

**HISTORIC PRESERVATION COMMISSION MINUTES (HPC)
THURSDAY, SEPTEMBER 8, 2016 9:30 A.M.
COUNCIL CHAMBERS, CITY HALL, VERO BEACH, FLORIDA**

PRESENT: Anna Brady, Chairman; Debra Atwell, Vice Chairman; Members: Deborah Daige (arrived at 9:39 a.m.), Jeffrey Ray and George Childers **Also Present:** Tammy Vock, City Clerk and Sherri Philo, Deputy City Clerk

1. CALL TO ORDER

The Chairman called the meeting to order at 9:34 a.m.

2. APPROVAL OF MINUTES

A) August 11, 2016

Ms. Atwell made a motion to approve the August 11, 2016 minutes. Mr. Ray seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

None

4. OLD BUSINESS

A) Status of the Historic Plaque

Ms. Atwell reported that she has been working with the company tweaking the historic plaque design and they are in the process of correcting a few things. She explained to the Commission members that part of the process in making this plaque (coin) involves making suggestions and giving the company “blind” faith because when working with casting you can’t see the finished product until they have something three (3) dimensional created. Once that is done there are only certain things that can be changed without recasting it and starting from scratch. She said that she has told the company her concerns with the central design and she was assured that the area of the central design would be precise. She said that she could see that it was slightly off. She referred to the lettering on the plaque stating that when she sent the company the information, she was only trying to show them what they were looking for and the company barely changed it. She felt that the font they used was too modern looking. She said their biggest conversation they have been having lately has to do with the finish.

Mrs. Brady said the four (4) pictures submitted were the same plaque (on file in the City Clerk’s office).

Ms. Atwell said that is correct. She said they were sent to the Commission for them to critique the finish. She said the company had some concerns about being able to buff out the raised areas while allowing the background to stay muted and soft. Another photo shows the plaque entirely soft. She said they might want to revisit a bronze colored background and then have it coated.

At this time, Mrs. Daige arrived at the meeting. She showed the Commission members two (2) colored photographs of the coin.

Mrs. Brady wanted to make sure that she understood the items that were still outstanding. The first was Ms. Atwell's concern with the size of the design within the coin. She thought that was something that they could not do anything about.

Ms. Atwell said that is correct.

Mrs. Brady said that she could see a problem with the word "Vero" in that it looks like a circle at the end of the "r" rather than an "o." She said it does look kind of cartoonish.

Mrs. Daige asked Ms. Atwell what are her concerns with the coin.

Ms. Atwell said the most glaring one was the size of the central design, which she felt was too large. She said it makes the dates on the bottom look large and cramped. She also didn't like the font of the numbers in that it looks like a modern day quarter. She said when she questioned them on the font she was told that was the only round lettering they had.

Mrs. Brady mentioned the font used for "Vero Beach."

Mr. Ray said the lettering on the Vero side is larger than the lettering on the Beach side. Also, the "o" is too far from the "r" and the "o" looks more like a zero.

The Commission members unanimously approved using choice two (2) of the colored photographs shown by Mrs. Daige, but with the coin being buffed.

Mrs. Brady suggested that they bring the word "Vero" closer together so the "o" doesn't look like a zero. The Commission members agreed.

Mrs. Brady said it sounds like the company is stating there is no choice in the font for the numbers at the bottom of the coin.

Ms. Atwell asked the Commission members if they wanted to keep the numbers at the bottom of the coin.

Mrs. Daige felt that it would be too much for the eye to take in if the numbers were on the sides of the coin. She felt that the numbers stand out when located at the bottom of the coin. The Commission members agreed to keep the numbers at the bottom of the coin.

Mrs. Brady said this would be brought back before the Commission at their next meeting for final approval.

Mr. Ray excused himself from today's meeting at 9:56 a.m.

Mrs. Brady asked Ms. Atwell to relay to the company what the Commission members have agreed to change and then they could vote on the final product at their October meeting.

Ms. Atwell thought the dates on the coins were for the two buildings that the City will be designating as historic.

Mrs. Brady said that she would need to look at her records to be sure.

Ms. Atwell said if they are then she did not think the company would be able to make the changes discussed today. She said they might be able to redo the finish. She said they could have the changes discussed today made for future coins.

Mrs. Brady said that she would feel more comfortable if Ms. Atwell let the company know the preferences made today, which are to have more of a metal background and option two (2) with the high shine and have the company send them a picture of both coins looking that way. She noted that she was very pleased with the design.

Mrs. Daige thanked Ms. Atwell for all the time and work that she has put into this. She felt that they have a great design.

- B) Letters to Property Owners/Rack Card**
- C) Brochure – (Professional Photographer)**

*Please note that Items 4-B) and 4-C) were discussed together.

Mrs. Brady said they discussed at their last meeting if they needed to have both a rack card and a brochure. She said the brochure provides a lot of information for the public so she did start to lean in favor of making the brochure their priority to be mailed out with a letter. She referred to a draft letter that she prepared and asked the Commission members if they had any suggested changes (letter on file in the City Clerk's office). She noted that Ms. Atwell submitted a few changes, which she felt were very good changes (on file in the City Clerk's office).

Ms. Atwell felt that at some point they should approach the County to try to coax them into embracing the program.

Mrs. Brady thought at their last meeting that Mr. Tim McGarry, Planning and Development Director, said that he would speak with the County.

Mrs. Brady gave the Commission members a copy of her suggested changes to the brochure (on file in the City Clerk's office).

Mr. Childers reported that he spoke with Mr. John Eisinger, Photographer, and he agreed to do the photography for them. He said that Mr. Eisinger looked at the buildings that were shown on the draft brochure and stated that he should have the photographs to the Commission in a few days.

Mr. Childers showed the Commission members a sample of the type of stock paper that he felt would be appropriate for a high quality brochure. He said that he didn't know what the printing costs for the brochure was, but he uses a printing company in Tampa who is very reasonable. He said that preferably they would like to use a business in town, but if they were looking to save costs it would be incumbent to explore their best options.

Mrs. Daige said that she that she would like to approach various printing companies to see if they were interested in sponsoring them. She said that they could give the company credit by listing them on the brochure. The Commission members agreed.

Mrs. Brady asked the Commission members if they wanted to use the color brochure or stay with black and white. The Commission members agreed to use the color (blue) that Mrs. Brady used in her suggested changes to the brochure.

Ms. Atwell said that she liked the brochure and appreciated all the hard work that was put into it. She referred to the photographs of the businesses shown on the brochure. She felt that they were a little out of place. She said they should pay homage to these buildings and they should be noted on the City's website, but she did not think they relate to the occasion for the brochure, which is to try to get homeowners to designate their homes as historic.

Mrs. Brady said the issue is that they only have one house that is designated. She noted that they do have that house featured on the front of the brochure.

Mrs. Daige said some of the homes are now businesses and have kept the exterior of the building the same. She said some are located on main highways and she did not know if they wanted to just concentrate on residences. She said as they get more homes designated as historic they could add their photographs to an updated brochure.

Mrs. Daige said that she included the economic benefits in the brochure in order to show people reasons to designate their home historic.

Mrs. Brady said they could have a brochure on the designation process and a separate brochure on the tax incentives. She said there is no reason why they can't develop a separate tax abatement brochure. The Commission members agreed.

Mrs. Brady said that she would work on the contents for a tax abatement brochure.

Mrs. Daige said that she would work on the designation process brochure.

D) Gifford Property

Ms. Atwell reported that she has not heard anything since their last meeting.

Mrs. Brady asked Ms. Atwell to follow up on this.

E) Ms. Atwell to give an update on her meeting with TCPalm

Ms. Atwell reported that she met with a gentleman of TCPalm who was enthusiastic about doing articles on preservation and asked that she write the columns. She showed the Commission members a copy of an article that she submitted to the newspaper and a copy of the article that ran in the newspaper (both on file in the City Clerk's office). She understood that editing comes with the territory, but felt that some of the editing done lost some of the informational value. She said that she thanked the gentleman for allowing them the chance to do these articles and asked that he allow her to look at the articles after editing prior to it being printed in order for her to make sure the message they are trying to relay is not lost. She felt that having an ongoing mention of preservation encouraging owners was good, but when they have events such as the unveiling the marker at City Hall, the plaque program, etc., they should have a reporter present to do an article so it becomes a real "press" piece. She said that when she met with the gentleman at TCPalm, he suggested that they do an article every other week, rather than once

a week. She said that she would like each member of the Commission to bring to their next meeting suggested topics they would like to cover for this year.

5. NEW BUSINESS

None

6. MEMBER'S MATTERS

None

7. CHAIRMAN'S MATTERS

Mrs. Brady reported that over the next month she would be working on the Commission's Annual Report. She said that she would put this item on next month's agenda.

8. STAFF MATTERS

None

9. NEXT MEETING DATE

A) October 13, 2016

Mrs. Brady noted that their next meeting will be held on October 13, 2016.

10. ADJOURNMENT

Today's meeting adjourned at 10:40 a.m.

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