

MELROSE HISTORICAL COMMISSION MEETING MINUTES FOR MONDAY, SEPTEMBER 11th, 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 7:01pm. Members present in addition to Chair Marolda were Vice Chair Tom Champoux, Joe Hunt, and Shane Egan. Absent was George Bibilos. There were no general members of the public present.

ORDERS OF BUSINESS

The first order of business was to approve the previous meeting's minutes from August 15th, 2023, which were universally approved by the Commission after a minor edit regarding photography project display timing from Joe Hunt.

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

DISCUSSION

I. Review Public Comment Policy

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

II. 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 once printing is complete 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 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

III. Historic Home Plaque Program

- a. Joe Hunt revisited 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 (previous quote, awaiting new quote so price may change)
 - ii. Details of plaque content
 - 1. Top Line – Short fact about the structure or original ownership (or address if no fact available)
 - a. a.k.a. Curtis Goss House
 - 2. Middle Line – Year of construction (or circa)
 - 3. Bottom Line – 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 presented to showcase 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
 - 4. Signs cannot stray from size and color scheme in order to maintain community consistency
 - 5. Signs must be affixed by the resident; neither Markarian Sign Company nor the Commission will install the signage
 - 6. Residents will need to provide the details for printing and MHC will verify details prior to production
 - a. Shane Egan to confirm details once provided by resident
 - 7. Will need to create participation request form / process for application
 - a. Disclaimer that we must print in batches of 6, so production may take time as we wait for requests to batch
 - i. Hunt to investigate turnaround time for these bundled orders
 - b. Proof procedures
 - i. Hunt to investigate with Markarian Sign Company regarding proofing process
 - 8. Will need to create a payment procedure
 - a. Hunt to investigate with Markarian Sign Company about potential participation in billing process

9. Will need to create shipping / pick-up process
 - a. Hunt to investigate with Markarian Sign Company about potential distribution

IV. Treasury Review

- a. Chair Marolda had previously inquired with the City about how Commission funds had been previously spent and the frequency in which they had been replenished
 - i. City advised that there is no annual operating budget for the Commission, and that funds are replenished through Commission's own fundraising efforts
 - ii. Current balance is \$2,378.75, with this amount having been slowly built up since the account was opened in 2015
 - iii. Expenses this year for our 50th Anniversary Photo Project will deplete roughly half of balance
- b. Chair Marolda recently enrolled the Commission in the [Melrose Chamber of Commerce](#) (\$125.00) and has ordered a vinyl Commission banner from [Quality Branding](#) for future events (\$88.00)
 - i. Chair Marolda is gifting these spends to the Commission and will not be seeking reimbursement
- c. Will need to brainstorm ways to increase regular fundraising efforts to ensure treasury remains at a healthy balance
- d. Will need to establish electronic ways of receiving donations to aid in the efficiency of donation solicitation
 - i. Chair Marolda to inquire with City regarding what electronic parameters other Commissions may work within (Venmo? PayPal?), in addition to inquiring as to any official rules put forth by the City regarding general fundraising

V. 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 presented to City Council for voting
- b. UPDATE 10/12/23
 - i. Darren Brown and Rebecca Blumenthal were officially appointed by City Council on September 28th, 2023
 - ii. Commission is now fully appointed

VI. 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?
 - iii. Said questionnaire will be sent to final two candidates prior to general election on November 7th, 2023
- b. Autumn Research Your Home Night Planning
 - i. Community members have been inquiring as to the scheduling of another event
 - ii. Decided by Commission to wait until new members are onboarded, as these types of events require additional assistance
 - iii. Is likely that next event will be held in Spring 2024

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 Monday, October 16th, at 7pm due to the Indigenous People's Day holiday the week prior.

ADJOURNMENT

The meeting was adjourned by Chair Marolda at 8:16pm.