

**Minutes  
Landmarks Commission  
Tuesday January 12, 2010**

The meeting of the Landmarks Commission for the City of Monona was called to order by Chair Mary Lou Burczyk at 4:00 p.m. in the Small City Hall Conference Room.

Present: Chair Mary Lou Burczyk, Ms. Shirley Homburg, Mr. Ray Krizmanic, Ms. Jane Kuzma, and Mr. Jerry Nelson.

Also Present: Planning and Community Development Coordinator Paul Kachelmeier and Administrative Assistant Intern Angie Tackaberry

**MINUTES**

A motion was made by Mr. Krizmanic, seconded by Mr. Nelson, to approve the minutes of November 10, 2009.

The motion carried.

**APPEARANCES**

There were no appearances and the appearance section was declared closed.

**UNFINISHED BUSINESS**

Item 5A. Discussion of Reprinting of Landmarks Booklet.

Mr. Krizmanic said that he called Jim Samorian from Widen Graphics in Monona and Mr. Samorian said they would reproduce the pictures for the Landmarks Booklet from the photographic plates we have. He said that Mr. Samorian said the work would be done pro bono and that he can put all of the original pictures on a disc that the Commission can take to a graphics company for printing. Mr. Krizmanic brought an estimate for printing of the booklet he received from Traver Graphics for the Commission to review.

There was discussion about having the booklet printed in 7" x 11" size and to print it horizontally instead of vertically.

Ms. Kuzma said it would be good to enlarge the print, margins and photo size.

Chair Burczyk asked if the Commission should obtain additional printing costs estimates.

Mr. Krizmanic said that Traver Graphics is a spin off company of Widen Graphics and basically the printing company associated with Widen Graphics.

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Ms. Homburg suggested the Commission use Traver Graphics since Widen Graphics is providing the reproduction of the photos at no cost.

Planning and Community Development Coordinator Paul Kachelmeier said that since Traver Graphics is a company that was developed or founded from Widen Graphics the two companies will have a working relationship, and it might be easier and cheaper for Traver Graphics to print the book with the photos from Widen Graphics, and easier for the Landmarks Commission to work with these two related firms.

The consensus of the Landmarks Commission was to use Traver Graphics for printing subject to approval of a final printing estimate for all these reasons.

Mr. Krizmanic suggested the booklets be sold for \$15.00 a piece.

Planning and Community Development Coordinator Paul Kachelmeier said there was a total of \$3,797.00 in the Landmarks Commission accounts (\$3,000.00 from the Native American Book Account, \$500.00 left from the Royal Airport Marker, and \$297.00 from the Landmarks Escrow Account)

Mr. Krizmanic said they would need approximately \$800.00 additional funds to cover the cost of printing.

Planning and Community Development Coordinator Paul Kachelmeier said the Landmarks Commission could consider either borrowing \$800 and paying the loan back with money from the book sales or checking for sources of funds from matching grants.

The Landmarks Commission discussed trying to find a project position like an intern who could manage the project including the layout, editing, and printing.

Administrative Assistant Intern Angie Tackaberry said that she had emailed the Student Advisors in the University of Wisconsin Journalism School asking that they pass on the project description to their students.

Chair Burczyk said that someone in the Administration Department at MATC informed her that MATC gives 3-4 credits for students participating in projects such as a booklet printing in lieu of a salary. She said she would call them again and suggested follow up with UW and MATC, which Ms. Tackaberry said she will do.

Mr. Krizmanic said he could prepare a posting in the Community Herald advertising for a volunteer if the Commission is unable to obtain a volunteer through UW or MATC.

A motion was made by Mr. Krizmanic, seconded by Ms. Homburg for the Commission to use Traver Graphics to reprint the Landmarks Booklets, subject to any approvals needed by the City for use of the Landmarks Commission funds and any bidding requirements, as Traver Graphics' pricing seemed reasonable, the

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company would work closely with Widen Graphics, and that it would be prudent of the Commission to take advantage of that relationship.

The motion carried.

Planning and Community Development Coordinator Paul Kachelmeier said that Administrative Assistant Intern Angie Tackaberry would help coordinate this project and would be the contact person between the volunteer project manager and the Landmarks Commission. She will send position announcements to MATC and UW-Madison advertising for this unpaid project position, and research the availability of any matching grants.

Ms. Burczyk asked Mr. Krizmanic and Mr. Nelson if they could oversee this project as Commission members.

Mr. Krizmanic and Mr. Nelson agreed.

Mr. Krizmanic stated that he had recently spoken with Anne Waidlich who has done some research of Monona Landmarks. He said that Ms. Waidlick had information on the old Schneider house, the first small homes on Shore Acres, had found a website on the Wisconsin Architecture and History Inventory, and discovered a Parade of Homes article.

Ms. Homburg said that the proposed \$15.00 price for sale of the Landmarks Booklets was a good price as it is good practice to have a 40% markup on books.

Planning and Community Development Coordinator Paul Kachelmeier said that Monona in the Making is marked at \$20.00 and has 146 pages. The current Landmarks Booklet is sold for \$5.00.

Mr. Nelson said that a project manager should be pursued between now and the next Landmarks Commission meeting.

Chair Burczyk added that they would also need to look for extra funding.

Mr. Krizmanic said that the Commission should look for a grant or a loan and that maybe the City could provide the loan.

Mr. Nelson said that it was a good idea not to ask merchants for the money as they are frequently asked for donations.

Mr. Krizmanic suggested the Evjue Foundation as a possible source for grant funding.

Ms. Homburg added that a grant might be difficult to obtain because the timeline for obtaining funding is so short and may not fit with the timeline for a grant.

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**NEW BUSINESS**

There was no New Business.

**MISCELLANEOUS BUSINESS**

Item 7A. Discussion of Date for Next Meeting

The next meeting will be February 9, 2010.

A motion was made by Mr. Krizmanic, seconded by Mr. Nelson to adjourn.

The motion carried.

4:45 pm

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