REHABILITATION PROJECT**

Are you contemplating a rehabilitation project? Overwhelmed just thinking about it? In this session, participants will learn how to plan and manage their project from inception to completion. You will discover how to find qualified building inspectors and how to evaluate the exterior and interior of their building. We will cover common rehabilitation mistakes and best practices to preserve the building's character. You will also learn how to navigate local, state, and federal guidelines, standards, and codes. Finally, you will get advice on how to choose a contractor, review a construction contract, and work with the contractor during construction. *Presented by Jennifer Lehrke, principal architect & historic preservation consultant, Legacy Architecture, Inc.*

**PEOPLE POWER! : THE TREMPLEAU INTERPRETIVE PATH, A COMMUNITY COLLABORATION**

The Trempealeau Interpretive Path (TRIP) is a community exhibit located in the quaint river town of Trempealeau, Wisconsin. TRIP is a series of interpretive displays that brings life to a story that begins when people first inhabited the Driftless Area more than 12,000 years ago. It highlights the one-of-a-kind Native American settlement of Mississippian people who arrived in Trempealeau 1,000 years ago to set up a temple mound complex atop Little Bluff. The TRIP project engaged University of Wisconsin students and staff, and many community volunteers, young and old. This presentation will take you on a virtual TRIP tour and offer ideas for successful community partnerships: the power is in the people. Interested in taking the TRIP in person? Sign up for Saturday afternoon's Trempealeau Interpretive Path tour (page XX)! *Presented by Danielle Benden, owner, Driftless Pathways, LLC*

**Hmong EDUCATION PROJECT: BUILDING TRUST AND UNDERSTANDING THROUGH ENGAGEMENT**

The School District of La Crosse and La Crosse Hmong Cultural and Community Agency have worked collaboratively for the past nine years to create a culturally rich active-learning experience about Hmong history and culture for all district fourth grade students and teachers. Presenters will share key aspects of this project, its impact upon students, and the process used to build an enduring partnership committed to the development of a learning experience based upon the Wisconsin State Standards, the social studies curriculum, and the knowledge, expertise and leadership of the Hmong community. Information shared will include a project overview and pre/post-lesson plans. *Presented by Wendy Mattison, drama/arts integration artist, and Nao Houa Tony Yang, cultural liaison, School District of La Crosse*

**THIS STORIED RIVER: LEGEND AND LORE OF THE UPPER MISSISSIPPI**

Dennis McCann's latest book, *This Storied River*, takes readers on an intimate tour of the Upper Mississippi, from Dubuque, Iowa, to the Minnesota headwaters and many places in between. Far more than a travel guide, *This Storied River* celebrates the Upper Mississippi's colorful history and the unique role the river has played in shaping the Midwest for generations. McCann inspires a new appreciation for the river and its landscape in this humorous and enlightening collection. *Presented by Dennis McCann, author*



## FRIDAY AFTERNOON: 3:00–4:00 PM

### UNDER CITY STREETS: CASE STUDIES IN URBAN ARCHAEOLOGY

Urban locations, even in heavily developed areas, can still hold significant and sensitive archaeological resources. Urban archaeological sites offer educational and research opportunities as well as challenges of balancing development, preservation interests, and the concerns of various stakeholders. Local archives and historical societies can be valuable sources of information on such sites. This session draws on experience in western Wisconsin to discuss examples of how such sites are discovered and studied, as well as preservation and legal issues and fieldwork challenges.

*Presented by Katherine Stevenson, operations manager, and Wendy Holtz-Leith, senior research archaeologist, Mississippi Valley Archaeology Center*

### REHABILITATION AND RESTORATION OF THE WISCONSIN STATE CAPITOL

This year marks the 100th anniversary of the Wisconsin State Capitol building. The Wisconsin State Capitol was built with the finest art, architecture, engineering, materials and craftsmanship available at the beginning of the 20th century. Over the years the Capitol was altered and adapted to accommodate changing needs and more occupants. In the 1950s and 1960s, the architect's original vision was obscured by multiple insensitive remodeling projects. This session will provide an overview of the multi-phase restoration and rehabilitation effort of 1998-2002 that returned the building to its former glory. *Presented by Charles Quagliana, Charles Quagliana Architects*

### DARK LA CROSSE: A LOCAL HISTORY SUCCESS STORY

Of the many varied public programs run by the La Crosse Public Library Archives, Dark La Crosse has stood out as a suite of programs that has engaged and entertained many people outside the library's "normal" audience. It includes walking tours, trolley tours, and an annual radio show-style stage production which have all brought local history out of the archives and into the community and beyond. From a nugget of an idea to year-round planning, Dark La Crosse has been and continues to be a great success of local history public programming. You can see the program yourself by purchasing a ticket to a special performance of Dark La Crosse for conference participants on Friday evening (Page 10). *Presented by Scott Brouwer, archivist, La Crosse Public Library Archives*

### STUDENT SOURCING LOCAL HISTORY: TEACHING UNDERGRADUATES TO WRITE THE HISTORY OF LA CROSSE

Local historians face an uphill battle, particularly in smaller communities. The limited number of secondary sources available makes it harder to contextualize archival evidence and figure out the basic pattern of historical developments. This is true in La Crosse, where less than six local history books or essay series have been published in the 21st century. At UW-La Crosse, the History Department is piloting a new course to help overcome this limitation. The course, "La Crosse, WI in World History" is an upper-level, archives-oriented course that essentially student-sources the assembly of historical narratives about our city. Undergraduate History majors and minors use nearby archives and the physical setting of the city itself as evidence to write local histories. The research and history-writing model students use in the course transfers well to other Wisconsin cities, making this session useful for teachers, public history students, archivists and historical society staff, and city planners across the state. *Presented by Tiffany Trimmer, assistant professor, University of Wisconsin-La Crosse*

### LA CROSSE'S PEARL BUTTON INDUSTRY

Come learn about the life of those engaged in the clamming business who were searching for iridescent shells and elusive freshwater pearls. The pearl button industry was a major contributor to the economies of towns along the shores of the Mississippi River including La Crosse and its buttons were in high demand until World War II. *Presented by Anita Taylor Doering, senior archivist, La Crosse Public Library, and Terry Visger, educator and storyteller.*

## FRIDAY MORNING WORKSHOPS: 9:15–11:45 AM

### PAPERS, PICTURES AND PATRONS 2.0: MAKING THE MOST OF YOUR ARCHIVES

PRE-REGISTRATION REQUIRED: LIMIT 30

*SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD*

Revised for 2017, this workshop will explore the role and value of archives for institutions of all sizes. Archival repositories, often a fixture of museums, historical societies, libraries, and other local history organizations, serve a vital role in preserving and connecting audiences with important local history resources that tell powerful stories. This workshop, using engaging activities, will help attendees learn the basics of managing an archival repository, such as collections management and research services, helping to transform archives into a vital component of every organization.

*Presented by Greg Kocken, university archivist, University of Wisconsin-Eau Claire, and Pete Shrake, archivist, Circus World*

### MANAGING COLLECTIONS WITH PASTPERFECT 5

PRE-REGISTRATION REQUIRED: LIMIT 25

Learn best practice techniques for managing your collection and providing accessibility and searchability to your collection using PastPerfect version 5. *Presented by Sarah Kappellusch, registrar, Wisconsin Veterans Museum*

### GETTING THE MOST FROM SOCIAL MEDIA AND MARKETING

PRE-REGISTRATION REQUIRED: LIMIT 25

How to get the most advertising bang for your buck, or with no buck at all! Social media helps drive targeted traffic to your museum, event, or location IF you use it properly. This workshop will present ideas for engaging younger generations via social media and web page options. Interactive samples of great non-profits using Facebook, Instagram, Twitter, QR codes, and YouTube pages will help participants visualize the direction of advertising and emphasize current trends in marketing to the under 30 crowd. This part of the workshop is meant to help those that already have a start in this direction, but may be looking for a new way to engage their audience. The second hour will be spent with participants that request assistance with social media set up or planning. If you are just getting started, this portion will be for you. We will work through how to get started on these platforms and give tips for beginning a web presence that will increase traffic and attendance. *Presented by Tiffany Lawrence, La Crosse County Historical Society*

### THE WHY AND HOW OF DEACCESSIONING

PRE-REGISTRATION REQUIRED: LIMIT 20

We will start with how to know if you need to deaccession, how to prepare, and focus on what deaccessioning is (a means to improving the quality of your collections and fulfilling the mission of your organization) and what it is not (a way to raise money.) Laying the groundwork for an ethical and transparent process that follows museum best practices and builds support for your mission, not distrust, among community members. Participants are welcome to bring a few catalog records for items they are considering for deaccession, and the group can use them as examples for practice. Appropriate and inappropriate disposal methods will be covered as well. *Presented by Peggy Derrick, executive director and curator, La Crosse County Historical Society*





## FRIDAY AFTERNOON WORKSHOPS

### FRIDAY WORKSHOPS: 1:30–4:00 PM

#### INTRODUCTION TO DIGITAL PROJECTS

PRE-REGISTRATION REQUIRED: LIMIT 24

*SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD*

Sharing your collections online is an effective way to reach lots of potential users and ensure use of your valuable materials. But how do you take a box of materials and transform them into a usable, discoverable, and meaningful digital project? This workshop will take you through the basic elements of creating a digital collection, including copyright, selection, metadata, digitization, and access. We will look at sample collections and discuss how to make your materials available online through local repositories, Recollection Wisconsin, and the Digital Public Library of America. *Presented by Ann Hanlon, head, Digital Collections and Initiatives, University of Wisconsin-Milwaukee Libraries*

#### HISTORIC PRESERVATION COMMISSIONS AND CERTIFIED LOCAL GOVERNMENTS

PRE-REGISTRATION REQUIRED: LIMIT 25

This workshop will cover state and federal regulations that may be less familiar to Commissions and CLGs. First, we will introduce the Section 106 review process and how you can participate as consulting parties. Section 106 requires federal agencies to consider project effects to historic properties and you can become involved when they take place in your community. The second portion will cover state burial law and the municipality's responsibility to protect human burials. You will learn how commissions can become an interested party to be notified when burials have been accidentally disturbed or to provide input when someone requests to disturb a burial site. *Presented by Chip Harry L. Brown III, J.D., government assistance and training specialist, and Joe DeRose, Certified Local Government coordinator, Wisconsin Historical Society*

#### KID TESTED, TEACHER APPROVED: ENGAGING SCHOOL PROGRAMS FOR ALL AGES

PRE-REGISTRATION REQUIRED: LIMIT 25

Want successful ideas for engaging educational programs? We will bring several of our popular educational programs to demonstrate what has worked to connect to students of all ages. Programming topics include pioneer life, immigration, Civil War, genealogy, and more. Workshop participants will experience several interactive program activities (created on a budget) that have proven to engage students on and off site. Participants will also learn guidelines for presenting to students and working with state and Common Core standards. *Presented by Jarrod Roll, director, and Hannah Scholze, museum services associate, Monroe County Local History Room & Museum*

#### BEST PRACTICES IN EXHIBITION DESIGN

PRE-REGISTRATION REQUIRED: LIMIT 25

Successful exhibitions provide physical, intellectual, and emotional connections to all visitors who engage with them. This workshop will discuss best practices in exhibition development and design, including audience identification, diverse interpretive strategies, and effective graphic and physical design. *Presented by Douglas Griffin, exhibition designer, Wisconsin Historical Museum*

#### THE TAX CREDIT ROAD SHOW

PRE-REGISTRATION REQUIRED: LIMIT 25

Hop on a trolley for a tour of historic preservation tax credit projects that are transforming La Crosse! We will visit the La Crosse Armory that was successfully converted to a multi-family residential use; the Funke Candy Company that is now an iconic boutique hotel; and the Lienlokken Bank/V. Tausche Hardware building that retains its historic mixed use. We will meet and discuss the projects with the architects and owners and you will see how to implement the Secretary of the Interior's Standards in the real world. *Presented by Jen Davel, preservation architect, Wisconsin Historical Society, and Tim Acklin, senior planner, Heritage Preservation, City of La Crosse*

## CONFERENCE AGENDA

### FRIDAY SPECIAL EVENTS

#### RIVER VIEW RECEPTION

LA CROSSE CENTER BALLROOM C (SECOND FLOOR)

4:30 PM

PRE-REGISTRATION REQUIRED

TICKETS ARE \$10

Before heading out for dinner in downtown La Crosse, relax with river views and river history at this reception where you can meet your colleagues and enjoy spectacular views of the Mississippi River. Tamara Thomsen, maritime archeologist at the Wisconsin Historical Society, will present "Exploring River Shipwrecks," a brief overview of the history hidden beneath the Mississippi River and other Wisconsin rivers, including the War Eagle shipwreck in the Mississippi. A selection of appetizers and beverages will be served and a cash bar will be available.

#### DARK LA CROSSE RADIO SHOW

VETERANS STUDIO THEATRE AT THE WEBER CENTER FOR THE PERFORMING ARTS

7:30 PM

PRE-REGISTRATION REQUIRED: LIMIT 100

TICKETS ARE \$20 AND SUPPORT THE LA CROSSE PUBLIC LIBRARY.

The La Crosse Public Library Archives is proud to present the 2017 debut performance of their annual Dark La Crosse Radio Show. Conference attendees will be among the first to see the new 2017 program highlighting the seedier side of La Crosse's rich cultural history. The unique production, performed in the style of an old-time radio and variety show, features exclusive stories, live music, and a multi-media visual experience with archival photographs. Local talent will recreate true crime stories from La Crosse's past including prohibition-era gangsters, unsolved murders, and the nationally reported unsolved kidnapping of Evelyn Hartley in 1953. Dark La Crosse is an informative and entertaining look into the underbelly of local history that is rarely remembered but deserves telling. The show includes a Q&A/talk back after the performance with staff who did the research and storytelling.

### SATURDAY, OCTOBER 21

#### SATURDAY REGISTRATION: 7:30 AM

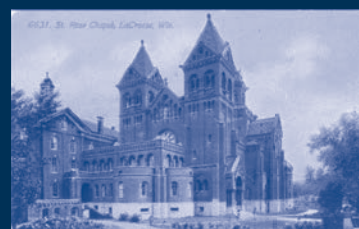
CONFERENCE CENTER LOBBY

Pick up your nametag and conference packet including session and workshop room assignments.

#### SATURDAY MORNING: 8:00-9:00 AM

#### COFFEE AND CONVERSATION – ROUNDTABLE DISCUSSIONS

The Saturday breakfast is an opportunity to ask questions of experts and discuss ideas in a small group setting that facilitates great conversation. A hot breakfast is included with your registration. Several tables will have a designated subject for discussion and a full list of topics will be provided in your registration packet to help you plan. You can settle in at any of the conversation tables that interest you or visit and meet new people at open tables.



# CONFERENCE AGENDA

## SATURDAY MORNING: 9:15–10:15 AM

### YOU HAVE A VOICE: THE SECTION 106 PROCESS

Did you know there is a law that requires agencies like the Wisconsin Department of Transportation to consider the consequences their projects might have on historic properties? The “Section 106” review process does just that – and it relies on public input and feedback to help identify and preserve historic properties. This session will attempt to demystify the Section 106 process: what it is, how it works, and why it’s important for local historical societies, local historic preservation groups, and individuals to participate. *Presented by Justin Miller, architectural historian, UW-Milwaukee Cultural Resource Management, and Jason Kennedy, Bureau of Technical Services, Wisconsin Department of Transportation*

### GRASSROOTS HISTORIC PRESERVATION

Preservation Alliance of La Crosse (PAL) was formed in 1976 when the community was upset about the demolition of La Crosse’s 1889 Romanesque Revival post office. Though the building was lost, PAL endured and has been a local voice for historic preservation activism for over 40 years. Your organization can learn how PAL functions, funds its activities, and advocates for historic preservation in the greater La Crosse area. *Presented by Barbara Kooiman, Preservation Alliance of La Crosse, Judy Cobb, treasurer, Preservation Alliance of La Crosse, Nancy Hill, board member, Friends of McGilvray Road*

### WHO CAN CREATE MUSEUM CONTENT?

When people think of making a museum more participatory, they often start with programming. But museums can make exhibits deeply participatory as well. We’ll talk about a real-life example of how the public can create interpretive content — and, in doing so, make the museum more relevant to the public it serves. This gets at the heart of who “owns” the story of a place or a people. Methods are easy to understand, available to anyone, and (maybe best of all) extremely cost-effective. The exhibits maintain a graphics standard, are easy to change, and can be produced by staff, volunteers, or interns. *Presented by Frank Smoot, Dunn County Historical Society*

### THE LA CROSSE FRIENDLY FINDING AID PROJECT: MAKING LOCAL HISTORY ARCHIVES MORE ACCESSIBLE

Local library, university, and historical society collections hold wonderful primary source treasures that community members of all ages should be able to explore. But it isn’t always easy for the general public to know what materials are available where and what historical topics they relate to. The UW-La Crosse History Department is piloting a new undergraduate service learning project to promote our city’s archival collections. The Friendly Finding Aid (FFA) website involves undergraduate History majors and minors in writing guides that profile manuscript collections in local archives. The project’s goal is to demystify the process of identifying local history collections and encourage their more frequent use. The initial audience for the FFA is middle and high school students working on National History Day projects with parent and teacher help, but over time it will become a resource for local history investigators of all ages. *Presented by Patricia Stovey, assistant professor, University of Wisconsin-La Crosse*

### FINDING YOUR COMMUNITY’S WORLD WAR I HISTORY

One hundred years ago, the Wisconsin National Guard was preparing to fight in Europe. Across the state, Wisconsinites did their patriotic duty to help win the war. Some individuals became self-appointed guardians of loyalty and informed government agents of disloyal behavior, both real and imagined. Join Dr. Pifer for a fast-paced review of World War I sources available for the study of family and community history and some of the story lines that can be illuminated at the local level. Attendees will gain new insights into this critical era in Wisconsin and American history that will help you commemorate the centennial of the war. *Presented by Richard Pifer, author and retired archivist and librarian*

## SATURDAY MORNING 10:45–11:45 AM

### YOUR ROLE IN THE WISCONSIN STATE HISTORIC PRESERVATION PLAN

Every ten years, the Wisconsin State Historic Preservation Office works with the stakeholders of the historic preservation community to develop a strategic plan for preservation in Wisconsin. Over the last two years we met with stakeholders and conducted surveys to gather input from constituents all over the state and determine the statewide preservation goals and objectives for 2016–2025. This session will present these goals and we’ll discuss how we can all work together to accomplish them. *Presented by Jim Draeger, state historic preservation officer, and Daina Penkiunas, deputy state historic preservation officer, Wisconsin Historical Society*

### DO I HAVE TO MAKE MY BUILDING ACCESSIBLE AND HOW?

Historic buildings were typically not originally designed to accommodate people with disabilities. In this session, participants will learn about the introduction of Americans with Disabilities Act and other accessibility codes and standards. We will discuss possible exceptions, alternative requirements, minimum standards for historic buildings, the Secretary of the Interior’s Standards for the Treatment of Historic Properties, and other resources that provide guidance on how to apply these accessibility standards to historic properties. Participants will see creative accessibility solutions in action through a series of case studies. *Presented by Jennifer Lehrke, principal architect & historic preservation consultant, Legacy Architecture, Inc.*

### PROGRAMMING AND ACCESSIBILITY FOR OLDER ADULTS

This session will provide ideas for creatively engaging older adults with a special focus on programming for people with memory loss. Participants will learn about using art, storytelling, and object handling and will also hear tips for creating senior-friendly spaces. *Presented by Katie Schumacher, special events and programs coordinator, Wisconsin Historical Museum*

### PUTTING STUDENTS TO WORK IN YOUR MUSEUM

A panel of public history faculty and students will share how they helped local museums through Public History and Museums classes, as well as internships with local societies. Examples include an ongoing oral history project documenting the local music scene in Eau Claire, which led to the preservation of stories, radio broadcasts, new exhibit content, and a creative collaboration of “cabinet of curiosity” exhibits for the Dunn County Historical Society and the Chippewa Valley Museum. Students and faculty will also share how internships can benefit local societies and preservation groups, along with information about how to participate in the program and tips for successful projects. *Presented by John Mann, professor and director of graduate studies and Dan Ott, lecturer, Public History at the University of Wisconsin - Eau Claire*

### NATIVE AMERICAN ROCK ART IN WISCONSIN

Carvings and paintings of deer, buffalo, Thunderbirds, people, and abstract symbols were made by Native Americans on rock surfaces over the past 13,000 years in various parts of what is now Wisconsin. The majority of the known rock art sites are located in caves and rockshelters of the unglaciated Driftless Area that occupies the southwestern quarter of the state. This program will show and discuss Wisconsin’s rock art heritage featuring several sites that are included in the Wisconsin Historical Society’s award winning book *Hidden Thunder: Rock Art of the Upper Midwest*, which Mr. Boszhardt co-authored with artist Geri Schrab. *Presented by Robert “Ernie” Boszhardt, Driftless Pathways LLC*





## SATURDAY WORKSHOPS

### SATURDAY WORKSHOPS: 9:15–11:45 AM

#### MAKING SENSE OF ARCHIVES COLLECTIONS

PRE-REGISTRATION REQUIRED: LIMIT 30

*SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD*

How do you make sense of a disorganized new archives collection? What's the best way to store old photographs and negatives? How can you make your collections more useful to your guests? If you have just started working with archival collections and have questions like these, then this workshop is for you! We will talk about the basics of archival arrangement and description, how to find answers to format-specific questions you might have, and ways to make archival collections more appealing. You can meet with colleagues from around the state and discuss challenges you face. By the end of the workshop, you will feel ready to tackle any archives challenge that comes your way. *Presented by Emil Hoelter, archivist, Wisconsin Historical Society*

#### WHAT IS THIS? BASIC IDENTIFICATION OF PRE-CONTACT ARTIFACTS

PRE-REGISTRATION REQUIRED: LIMIT 30

"Is this an arrowhead?" "Was this a Native American tool?" People who find possible precontact artifacts in cornfields (or attics) usually want to know all about them. Answering their questions promotes preservation, understanding, and respect for the past. This hands-on workshop is geared toward local historical societies, volunteers, and others who work with the public. You will learn how to identify basic types of artifacts, including projectile points (arrowheads), other stone tools, pottery, and animal bone and how to direct people to additional references or resources. *Presented by Katherine Stevenson, operations manager, Jean Dowiasch, research archaeologist, and Wendy Holtz-Leith, senior research archaeologist, Mississippi Valley Archaeology Center*

#### CARING FOR COLLECTIONS: FUNDAMENTALS FOR EVERYONE

PRE-REGISTRATION REQUIRED: LIMIT 25

This workshop conducted by library, archives and museum conservators will offer instruction on choosing good enclosures for your collections and resources for constructing enclosures; what materials make for safe shelves and storage furniture; housekeeping and handling methods for your collections and understanding preservation needs for your exhibits. *Presented by Katie Mullen, preservation coordinator, Robin Carlson, paper conservator, and Craig Deller, objects conservator, Wisconsin Historical Society*

#### STRATEGIC BOARD DEVELOPMENT AND OPERATIONS

PRE-REGISTRATION REQUIRED: LIMIT 25

An effective and engaged board of directors is essential to the success of any community benefit organization. During this highly interactive workshop, we'll look at two critical components of developing a strong board: the recruitment and orientation of new board members and planning and implementing effective board communications and meetings. *Presented by Lisa Humenik, consultant, impa(c)tive consulting*

#### INTERPRETING THE HISTORIC HIXON HOUSE MUSEUM TODAY: STRATEGIES FOR SUCCESS

PRE-REGISTRATION REQUIRED: LIMIT 15 [THIS WORKSHOP WILL TAKE PLACE OFFSITE AT THE HIXON HOUSE AT 429 7TH STREET N, LA CROSSE. PARTICIPANTS ARE RESPONSIBLE FOR THEIR OWN TRANSPORTATION TO THE HIXON HOUSE AND BACK TO THE LA CROSSE CENTER FOR LUNCH. DIRECTIONS AND PARKING INFORMATION WILL BE PROVIDED.]

Using the historic Hixon House as our model, we will explore ways to research, create and present interpretive tours that tell engaging stories your visitors will want to hear. This workshop will be broken into two parts. Part one will cover researching and writing different kinds of interpretive tours and part two will be about training docents and how to get them engaged and excited to start. *Presented by Margaret W. Lichter, curatorial consultant, Peggy Derrick, Executive Director/Curator, La Crosse County Historical Society*

## SATURDAY LUNCHEON

### SATURDAY LUNCHEON:

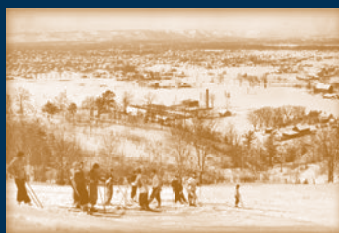
12:00–1:15 PM

#### FROM DURANGO TO THE DAIRY STATE: A SHORT HISTORY OF MEXICANS IN WISCONSIN

For more than a century, Mexican immigrants have turned their sights northward to Wisconsin in search of stable and secure futures for themselves and their families. Today, more than a third of a million people of Mexican descent call the state home. Sergio González, author of *Mexicans in Wisconsin*, delves into the stories and challenges of these resilient communities: from the betabeleros who sustained the sugar beet industry, to the activists and labor organizers who fought for better living and working conditions, to the myriad workers, students, and professionals of today.



*The Sandoval family during a blizzard in Milwaukee in 1947.  
Courtesy of Margareta Sandoval Skare.*



# SATURDAY TOURS

## FOOTSTEPS OF LA CROSSE

The La Crosse Public Library Archives staff will lead you on a walking tour of historic downtown. The La Crosse Commercial Historic District contains over 100 historic buildings listed on the National Register of Historic Places in 1994. The National Trust for Historic Preservation awarded the City of La Crosse

a Great American Main Street Award in 2002 for the city's successful downtown revitalization through historic preservation. The tour will follow the architectural evolution of commercial building styles from the boomtown riverboat days of the 1860s-70s through 1940s Art Moderne as well as the history of the city through the adaptive re-use of its historic buildings.



**2:00 - PM**

**Cost: Free**

**Limit: 30**

## HEAR, HERE HISTORY TOUR

Bring your phones and your walking shoes to this tour of downtown La Crosse locations to hear history told by the person who experienced it. Hear, Here executive director Ariel Beaujot will introduce you to the newest stories of this award-winning public history project.

**2:00 - PM**

**Cost: Free**

**Limit: 20**

## HIXON HOUSE MUSEUM

Once the home of a wealthy lumber baron, the Hixon House was donated to the La Crosse County Historical Society in 1965 with 90% of its original furnishings. In 2004, with the help of a grant from the Jeffris Foundation, the historical society completely restored the interior to its 1910 beauty. The guided tour of this authentic Victorian and early 20th century home will tell the story of early La Crosse and the Hixon family.

**2:30-3:30 PM**

**Cost: Adults \$10, Seniors \$8, Students \$6, payable at the museum**

**Limit: 30**



## TOUR OF THE CHAPELS OF ST. ROSE VITERBO CONVENT

Enjoy a guided tour of The Mary of the Angels and Perpetual Adoration Chapels at St. Rose Convent. The Mary of the Angels (Maria Angelorum) chapel was completed in 1906 and serves as the place of prayer for the Franciscan Sisters of Perpetual Adoration. The 6000 square foot Romanesque Revival building was designed by architect Eugene R. Liebert of Milwaukee based on early medieval architectural designs that were popular in 19th century Germany. Visitors will get an up-close look at the incredible artistic skills and the fine materials such as Bavarian stained glass, Italian marble altars, and inlaid mosaics of Venetian glass and mother of pearl that accomplished the convent's goal to build "as fine a chapel as means would allow."



**2:30-3:30 PM**

**Cost: Free**

**Limit: 30**

## TREMPEALEAU MOUNDS TOUR

Step back in time with archaeologists Danielle Benden and Robert "Ernie" Boszhardt as you tour some of the most unique archaeological sites in Wisconsin's beautiful Driftless Area. We will head to Trempealeau where we'll hike up Little Bluff to a series of Mississippian platform mounds built by Cahokians, nearly 1,000 years ago, and take in one of the most beautiful views of the Upper Mississippi River. Then it's onto an indoor exhibit at Perrot State Park that explores the region's natural and cultural history. Attendees must provide their own transportation to the Trempealeau Village Hall, (approximately 30 minutes from La Crosse). From there, you will hike to the top of the Little Bluff Trail. After the hike, you will return to the Village Hall and caravan 2 miles to Perrot State Park for the exhibit and walk to the nearby effigy mounds. NOTE: This tour involves a hiking trail that is relatively short, not incredibly strenuous, but mildly difficult. For those with limited mobility, transportation to the top of Little Bluff can be arranged if requested in advance.

**3:00 - PM**

**Ticket cost: Free**

**Limit: 30**





# HOTEL AND RATES

## COULEE REGION MUSEUMS AND SITES

There are many museums and sites in the region that you can visit on your way to or from the conference!

### MONROE COUNTY LOCAL HISTORY ROOM

200 West Main Street, Sparta

The MCLHR offers exhibits as well as county and family history in the research library. They also maintain the Wegner Grotto outside Sparta. Monday – Saturday 9:00 AM-4:30 PM, free.

### DEKE SLAYTON MEMORIAL SPACE & BICYCLE MUSEUM

200 West Main Street, Sparta

Here you can explore the “Progression of Transportation” ranging from bicycles to planes to space including the only real piece of moon rock on display in Wisconsin. Monday – Saturday, 10:00 AM- 4:30 PM, \$5 admission.

### VERNON COUNTY MUSEUM

410 S. Center Avenue, Viroqua

Home of the Vernon County Historical Society with two floors of exhibits and an extensive genealogy & research department. Saturday 1:00-5:00 PM, free.

### HISTORIC SHERRY BUTT HOUSE

795 N. Main Street, Viroqua

The Sherry Butt House, owned and operated by the Vernon County Historical Society, boasts Victorian furnishings & Civil War artifacts. Saturday 1:00-5:00 PM, free.

### THORESON HOUSE MUSEUM

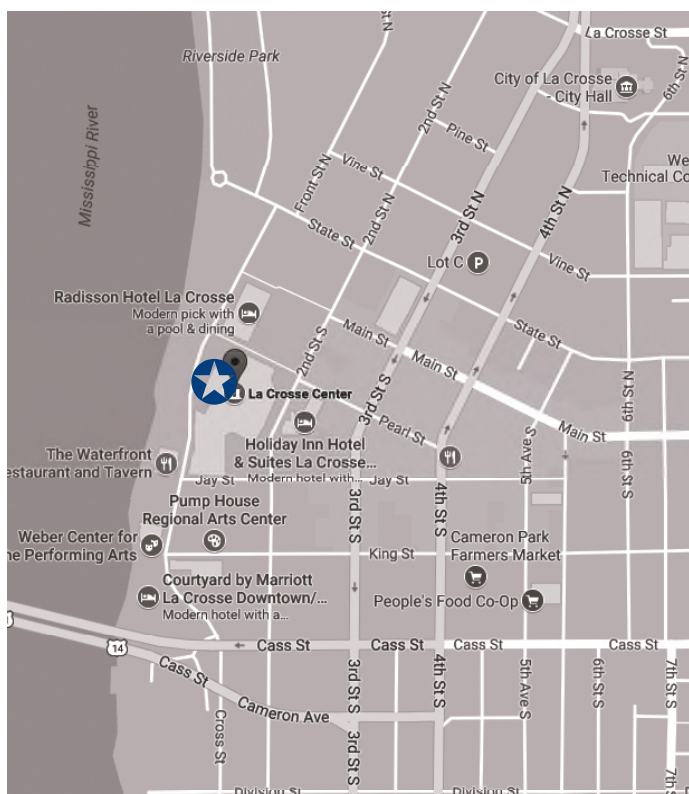
111 Bekkedal Avenue, Westby

Home of the Westby Area Historical Society where they maintain the history and archives of the Westby area. Saturday 12:00-6:00 PM and Sunday, 11:00 AM-4:00 PM, free.

### A.A. ARNOLD HOUSE

19408 Silver Creek Road, Galesville

Tour this Italianate style home built by Alexander and Mary Arnold and learn about their contributions to the history of the community, state, and country. Open Saturday 1:00-5:00 PM, \$5 admission.



## HOTEL INFORMATION

### CONFERENCE CENTER

Conference sessions and workshops will be held at the **La Crosse Center's South Hall**, located in the heart of downtown La Crosse on the banks of the Mississippi River. The La Crosse Center is at the intersection of 2nd Street South and Jay Street. Participants staying at nearby hotels are encouraged to walk to the La Crosse Center. Those driving can access free public parking at the Riverside Parking Ramp across Jay Street to the south of the La Crosse Center.

### HOTELS

There are seven nearby hotels that will offer a special conference rate. The approximate distance from each hotel to the La Crosse Center is included below.

To make reservations, please call the hotel and ask for the “Wisconsin Historical Society Conference” rate. You cannot access the conference rate through the hotel’s reservation website. Please make reservations early for the discount since there are a limited number of rooms. If you have special mobility concerns regarding how to get from your hotel to the conference center, please contact Amy Norlin at 608-264-6579 for assistance with hotel options.

#### Home2Suites

210 Jay Street (1 block)

Conference Rate: \$109

608-881-6666

#### Courtyard by Marriott

500 Front Street (2 blocks)

Conference Rates:

Single and Double for \$139

608-782-1000

#### Fairfield Inn & Suites

434 3rd Street South (2 blocks)

Conference Rate: \$119.99

608-782-1491

#### GrandStay Hotel and Suites

525 Front Street North (6 block)

Conference Rate: \$82

608-796-1615

#### Hampton Inn La Crosse

511 3rd Street North (6 blocks)

Conference Rate: \$89

608-791-4004

#### Candlewood Suites

54 Copeland Avenue (1 mile)

Conference Rates:

Single for \$82/Double for \$92

608-785-1110

#### AmeriInn Hotel

1835 Rose Street (3 miles)

Conference Rates:

Thursday night \$82/

Friday night \$109.99

608-781-7000

## CONFERENCE RATES

### REGISTER EARLY & SAVE!

REGISTER EARLY AND SAVE – Register by August 18 and save \$20

FINAL DEADLINE TO REGISTER – October 6

**WISCONSIN HISTORICAL SOCIETY MEMBERS**

**RECEIVE 10% OFF REGISTRATION**

**EARLY BIRD REGISTRATION—PAYABLE BEFORE AUGUST 18, 2017**

EARLY BIRD TWO DAY REGISTRATION FEE \$110

EARLY BIRD FRIDAY REGISTRATION FEE \$65

EARLY BIRD SATURDAY REGISTRATION FEE \$60

**REGULAR REGISTRATION— PAYABLE BEFORE OCTOBER 6, 2017**

REGULAR TWO DAY REGISTRATION FEE \$130

REGULAR ONE DAY REGISTRATION FEE \$70

REGULAR ONE DAY REGISTRATION FEE \$65

**STUDENT REGISTRATION— PAYABLE BEFORE OCTOBER 6, 2017**

STUDENT TWO DAY REGISTRATION FEE \$60

STUDENT ONE DAY REGISTRATION FEE \$35

The registration fee includes breakfasts, lunches, and all sessions and workshops.

Please note that your registration entitles you to attend any open session, but workshop space is limited and requires advance registration as do optional events and tours.

**FOR MORE INFORMATION** Contact Amy Norlin at 608-264-6579 or [amy.norlin@wisconsinhistory.org](mailto:amy.norlin@wisconsinhistory.org)

# REGISTRATION FORM

**ALL REGISTRATIONS MUST BE PREPAID BY CHECK OR CREDIT CARD  
POSTMARKED BY OCTOBER 6, 2017  
ONE REGISTRATION FORM PER PERSON**

Name and Organization \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Telephone, Email \_\_\_\_\_

**PAYMENT INFORMATION: ALL REGISTRATIONS  
MUST BE PREPAID BY CHECK OR CREDIT CARD  
POSTMARKED BY OCTOBER 6, 2017**

**EARLY BIRD REGISTRATION—PAYABLE BEFORE AUGUST 18**

- |  |  |
|--|--|
| <input type="checkbox"/> FRIDAY AND SATURDAY \$110 | <input type="checkbox"/> 10% MEMBER DISCOUNT \$100 |
| <input type="checkbox"/> FRIDAY ONLY \$65          | <input type="checkbox"/> 10% MEMBER DISCOUNT \$58  |
| <input type="checkbox"/> SATURDAY ONLY \$60        | <input type="checkbox"/> 10% MEMBER DISCOUNT \$54  |

**REGULAR REGISTRATION—PAYABLE BEFORE OCTOBER 6**

- |  |  |
|--|--|
| <input type="checkbox"/> FRIDAY AND SATURDAY \$130 | <input type="checkbox"/> 10% MEMBER DISCOUNT \$117 |
| <input type="checkbox"/> FRIDAY ONLY \$70          | <input type="checkbox"/> 10% MEMBER DISCOUNT \$63  |
| <input type="checkbox"/> SATURDAY ONLY \$65        | <input type="checkbox"/> 10% MEMBER DISCOUNT \$58  |

**STUDENT REGISTRATION—PAYABLE BEFORE OCTOBER 6**

- ☐ FRIDAY AND SATURDAY \$60 *INCLUDE COPY OF VALID STUDENT ID*
- ☐ ONE DAY ONLY \$35

WISCONSIN HISTORICAL SOCIETY MEMBERSHIP  
NUMBER: # \_\_\_\_\_

DON'T HAVE YOUR MEMBERSHIP NUMBER? CALL 1-888-748-7479

**REGISTRATION AMOUNT DUE:** \_\_\_\_\_

**OPTIONAL ACTIVITIES:**

**THURSDAY:**

- ☐ **WISCONSIN COUNCIL FOR LOCAL HISTORY  
ANNUAL MEETING & RECEPTION**  
Pump House Regional Arts Center 3:15 – 5:30 PM

**FRIDAY:**

- ☐ **BREAKFAST, CONFERENCE OPENING & HISTORY SUCCESS STORIES**  
LA CROSSE CENTER South Hall A, Lower Level 8:00 - 9:00 AM  
Included in registration fee
- ☐ **RIVERVIEW RECEPTION**  
LA CROSSE CENTER LEVEL 2 BALLROOM C, 4:30 – 5:30 PM  
LIMIT 150 \$10 \$\_\_\_\_\_
- ☐ **DARK LA CROSSE RADIO SHOW PERFORMANCE**  
WEBER CENTER FOR THE PERFORMING ARTS, 7:30 PM  
LIMIT 100 \$20 \$\_\_\_\_\_

**SATURDAY:**

- ☐ **BREAKFAST, CONFERENCE OPENING & HISTORY SUCCESS STORIES**  
LA CROSSE CENTER South Hall A, Lower Level 8:00 - 9:00 AM  
Included in registration fee

**SATURDAY TOURS, CHOOSE ONLY ONE:**

Participants are responsible for their own transportation

- ☐ **~~LA CROSSE DOWNTOWN WALKING TOUR,~~** **SOLD OUT**  
LA CROSSE, 2:00 PM, FREE, LIMIT 30
- ☐ **HEAR, HERE WALKING TOUR,** LA CROSSE, 2:00 PM, FREE, LIMIT 20
- ☐ **THE CHAPELS AT ST. ROSE CONVENT,**  
LA CROSSE, 2:30 PM, FREE, LIMIT 30
- ☐ **HIXON HOUSE MUSEUM,** LA CROSSE, 2:30 PM,  
ADULTS \$10/SENIORS \$8, PAYABLE ON SITE, LIMIT 30
- ☐ **TREMPEALEAU MOUNDS TRAIL WALK,**  
TREMPEALEAU, 3:00 PM, FREE, LIMIT 30

**COULEE REGION MUSEUMS AND SITES**

- ☐ **VERNON COUNTY MUSEUM, VIROQUA**
- ☐ **HISTORIC SHERRY-BUTT HOUSE, VIROQUA**
- ☐ **THORESON HOUSE MUSEUM, WESTBY**
- ☐ **MONROE COUNTY LOCAL HISTORY ROOM, SPARTA**
- ☐ **DEKE SLAYTON MEMORIAL SPACE & BICYCLE MUSEUM, SPARTA**

IN ADDITION TO OPEN SESSIONS,

**I WOULD LIKE TO ATTEND THE FOLLOWING WORKSHOPS:**

Space is limited for each workshop, please call 608-264-6579 for availability:

**FRIDAY: 9:15-11:45AM**

- ☐ Papers, Pictures and Patrons 2.0: Making the Most of your Archives – limit 30
- ☐ Managing Collections with PastPerfect – limit 25
- ☐ **~~Getting the Most of Social Media and Marketing – limit 25~~** **SOLD OUT**
- ☐ The Why and How of Deaccessioning – limit 20

**FRIDAY: 1:30-4:00PM**

- ☐ **~~Introduction to Digital Projects – limit 24~~** **SOLD OUT**
- ☐ Basic Training for Historic Preservation Commissions – limit 25
- ☐ **~~Early Design – limit 25~~** **SOLD OUT**
- ☐ Kid Tested, Teacher Approved: Engaging School Programs for All Ages:  
– limit 25
- ☐ The Tax Credit Road Show – limit 25

**SATURDAY: 9:15-11:45AM**

- ☐ Making Sense of Archives Collections – limit 30
- ☐ What is this? Basic Identification of Pre-Contact Artifacts – limit 30
- ☐ **~~Costume Design: Fundamentals for Everyone – limit 25~~** **SOLD OUT**
- ☐ Strategic Board Development and Operations – limit 25
- ☐ Interpreting the Historic House Museum Today: Strategies for Success  
– limit 15

**PAYMENT METHODS: ALL REGISTRATIONS MUST BE PRE-PAID BY OCTOBER 6, 2017 ONE REGISTRATION FORM REQUIRED FOR EACH INDIVIDUAL**

- ☐ CHECK (MAKE PAYABLE TO WISCONSIN HISTORICAL FOUNDATION) ☐ VISA ☐ MASTERCARD

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**SEND YOUR COMPLETED REGISTRATION FORM & PAYMENT BY OCTOBER 6, 2017:**

WISCONSIN HISTORICAL SOCIETY • ATTN: AMY NORLIN • 816 STATE STREET • MADISON WI 53706

For More Information: Contact Amy Norlin at 608-264-6579 or amy.norlin@wisconsinhistory.org

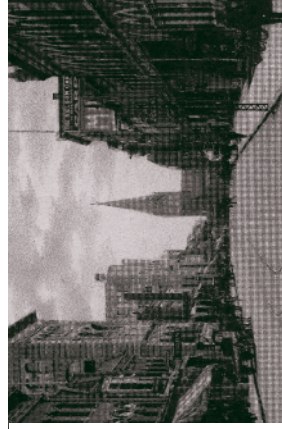


816 State Street  
Madison, WI 53706

# LOCAL HISTORY & HISTORIC PRESERVATION CONFERENCE

OCT. 20-21, 2017

NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
MADISON, WI  
PERMIT NO. 430



LA CROSSE, WISCONSIN | LA CROSSE CENTER

From left to right:  
WHI IMAGE ID 24910  
8845, 35949

**LA CROSSE  
WISCONSIN**  
LA CROSSE CENTER



# LOCAL HISTORY & HISTORIC PRESERVATION

ELEVENTH ANNUAL

**OCTOBER  
20-21**