

APPROVED

Forest Grove Historic Landmarks Board
Community Auditorium, 1915 Main Street
December 19, 2017 -- 7:15 P.M. Page 1 of 2

Members Present: Jennifer Brent, George Cushing, Kelsey Trostle, Holly Tsur, Larissa Whalen Garfias (1 vacancy)
Member Excused: Roman Ozeruga
Staff Present: James Reitz
Council Liaison: Tom Johnston was excused
Citizens Present: 02 (Carina Andrews, Melody Haveluck)

1. **Call to Order:** Tsur opened the meeting at 7:22 p.m.

2. **Citizen Communication:** None.

3. **Action Items / Discussion:**

A. **Review Draft Annual Report:** Tsur showed her proposed presentation to the Boards and Commissions Annual Recognition Dinner. Board members had a couple suggestions on how to shorten the presentation slightly but overall were very happy with the report.

2018 Work Plan: Tsur led the discussion on the work plan. She went over the 2017 work plan noting that most items had been completed but that there were a few items remaining, including investigation of alternate funding opportunities. She noted that the Preservation Grant application had been updated and implemented. The Board was in agreement that our media plan was proceeding nicely. It was noted that cross-training was proceeding and that legal training was scheduled for April 2018.

Tsur then took the Board into the 2018 work plan as outlined in the 2017-2026 Strategic Plan. While discussing website review, Reitz noted that a software program had been located to access most of the information from the original website that was removed when the City launched the new website. He further noted that (previous Board member) Larry Wade had put most of the old newsletters onto a disk so those could be added to the website as well. So, there should be a lot of information added to the website for review later in the year.

While talking about outreach projects (in addition to the public safety open house, Whalen Garfias' kit house projects, National Night Out, and the Chalk Art Festival) it was suggested that the Board might want to participate in the *News Times* gingerbread house contest.

It was noted that the primary tasks for 2018 are outreach and pursuit of a downtown district, as well as learning about the Main Street program. Whalen Garfias offered to start working on recruiting a student advisory Board member.

Tsur/Brent to adopt the 2018 Work Plan. Motion carried unanimously.

B. **Media Outreach – Editorial Calendar:** Trostle started the discussion of possible articles for 2018 based on the topics suggested last month. She noted that *News Times* articles should be kept to about 250 words as longer articles were harder to get published.

The Board then discussed topics and made a list, as well as assigned primary authorship responsibilities. Among the decisions made:

- January - Cushing will complete the article on the Anderson building.
- Brent will prepare an article on who, what, when, and why (the functions of the HLB).
- February - Tsur and Haveluck will work on articles about homes and love stories.
- April - An article on the potential downtown district.
- May - The Eric Stewart award; and possibly an article on the joys and sacrifices of owning a historic home.

- June - Preservation requirements and design standards, and how and where to start.
- July - An article on preservation grants and how to get them.

Articles for the latter part of the year will be developed later. Trostle advised that she can be more heavily involved in the second part of the year when her degree is completed. She will take the above outline and assign specific dates based on the *News Times* and FHFG newsletter publication schedules, and have a complete schedule prepared for review and adoption at the January meeting.

4. Old Business/New Business:

- Approval of HLB Meeting Minutes. The meeting minutes of November 28, 2017 were approved as submitted.
- Council Liaison Report: No report as Johnston was excused.
- FHFG Report: Melody Haveluck updated the Board about their activities. She specifically asked if she was allowed to discuss the Board's activities with the FHFG; she was informed that all Board activities are a matter of public record, so – yes. She asked about the downtown district, and was informed that the Board is in data collection mode, and that the Board intends to start outreach to the downtown property owners this year. She commented that the FHFG could start including the Board's activities on their Facebook page.
- Staff Update: Reitz said he would contact HPNW for a clarification of their schedule and deliverables.

5. Adjournment: The December 19, 2017 meeting adjourned at 9:16 p.m.

These minutes respectively submitted by George Cushing, Secretary