

MINUTES
Historic Preservation Commission
March 1, 2007
Municipal Complex, 100 W. Woodstock Street, Crystal Lake, IL

I. Call To Order

Chair Alt called the meeting to order at 7:30 p.m. on March 1, 2007, at the Municipal Complex in Crystal Lake.

II. Roll Call/Attendance

Present were the following Commission members: Chairperson Brice Alt , LeeAnn Atwood, Diana Kenney, Tom Nemcek, Michelle Rozovics and Bob Wyman. Also present was Eric Helm, Assistant to the City Manager.

III. Public Comment

There was no one in the public who wished to speak.

IV. Approval of Minutes of the February 1, 2007 Regular Meeting and Approval of Minutes of the February 21, 2007 Trolley Tour Special Meeting

Member Kenney moved to approve the minutes of the February 1, 2007 meeting. Member Nemcek seconded the motion. On voice vote, all voted aye. Member Rozovics and Member Wyman abstained. Motion passed.

Member Rozovics moved to approve the minutes of the February 21, 2007 special meeting. Member Wyman seconded the motion. On voice vote, all voted aye. Member Kenney abstained. Motion passed.

V. Discussion of 2007 Trolley Tour

Member Rozovics distributed an estimate from Alphagraphics regarding printing costs for tickets, booklets and advertising. Member Kenney stated that these numbers might not be comparable to previous years.

Member Kenney would like to focus on writing the booklet, while other Commissioners focus on selling advertising. The Commission agreed that four pages of the booklet would contain advertising. Approximately 400 books would be printed along with approximately 325 tickets. Chair Alt and Member Atwood felt the tickets should be long and narrow, similar to a “candy bar”.

Advertising

The Commission agreed on the following advertising prices, eliminating the three-foot interior trolley advertising signage: 1/8 page (business card) in the guide book - \$100.00; ¼ page in the guide book – \$150.00; ½ page in the guide book - \$250.00; One side trolley sign - \$400.00. Member Nemcek is hoping that advertising would pay for the event and the proceeds from ticket sales would increase the Commission’s account balance. Member Kenney agreed to contact several of the advertisers who have committed support in the past. She will also contact the printer for pricing. The Commission debated whether the cost of the advertising should increase to offset the cost of the trolley signage. It was agreed that the three-foot interior

advertising would be eliminated, decreasing advertising signage costs. Member Nemcek estimated that once the Commission sold all the outside signage (\$1,600), only another \$950 worth of advertising would need to be sold to cover all other expenses. Member Kenney agreed to e-mail a sample advertising letter to the Commission. Member Rozovics agreed to modify and distribute the advertising letter.

Tickets

The Commission agreed to sell a “timed” ticket. The ticket will also be sold at one location, Heisler’s Bootery (50 N. Williams Street), to provide for easier accounting. Tickets will be non-refundable, but standby status may be granted if the individual could not make their time and space was available on a later tour. Ten trolley times would be available, with the first leaving at 11:00 AM and the last at 3:30 PM. The tickets will read something similar to the following: “____ tour time with boarding starting ten minutes early.” Member Wyman agreed to contact the Trolley company about the arrival time of the trolley.

With the addition of Member Kenney as a tour guide, no other guides were needed. Chair Alt will coordinate the creation of the trolley poster. He felt that the poster should be given to each business willing to purchase advertising for display at that business. He also agreed to contact Sue Riegler regarding the marquee advertising sign.

The Commission felt that the name of the event should be “Heritage Trolley Tour”. The next special trolley tour meeting will be Wednesday, April 11, 2007 at Member Nemcek’s residence (70 N. Caroline).

VI. Discussion of UIC Neighborhood Housing Study

City Staff Helm stated that UIC would make a presentation before the HPC in April. From his understanding, UIC is scheduled to complete the pattern book in June 2007. He stated that the UIC staff has questions for the Commission regarding the historical background of certain Crystal Lake neighborhoods. He will attempt to contact the UIC staff and, prior to the next meeting, distribute to the Commission a list of possible questions. He informed the Commission that the City did not receive grant funding from the IHPC for this project.

VII. Member Inquiries and Reports

Chair Alt distributed a brochure for the National Trust Conference in the Twin Cities, Minnesota. He also announced that the IHPC is looking for candidates for its award ceremony.

Regarding the Dole Mansion, Member Kenney stated that the Lakeside Legacy has a new board. Furthermore, the board has not signed the documentation with the new lender. Due to these two factors there has been no movement to submit a landmark application for the Dole Mansion.

VIII. Adjournment

There being no further business, Member Rozovics moved to adjourn the meeting at 9:00 p.m. Chair Nemcek seconded the motion. On voice vote, all voted aye. Motion passed.