



**SCOTTSDALE HISTORIC PRESERVATION COMMISSION
COMMUNITY DESIGN STUDIO
7506 E. INDIAN SCHOOL ROAD
SCOTTSDALE, ARIZONA**

SATURDAY, FEBRUARY 17, 2018

SUMMARIZED MEETING MINUTES

PRESENT:

John Southard, Chairman
Ben Brosseau, Commissioner
Regina Buzzello, Commissioner
Christie Kinchen, Commissioner
Cindy Lee, Commissioner

ABSENT:

Blair Schweiger, Vice Chair and Taraneh Moosavi, Commissioner

STAFF:

Steve Venker
Steve Perone

CALL TO ORDER

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

Staff reviewed information related to 2017 HPC meeting memoranda and minutes regarding a communication plan for the historic preservation commission and program.

Commissioners described, discussed and recommended the following:

- individual experiences regarding social media and video production;
- various concepts for different social media platforms and video productions that could be used for public education and advocacy for the historic preservation program;
- possible strategies that could be used to be used to implement the communication plan;
- objectives for the communication plan: existence of the Historic Preservation program; the Scottsdale Historic Register properties and districts; the Historic Residential Exterior

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Historic Preservation Commission website at:
<http://www.scottsdaleaz.gov/boards/HistPres>

Rehabilitation Program and other benefits; video short films for Channel 11; Scottsdale as a Mid-Century Modern City;

- contact Scottsdale Association of Realtors to provide continuing education courses about the historic districts in Scottsdale, architecture, the HRER program, so that local realtors will learn more about the historic resources in Scottsdale;
- the walking tour of historic properties in Old Town Scottsdale should be video recorded and used as content for Channel 11.

Commissioners reviewed the PowerPoint presentation that staff has been giving to local realtor groups as part of the public education and advocacy effort.

Commissioners provided suggestions about topics that could become components of the communication plan.

ADJOURN