

MELROSE HISTORICAL COMMISSION MEETING MINUTES FOR MONDAY NOVEMBER 13th, 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, Shane Egan, Rebecca Blumenthal and Darren Brown. Member George Biblos was absent. 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 October 16th, 2023 which were universally approved by the Commission, after a short discussion confirming that the indicated cost of \$125 for membership to the Chamber of Commerce was correct.

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 Photography Project Review

- a. *See 10.16.23 meeting minutes for a summary of the Photography Project.*
- b. Photography Project
 - i. Shane Egan discussed the installation of the photos in the 34 participating businesses that had taken place in October
 - 1. One business (Garniss Market) declined the installation based on the size of the photo making a total of 33 participating businesses

2. Another business (MMTV) had added its \$40 sponsorship to the event making a total of 16 sponsoring businesses.
- ii. The timing of the removal of the photos was discussed.
 1. The event was originally planned to end with the photos to be collected after Thanksgiving.
 - a. Egan suggested extending the time the photos are on display until the end of the year. The committee approved.
 - b. Egan will reach out to the businesses for the approval for the lengthened time of display.
 2. Ultimately when the photos are removed, Chair Marolda has volunteered to store them for future use.
 - iii. Egan and Chair Marolda discussed the successful promotion of the placement of the historical photos.
 1. Social Media
 - a. Our sites – *Chair Marolda has promoted the historical photos alongside present-day photos as admin of sites*
 - b. Community pages – *Chair Marolda has shared with local sites*
 - c. Old Time Melrose – *Egan has promoted as admin of site*
 2. Let's Talk Melrose, Melrose -- *Shane Egan appeared on Let's Talk Melrose with committee Vice Chair / show host Tom Champoux on October 28th.*
 3. The Melrose Weekly, the Melrose Chamber of Commerce and the City Hall / Mayor's Newsletter have also promoted the MHC 50th Anniversary Photography Project
 4. Egan noted that participating local businesses such as the Barber's Den have been enjoying the positive community engagement and also promoting the project on their social media pages.

III. ***Melrose Memorabilia Storage / Potential Permanent Showcase***

- a. At the 10.16.23 meeting Mayor Brodeur broached the subject of finding space within the community for a potential Melrose Museum
 - i. Community members Brad Hutchinson and Scott Macauley both have extensive collections of local memorabilia
 - ii. The Commission has been discussing a permanent caretaking plan for these collections
- b. Chair Marolda suggested that we move forward with contacting local Historical Commissions / Historical Societies for information on:

- i. STORAGE OPTIONS
 - 1. How they store / present local artifacts
 - 2. How such collections are managed
 - 3. What kind of finances are involved to support such a program and how are said finances raised
- ii. PRESENTATION OPTIONS
 - 1. Finding a permanent singular space for presentation of all artifacts; or
 - 2. Finding several smaller locations throughout the city to present all artifacts, either permanently or through a rotation of objects
- c. The Commission regularly receives inquiries from the general public regarding what to do with memorabilia.
 - i. Local business Tremont Garage and local collector Marie Wood have recently contacted Commission members for advice.
 - ii. Suggestions for future acquisitions
 - 1. Darren Brown and Joe Hunt discussed the need to gather provenance and context for future contributions to this proposed collection.
 - 2. Considering the recent city election, Brown emphasized the historical relevance of collecting political memorabilia
 - 3. Brown suggesting that digitizing the inventory is important and it was discussed utilizing a student intern for such a project.
 - iii. Other Options
 - 1. Melrose Public Library – *Egan mentioned that the space dedicated to the historical collection in the new library will have a smaller footprint than the old library and they are not accepting any new donations*
 - 2. Storage Unit – *the cost of a small storage space in the same facility that the now-inactive Melrose Historical Society maintains its collection would start at about \$100/month for a 10x10 space*
- d. Darren Brown volunteered to reach out to the local Historical Commissions / Historical Societies for more information.
- e. Rebecca Blumenthal volunteered to contact Mayor-elect Grigoraitis to extend an invitation for her to attend the December meeting of the Historical Commission so she can introduce herself to the Commission and be made aware of this long-term project
- f. Egan extended an invitation on behalf of Scott Macauley for Commission members to tour his collection.

IV. **Historic Home Plaque Program**

- a. *See 10.16.23 meeting minutes for a summary of the Historic Home Plaque Program.*

- b. Joe Hunt updated the Commission on plans to start rolling out the Plaque Program the week after Thanksgiving. Hunt provided examples of an informational flyer and an application he had created.

- i. PROMOTION

- 1. It was suggested that Informational flyers can be provided at upcoming events such as Home for the Holidays and the upcoming Research your Home nights.
 - a. Tom Champoux will reach out to the Chamber to find out if there are opportunities to promote this at the upcoming Home for the Holidays
- 2. Rollout via HRC social media sites and other resources in the community that the Commission has worked with for recent endeavors.

- ii. PARTICIPATION GUIDANCE

- 1. Residence must be 75+ years old for participation
- 2. Sell for \$125 per plaque
- 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 and Joe Hunt to confirm details once provided by resident
- 7. Will need to create participation request form / process for application
- 8. Customer traffic will be driven to the HRC website to complete an online application.
 - a. Chair Marolda will reach out to the city to explore the technology possibilities of uploading an interactive application form or collecting emails on the HRC page of the city's website.
 - b. Disclaimer that we must print in batches of 6, so production may take time as we wait for requests to batch.
 - i. Turnaround time will vary according to Markarian's workload; wait time should not exceed 2 months but we may need to stay on top of this by touching base with company when an order is in progress.
 - 1. Chair Marolda requested Hunt reach out to Markarian Sign Company to ask them to reduce their turnaround time to two weeks.
 - c. Proof procedures

- i. Markarian to e-mail a proof to the purchaser; purchaser to return this proof e-mail indicating approval or corrections.
 - 9. Will need to create a payment procedure.
 - a. Purchaser to pay the Commission directly via check or cash; Commission to deposit funds into our account; Markarian will bill the city for services rendered.
 - 10. Will need to create shipping / pick-up process.
- iii. Purchasers to retrieve their plaques from Commission directly; can be picked up during any of our regularly scheduled meetings. Chair Marolda will contact City Hall to inquire if they are willing to also hold plaques for pick up.
- iv. Commission will make opportunities to engage with the residents who purchase plaques and use photos of completed plaques / homeowners to continue to promote the program

V. *Discussion of Potential Treasurer Role*

- a. Current Funds overview
 - i. City provides no annual budget.
 - ii. Current MHC account balance is about \$1200
 - iii. Commission will brainstorm future fundraising opportunities
 - 1. Donations at Victorian Fair and Research Your Home Night
 - 2. \$25 from each Plaque
 - 3. Further explore electronic methods of accepting donations
 - 4. Some city departments use a process for collecting payment via credit card in which user pays fees and processing charge
 - 5. continue to accept only cash and check at this time
- b. City Treasurer has indicated that the Commission must name a Treasurer at this time
- c. RESPONSIBILITIES
 - i. Stay up to date with the bank balance
 - ii. Handle money
 - iii. Deposit funds in a timely manner ie. 5 days
 - iv. Facilitate deposits and outgoing payments
 - v. Submit bills to the city for payment
- d. Shane Egan volunteered to accept the position of Treasurer. He has professional experience as a finance director

VI. *Other business*

- a. Annual Report -- Chair Marolda shared that it is time to complete and submit the Annual Report. Commission input was solicited in completing the City form
- b. Research Your Home Night 2024

- i. Egan will research inexpensive or free venues that are large enough and have the technology necessary to host this event
- ii. There are more than 70 residents currently on the waiting list so having a series of 2-3 events this spring was discussed
- iii. Discussion of possible dates in spring 2024 will be discussed at the December meeting

NEXT MEETING

The next meeting next meeting will be Monday, December 11th at 7pm in the Cassidy Room of City Hall.

ADJOURNMENT

The meeting was adjourned by Chair Marolda at 8:34pm.