

Landmarks Commission Meeting Minutes
Thursday October 8, 2020 – 6:30 pm
Virtual

Members Present: Peggy Veregin, Chair; Todd Hubing; Greg Pigarelli, Secretary; Kimberly Cook; and Alan Hedstrom, Vice-Chair

Staff: Michael Stacey, Zoning Administrator

Absent: Kristi Panthofer and Jean Ligocki

Guests: Derek Westby

Press: 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 10, 2020.** Motion by **Hubing** to approve the minutes as presented, 2nd by **Hedstrom**. Motion carried 5 - 0.
3. **Discuss future of Landmarks website with Derek Westby.**
Veregin discussed the need to update the Landmarks Commission website.

Hedstrom stated a CLG Grant was acquired to help create the current website: stoughtonlandmarks.com Hedstrom stated the site should have been .org since .com is typical for a business.

Veregin stated a CLG Grant is not likely viable in the future.

Derek Westby, Stoughton Media Services, does not recommend using the City website, rather he suggests using Square Space similar to other departments. The cost is \$250 per year.

The Commission discussed how Square Space can meet Landmarks needs including adding an interactive map for historic districts and local landmarks. Square Space provides a lot of functionality that any Commissioner can learn to use and update information.

Derek Westby stated stoughtonlandmarks.org is available for use which would cost \$10 per year.

Motion by **Hubing** to purchase the stoughtonlandmarks.org domain name, 2nd by **Hedstrom**. Motion carried unanimously.

Veregin suggested a subcommittee to explore how to move the data over to Square Space. Hedstrom and Hubing expressed interest. Veregin will check with Panthofer to see if she can help. Derek Westby stated he can help too.

Hubing explained how he put together the historicstoughton.org site and noted it was a lot of work.

Veregin and Hedstrom plan to discuss how to proceed after the meeting.

4. Discuss Local Downtown District Planning.

Veregin contacted Nick from Lakota Group who stated he would be happy to assist with a virtual meeting to wrap up the project.

Veregin stated the need to decide when to have the meeting and suggested the presentation be before the Committee of the Whole (COW) similar to the recent RDA presentation. Hubing likes the idea of having the presentation before the COW.

Veregin to contact Mayor Swadley to discuss having a presentation before the COW.

5. Discuss potential grant(s) funding for walking tour brochures and website updates.

Veregin stated the website is now off the table for funding, right now given the context of the previous discussion.

Hedstrom stated he tried to find grants available through Dane Arts but did not find anything on their website.

Stacey stated the residential and downtown design guidelines could use an update.

Veregin stated we'll focus on the website for now and the printed materials later.

6. Discuss purchasing plaques where needed for Local Landmarks.

Veregin contacted some fabricators to get estimates to create the plaques. Veregin noted we should have enough funds for the more recent local landmark approvals.

Veregin stated a plaque presentation at the property is something to consider.

7. Discuss potential Tower Times articles. (Oct 15th Deadline)

Stacey provided an article for the Tower Times and will send Veregin a previous article used for tax credit information that needs some updates.

8. Commission Reports/Calendar. Nothing discussed.

9. Future agenda items. Nothing discussed.

10. Adjournment. Motion by Hedstrom to adjourn at 7:46 pm, 2nd by Pigarelli. Motion carried unanimously.

Respectfully Submitted,

Michael P. Stacey