

The Waverly Historic Preservation Commission (WHPC) met on **Monday, February 24, 2020**, at 5:15 pm at the Waverly Civic Center.

Commissioners present: Chair Karen Lehmann; Vice Chair Kris Brunkhorst; Commissioners Glenn Fenneman, Linda Hovden, Don Meyer, Mary Meyer, Peter Newell

Commissioners absent: None

City Council Liaison present: Brian Birgen

City Staff Representative present: Isaac Pezley

1. Call to order – Chair Karen Lehmann called the meeting to order.
2. Adopt the Agenda –Moved by Don Meyer, seconded by Peter Newell to approve the proposed agenda. Motion passed.
3. Approve January 27, 2020, Minutes –Motion by Peter Newell, seconded by Kris Brunkhorst to approve the January 27, 2020, minutes. Motion passed.
4. Receive Visitors/Public Comments – Mayor Hoffman was welcomed. Visitors Courtney Moser, Alex Buchheim, and Kendall Erenberger – team members of the Boost Co. from the Integrative Marketing Communication course – were, also, present and welcomed to the WHPC meeting. (Team member Lauren Wisdom was unable to attend the meeting.)

Regular Business:

3. Wartburg marketing class update – Due to the Wartburg students having to meet other time commitments, the Boost Co. began the regular business meeting and updated the WHPC with some of their thoughts and ideas on managing and distributing information about the WHPC. Some of the marketing strategies and projects presented and discussed were: creating an image for the WHPC along with a logo; creating a WHPC branding guide including templates for various items and activities, i.e., the walking tour brochures and table tents; signage; virtual walking tour video, etc. The Boost Co. will investigate various items and suggestions given during the productive discussion and will report back to the Commission. The WHPC expressed their appreciation for the Boost Co.'s assistance and direction on this task.

1. Discussion about the required Certified Local Government Historic Preservation Commission Annual Report – Isaac Pezley and the Commission went through the HPC Annual Report in detail along with thorough discussion of the information being requested and the documentation to be submitted. Corrections and updated information were collected and included in the HPC Report. Isaac Pezley will present the annual report to the City Council and will file the report after the Mayor signs it. The 2020 Action Plan was reviewed, corrected, and accepted. It was moved by Don Meyer, seconded by Peter Newell, and approved to adopt the 2020 Action Plan with corrections.

2. Assistance with March open house for Waverly Historic Lofts – Kris Brunkhorst reported that she had reached out regarding the WHPC assisting with the historic lofts' open house. She offered WHPC's involvement in apartment tours, greeting attendees, serving refreshments, assistance with presenting the historical information of the building, press releases, etc. The open house and ribbon cutting will probably be sometime in March, but no final date has yet been set. WHPC will be contacted when this has been decided and what WHPC's role will be for the event.

4. Additional discussion about Rebecca McCarley's NE Quadrant Historic District survey – Mary Meyer would like to do some additional research on a few items she noticed in the report. If anyone else has any additional information to provide, this should be sent to Mary Meyer; Mary will then forward to Rebecca McCarley. The results of Rebecca McCarley's Windshield Survey of the Northeast Neighborhood in Waverly, Iowa, can be made available upon request. Isaac Pezley will provide the information and a copy of the survey to the City Council. Grants would be needed for this project. With this in mind, Karen Lehmann shared that she will attend a state-sponsored grant awareness meeting in Decorah; Mary Meyer will attend a grant writing workshop at the Denver Public Library; and that Commissioners will look for assistance with such projects from knowledgeable local experts like Andy Bell.

5. Webpage update – This project is still in process. There was some discussion on awardees not listed and whether past winners are included in the correct category. "Presentations and Forums" now appears on the WHPC web page.

6. Report from May Preservation Month subcommittee – There was discussion regarding the various possibilities and things to consider for the May Preservation Month, i.e., the Farmer's Exchange Building; signage, display at the Waverly Public

Library; possible partnership for an event with 4 Queens; Waverly preservation awards. The subcommittee (Don Meyer, Kris Brunkhorst, Mary Meyer) will meet and offer suggestions and ideas. Mary Meyer has reserved the easels and boards at the Waverly Public for May for National Preservation Month to display the Downtown posters and the article in *The Alliance Review*. Isaac Pezley reported that the construction on the Farmer's Exchange Building is close to being completed with only minor work still to be done. The \$35 rent fee will be waived for the WHPC's celebration of the building. There was discussion on suggesting the city post the rules and regulations, the history, the intended use and plans of the Farmer's Exchange Building, the \$35 rent fee, etc., for the local paper. It was also mentioned that 4 Queens could be a possibility for an award.

7. Other old or new business – Mary Meyer reported that she had 400 more of the brochures printed, as more were needed. Mary Meyer was contacted regarding a family reunion, and she compiled a packet of historic preservation materials for them.

8. Reports –

Council Report – Brian Birgen: None

Staff Report – Isaac Pezley: None

Chairperson Report – Karen Lehmann: The date for the Preserve Iowa Summit 2020 is June 4-6, 2020, in Dubuque, Iowa. Commissioners are invited to attend; Isaac Pezley will be going. March is Iowa History Month. This would be a good time for the Commission to highlight the 1868 Bird's Eye View of Waverly Historic maps and the article Karen Lehmann composed for *The Alliance Review*.

Adjournment:

The meeting was adjourned.

Respectfully submitted by Linda Hovden, Acting Secretary

Next meeting March 23, 2020, at 5:15 PM at the Waverly Civic Center