Minutes of the January 24, 2018
Rapid City Historic Preservation Commission Meeting

Members Present: Brittany Neiles, John Riker, Jenn Johnson and Brenna Moloney

Members Absent: Ali DeMersseman, Tim Smith, Chris Wehrle and Carol Saunders

Others Present: Sarah Hanzel, Jeanne Nicholson, Sadie Snyder and Ritchie Nordstrom, City Council Liaison

Riker called the meeting to order at 8:09 a.m.

General Public Comment

Approval of Meeting Agenda
Johnson moved to approve the meeting agenda. The motion was seconded by Neiles and carried unanimously.

New Business

Guest: Sadie Snyder - TDG Communications. Discuss www.picturercpast.com website proposal

Hanzel briefly reviewed the proposal and commented that the Commission could consider amending the scope of the project to include changes to the content on the website. She noted that the proposal is for the current text on the website.

Snyder stated that the purpose for the update is to improve functionality and for design enhancements to the website. She requested the Commission to share their goals and objectives and likes and dislikes of the current website.

In response to a question from Riker, Hanzel explained that this proposal does not include updating the content of the website but does allow improvements to the design of the website.

Johnson inquired as to whether the Walking Tour Brochure could be added to the website. Snyder advised that the addition of the Walking Tour Brochure should be included within the proposed scope of the project.

In response to a question from Riker, Snyder advised that approximately two hours of training for the maintenance of the website would be provided. She added that a good training tool would be adding new information to the website during the training session. She noted that a procedure sheet for maintenance will be provided.

Neiles commented that the current website looks dated and that it is hard to navigate from one location to another.

Johnson expressed her opinion that the white text is hard to read. She inquired as whether the Walking Tour Brochure and a map identifying the location of the person who is on the tour could be added to the website. Snyder advised that would be possible.
Riker expressed his opinion that the images and the text should be retained from the current website and inquired as to whether the QR Codes could be retained as well. Snyder expressed her opinion that the QR Codes could be retained.

Moloney inquired as to whether tracking can be done of the people navigating through the website. Snyder responded that she thought there would be a way to do that.

Snyder advised that navigation tabs would be available at the top of the page. She asked for the Commission to provide some feedback on colors and fonts for the website. Discussion followed.

Riker suggested that TDG Communications provide the Commission with two to three combinations of colors and fonts to review. Snyder advised that a proof will be provided to the Commission for review.

In response to a question from Nordstrom, Snyder advised that the number of users would be available to review as often as the Commission wants to.

**Moloney moved to approve TDG Communications proposal for the www.picturercpast.com website. The motion was seconded by Neiles and carried unanimously.**

**Old Business**

**Update on 430 Main Street (17CM007)**
Hanzel informed the Commission that the applicants have withdrawn their appeal to the City Council. A brief discussion followed.

**Downtown Walking Tour Update**
Johnson requested input about the proposed brochure.

Riker, Neiles and Moloney concurred that TDG Communications should review to ensure that the final brochure could be incorporated into the website.

Neiles expressed her opinion that the blue colors are too similar. Snyder commented that one could be changed to fluorescent orange.

Neiles commented that “Start Here” should be A in the Tourism Markers.

A brief discussion followed regarding the replacement of the little feet with dashes.

Discussion followed about placing the website address on both sides of the brochure and placing the QR code for the main page of the website on the brochure.

**Acknowledge/Comment on Proposed “Urban Commercial” Zoning District**
Hanzel informed the Commission that the City is working on a new zoning district for the downtown area which will include historic property. She noted that the new zoning district would be consistent with the Downtown Master Plan and the East of 5th Survey. A brief discussion followed.
Treasurer’s Report - December 31, 2017
Hanzel advised that the CLG draw for June 1, 2017 to December 31, 2017 has been submitted to the State for reimbursement. She noted that it appears that there is adequate funding remaining for the website update and the Walking Tour Brochure. She added that we will be having another workshop for window restoration in the spring. A brief discussion followed regarding the location for the workshop.

Approval of Minutes
Johnson moved to approve the December 13, 2017 meeting minutes. The motion was seconded by Neiles and carried unanimously.

There being no further business, Neiles moved to adjourn the meeting at 8:45 a.m. The motion was seconded by Johnson and carried unanimously.