



## **Heritage Commission**

**Wednesday, July 13, 2022, 4:30 PM**

2<sup>nd</sup> Floor Conference Room, City Hall  
3 Washington St, Keene, NH 03431

### **REVISED AGENDA**

- I. **Call to Order – Roll Call**
- II. **Minutes of Previous Meeting – June 8, 2022**
- III. **2022 Grant Update**
- IV. **Neighborhood Heritage Project Update**
- V. **Heritage Website Update**
- VI. **Pamphlet discussion**
- VII. **Preservation Alliance Membership**
- VIII. **Next Meeting – August 10, 2022 OR Joint Meeting with HDC**
- IX. **Adjourn**

1 City of Keene  
2 New Hampshire

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4  
5 HERITAGE COMMISSION  
6 MEETING MINUTES  
7

Wednesday, June 8, 2022

4:30 PM

Council Chambers,  
City Hall

**Members Present:**

Cauley Powell, Chair  
Susan DeGidio, Vice Chair  
Councilor Gladys Johnsen  
Rose Carey  
Marilyn Huston  
Louise Zerba, Alternate

**Staff Present:**

Evan Clements, Planner  
Will Schoefmann, GIS Technician

**Members Not Present:**

Brian Lee

8  
9  
10 **1) Call to Order**

11  
12 Chair Powell called the meeting to order at 4:37 PM.

13  
14 Ms. DeGidio was present via Zoom.

15  
16 **2) Minutes of Previous Meeting – April 13, 2022**

17  
18 Ms. Huston mentioned an instance where Ms. Zerba's name was spelled incorrectly as Zebra  
19 instead of Zerba. She made a motion to accept the minutes of April 13, 2022 with that correction.  
20 Chair Powell seconded the motion, which passed unanimously.

21  
22 **3) 2022 Grant**

23  
24 Chair Powell reminded everyone that they decided to submit the 2022 CLG grant for the  
25 Recovering Black History Project in partnership with the Historical Society, Black Heritage Trail  
26 of NH, and the folks in Peterborough. She went on to state that the best way to have a  
27 competitive grant was to do a cash match and noted that they have the money in the budget but  
28 need to vote to approve the use of funds. She explained that they submitted a \$6,000 cash match  
29 for the \$16,000 grant, and will do \$5,000 of in-kind. Chair Powell stated the total of \$27,000  
30 would cover the academic consultant and the students who would be working with her to do

31 interpretation. Their volunteer time would be collecting data and building up a database, and she  
32 mentioned that they have a generous time frame in which to complete those tasks. Chair Powell  
33 noted that part of the project would include a kick off training with folks from the Historical  
34 Society on procedure and format for data collection.

35

36 Mr. Schoefmann showed the schedule and stated June is when they'll know if they are awarded  
37 or not.

38

39 Ms. Carey asked about the substance of what they'd be trying to collect and put together. Chair  
40 Powell stated the goal in the research phase is population data and identifying individuals and  
41 families and linking them to specific geographical locations. She added that the consultant will  
42 try to understand how neighborhoods developed and how people and communities shifted over  
43 time, as part of a larger effort in general to recognize that black communities and people of color  
44 have been a part of the narrative for a long time. Chair Powell stated the end of the project will  
45 include a large scale presentation event and the work will go towards developing education  
46 materials, as well as the development of a walking tour.

47

48 Chair Powell stated the Historic District has been working on the project for over a year now and  
49 are doing the entire Cheshire County; however, the commission would only be focusing on the  
50 area of Keene for the project.

51

52 Mr. Schoefmann stated commission members will be pulling source material as best they can  
53 and handing it over to consultants to contextualize it and piece together what the movement  
54 looks like, based on their expertise.

55

56 Councilor Johnsen mentioned that there are people at Keene State College that can help with the  
57 project and suggested a letter go out in coordination with the Mayor to invite others to come in  
58 with their ideas, etc. Chair Powell stated she likes the idea of getting more community  
59 involvement.

60

61 Chair Powell made a motion that the Heritage Commission expend \$6,000 cash match as part of  
62 funding from their cumulative budget for the 2022 CLG grant Recovering Black History Project.  
63 The motion was seconded by Councilor Johnsen and passed unanimously.

64

65

66 **4) Evan Clements**

67

68 Mr. Clements stated he will be taking over as staff liaison for the Historic District Commission  
69 (HDC) and is taking on one of their longer term projects. This project will include outreach  
70 among property owners in the district to make them aware that they own property there and that  
71 there are certain steps required before doing work on historic district properties. He went on to  
72 state that part of the outreach will be some form of trifold mailer, possibly initially to remind all  
73 owners of their responsibilities and provide general information about the district. He showed

74 everyone a draft he has been working on. Additionally, he stated the goal is that any time a  
75 property in the district changes ownership a welcome letter will be generated and sent to the new  
76 owner. This would include benefits of ownership in the district, protected investment, tourism,  
77 worker recruitment, economic investment, architectural significance, a link to the HDC's FAQ  
78 page, etc.

79  
80 Mr. Clements stated he left a panel blank on the trifold for the Heritage Commission and would  
81 appreciate their help adding details on the heritage of Keene. He stated the commission and HDC  
82 work hand in hand in many ways and would appreciate general feedback, whether that be  
83 information on the Heritage Commission and/or historic background on the city.

84  
85 Mr. Schoefmann stated it will be the Commission's pamphlet because the HDC is in need of  
86 funding to pay for the mailers since they have a very low budget. Mr. Clements added that, for  
87 the initial mailer, they will need funds; however, the HDC is working on a budget for the  
88 maintenance mailing for new owners. He stated they do not have an estimate on cost yet.

89  
90 Ms. Carey asked about the possibility of working with realtors to get the information out and  
91 help with cost. Mr. Schoefmann stated they could make the information available to realtors and  
92 Mr. Clements stated they will also put it on a website and on the 4<sup>th</sup> floor of City Hall. Mr.  
93 Schoefmann stated they would need to look at an outreach strategy and noted that he will do an  
94 estimate of owners in the district times the average postage.

95  
96 Ms. Carey asked about the boundaries of the district and they tested out the QR code on the draft  
97 trifold.

98  
99 Ms. Huston stated for several years the commission has been trying to define themselves  
100 differently from the HDC because most people don't know there is a difference. She added that  
101 that would be her one caution and expressed that she feels they need to talk more with the HDC  
102 so they can continue to define themselves and also help one another out. She suggested the  
103 wording on the trifold include what the HC is and what they do. Councilor Johnsen stated  
104 Councilor Greenwald has been in agreement with having a distinction between the two  
105 commissions and he is also a realtor, and suggested he might be a good person to talk with. Mr.  
106 Clements stated he understands their concerns but isn't sure the trifold is the best document to  
107 make the aforementioned distinction. He explained that the trifold will focus on the historic  
108 district and the Heritage Commission's purview is the entire City. He went on to state that it  
109 wouldn't be inappropriate to speak about the HC and what heritage means, but attempting to  
110 separate themselves from the HDC in the trifold would be difficult.

111  
112 Mr. Schoefmann stated the HC could be an angel donor. Ms. Huston agreed that might be the  
113 best way to go about it because putting their information in the pamphlet will link them with the  
114 HDC.

115

116 Chair Powell stated it seems a lot of people know the rules of ownership in the district and  
117 wondered if this document's purpose would be to hold them accountable, and if the City could  
118 use receiving the document as confirmation of knowledge of the rules. Mr. Clements stated the  
119 document will not be anything legal, it is more of a neighborly, gentle reminder and a welcome.  
120

121 Ms. Carey asked if there's anything in property deeds that indicates they are in a historic district.  
122 Mr. Clements stated there is not because the overlay zone can change.  
123

124 Chair Powell wondered if they could create a working group between the two commissions and  
125 discuss the extent with which the HC would want to be involved. She suggested they table the  
126 discussion until they have a budget number for the mailings. Mr. Clements agreed that doing a  
127 joint meeting would be a great idea. General consensus was to hold the meeting towards the end  
128 of summer. Ms. Huston agreed and stated she would like to obtain Ms. Zerba's input before  
129 talking to the HDC. General consensus was to talk amongst themselves in July and then meet  
130 with the HDC afterwards.  
131

132

### 133 **5) Neighborhood Heritage Project Update**

134

135 Mr. Schoefmann stated he has been working with their consultant and the working group and  
136 showed the group recent website updates. He reminded everyone that the website is a public  
137 application for collecting the history of the Italian Neighborhood for their ongoing CLG project.  
138 He pointed out the new addition of a pop up which he stated is general guidance on the project.  
139 He then went through the updated site making note of the opacity added to the area outside of the  
140 Italian Neighborhood, a color change to the "start a story" button, and the addition of guidance  
141 on the side bar that talks about how to go about adding a story point. Mr. Schoefmann pointed  
142 out the base map options, which include a basic topographic map, aerial imagery, street map,  
143 historic maps, and historic Sanborn maps. The Sanborn maps were included because they  
144 demonstrate developments over time periods. Mr. Schoefmann explained that these base maps  
145 are different ways for people to visualize the neighborhood.  
146

147 Chair Powell submitted a test point and Mr. Schoefmann stated it shows limited information  
148 because they need to be able to approve on the backend, to make sure submissions are  
149 appropriate before displaying fully. He reiterated that the goal of this tool is to collect contact  
150 information so they can follow up on submissions. In other words, this is a way for them to  
151 source information as the site acts as a glorified plain form. The next step will be to make sure  
152 they have photos, videos, etc. and they will then create a story map. He showed an example of  
153 the Russell Park story map, explaining that it is essentially a website that allows you to integrate  
154 different materials and media. He stated he is hopeful to have a YouTube video for this as well.  
155

156 Chair Powell and Mr. Schoefmann mentioned that there are 3 different types of story maps they  
157 can choose from and there was general consensus that they can wait to make that decision. They

158 also mentioned that the working group has created a landing page website for the commission  
159 outside of the City website and hope to show a draft of that at the next meeting.

160

161 There was some concern over the timeline for the grant and short discussion regarding that.  
162 Chair Powell expressed concern on how they will go about their outreach efforts and noted that  
163 the grant requires they have that done by the end of July. Mr. Schoefmann suggested they could  
164 look into obtaining an extension if needed and stated he will work with Ms. Brunner to get some  
165 preliminary points added. They will then need to obtain the information that will be integrated  
166 into the story map.

167

168 Ms. Huston wondered if they could present their final project to the Italian Club at some point  
169 and there was general agreement. Ms. Carey suggested inviting some of the Italian Club  
170 members to a meeting. Chair Powell suggested going to them instead, so the commission is  
171 doing the leg work.

172

173 Mr. Schoefmann stated initial outreach will include social media and email with a bit of  
174 information on the project and the hyperlink to the application. Chair Powell suggested they link  
175 the website in that initial outreach as well. Mr. Schoefmann stated the application has sufficient  
176 information so they could go with that until the website is completed.

177

178 Ms. Carey wondered if they would put any of this information on the trifold if they choose to  
179 participate in that. Chair Powell stated it is outside of the historic district so it could be an  
180 example of what the commission does. Mr. Clements mentioned if they wanted to see a flyer or  
181 mailer more specific to their Italian neighborhood project he is available for that as well.

182

183 Chair Powell suggested everyone think about the best methods to reach the community and come  
184 prepared to discuss that at the next meeting in July. Mr. Schoefmann stated he will create a QR  
185 code for the application. Chair Powell suggested someone go to an Italian Club meeting with a  
186 laptop and sit with them and show them the application and maybe get some stories that way.

187

188 6) **Next Meeting** – July 13, 2022

189

190 7) **Adjournment**

191

192 There being no further business, Chair Powell adjourned the meeting at 5:31 PM.

193

194 Respectfully submitted by,  
195 Nicole Cullinane, Minute Taker

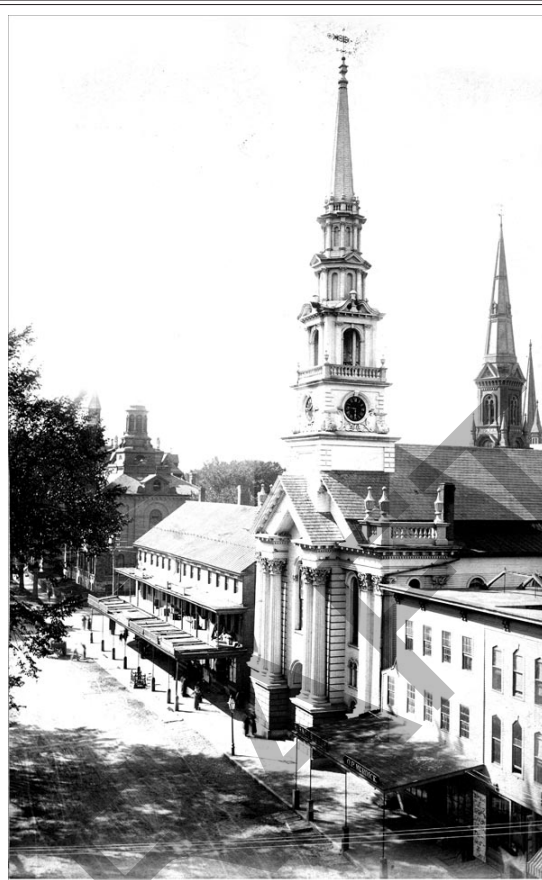
196

197 Reviewed and edited by,  
198 Will Schoefmann, Community Development Staff

199

## KEENE HERITAGE

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First Congregational Church  
and Clarke's Block. c. 1870

### CONTACT US

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DEPARTMENT

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KEENE, NH

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HISTORIC DISTRICT  
COMMISSION

WELCOME TO  
THE HISTORIC  
DOWNTOWN OF  
THE CITY OF KEENE,  
NH



## WELCOME TO THE DISTRICT

Welcome to the historic downtown center of the City of Keene. The City has recognized that the unique character and quality of life enjoyed by the residents of our historic community depend on the downtown's rich architectural heritage and the distinctive feeling of belonging that the district provides. This unique character is protected and enhanced by property owners, such as yourself, that acknowledge the benefits of restoring and maintaining the grandeur of these historic buildings.

### Benefits to you as a property owner in the Historic District include:

- Protected Investment – The Historic District maintains an attractive and vibrant economic appeal and assures that investments into real estate within the district will be protected over time.
- Tourism – The aesthetically cohesive and well maintained district attracts tourist dollars and invigorates economic activity.
- Worker Recruitment – Companies prefer to locate in communities that provide employees with a higher quality of life. The City's stable historic district and preservation programs are a benefit to companies trying to attract and retain talent.
- Better Design – Comparative studies have shown that there is a greater sense of relatedness, more innovative use of materials, and greater public appeal within the district than in areas without a historic designation.

## COMMUNITY CHARACTER & HERITAGE

The District was established through a multi-year public process and in accordance with RSA 674:45 for the "preservation of cultural resources and particularly of structures and places of historic and architectural and community value is hereby declared to be a public purpose." All buildings or structures located within the district that were constructed during the Period of Significance are subject to the regulations of the Historic District.

### PERIOD OF SIGNIFICANCE

All buildings and/or structures built within the Period of Significance, from 1785 to 50 years before present time, are subject to section 21 of the City of Keene's Land Development Code - Historic District Regulations. The regulations require that certain actions be reviewed for compliance with the Historic District Commission, or its designee, and receive a Certificate of Appropriateness prior to work commencing.

The Commission's FAQ webpage can be found at:

[keenenh.gov/historic-district-commission/historic-district-commissions-faqs](http://keenenh.gov/historic-district-commission/historic-district-commissions-faqs)



## CERTIFICATE OF APPROPRIATENESS

Certain activities related to construction and maintenance of your property will need to be reviewed by the Historic District Commission, or its designee. A Certificate of Appropriateness will be issued when it is determined that your project meets the requirements of the district. In order to determine if your proposed project will require review, please contact the Community Development Department. Planning staff will be able to assist you in determining the level of review required, if any, for your project.

Follow the QR Code to see a map of the Downtown Historic District







July 2022

Dear Preservation Partner,

We know you're busy with on-going activities as well as new challenges and opportunities. You need tools and resources, promotion of programs, assistance in influencing policies at the state level and workshops to educate community members – and we're here to help!

***Consider becoming a member of the New Hampshire Preservation Alliance Today!***

Your membership will go to support programs that help organizations like yours throughout the state. Our staff members are ready to provide assistance on a range of issues you may face such as planning an upcoming rehab project, finding a contractor or applying for one of our grants to help with your funding efforts. Our easily accessible programming is also available to help you and your community reach your preservation goals.

We want to hear from you!

- Join in on one of our upcoming Zoom sessions
- Add us to your mailing list for emails and newsletters that announce your upcoming programs (we'll even share relevant content on social media and/or our web calendar!)
- Have an idea for how we could coordinate on a program together? Maybe offering a tour of your historic property or even co-hosting a Zoom event? Great, let us know!

**Preservation needs to be a group effort.** By joining, you are adding another link in our web of resources that stretches throughout the state. We look forward to our preservation partnership with you.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Goodman".

Jennifer Goodman  
Executive Director

P.S. We've included one of our recent newsletters so you can see what we've been up to!



## Organizational Membership

Please review the information below, correcting any errors and filling in any blanks, and return this form to the New Hampshire Preservation Alliance via the address at the bottom of the page.

---

### Contact Information

Organization Name:

Address:

Contact Name:

Phone:

Contact's Role at the Org.:

Email:

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### Membership Options

Regular \$50 – *Organizational membership for 12 months*

Plus \$60 – *Organizational membership for 12 months PLUS a copy of our newsletter for each member of your board/commission (all sent to your main, organization's address).*

*Indicate # of Copies (limit of 10) \_\_\_\_\_*

Super Plus \$50 + \$5 per person – *Organizational membership for 12 months and a copy of our newsletter mailed directly to EACH member of your board/commission.*  
**Be sure to include a list with names and addresses of each recipient with this form.**

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### Payment

Check made payable to the New Hampshire Preservation Alliance

Credit Card:

*Name on Card:* \_\_\_\_\_ *Exp:* \_\_\_\_\_

*Card Number:* \_\_\_\_\_ *Code:* \_\_\_\_\_

**Please return full, completed form to:**  
New Hampshire Preservation Alliance  
PO Box 268, Concord, NH 03302-0268  
603-224-2281 | [projects@nhpreservation.org](mailto:projects@nhpreservation.org)