

Historic Resources Board

Draft of Minutes October 19, 2016

- I. Meeting called to order at 5:08 PM by Chair Schey
 1. Roll call was taken: Mason, McNeil, Nguyen, Santiago, Schey, and David Wentworth Sr. present. Epting, Knowles, and Duane Wenworth absent.
 2. Nguyen filling in as Secretary.
- II. Welcome and Introduction: n/a
- III. Minutes of September 2016 approved with changes. David Wentworth, Sr. motioned and Mason seconded. All present approved.
- IV. Public Comments: n/a
- V. Oral Communication and Presentations: Design Review Board Report – Schey discussed a few items from the DRB but none of them were historical in nature; Schey announced that additional alternates to the DRB are welcome and encouraged to attend a meeting.
- VI. Administrative
 1. Treasurer’s Report: McNeil reported the balance as \$2,228.16 as of October 13th
 2. Revised Subcommittee Roster: Epting still working on rosters.
- VII. Standing Committee Reports
 1. Research
 - i. Demolition Review – Santiago reported no official business but announced the need to remove his historic house from the storage lot off of Gothard. He asked for suggestions from the board. City liason Chris Wong discussed a house at 123 8th Street that is attempting to demolish an historic structure for a second time. As of the 19th an entitlement plan amendment was still needed. Schey discussed the issue of recovering and preserving architectural features in such cases of demolished properties.
 - ii. Plaques and City Markers – Schey can meet in the next few weeks with other members to visit So Cal Bronze for suggestions.
 2. Oral History Project
 - i. Schey mentioned Stephanie Beveridge at the HB Public Library and Charlene Gomez at Community Services. Mason said she would reach out in the near future. Nguyen said she could help.
 - ii. Mason working on final touches (logo) before making tool kit publicly accessible.
 3. Information and Outreach
 - i. Surf City Nights – David Wentworth, Sr. that \$95 cash and \$90 electronic was made at the last Surf City Nights. The Car Show made \$277 cash and \$30 electronic. Donations are up! \$492 donated for two events.
 - ii. Walking Tour – McNeil said she has two boxes of the walking tour left and Wentworth, Sr. has three.
 - iii. Facebook – Wentworth, Sr. reported approximately 1,159 likes.
 4. Wintersburg Task Force: Wentworth, St. reported attending a meeting on 9/27/16. He announced there was no firm December date for the Newland House event. A Day of Remembrance on the 75th Anniversary of EO 9066 would be held on February 19th (or 20th) in Los Angeles along with the Cherry Blossom Festival. In March Jamie Ford will

promote his book at the HB Public Library. Tree trimming was a success and worth a \$10,000 donation. Wintersburg is happy with the outcome.

- VIII. Review Board Manual: tabled until November
- IX. History Here App: Schey suggested revisiting the App after the marketing plan and website are done.
- X. Marketing Plan: Mason had much to report.
 - 1. The website (not live) is done and Mason asked for board feedback. The board discussed the need to fund a web person to keep the website up to date.
 - i. Historic photos for “sale” on website store need to include wording that the images are in the public domain but purchase of the images is a donation to the HRB. The need for two separate watermarks was discussed.
 - ii. Schey said she would help identify County of Orange images to be taken out of the shop.
 - iii. Mason, Wentworth, Sr. and Schey discussed beginning with 25 images or so to “sell” for the holiday season
 - 2. The board discussed the proposed logo. Santiago suggested some changes necessary (including removal of direct branding of Ruby’s). Schey asked Wong if the logo would have city approval. If so, changes would be explored.
 - 3. Marketing Brochure: Schey worried about some of the wording and took note. Santiago reiterated concern over the logo.
 - 4. Mason requested help/suggestions regarding FB interaction to encourage community involvement
 - 5. Mason and Wentworth, Sr. discussed the purchase of a new picture display for Surf City Nights and other public events. Santiago, Schey, and others weighed in on possible options.
 - i. Mason intended to look for quotes and the board will vote next month on what type of display to proceed with.
- XI. Materials Distributed and Recent Findings: none
- XII. Items to be Agendized: Marketing plan to be addressed further. The board’s non-profit status will be revisited.
- XIII. Meeting adjourned at 6:20 pm.