



Whitewater Landmarks Commission

MINUTES

Thursday, January 5, 2023 – 6:00 PM

Municipal Building, Cravath Lakefront Room

312 W Whitewater St, Whitewater, WI 53190

Call to Order and Roll Call

- Chairperson Blackmer called the meeting to order at 6:00 PM.

Present: Pat Blackmer, Ben Adamitus, Kori Oberle, James Olm, Dan Richardson

Absent: Karen Coburn, Lukas Schreiber

Staff present: Olivia Pratt, Brad Marquardt

Others: Nicole Eithun, David Stone, Lynn Binnie

Vote to Hold Meeting

Per the Whitewater Transparency Ordinance, since the meeting notice was posted less than 72 hours before the meeting, there must be an affirmative vote of the members voting in order for items to be taken up.

Ayes: Adamitus, Blackmer, Oberle, Olm, Richardson

Noes: None

Abstained: None

Absent: Coburn, Schreiber

Passed by unanimous vote.

Approval of Agenda

- Olm made a motion to approve the Agenda for this meeting, seconded by Adamitus.

Ayes: Adamitus, Blackmer, Oberle, Olm, Richardson

Noes: None

Abstained: None

Absent: Coburn, Schreiber

The motion passed by unanimous vote.

Approval of Meeting Minutes

- Richardson made a motion to approve the minutes from December 8, 2022 with corrections of next meeting date, seconded by Adamitus.

Ayes: Adamitus, Blackmer, Oberle, Olm, Richardson

Noes: None

Abstained: None

Absent: Coburn, Schreiber

The motion passed by unanimous vote.

Upcoming Meetings to Note: Public Works Committee meeting on Tuesday, January 10, 2023 at 6 p.m. and Common Council meeting on Tuesday, January 17 at 6:30 p.m.

Hear Citizen Comments: No formal Landmarks Commission Action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three-minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Commission discusses that particular item.

Set date of next meeting – February 2, 2023 at 6 p.m.

Reports

- Starin Park Water Tower Final Structural Analysis Report from McEnroe Consulting Engineers

The final report was received by Marquardt and incorporates some of the comments and questions that the Public Works Committee had. The report itself is relatively the same as the draft – the structure itself is in mostly good conditions with some aspects in fair condition. Issues include stone cracking and deterioration, deteriorated mortar joints, and corroding steel at the base of the tank. They estimate the cost of repairs to be between \$950,000 to \$1,100,000 which has been broken down into three phases. The Public Service Commission of Wisconsin has said that water utility rate payers can only pay up to demolition costs, which is estimated to be \$600,000 so that is what McEnroe estimated for the budget of phase one. There is no worry of collapse of the tower, but it is possible for some exterior stones to fall. The care and maintenance of the building will go to Common Council to be decided.

- Vibrant Spaces Grant, ad hoc committee report

The grant application is for a \$25,000 ask with a \$25,000 match from the municipality. It is run by the Wisconsin Economic Development Corporation and is aimed at communities growing pedestrian use of underdeveloped space and linking it to business districts within the community. The ad hoc committee of three people worked throughout the holiday creating a plan and working on the application. The goal is to turn the green space before the entrance to the preserve into a welcoming people-center called the Effigy Mounds Gathering Space. The hope is for it to become a major destination for people in Whitewater just like Cravath Lakefront Park and Starin Park. It is within walking distance of three schools and the University, and within a mile of the West Main Street business district. The front half of the green space is planned to be ADA accessible with enough seating and tables for a school group to be able to visit the preserve. Closer to the mounds there would be an instructional play area focused on local flora and fauna, a rudimentary classroom made out of stones and stumps accommodating up to thirty people, and an instructional play area with a magnification station. A prominent symbol designating the entrance into the preserve as well as a guide for proper etiquette, a stationary telescope, bike racks, a portapotty, and waste bins would also be in the green space. The money from the grant would go mostly toward the Effigy Mounds Gathering Space, while the City's money would go toward landscape management and installing the gravel path. The deadline to submit the grant is January 31, 2023 and notification of awards is in early May.

Unfinished Business

- Landmark (Walworth) Hotel (204 W Main St) Restoration Update

Chairperson Blackmer did not write a letter to the City Manager as voted on in the December meeting. She instead spoke to the property owner, Jason Jerman, who informed Blackmer that the Landmark Hotel is not for sale. Jerman has signed a contract to begin restoration in Spring 2023.

Olm made a motion to rescind the motion from the December meeting for Blackmer to write a letter to the City Manager to require action within 60 days, seconded by Adamitus. The motion passed by unanimous vote.

- City-owned Local Landmarks: ongoing assessment of condition, maintenance/repair needs, plans etc.

- Birge Fountain

The piece that was missing is currently being repainted to match the rest of the fountain.

- Effigy Mounds Preserve

The committee for the 5-year plan is on hold temporarily due to Vibrant Spaces Grant application and other conditions. The mounds need to be measured, so Blackmer contacted Rob Watson at Commonwealth Heritage Group, so he and Elissa Hulit will come up with an estimate for the measurement of the mounds. Currently three mounds have been cleared of brambles. How much of the Preserve is measured will depend on the estimates. There is \$25,000 allocated for restoration, but how the money will be spent is still up in the air. There must be some kind of pathway into the Preserve so that that maintenance can continue. Measurement of the first four mounds would allow for an entrance path to be made. The Commission also received confirmation that crushed limestone gravel can be used for the path.

- Starin Park Water Tower Update

Marquardt gave an update on the tower during the Reports section of the meeting.

- White Memorial Library

Boettcher has not yet received any estimates. Someone from the City has looked at the library and is investigating it. The City feels that they can readily fix the portico on the back of the building, but are still uncertain on tuckpointing.

- Armory

Olm took pictures of the armory that he believed to be items of concern. The two major issues he noticed were drips of rust where there's iron and steel as well as a number of cracks in the foundation that go all the way up to the brick. In the back of the building there are areas that could use tuckpointing. He believes this would be a good opportunity to do preventative maintenance on the armory to avoid immense costs in the future.

- Educational program on City-owned Local Landmarks at Risk: Irvin L. Young Memorial Library

The program will take place on Tuesday, January 24, 2023 at 6:30pm regarding local landmarks at risk: Effigy Mounds Preserve, Starin Park Water Tower, Birge Fountain, and White Memorial Library. Oberle is working on a presentation that focuses on the four landmarks and would like a separate speaker for each one. The library has offered a small display case.

- Library display case exhibit
Oberle designed and put up the display case at the library.

New Business

- Fundraising: ad hoc committee
Olm presented a sample brochure to show examples of something that could be presented to promote fundraising. Olm recommends the committee hosts events to keep fundraising on the minds of community members, such as a bus tour to view landmarks, an official lighting of the Birge Fountain, and a guided tour of Effigy Mounds Preserve by indigenous experts. Olm also gives the Landmarks Commission a list of strategies that he has learned about fundraising throughout the years. He suggests the chair of the committee be someone who is respected by the community and has connections.

Future Agenda Items

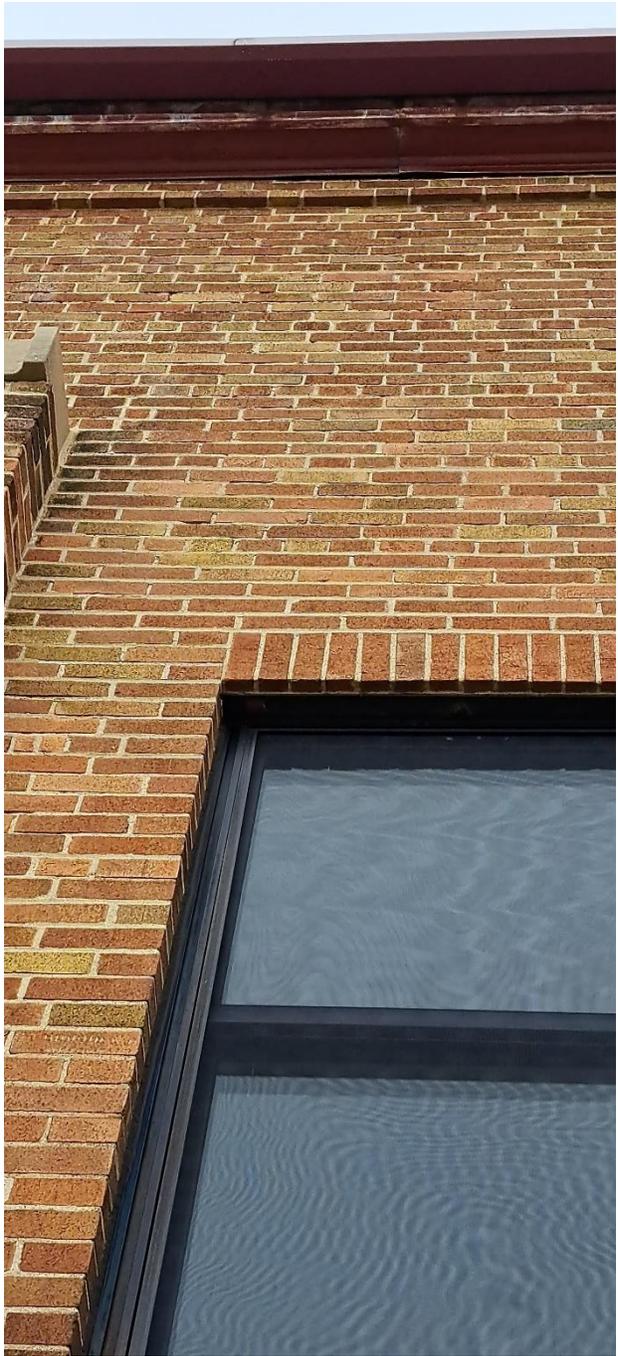
- Ad-hoc committees
- Local landmarks at risk
- Effigy Mounds Preserve and Vibrant Spaces Grant
- Report and attendance of educational programs
- Fundraising

Adjournment

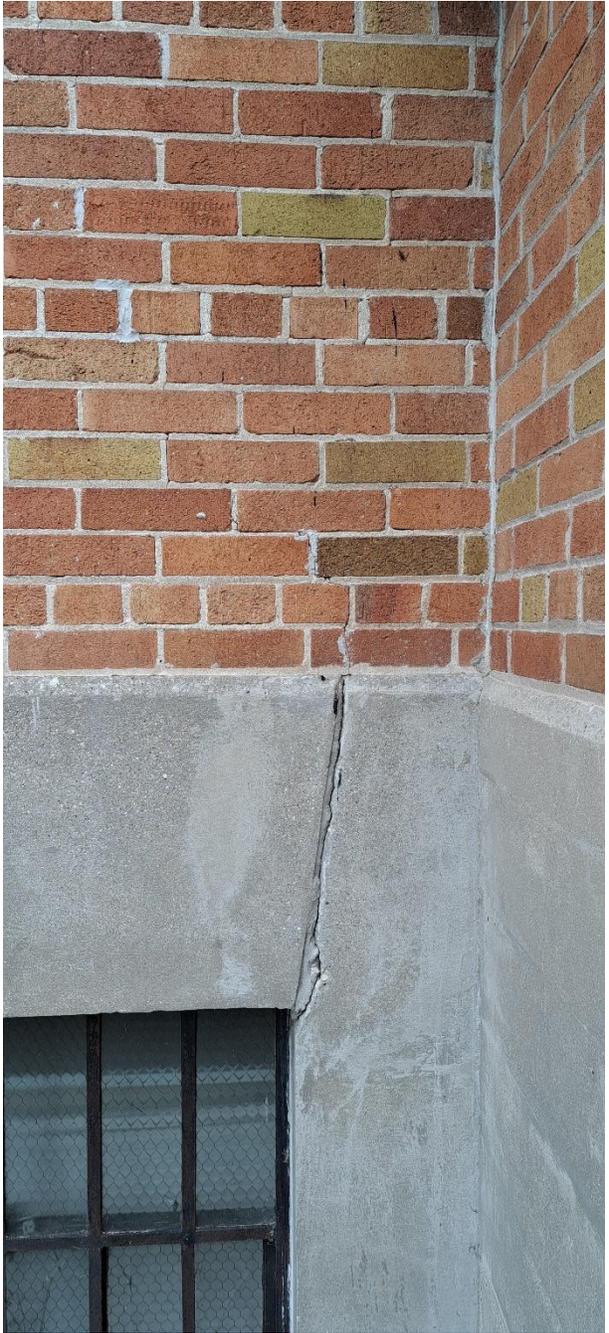
- Blackmer adjourned the meeting at 7:52 p.m.

Respectfully submitted,
Olivia Pratt, Staff Representative











Strategies for Ad Hoc Committee

I. Committee Makeup

A. Representation

- Chair:
 - Respected by the community
 - Connections to power: both community and money
- Have a wide variety of community representing many facets
 - Businesses
 - Whitewater tourism
 - University
 - City Government
 - Public Schools
 - Known Townsfolk
 - Landmark Commission Rep
- Should show commitment through a personal donation

B. Committee Tasks

- One who can develop website
- One who can coordinate events
- One who can do scheduled news updates
- One who is financially savvy
- One who can design financial and brochure information

II. Information Tactics

- Transparency
 - Listing the needs
 - Ramifications if the needs are not done
- Visibility
 - Constantly have articles in the Banner and Register with updates
 - Constant updating of money raised with easy-to-read thermometer, including a large one someplace in town where people see it
- Town Hall Sessions
 - Informative presentations
 - Time for Q and A for community
- Periodic Scheduled Events
 - Must be exciting
 - Must be something people are willing to choose to attend over ANYTHING else
 - Shows update of money raised
 - Each scheduled event should have a money goal that is set for that event

III. Timing is Everything

- Date of beginning and ending of campaign
- Be realistic in what can be achieved
- Consider economy
- Strategic time for end of the year tax deductible contributions

IV. Seed Money

V. Relationships are the MOST IMPORTANT

- Trust
- Seeing people one on one
- The big ask

HELP PRESERVE THOSE SPECIAL MEMORIES OF WHITEWATER

- The Starin Park Water Tower
- The Birge Fountain
- The White Memorial Cultural Arts Center
- The Effigy Mounds Park



Starin Park Water Tower



Birge Fountain



White Memorial Library



Effigy Mounds



“Help restore and preserve our city’s landmarks.”

“Help continue to make our city attractive for businesses.”

“Help continue to make connections between our community and our history.”

INVESTING IN THE RESTORATION OF THESE LANDMARKS IS INVESTING

In our Past



Our community comes from a history of hard work and pride. These landmarks remind us of this.

In our Present



Our community today believes that we can educate and grow from our past into the present day.

In our Future



Our community has shown that it can prepare and adjust to future needs and expectations.

The Birge Fountain Restoration:



- New inner plumbing
- New outer paint job
- Cupid restoration

The Starin Park Water Tower Restoration:



- New inner supports
- Outside collars remasoned
- Repainting tank

SCHEDULE OF EVENTS:

- August 15, 2024 – Deadline to raise \$500,000
- Drive-by bus tour to see all the Whitewater Landmarks with guide
- Official Lighting and Water Celebration of the Birge Fountain with live music (Handel’s Water Music?)
- Historical Play on the steps of the White Memorial Library
- Halloween Witch Story gathering at Starin Park Water Tower
- Guided tour by Indigenous expert about the history of Effigy Mounds with ceremonial Indigenous dance

INVESTOR BENEFITS:

- \$50,000: Sponsors Repointing library
 - VIP reception for Celebration Night
- \$25,000: Sponsors Path for Effigy Mounds
- \$10,000: Sponsors Repainting of tower
- \$5,000: Sponsors Replumbing Birge Fountain
- \$1,000: Sponsors 3 Cupids
- \$100: Buy a Brick with Name

White Memorial Library Restoration:



- Repointing outside brick
- Roof repair
- Windows

The Effigy Mounds:



- Clearing access
- New pathways
- Observation and Park equipment