

Sterling-Moorman House Committee

Thursday, April 14, 2011

5:30 p.m.

Utility Building, 112 Anderson Rd.

Attending:

Venus Bratsveen

Ron Hall

Ann Heehn

Fred Pollard

Fred Lauritsen

Vance Youmans

Scott Wilbanks

Lowell Mock

Heather Scholten

Bettye Hull

Susan Beeman

Brian Jennings

Carl Ruud

Patti Chambers

Charlie Mutschler

Becky Thomas

Introduction:

Brian Jennings, Community Development Director, gave a brief overview of the agenda and asked those in attendance to introduce themselves.

Getting Started:

Brian explained that his hope for tonight was to get volunteers for an informal board to take the group forward. He anticipated this would require a 3 to 6 month commitment, which would get the group through the establishment of a non-profit group, and lead to a clearly defined mission or vision for the house. He asked for a consensus on convenient meeting times and frequency of meetings.

Lowell suggested that 5:30 seems to work for everyone present. He remarked that meetings might need to be more frequent during the early stages of forming this group, and less often as we work out the details. Brian said that the 1st Thursday of the month is the regular meeting time for the Historic Preservation Commission. It was agreed that the regular meeting time for this committee will be the second Thursday of each month, beginning at 5:30 p.m., with the possibility of additional meetings, as needed.

Brian explained that City staff will continue to be involved with this group, and will provide support, but that involvement will probably taper off at some point. The Historic Preservation Commission's work plan identified formation of an organization as a goal for the 2nd Quarter (April-June), identification of the vision for the 3rd Quarter (July-September), and development of an action plan after that.

Brian asked for volunteers to fill the roles of chairman, vice-chairman and secretary for the initial, informal board. He emphasized the need for a commitment of at least 3 to 6 months. The chairman would be responsible to organize the meeting and agenda, lead the meeting, and provide leadership beyond the meetings, being a point of contact for the committee with City staff and community members. The vice-chair's responsibilities would be very similar, including filling in during the chairman's absence. The secretary would be responsible for organizing the agenda and minutes, keeping a record of decisions, and of who said what – critical information to have as documentation for the formation of a non-profit group.

After discussion, Heather volunteered to serve as secretary for the group. Patti offered to serve as chairman, and Venus as vice-chairman. Lowell indicated an interest in participating with the group. Ron suggested that he had some skills that might be of benefit to the committee, but he is not able to commit entirely to the 3 to 6 month timeframe.

Brian thanked the volunteers, and noted that future meetings will be opportunities to identify and sort out the vision and mission for the group.

Logo:

Brian explained that his wife, a graphic designer, has contributed her time to develop three logo possibilities to help with branding of the house and committee. The concepts are about 80% complete, and he asked for input on the designs, and if possible, a selection of one concept to finalize.

Discussion followed. Venus said that she has some background in design, and some of the principles in logo design would be to keep the text to as few lines as possible, and to use no more than three colors. She added that she liked the font on the bottom example, and the layout of the top. The full house illustration might be too complex for use as a logo.

Bettye suggested that we add the word 'house' to make it plain that the logo is not associated with a roofing company or a law firm. She felt that since the committee was all about the house, inclusion of the stylized house in the graphic makes it plain. She suggested that it could be used as a watermark, behind the text.

Lowell said that he liked the lower logo concept; could you move the lettering to the right and the house to the left?

Brian explained some of the reasoning behind the logo development. The pointed window on the front of the house is a defining characteristic of the house, with the angle of the window following the angle of the roofline.

Discussion continued. Ron suggested that it would be helpful to see the logo on a letter-size page for scale. All the logo elements could be usable for different purposes; the more detailed house would be appropriate for a large sign, visible from the street, where the small window logo might be best for the web.

Vance asked if we could incorporate the year 1884, the year of the house's construction. Susan suggested that the nature of the name could be clarified by adding hyphenation between Sterling and Moorman. Patti suggested that if we use the version with the word Cheney, that we include the state abbreviation, as – Cheney, WA.

Brian offered to incorporate some of the suggestions in the two favorite examples, #1 and #3, and bring them back with suggested changes for a selection at the next meeting.

Other:

Brian noted that we have a Preservation Plan, developed by an architect Ernie Robeson, available for review. His proposed changes and recommendations are documented in detail in the report, and are summarized on the plan sheets which are available on the back table. Susan added that we will make the document available on the City's web site by the end of the week at www.cityofcheney.org/planning. Brian suggested that Ernie might be willing to summarize his recommendations for the committee at the next meeting.

Ann distributed copies of the brick paver flyer and a brochure which describes the house restoration project.

Building Tour:

Brian announced that a tour of the building would follow the meeting, for those who have not seen the interior.

Meeting adjourned at 6:20 p.m., to be followed by a tour of the Sterling-Moorman House.

Submitted by:

Susan Beeman
Acting Secretary