

## Community Development Department

222 Lewis Street  
River Falls, WI 54022  
715.425.0900  
www.rfcity.org



---

### MINUTES HISTORIC PRESERVATION COMMISSION February 9, 2022, at 6:00 pm CITY HALL TRAINING ROOM

**HPC Members Present:** Heidi Heinze, Jayne Hoffman, Ben Plunkett (Council Rep), Mark Anderson, Pam Friede

**HPC Members Absent:** Julie Huebel, Denton Anderson

**Staff Present:** Kendra Ellner-Planner, Emily Shively – City Planner

**Others Present:** Patricia LaRue

#### CALL TO ORDER

Meeting convened at 6:01 p.m.

#### HPC MEMBER VOLUNTEER HOUR REPORT

Heidi Heinze – 3 hours

Jayne Hoffman – 2 hours

Mark Anderson – 3 hours

#### APPROVAL OF MINUTES OF January 12, 2022

M/Plunkett, S/Friede – motion passes 5-0

#### PUBLIC COMMENTS – Non-Agenda Items

Heinze announced that the Rotary Club would like a HPC representative to speak on Tuesday, May 24th at 12pm. Heinze has committed to go and other HPC members are welcomed to join as it would be appreciated and an opportunity to wear the new HPC shirts. HPC would provide a brief presentation which would help continue to raise awareness, inform, and network in the community. There will be more discussions as the date gets closer.

Next Patricia LaRue spoke about her participation in Kinni Corridor Committee and the controversy around removing the dams in the City. Through the process there was curiosity if there were major hidden falls behind the dams. There was a retired teacher from St. Bridget's that gave LaRue a replica of a postcard image of the original Junction Falls, and the old burnt down mill. Displaying that there is likely no large falls behind the dams. LaRue emphasized that she was a history major and wanted to share a picture before the dams were built. Mark Anderson and Jayne Hoffman chimed in to mention that there are stereo views from 1840 and Hoffman has an original copy of the image. LaRue asked who took them and Hoffman mentioned no photo credits could be located. There a few more discussions from the

group about the historic dams and the river. Heinze thanks LaRue for the contribution and appreciates photos that could be used on signs they are working on or future displays.

Ellner then spoke about Mayor Toland's emailed questions for the HPC. Mayor Toland wanted to clarify the beekeeper relation to Glen Park and reasoning to remove the Junction Mill picture. Mayor Toland also hopes that final design will be shared with the executive team when ready. Additionally, Ellner suggested that any announcements or HPC events could be put in the City e-newsletter, posted on the City website, or Facebook if content is prepared ahead of time. Heinze appreciated these comments and hopes to address Mayor Toland's, at tonight's meeting. Heinze requested that the City announcement item to be added to the March and/or April agenda to prepare content.

## **DISCUSSION ITEMS**

### **1. The Glen sign**

The previous sign design was shown, and Mark Anderson described his thoughts on the changes for the new version focusing on the Glen and relating the photos to each other. Heinze mentioned this is a series of signs one out of three that are slated and budgeted for and as important as Junction Mill may be, it will likely be put on another sign because it's not technically in the Glen. Hoffman mentioned that the original idea for The Glen sign was to replace the Cascade Mill sign. However, with so much going on in the area it's hard to focus on what information to keep or leave out of this sign. Heinze mentioned that the Beekeeper tie in is because it was a part of the same building, with Cascade Mill being the original use and then later it was a beekeeper supply store.

Mark Anderson showed an even more recent update that was completed to the sign and discussed the changes that are being made. Heinze suggested utilizing snippets of bird's eye view in the series of signs to contextualize the location. Then, potentially make another sign as the full-size image of the bird's eye view. Anderson describes the potential additional images with captions that could be added and putting a "You are here" symbol on the map. Heinze suggests numbering or providing a narrative for each caption, but they will keep contemplating what looks best. Heinze asked the group their thoughts and gives them the perspective of thinking about it from someone not familiar with the area that would be viewing the sign.

Plunkett mentioned that the images help draw people in to stop and look at. Anderson mentions that he likes the possibility of the placement of the images and putting the context of location with the bird's eye view. Shively suggested drafting up a rough idea of the other signs to see if anything else will help or change concept or layout of this sign. Heinze agreed that planning ahead is a good idea and mentioned that the group will keep working and discussing. Informing that HPC will share and get official authorization before sending to the printer.

### **2. Inside Glen Park Pavilion photos**

Heinze provided a material book for group and passed it around the room. Heinze said prices will vary depending on the material and suggests the PVC material would be sturdy enough but is concerned about the picture quality once it's blown up. Heinze claims that the maximum size is 8ft for the images on the material. HPC goes through all the exhibit #2 images in the packet and Heinze described the sizing concerns and pricing with the material that would vary. Anderson stated that all the material is being outsourced. However Heinze suggested that if printed on the glossy paper HPC can make the images as large as they want and then would have to decide how to mount it. HPC came to a consensus that they would keep exploring size options especially for Cascade Mill.

For the Powell Brothers images HPC thought they may need to be put somewhere else because the pavilion may not be the best place. Anderson suggested they could have their own sign with additional images of the historic churches and original platting that one of the brother's did of River Falls. Friede agreed that they should be separated. Plunkett added that there may be more of an interest in the overall context of the story, teaching what has been learned over time, where there is more general picture rather than highlighting specific people. Heinze mentioned that they can continue to discuss about where the Powell Brothers could go and how it could look on a sign.

Overall the HPC decided that they really liked the HD glossy picture, and it could be mounted on a strong material board. Heinze will confirm the material pricing and sizing and bring to the next meeting.

### **3. Promotions (WHS–Birds eye view of River Falls)**

At first, the HPC thought they needed to get permission from Wisconsin Historical Society (WHS) to utilize the bird's eye view image of River Falls. If they wanted to utilize on historic interpretive signs and additionally possibly as a giveaway promo poster 13 X 9. Heinze discussed the process and costs. Then further discussions from Hoffman and Anderson mentioned that there are images out there on the Library of Congress and Hoffman has cabinet card prints of it. HPC wondered if there is a copyright on the image and Plunkett believed the image would be too old to be copyrighted. Ellner pulled up on the screen the Library of Congress page and another website to show the group it's an easy and free high-quality download. Shively explained other people are using the image and selling it online so there should be no issue for the HPC to download it for their own use. HPC agreed that this would be a good route, to save money and get the same results.

## **ACTION ITEMS**

### **4. Promotions**

Heinze shared the blueprint of the swinging bridge, image of the two falls and swinging bridge posters that could be ready to order. HPC loved the quality of the swinging bridge image but believed that the blueprint and two falls image could be better. Heinze requested for Ellner and Shively to bring the original blueprint and two falls image to Hub70.

HPC agreed that the Swinging bridge poster can be ready to order. Friede asked for clarification on what the group plans to use the posters for. Heinze mentioned they can use them to pass out for speaking engagements and other events coming up.

M/ Friede, S/ Plunkett to purchase from Hub 70, a quantity of 500 swinging bridge posters for \$286. 5-0 motion passes. Heinze will put in the order to Hub 70 and send the invoice to City Hall.

### **5. Approve Work Plan 2022**

Heinze requested a change to #3 "the Glen interpretative sign" project be renamed to "Interpretive Heritage Signage". Heinze confirmed HPC can add or make changes later if necessary.

M/Hoffman and S/Friede, 5-0 motion passes.

Respectfully submitted,

Kendra Ellner