

Approved
Prisby / Gonzalez

MINUTES
VILLAGE OF HINSDALE
HISTORIC PRESERVATION COMMISSION

March 7, 2018

Memorial Hall – Memorial Building, 19 East Chicago Avenue, Hinsdale
6:30 P.M.

Chairman Bohnen called the meeting of the Historic Preservation Commission (HPC) to order at 6:30 p.m. on March 7, 2018, in Memorial Hall in the Memorial Building, 19 East Chicago Avenue, Hinsdale IL.

Present: Chairman Bohnen, Commissioner Prisby, Commissioner Weinberger
and Commissioner Williams
Absent: Commissioner Gonzalez and Commissioner D'Arco
Also Present: Chan Yu, Village Planner

Minutes

The HPC reviewed the February 7, 2018, HPC minutes, and agreed to remove paragraph 5 from the Findings and Recommendations for Case HPC-10-2017.

Commissioner Williams recused herself from voting due to her absence at the February 7, 2018, HPC meeting. The vote to approve the minutes with the above request failed to meet quorum.

Discussion - Hinsdale Historical Society Mobile Tours App (Historical Tourist Hinsdale Ed.) February 2018 Update

Ms. Karen Lopez gave an update to the Historic Tours app, and reviewed that there are 4 Zook tours on the app, and is currently under field testing. She invited the HPC to download and test the app, in particular for Android users.

Ms. Lynne Smaczny summarized the promotional and marketing plan for the app (Attachment 1), which was passed out to the HPC. The launch event on May 11, 2018, will be during the 2018 Hinsdale Cooks! Kitchen Walk event. Other promotional and marketing dates include an Ice Cream Social on June 3, 2018; Hinsdale Farmers Market on June 4, 2018; Hinsdale Fine Arts Festival on June 9, 2018; and Uniquely Thursdays on June 14 and 21, 2018.

Discussion - Voluntary Landmark Program

Chairman Bohnen stated that he would like to invite Landmarks IL. to present to the HPC at a special meeting (in March), in regards to how other municipalities process landmarking and un-landmarking historical homes, and information on the Property Tax Assessment Freeze program.

Chairman Bohnen asked staff, to request to the Village that the HPC would like to review Certificate of Appropriateness's for physical modifications of the exterior architectural appearance of any structures in the Historic Downtown District. Chairman Bohnen also requested to revise the borders of the Historic Downtown District to include the Garfield Crossings building at 26-32 E. First Street and The Fruit Store at 26 W. First Street. Staff indicated that might not be so easy, but he'll look into it.


Chairman Bohnen expressed to the Commissioners that he'd like for them to think about a voluntary landmark program that does not qualify the home for the Property Tax Assessment Freeze program, but is easier to un-landmark. On the other hand, he recommended the Village revisit the code for landmark withdrawal, per Section 14-4-1(E), for homeowners who utilized the Tax Freeze program.

Commissioner Williams recommended the Village reach out to a potential intern for assistance with an HPC handbook, including the HPC Ordinance, requirements for the Certificate of Appropriateness, list of the landmarked homes, a map of the historic district, duties of the HPC and additional information to assist the HPC.

Adjournment

The HPC unanimously agreed to adjourn at 7:42 PM on March 7, 2018.

Respectfully Submitted,

 , Village Planner

Hinsdale Historical Society
HistoricTours: Hinsdale App
Promotional & Marketing Plan
App Goes Live May 11, 2018

Promotion Plan

Launch Event at KLM – May 11, 2018; 10:00 am – 2:00 pm

During the 2018 Hinsdale Cooks! Kitchen Walk

- Trolley stop on the *Hinsdale Cooks! Kitchen Walk* and open to the public, including the approximately 1,000 *Kitchen Walk* attendees.
- Tented event will include food, non-alcoholic refreshments, and a dessert food truck.
- Promotion during the event includes a full-page ad in the *Kitchen Walk Program Book* (which goes to all *Kitchen Walk* attendees), printed materials, demonstrations on how to download the app, tours of the Zook Studio and grounds, as well as special access to the KLM Lodge.

Ice Cream Social – June 3, 2018; 2:00 – 4:00pm

- Partner with *Dips and Dogs*, and possibly other businesses located in Zook-designed buildings on the Downtown Tour.
- Free ice cream with coupon from *Kitchen Walk Program Book*.
- Promotion during the event includes printed materials, giveaways and demonstrations on how to download the app.

Hinsdale Farmers' Market – June 4, 2018

- Staffed table with promotional printed materials, giveaways, and demonstrations on how to download the app.

Hinsdale Fine Arts Festival – June 9, 2018

- Staffed table with promotional printed materials, giveaways and demonstrations on how to download the app.

Uniquely Thursdays – June 14, 2018 and June 21, 2018

- Staffed table with promotional printed materials, giveaways and demonstrations on how to download the app.

Other Possible Promotional Events/Programs through 2018-2019

Zook Home and Studio open houses

Adult program – Zook Lecture

Kids programs – Architecture-related and annual pumpkin decorating at Zook Studio

Special Zook Guided Bike Tour and Lunch

Marketing and Publicity Plan

Press release sent to local and Chicagoland newspapers/magazine (both paper and digital)

Target marketing to local and Chicagoland architectural and historical organizations, bicycle clubs/groups, Village Newcomers, local realtors, etc.

Local magazine ads

Society website

Social media on Facebook, Instagram, and Twitter

Postcard mailers

Posters displayed at local businesses

Poster in Burlington Park

Display placed at Hinsdale Public Library

Event and program specific marketing (i.e. ad in Kitchen Walk program)

Community Calendars (i.e. Village of Hinsdale, Hinsdale Chamber of Commerce, etc.)