MELROSE HISTORICAL COMMISSION MEETING MINUTES FOR TUESDAY, AUGUST 15th, 2023 @ 7PM

This meeting of the Melrose Historical Commission was conducted via in-person participation in the Cassidy Room of City Hall, Melrose

CALL TO ORDER

This regular meeting of the Melrose Historical Commission was called to order by Chair Kimberly Marolda at 7:07pm. Members present in addition to Chair Marolda were George Bibilos, Joe Hunt, and Shane Egan. Absent was Vice Chair Tom Champoux. There were no general members of the public present other than Guest Speaker Stephanie Nelson from the Melrose Chamber of Commerce.

ORDERS OF BUSINESS

The first order of business was to approve the previous meeting's minutes from June 5th, 2023, which were universally approved by the Commission.

Second order of business was to open the forum for comments from the public, of which there were none.

DISCUSSION

I. Introduction of Stephanie Nelson, Executive Director of Melrose Chamber of Commerce

a. Discussion commenced of collaborations that could exist should the MHC become a member of the Melrose Chamber of Commerce

i. Provides communication to broadcast events and other promotions, including partnering with other Chamber communities in the area

ii. Discount on participation in the annual Victorian Fair
   1. Second Sunday in September from 11am – 4pm (this year is 9/10)
   2. $115 booth registration for Chamber members / $175 for non-members
      a. Can bring your own table / tent or rent them
         i. $90 per tent / $30 per table

iii. 50th Anniversary Celebration
   1. Can help promote

iv. Farmer's Market presence opportunities

v. Other Commissions that are members:
   1. Melrose Human Rights
   2. Council on Aging
   3. Many other local non-profit organizations

b. Membership costs $125 per year

c. Vote to join Chamber of Commerce was unanimous
   i. Chair Marolda will sign up and pay registration fees for reimbursement

II. Review Public Comment Policy

a. No members of the public were present, thus eliminating the need to review policy

III. MHC 50th Anniversary Celebration Planning

a. See 3.6.23 meeting minutes for a summary of the proposed celebrations.

b. Photography Project

   i. Shane Egan revisited the placement of historic photos in local shop windows, breaking down the cost associated with such an initiative.
      1. Printed posters would be displayed in their street windows September through October, should they choose to participate
      2. Each oversized foamboard mounted poster would be approximately $35 each
         a. Most posters will be in the size range of 20" x 30"
         b. Some posters may be smaller sizes due to photo quality or original photo dimensions
      3. Egan solicited 53 local businesses
         a. 19 businesses are either not interested or did not reply to request
         b. 34 businesses will participate
            i. 15 of these participants will sponsor their individual posters
               1. 2 of these businesses (Gray's Appliance and The Barber's Den) paid extra for a duplicate copy to be made for them to keep along with the original.

c. Total of 36 photos will be printed

ii. Egan walked the Commission through examples of the posters to be published
1. It is not possible to include an MHC banner or individual captions if we were to stay within our budget or adhere to our printing timeline
2. Will include a separate 5x7 or 8x10 display print including banner and captions
a. Chair Marolda will create to conserve time and money

iii. Will need to promote the placement of these photos
1. Melrose Weekly News
2. Chamber of Commerce
3. Let's Talk Melrose, Melrose plug
4. Mayor newsletter
5. E-Mail blast to RYHN attendees
6. Social Media
a. Our site
b. Community pages
c. Old Time Melrose

iv. Commission will need to decide what to do with the photos we ourselves funded once they are collected in late November (or earlier if the company wishes to have it taken down)

c. Due to the decrease in appointed Commission members, it was decided to limit our celebrations to only the photo display project to conserve bandwidth

IV. Potential Victorian Fair Participation

a. Vote to participate as a member of the Chamber was unanimous

b. UPDATE 9/06/23

i. Unfortunately, the window for registration has closed and we will not be having a booth at the Victorian Fair
ii. Chair Marolda will instead have a 10-minute open mic at the Center Stage at 2pm to address the public with the following items:
1. Reminder of who we are and what we do
2. Announce upcoming anniversary and subsequent photo project
3. Announce upcoming plaque program
4. Where to find us (meeting schedule and social media)

V. Historic Home Plaque Program

a. Joe Hunt presented an overview of progress that has been made on developing the program

   i. A list of potential local vendors to create the plaques
      1. Markarian Sign Company in Wakefield can create the plaques for $65 per plaque

   ii. Details of plaque content
      1. Top Line – Fact about the structure or original ownership (or address if no fact available)
      2. Middle Line – Date of construction (or circa)
      3. Bottom Line – Granted by Melrose Historical Commission

   iii. Shape of the plaque (silhouette of a house), size (12"x12") material, lettering type, colors, cost

   iv. Large sample plaque was passed around to feel weight, material, aesthetic, etc.

   v. Participation Guidance
      1. Residence must be 75+ years old for participation
      2. Sell for $100? Can be decided at later date before promotion
      3. Suggested to be affixed to the right-hand side of front door

VI. Status of Open Commission Seats

a. Chair Marolda provided update based on feedback from Mayor Brodeur
   i. Our selected two candidates will be interviewed by the Mayor and then present to City Council for voting

VII. ***Other Business***

a. Mayoral candidates for upcoming election

   i. Chair Marolda will create a questionnaire and will circulate for feedback

   ii. Said questionnaire will be sent to each mayoral candidate asking their position on historical preservation and the work of the Commission
      1. What are you looking for from us as an advisory Commission to the mayor's seat? What do you want and / or need from us?
      2. Here's what we are looking for in a candidate… what can you do for us?
      3. What is your position on Demolition Delay?
      4. What is your position on the Community Preservation Act?

5. What is your intention for future presentation / storage of Melrose historical artifacts (i.e. large private collections or found items)? How do you intend on preserving and presenting these to the public?
6. Can the Commission get a higher budget / restore the original budget in general?

b. Hunt presented options for an official MHC banner and table covering for use at public events

i. Banner
   1. 9.5' x 3' = dimensions suggested by the Chamber of Commerce
   2. 18 oz vinyl for printing banner with weight samples passed around
   3. Need for enforced grommets in each corner
   4. Red background with white lettering and white city seal was decided upon, as City Hall has confirmed no preference for aesthetics or design of Commission signage
   5. Sachem Sign Works in Saugus gave quote for production costs
      a. Week turnaround
      b. Banner = $285

ii. Table Covering
   1. 6 or 8 ft table length are average sizes
   2. 5.6 oz firesafe knit for printing table covering is recommended
   3. Red background with white lettering and white city seal was decided upon, as City Hall has confirmed no preference for aesthetics or design of Commission signage
   4. Sachem Sign Works in Saugus gave quote for production costs
      a. Week turnaround
      b. Table Covering = $260

NEXT MEETING

All future meetings have been scheduled to take place in the Cassidy Room of City Hall, the first Monday of every month at 7pm (ongoing room reservation has been arranged). However, our next meeting will be Tuesday, September 11th, at 7pm due to the Labor Day holiday the week prior.

ADJOURNMENT

The meeting was adjourned by Chair Marolda at 9:01pm.