

Minutes of the February 24, 2015 Meeting of the
Modernism Committee
State Historical Resources Commission
1725 23rd Street, Suite 100, Conference Room 2, Sacramento, CA

- I. Committee members in attendance: Committee Chair Beth Edwards Harris, William Kopelk, Gretchen Steinberg. Additional attendees: Ken Lyon.
- II. Call to order 9:40am.
- III. Approval of January minutes. Correction to the Item H. Gretchen noted that it was the San Jose Business Journal that conducted the survey having to do with the Cinerama Dome, not the developer. Ken Lyons motioned approval. William Kopelk seconded. Motion carried.
- IV. Integrity Working Group Update
 - A. Beth Harris reported on the Integrity Panel at Modernism Week. The panel had over 100 attendees and the case studies touched on several of the challenges facing Modern buildings when attempting placement on the National Register. Some of the issues discussed included: the timing of applications, the rapidity of change on 20th century buildings due to advancements in construction techniques and widespread production of replacement materials, varying interpretations of the Bulletin 15 and the NR application in different states, a growing acceptance of replacement materials to upgrade buildings or make them more sustainable/usable, the privileging of design over original materials, varying interpretations regarding contributing design elements verses original materials, dealing with upgrades in technological systems including HVAC as they routinely altered original designs.
 - B. The session was video taped and Beth is converting those tapes to DVD to share the outcome of the discussions.
 - C. We discussed promoting the session at CPF and inviting OPH staff to attend. We also discussed taking the session to other conferences next year, perhaps the National Trust. William said he would follow up with Cindy Heitzman at CPF.
- V. Outreach Working Group.
 - A. Beth asked William to work with Modernism Week to write an article on the outcome of Modernism Week and its impact on the community for the upcoming OHP newsletter (May) that Diane Barclay wants to dedicate to Modernism in the state. Beth will contact Adrian and Alan to write a progress report article on the MW panel on integrity.
Beth will forward Diane's email to the outreach committee to review.
 - B. William reported on the success of Modernism Week in Palm Springs siting increased attendance, higher visibility in the city due to the new headquarters on the main street called CAMP, Community Area Meeting Place. There were more lectures, tours and social events than the previous year. This year MW also published a book celebrating the work of Modernists who did significant work in the desert. This was the 10th anniversary of MW.
 - C. William also announced plans in PS to celebrate Preservation Day on May 3rd when the Historic Site Board and Planning Commission are hosting a mini-conference and tours targeted at the local population.

- D. Update on the outreach statewide to preservation groups and individuals working to save Modern buildings: Gretchen has been working on obtaining addresses and emails (what OHP needs and wants for the outreach letter) for the majority of people on our current outreach list. OHP wants the list in Excel format. Gretchen will need help with Excel.
- Many of the preservation groups identified on the outreach list have used social media (Facebook etc.) as their primary interface with the public and therefore many of the names, addresses, and emails are not readily available. This requires further investigation before an outreach letter can be sent to these groups.
 - Gretchen recommends we send out the outreach letter to those individuals and groups we have identified at this time and then roll out the letters as more groups/individuals are identified.
 - The Outreach group will meet in the coming month to move that process along. Beth offered the assistance of Terri Stone to locate email addresses and contacts within organizations since Gretchen was having some difficulty nailing these details down. Beth will follow up connecting Terri with Gretchen.

- VI. Future Meeting Dates – all times to be 9:30am – 11:00am. If these times do not work for you, please advise Beth. Beth will need to know in advance if the Commissioners on the committee or other committee members will be attending so their addresses can be posted as required.

March 13 (Note this has been changed to March 16. 9:30- 11:00 AM PST.

April 10

May 15

- VII. Meeting adjourned at 10:30am.