

MINUTES
HISTORIC PRESERVATION COMMISSION
EDUCATION TASK FORCE
Wednesday, August 3, 2011
Conference Room B, City Hall

Commissioners Present: Chairperson David Klavitter and Commissioners Bob McDonell and Mitzi Krey.

Commissioners Excused: Commissioner Michael Knight.

Staff Members Present: David Johnson and Laura Carstens.

CALL TO ORDER: The meeting was called to order at 1:00 p.m.

AFFIDAVIT OF COMPLIANCE: Staff presented an Affidavit of Compliance verifying the meeting was being held in compliance with the Iowa Open Meetings Law.

WELCOME NEW MEMBER: Chairperson Klavitter welcomed new member Mitzi Krey to the Education Task Force. The Commission and staff and reviewed the role of the Education Task Force as well as past accomplishments.

MINUTES: Motion by McDonell, seconded by Klavitter, to approve the minutes of the July 6, 2011 meeting as submitted. Motion carried by the following vote: Aye –Klavitter, McDonell and Krey; Nay – None.

HISTORIC PRESERVATION PROGRAMMING:

Introduction to Historic Preservation Program: Staff Member Johnson provided an update to the Historic Preservation Programming effort. He explained the final draft script has been reviewed by Cable TV Coordinator Craig Nowack. He explained staff member Nowack has addressed concerns over the program's content, scope and length, and indicated the Cable TV Division does not have the time or resources to devote to the program as it is currently scripted. Staff Member Johnson explained that Cable TV staff is also concerned that the program's focus is too narrow for the general CityChannel 8 audience. He explained that Cable TV staff would like to do a program that provides an overview of the Historic Preservation process and highlight some of the city's historic buildings. He stated Cable TV staff would like to avoid overly specific programs about renovation guidelines that would be of interest to a limited number of residents. He explained Cable TV staff would like to develop a program that would direct residents to Planning Services staff for more detailed information. He explained that Staff Member Nowack has agreed to work directly with Task Force Members to develop a script and program that would be more appropriate for the general CityChannel 8 audience. He explained Cable TV staff would not be able to get to that effort until this fall.

The Task Force discussed the program, and agreed the programming needs to incorporate an education and outreach component as well as a marketing component. Commissioner McDonell suggested a program that would clarify many of the misconceptions of the role of

the Historic Preservation Commission, while at the same time, market the benefits of historic preservation to the community at large. The Task Force discussed approaching Loras College and Mediacom for assistance. Commissioner Krey noted the programming should address all historic resources in Dubuque, not necessarily those that are in local historic districts. The Task Force noted the programming needs to emphasize the importance of historic preservation and enhance people's appreciation for historic buildings in Dubuque. The Task Force felt showing a link between historic preservation and economic development would also be beneficial.

The Task Force discussed developing a series of programs. The Task Force agreed the first program would be a brief overview of the historic preservation program process, financial incentives, and highlights of historic buildings much in keeping with the suggestions of the Cable TV Division. Future programming would address historic preservation topics that would be of interest to a larger audience. The Task Force noted the importance of establishing a time frame for the series of programming. The Task Force noted they would like to meet with Cable TV staff to discuss their abilities and resources in developing the series. The Task Force also questioned what type of production schedule there would be for the programs as well as the support that would be needed. The Task Force reiterated the first piece of the series would be an overview and marketing piece. The Task Force explained the first part of the series would get people excited about historic preservation and note the many benefits to the community, such as the Old Main Historic District. The Task Force discussed the potential to develop a multi-purpose series that can be placed on the City of Dubuque website to train other entities, such as realtors and economic development staff. The Task Force discussed incorporating a chronology of historic preservation in the city of Dubuque from its inception in 1979 to the Historic Preservation Program today.

By consensus, the Task Force requested Planning Services staff coordinate with the Cable TV Division to attend the September Education Task Force meeting to discuss developing a historic preservation series which would be suitable for the CityChannel 8 audience.

ITEMS FROM PUBLIC: None.

ITEMS FROM THE COMMITTEE: None.

ITEMS FROM STAFF: None.

ADJOURNMENT: The meeting adjourned at 1:59 p.m.

Respectfully submitted,



David Johnson, Assistant Planner

Adopted—August 18, 2011