

MINUTES

Landmarks Preservation Commission
Thursday, May 15, 2025

IN ATTENDANCE

Commissioners Present: Mariah Hurst, George Weight, Kristen Kallaker, Craig Child, Nancy Calkins, Lee Taylor and Jeremy Fowler

Commissioners Excused: Von Alleman, Lyric Canaan

City Staff: Josh Yost, Community Development Director

Josh Yost, Community Development Director, called the meeting to order at 6:05 p.m. Craig nominated Mariah to be the Chair Pro Tem. The vote to approve Mariah as the Chair Pro Tem was unanimous.

1. *Approval of the agenda*

Craig moved to approve the agenda. Commissioner Taylor seconded. The vote to approve the agenda was unanimous.

2. *Approval of minutes: April 3, 2025*

Craig moved to approve the April 3, 2025, meeting minutes. Jeremy seconded. The vote to approve the meeting minutes was unanimous. Von Alleman pointed out a misspelling of Co-op should be Kolob.

3. *Discussion of public engagement and social media strategy.*

Commissioners are encouraged to access and contribute to a shared Google Doc for story submissions and topic tracking, confirming access and adding ideas. Some stories were submitted as comments. The Commissioners discussed best practices for content addition. Commissioners will rotate responsibility for content and activity each month.

The goal is to publish one story per month, assigning stories to months once 12 topics are collected. The first story, History of Art City Days, is proposed for June due to seasonal relevance. The second, Hobble Creek Golf Course and monument, will be a summer-long feature. Stories must link to a physical location (monument, site, or geocache) to enhance community engagement. The aim is to have three months of stories completed before launch. The tentative launch date is the fourth Friday of August. Summer stories will feature seasonally accessible locations and themes.

Finalized stories and images will be submitted to the city's social media coordinator for posting, mainly on Facebook. Commissioners should engage with posts online to increase visibility. Stories require narrative and imagery (photos, scans, links, etc.).

To reach both online and offline audiences, QR codes on flyers, social posts, and physical sites, as well as business bulletin boards and city newsletters, are suggested.

The story and engagement format will include each month's story paired with an engagement activity (e.g., QR code scavenger hunt, stamp card, community drawing), stories linked to physical locations, objects, or anniversaries, and each Commissioner (rotating storyteller) is responsible for both the content and the activity. Possible rewards include local business coupons, simple prizes, entries into drawings.

4. Collection of historical stories from Commissioners.

Story examples discussed included the Pole Heaven ski area, the historic lime kiln, the former racetrack, historical DUP markers, and local legends or lesser-known facts.

Discussion of Commissioner assignments for stories and activities.

The meeting was adjourned by consensus at 7:01 p.m.