

**HISTORIC PRESERVATION COMMISSION MINUTES (HPC)
THURSDAY, MAY 10, 2018 9:30 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

PRESENT: Chairwoman Debra Atwell (arrived at 9:44 a.m.); Vice Chairman Steve Erickson; Members: Jeffrey Ray, Dane Ullian, Megan Hoots, and Alternate Member #1 Jessica Francis **Also Present:** Assistant City Attorney, Kira Honse and Deputy City Clerk, Sherri Philo

1. CALL TO ORDER

Vice Chairman Erickson called the meeting to order at 9:31 a.m.

2. APPROVAL OF MINUTES

A) April 12, 2018

Mr. Erickson referred to the first paragraph on page two (2) of the April 12, 2018 Historic Preservation Commission minutes. He noted that *“stream line” should be “streamlined.”*

Mrs. Hoots made a motion to approve the minutes of the April 12, 2018 Historic Preservation Commission (HPC) meeting as amended. Mr. Ray seconded the motion and it passed unanimously.

Mr. Erickson referred to the National Trust for Historical Preservation information with regard to the grant for the Jackie Robinson project (on file in the City Clerk’s office). He reported that they were unable to receive the grant at this time; however they did suggest additional grant programs that they can look into.

3. PUBLIC COMMENT

None

4. OLD BUSINESS

- A) Recognition of Outstanding Tributes to Local History, Utilization of Letters, Awards, Proclamation Inclusions**
- B) Review of 2018 Commission Goals**
- C) Brochure**

*Please note that the above items were discussed together.

Mr. Erickson referred to the Historic Preservation Brochure that the Commission has been working on (on file in the City Clerk’s office). He asked the Commission members if this was something they wanted to continue forward.

Mrs. Hoots said that she understands the copy before them is in black and white however, there are a number of programs that could pull the design into 2018. She said that she would help in doing this.

Mr. Ullian felt the brochure was a little busy. He said the content is fine, but maybe too detailed for a brochure, specifically the guide to the designation process. He felt that if they could make it more concise it would be a better way to achieve the objective of imparting to the citizens that the process of designating residential property historic is a fairly simple process. Unfortunately, this guide to the designation process is more than most people want to read. He said they need to find a simpler way to sell the designation process.

Mr. Erickson felt the early history of Vero Beach was more than he would want in this type of brochure. He liked the benefit section and the process, but he did agree that it could be simpler. He felt that it would also be a good basis for the website.

Mrs. Hoots said if one (1) of the Commission members wanted to pair down the copy and send it to her she would plug it into a nice design and bring it back before the Commission for approval.

Mr. Ullian volunteered to edit the brochure. He asked who he would contact for the information.

Ms. Sherri Philo, Deputy City Clerk, reported that he would need to get in touch with the City Clerk's office and when completed he would need to send it back to the City Clerk's office. They would then send it to Mrs. Hoots.

Mr. Erickson referred to an article from the National Trust for Historic Preservation, "*10 Benefits of Establishing a Local Historic District*" (on file in the City Clerk's office). He reported that this article goes into a little more about the benefits.

Mr. Erickson referred to information from *houselogic* with regards to getting a historic designation for neighborhoods (on file in the City Clerk's office). He said in reading the information it would certainly scare people away.

Mrs. Hoots asked now that the Cultural Arts Village is happening in that the Comprehensive Plan has passed, is there a plan to designate the entire neighborhood.

Ms. Kira Honse, Assistant City Attorney, said it will have its own designation. She explained that the Comprehensive Plan allows for them to proceed with the process of obtaining the necessary changes in the Land Development Regulations. She noted that process is in its beginning stages.

Mrs. Hoots asked is now an opportune time to have a conversation about whether it, as a community, could be historically designated.

Ms. Honse said yes, however she does not know if that is their intention because they want to be able to do more mixed-use and redevelopment. She did not know if they want to be designated historic.

Mr. Ullian felt it was a good time to reach out to the homeowners in the area and suggest that they consider capitalizing on the Comprehensive Plan having been approved as an opportunity to take the next step and get the homes designated to the extent they are eligible.

Ms. Honse noted that the Cultural Arts Village District has nothing to do with being designated historic. They could have been designated historic without the Cultural Arts Village.

Mr. Ullian understood that. His point is since the neighborhood is engaged with the City already and taking ownership for their neighborhood that for the people who the historic value of their property is important it is a good opportunity to remind them that they could also be designated historic as part of the big package.

Ms. Honse explained that the Comprehensive Plan allows the neighborhood the possibility to proceed in making it a Special District, changing the uses, etc. She said they still have a lot to do.

Mr. Ullian said then they are going to be engaged in this process for a while.

Ms. Honse said that is correct.

Mr. Ullian said then there is no urgency with getting the marketing materials together, but he does think they should start with them.

Mrs. Hoots said having the conversation might slow down development and the fear of gentrification in the neighborhood because a lot of people think Realtors are going to go in there and purchase these homes and it will be gentrified over night. She said there is a fine line between cleaning up a neighborhood and gentrifying a neighborhood. If they start talking about saving or designating some of these homes it might stipend that process in a more thoughtful way.

Mr. Erickson asked is the survey area that Mrs. Anna Brady is working on in the same area.

Mrs. Hoots answered yes. Therefore, there is going to be boots on the ground knocking on those doors anyway.

Ms. Atwell said every time they address almost anything that they want to accomplish it always comes back to the survey. Once they work on that they will be able to go forward.

Mr. Erickson said they had a good discussion about that at their last meeting and his take away from it was that the survey was the piece that they need to get going. He said there certainly are other obvious choices to reach out to, but he felt that they were cautioned not to do that because there seemed to be some misunderstanding about their ability to reach out to them.

Ms. Honse said because they are the Board that ultimately has the authority to decide whether or not a property is historic or not, they cannot be involved in the actual discussion about a particular piece of property. They can be involved in general discussions about general historic preservation in the City; they can put out information on how to apply for it, etc. But, they cannot be involved in individual pieces of property.

Mr. Erickson said that is a good clarification and is not how the minutes read from their last meeting or how he heard it. The suggestion was made by Mrs. Hoots to put door hangers on the properties they thought might apply. That is a very simple, easy targeted, and an inexpensive way to let them know their home might have some historical value and the answer to that was to be careful.

Ms. Honse said yes, they have to be careful. She said another issue is that she doesn't know what kind of budget they have.

Mrs. Hoots said American Icon Brewery would do a night where half or 20% of the proceeds would go to any initiative they want, such as for printing costs.

Ms. Honse said they really can't do that because this is a City Board.

Ms. Atwell said all around America there are historic preservation groups that are devoted to helping the community. They are the fundraising groups, the steer heading groups, etc. That is not what this Commission is. She noted that there is nothing to stop one (1) member from joining those groups, but they wouldn't be doing it to represent the Commission, but doing it to represent their own personal interest in preservation.

Mrs. Frances asked is it more appropriate for them to try to encourage Mainstreet Vero Beach and other historic preservation groups to be that force and then bring the information to this Commission to make the decision.

Ms. Atwell answered yes.

Ms. Honse said it could be a group of interested citizens who decide to get together to promote historic preservation. She said other groups are the ones responsible for promoting historic preservation. This Commission is about approving the designation.

Mrs. Frances reported that Mrs. Brady has applications at Mainstreet Vero Beach to encourage people to assist with the survey. She felt that the Commission should encourage people to seek out Mrs. Brady to assist her and that would also further educate people in the community.

Mrs. Hoots asked who would pay for the printing of the brochure.

Mrs. Frances suggested reaching out to the inmates because they have a free printing program. She said they used them to print items for the Airshow.

5. NEW BUSINESS

Ms. Atwell reported that she emailed Mr. Larry Reisman of the newspaper with regard to Historic Preservation Month (email on file in the City Clerk's office).

Ms. Atwell said as far as designation of properties and pushing the plaque, she felt it would be fun to construct a historic doorway with a plaque next to it so people could see an example of what it would look like. She said they could have it at events, such as the Centennial celebrations, Downtown Fridays, etc. She said they could also have the brochures with it. She said maybe they could include a mailbox and have the brochures in there.

Ms. Honse said that would be something that would be more appropriate for another organization to do. She questioned who would man the booth because they can't have more than one (1) Commission member at a location at one (1) time.

Ms. Atwell said even if a member could not attend it could still be dropped off at the site of the celebration. She felt it would speak for itself and they wouldn't have to have someone there selling the concept.

Mrs. Hoots felt the best way to do this was to work with other organizations and use them as a conduit. She said they could ask Mrs. Barbara Hoffman to include information about historic preservation and how to contact the Commission when she is speaking about Mainstreet and the Cultural Arts Village.

Ms. Atwell said that she would speak with Mrs. Hoffman about including historic preservation.

6. MEMBER'S MATTERS

Ms. Atwell said there was discussion about hash tags. She asked is there any further thought about it.

After a brief discussion, the Commission agreed to disregard the idea of hash tags.

7. CHAIRMAN'S MATTERS

None

8. STAFF MATTERS

None

9. ADJOURNMENT

Today's meeting adjourned at 10:21 a.m.

/sp