



# Historic Resources Board

## Staff Report (ID # 14178)

---

**Report Type:** Study Session **Meeting Date:** 3/24/2022

**Summary Title:** Outreach Efforts and Incentives Discussion

**Title:** Review and Recommend Improvements to Outreach Materials including Incentives for Rehabilitation, and Consider Ways Palo Alto can Participate in Historic Preservation Month (May 2022)

**From:** Jonathan Lait

### Recommendation

Staff recommends the Historic Resources Board (HRB) review and comment as appropriate on presentations by staff and Ad Hoc Committee members.

### Background

Staff will prepare a power point to display the City's existing webpages and existing incentives for presentation to the HRB. The presentation will be for informational purposes and no action is required by the HRB for this item.

The HRB may wish to explore areas of the website and note areas that could be improved. The HRB may also consider specific improvements to outreach materials at the Development Center (virtual/in person) and recognition of historic projects on the City's website. The HRB may also wish to discuss the potential implementation strategies for Comprehensive Plan Policy L-7.6 which states, "Promote awards programs and other forms of public recognition for exemplary Historic Preservation projects."

Finally, the HRB can discuss potential activities members may wish to participate in for Preservation Month (in May). Attached to this report is information that staff received from a nearby community regarding potential activities the HRB may wish to participate in this May.

### Attachments:

- Attachment A: 2022 National Preservation Month (PDF)
- Attachment B: Santa Clara County Preservation Alliance (PDF)

# National Preservation Month

## Santa Clara County

To all who are interested in historical preservation in Santa Clara County:

My name is Bill Hare, District 3 Commissioner on the Santa Clara County Historical Heritage Commission, as well as President of the Milpitas Historical Society.

May is National Preservation Month. The National Trust for Historic Preservation created this yearly celebration highlighting local preservation efforts nearly half a century ago. In many other parts of the country, the month of May is marked with historical tours, preservation award ceremonies, photo/art contests, and other festivities to bring awareness to the need for historic preservation.

It is time to bring these traditions to Santa Clara County, while at the same time educating our residents about the importance of historic preservation before any more of our historically-significant structures and sites are lost forever!

The Santa Clara County Historical Heritage Commission, Preservation Action Council of San Jose, San Jose Historic Landmarks Commission, California Pioneers of Santa Clara County, and History San Jose are partnering together as the new *Santa Clara County Preservation Alliance*! We are now planning an event to honor the efforts of historical preservation projects in every corner of Santa Clara County.

In order to fully represent the efforts in every corner of our county, we are hoping community historical and preservation/conservation entities as well as preservation-minded individuals will join with us so we can all spread the excitement about local history as well as show the urgency of preserving local historical landmarks.

These are some of the plans/ideas so far:

- \* A National Historic Preservation Month celebration will be held at History San Jose at 7PM on May 21, 2022. The event will be held outside, with live historical music, a big screen for presentations, and more! You, of course, can help us with ideas for the “more” part.
- \* An awards ceremony during the May 21 event, to honor those individuals and groups who have made a significant difference in preservation efforts all over Santa Clara County. Nominations for these awards will come from (and be presented by) the participating groups such as yours. Again, it is your participation that will help us make this a successful countywide event.
- \* Other possibilities include a Photo and Art contest and exhibition, history tours given by docents of various societies around the county, an online space where we can all share ideas and take pride in the history of the entire county, and more!

We are interested in hearing any other ideas from the local historical entities, as well as any experience any group has had in conjunction with National Historic Preservation Month in years past. We hope you can join us in this endeavor!

Please contact me via email ([bill@billhare.tv](mailto:bill@billhare.tv)) or phone (408) 262-1776 to let me know if you would be interested in becoming a part of this!



Bill Hare  
SCC Historical Heritage Commission  
Milpitas Historical Society

From: [Bill Hare](#)  
 Subject: Santa Clara County Preservation Alliance  
 Date: Monday, February 20, 2023, 8:32:20 AM  
 Attachment: [Santa Clara County 2023 Preservation Alliance](#)  
[2023 National Preservation Month](#)

You don't often get email from [bill@billhare.us](mailto:bill@billhare.us). [Learn why this is important](#)

**WARNING: This email originated from outside of the organization. Be cautious of opening attachments and clicking on links.**



Hello again (as welcome to first time visitors to our upcoming Santa Clara County Preservation Alliance Awards Night on May 21st)

For those who weren't yet on the list for the first mailing, my name is Bill Hare, of the Santa Clara County Historical Heritage Commission, Milpitas Historical Society, and the new Santa Clara County Preservation Alliance.

I've also attached the first mailing at the bottom for those who didn't receive it the first time and need to catch up - this email will be the first update to that initial contact.

We are a "GO" for our Preservation Awards Night celebration on May 21, from 7:00 to 9:00 PM, at History Park San Jose! We are hoping that your historical preservation organization can participate, and share your historic pride with the other like-minded groups in Santa Clara County.

The night will include historic music by the StarCenters, short historic video presentations on a large screen, food trucks, and presentation of awards (nominated by you) to those who have helped preserve the history of Santa Clara County. There will also be tables for attending organizations to display their wares and artifacts.

Admission to the event is \$15 per adult, and those under 18 years of age are free.

We are working hard to make this event into something that can be enjoyed, repeated and improved upon year after year, but for that to happen, we need your participation!

As we will be providing the individually engraved plaque awards, we need to get an idea of how many will be needed, as well as good lead time to have them personally engraved for each recipient by the time of the event.

To help us plan and budget, we would appreciate it if you could let us know before March 15:

- 1) Does this sound like an event that you and members your organization would be interested in attending?
- 2) Would your organization possibly have a person, project, or group in mind to nominate for a 2022 Preservation Alliance Award?

Whether or not your organization has a preservation project to honor, we would still love to see you there! Admission to the event is what will hopefully cover our costs (though of course any donations or sponsorships are welcome) - this is not a fundraiser nor for profit, our organizations have partnered to celebrate the good works of people such as yourselves in Santa Clara County.

For more information and to purchase tickets, please visit our website at <https://www.preservation.org/sgn/2023>

Best regards,

Bill Hare

President, Milpitas Historical Society

Commissioner, Historical Heritage Commission

District 3, Santa Clara County

[bill@billhare.us](mailto:bill@billhare.us)



Here is the first mailing that went out at the end of January: