



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes - Final

### Heritage Preservation Commission

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Thursday, March 28, 2024

6:00 PM

West Conference Room

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Members of the public may participate in the meeting in the following ways:  
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[pwd=bFhXeHBwdWR3YkhOcmpzWWYrTjRvQT09](https://cityoflacrosse-org.zoom.us/j/84101189486?pwd=bFhXeHBwdWR3YkhOcmpzWWYrTjRvQT09)

Meeting ID: 841 0118 9486  
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Or you may attend in person at City Hall located at 400 La Crosse Street. Members of the public who would like to provide written comments on any agenda may do so by emailing [acklint@cityoflacrosse.org](mailto:acklint@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

### Call to Order

The meeting was called to order at 6:00pm.

### Roll Call

**Present:** 5 - Laura Godden, Mackenzie Mindel, Natalie Heneghan, Eric Garland, Jim Gallagher  
**Excused:** 1 - Greg Clark  
**Absent:** 1 - David Riel

### Approval of Minutes

1. Approval of the January 18, 2024 Special Meeting Minutes.

Eric Garland moved to approve the minutes. Laura Godden seconded. The motion passed 6-0 by voice vote.

**Agenda Items:**

2. Introduction of new Commission Member. (Jim Gallagher)

Mackenzie Mindel introduced Jim Gallagher as a new commission member. Jim introduced himself and stated that he has an archeology background.

3. [24-0473](#) Discussion on Ghost Signs.

Staff provided some background on the project and why they are researching these types of historic signs. Anna McConahay, an intern with the Planning Department, when through her research. She stated that she also posted on Facebook what she was doing and requesting help from the community on finding where they all are. She was overwhelmed with posts. Her research included definitions, criteria, issues surrounding painting on brick, and what other cities are doing.

Mackenzie Mindel stated that it was great research. SHE start thinking about grants for restoration. Suggested looking at the Wisconsin Historical Society and any existing programs. She also suggested collaborating with Arts Board. National Association of Preservation Commissions may be a great resource for model ordinances.

Laura Godden asked if there was any more information on how the projected signs in Anna's research work. Are they on all the time?

Anna stated that they were only on at night but will look into it. Volunteer artists secured funding.

Natalie Heneghan stated that it was a great report. Also suggested collaborating with the Arts Board. The City of Mooresville is also a Mainstreet community. Another great resource to look into.

Jim Gallagher stated it was great work. He appreciated these signs but were not really aware until reading the report. Starting looking for them more. Also agreed that Mooreseville was a great model to look more into.

Eric Garland asked if climate was a factor in their deterioration. Is there a science on the materials to preserve them?

Mackenzie Mindel as what were the next steps?

Staff stated that they were looking for direction from the Commission on criteria for preservation and method of preservation and restoration.

Jim Gallagher stated that we should move forward define what should be considered. Ghost sign just disappeared.

Mackenzie Mindel stated that if they meet the criteria they should all be included. She is drawn to the ones restored with a clear coat and details enhanced. Less drawn to mural style.

Anna stated that other cities work with others to cover the cost to restore.

Natalie Heneghan stated that she was nervous assigning value. Others may be covered over. Suggest the city help cover cost for restoration. Painting brick. What power will the HPC have?

Jim Garland asked if the ordinance will dictate paint best used on masonry.

Mackenzie Mindel stated that their will likely be a process they would have to follow.

Jim Garland ask if there were any special companies discovered that can do this preservation work?

Anna stated that she did not look into it a lot.

Jim Gallagher asked about why 50 years of age would be a criteria.

Staff stated that 50 years was a typical criteria in the preservation world but

that it could be something else..

Jim Gallagher stated that 50 years seemed pretty recent. Maybe push that number back.

Mackenzie Mindel stated that more research is needed.

Staffs stated that anything is easily adjustable.

Mackenzie Mindel stated that we should figure out how to protect them, designate them and perhaps draft a letter to meet with people who the buildings they are on.

4. Update on WHS grant application for National Register property nominations.

Staff informed the Commission that they had to withdraw their grant application because not enough of the property owners would agree to have nominations prepared. Many stated that they had no interest, were worried about restrictions, or did just not respond to my request. Mackenzie Mindel stated that she would be willing to help for a future grant application. Natalie Heneghan suggested that perhaps there is not enough understanding on tax credits. More education may be needed.

5. Discussion on the 2024 10 Most Endangered Building List.

Mackenzie Mindel stated that this initiative coincides with Historic Preservation Month in May. What properties do we consider? Do we work with the Tribune.

They do not like republishing new content.

Glory Days may be demolished. Property may come off the list because a demolition permit was issued.

Hogan Admin building should maybe stay and Lincoln Middle School can come off. 600 4th Street should stay. Washburn House should stay.

Natalie Heneghan left at 7:15pm

Staff can work with Kristen in the Mayor's Office to promote.

Laura Godden agreed that we should take advantage of Kristen.

Eric Garland asked if the Tribune has the rights to our information?

Staff stated that we own it.

The Commission was directed to bring their ideas to the next meeting.

## Adjournment

The meeting was adjourned at 7:21pm.

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### NOTICE TO PERSONS WITH A DISABILITY

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

Heritage Preservation Commission Members

CM Mackenzie Mindel, Laura Godden, Greg Clark, Natalie Heneghan, Eric Garland, Jim Gallagher