

PLACES REIMAGINED

Issue 3, 2023



IT'S A
WRAP
RETHOS
AT THE 2023
PASTFORWARD
NATIONAL
CONFERENCE

◆◆
LOOKING
BACK
THE ORIGINS
OF HERITAGE
TOURISM

◆◆
YEAR
END
GIVING

413

GILBERT BUNNELL

413

413

RETHOS®

Published by Rethos
75 West Fifth Street
Fifth Floor South
Saint Paul, MN 55102
651.293.9047
rethos.org

BOARD OF DIRECTORS

Officers

President	Kristen Anderson MINNEAPOLIS
Past President	Ryan Sailer MINNEAPOLIS
Treasurer	Nick Place SAINT LOUIS PARK
Secretary	Wendy Ethen MINNEAPOLIS

Board Members

Jen Davel | MILWAUKEE
Leif Eikevik | MINNEAPOLIS
Erik Hansen | MINNEAPOLIS
Thomas Hanson | MINNEAPOLIS
Collin Kaas | MINNEAPOLIS
Steve Knight | MINNEAPOLIS
Karmi Mattson | MINNEAPOLIS
Jessica Marschall | FREDERICKSBURG
Scott Mayer | LAS VEGAS
Dan Otto | MOORHEAD
Tony Simmons | MINNEAPOLIS

STAFF

Heidi Swank Ph.D | EXECUTIVE DIRECTOR
Mi Ann Bennett | BOOKKEEPER
Erin Hanafin Berg | RETHOS POLICY INSTITUTE
DIRECTOR/DEPUTY DIRECTOR
Emily Kurash Casey | DIRECTOR OF COMMUNITY
PROGRAMS
Paul DeGeest | DIRECTOR OF DEVELOPMENT
Kelly Fischer | HERITAGE TOURISM MANAGER
Josh Hauf | COMMUNITY RESILIENCE COORDINATOR
Shannon Laing | MINNESOTA MAIN STREETS
MANAGER
Jacqueline McCarthy | EDITOR + DESIGNER
Michael Moore | OFFICE + ENGAGEMENT
COORDINATOR
Emily Noyes | EDUCATION MANAGER
Leighton Sundberg | PUBLIC ENGAGEMENT
COORDINATOR
Viva Yang | INSTITUTIONAL GIVING OFFICER

*Rethos is a private, nonprofit, 501(c)3 organization
dedicated to connecting people to historic places,
promoting community vitality, and building reuse.*

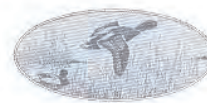
EIN 41-1427970

THANK YOU TO

OUR PROGRAM PARTNERS



GRANT AND FOUNDATION SUPPORT



CARL AND VERNA SCHMIDT FOUNDATION

COVER IMAGE | The Gilbert Building, Rethos' first preservation easement

2023 Preservation Port of Call Gala Sponsors

Presenting Sponsor



**NATIONAL
WINDOW**
associates

Diamond Sponsor



CONSTRUCTION

Sapphire Sponsors



Emerald Sponsors



**ADVANCED MASONRY
RESTORATION**
A HISTORY OF PRESERVING HISTORY

VIP Reception Sponsors





Rethos Board President
Kristen Anderson

The First Word

At Rethos we say that **"Places Shape our Stories."** Most people spend almost 90% of their lives within buildings, whether it be workplaces, commercial spaces, our homes, even the cabin. Much of who we are as people is influenced by the structures we inhabit.

Buildings are more than the sum of their wood, glass, stone, or steel. They are tangible, enduring touchpoints in our lives. They help us remember and tell our stories. We tell our friends about the house we grew up in. We point out to visitors the old courthouse in our hometown or the bakery where we used to get those amazing maple-frosted Long Johns. We also lament the loss of so many of the special places that are now gone forever.

It's true, not all buildings can or should be saved. But it's also true that many buildings that must be saved, whether as examples of inspiring architecture, places where important events took place, or as practical, useful community assets, become targets for destruction every day across Minnesota and beyond. Rethos works with building owners, community leaders, elected officials, real estate developers, and so many others to create and sustain an environment in which old buildings are valued, preserved, repurposed, and continue to shape our stories.

This work requires patience and determination. Historic preservation is successful when people take it upon themselves to add their own voices to those of others who care for important places. It is successful when communities come together to envision their historic structures as fundamental building blocks for economic vitality and community pride. Preservation succeeds when we find ways to say "Yes!" and really mean it. At Rethos, it is our mission to make saying "Yes!" possible.

I invite you to join me in supporting Rethos and its mission.

Your charitable investment will ensure that our places will continue to shape our stories. Please consider making a gift before December 31st. You, too, will be part of the long-term success of historic preservation in Minnesota.



Charitable Contributions to Rethos Can Reduce Your Tax Burden

The end of the calendar year is approaching quickly. Have you considered your giving options, and their potential tax implications, as you decide how you want to support Rethos?

Ask your professional advisors about some gifting strategies and deadlines to keep in mind.

Make a charitable donation to Rethos to offset the tax costs of converting a traditional IRA to a Roth IRA.

Investors looking to increase their long term, tax-free investments may have decided to convert all or a portion of their traditional individual retirement arrangement to a Roth IRA. However, when converting assets to a Roth IRA, income taxes on investment earnings and deductible contributions are owed. To help minimize that tax impact, making a charitable donation allows you to support Rethos while offsetting the taxes due on a Roth IRA conversion.

People aged 70 1/2 or older can make a qualified charitable distribution from their IRA to support Rethos.

Individuals aged 70 1/2 and older can donate up to \$100,000 to qualified public charities (like Rethos) directly from their traditional IRAs as a qualified charitable distribution (QCD). This action can satisfy charitable goals and allows the funds to be withdrawn from an IRA without income tax consequences. For those at least 73 years old, the distribution will count towards satisfying the required

minimum distribution (RMD) for that year and the amount donated is excluded from the account holder's adjusted gross income for tax purposes even if it exceeds the RMD.

To qualify, a charitable distribution must go directly from the IRA to the intended charity. QCDs cannot be made to donor advised funds, private foundations and supporting organizations.

Consider the tax implications of donating different types of assets.

Now is a great time to consult your tax and wealth advisors to determine the best assets to donate to Rethos based on your specific circumstances. A few points to keep in mind:

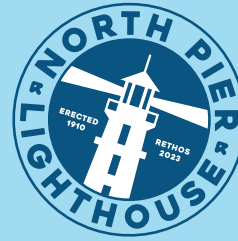
- ✓ *Cash gifts to Rethos provide the highest charitable deduction for lifetime gifts – up to 60% of adjusted gross income.*
- ✓ *Donating appreciated assets offers a tax deduction of up to 30% of adjusted gross income and the opportunity to avoid capital gains taxes at the sale of the asset.*
- ✓ *Volatile markets provide unique opportunities to make charitable gifts to offset income and capital gains taxes.*

Rethos is a 501(c)3 charitable organization. All gifts to Rethos are tax-deductible to the fullest extent of the law. No goods or services are provided in exchange for your gift. Rethos does not give legal, tax, or financial advice. Please consult your professional advisors for guidance that is right for you.

www.rethos.org/ways-to-give

EIN: 41-1427970

Rethos Gala & Awards Celebration Was a Hit



PRESERVATION PORT OF CALL



The Preservation Port of Call, our 2023 Gala & Awards Celebration, was held in the Landmark Center on Thursday, November 2. Current and former board members, award nominees, sponsors, donors, industry professionals, and preservationists of all kinds gathered to recognize and celebrate amazing people and important achievements in historic preservation.

Rethos board members presented awards in six categories, recognizing some of the most important and inspirational people and preservation projects.

Outstanding Preservation Volunteers

Winners: Grant Johnson & Dina Johnson



Outstanding Preservation Advocate

Winner: Melissa Wenzel, Minnesota Pollution Control Agency

Outstanding Historic Tax Credit Project

Winner: Seven Acre Dairy Co., Belleville, WI, Nic Mink

Innovative Building Reuse Project

Winner: Emanuelson Podas Headquarters, Edina, MN



New Preservation Project

Winners: Lift Bridge Co-work, Stillwater, MN;
Jill Kaufenberg
Traditional Construction Services, Brad Smith
Imprint Architecture & Design

Lighthouse Award for Achievements in Historic Preservation

Winner: Joe Hayes, Hayes Window Restoration



Executive Director Heidi Swank and board member Collin Kaas also acknowledged the outstanding service of outgoing director Steve Knight of Weis Builders and Ethan Boote, director of real estate for Rethos who is joining Bremer Bank. Their dedication and enthusiasm for historic preservation and building reuse are deeply appreciated.



Heidi and Collin recognized Erin Hanafin Berg for her fifteen years of service to Rethos. Erin has played many roles during her tenure, and currently serves as the director of the Rethos Policy Institute and as Rethos Deputy Director. Her ongoing passion and advocacy for our most loved places remains as vivid and energetic as ever.



Photos: Viva Yang



Thank you to our generous sponsors for their support of this event and our work throughout the year.

Gala Sponsors

Presenting Sponsor

National Window Associates

Diamond Sponsor

PCL Construction

Sapphire Sponsors

D&M Industries

Hempel

Kass Wilson Architects

Mulcahy Nickolaus

Schafer Richardson

W.L. Hall Company

Emerald Sponsors

The Green Mission

Advanced Masonry Restoration

VIP Reception Sponsors

Allegion

ESG Architecture & Design

Loucks

Miller Bros. Excavating

Ramsey Companies





Leadership Gathering

We are delighted that so many current and past board members for Rethos were able to join us on October 26th at our new office space in the Landmark Center in downtown Saint Paul. We heard Chuck Liddy tell the Rethos “origin story” of how he and others hatched the idea for a statewide historic preservation advocacy nonprofit over a few glasses of wine and some cheese in Charlene Roise’s living room. We heard how John Mannillo set up the very first preservation easement with Rethos. And we heard how Dale Zoerb cast the original plaque for the annual Minnesota Preservation Award.

Their vision and energy created what is now a leading voice for historic preservation and building reuse, working in multiple states with a professional staff of more than a dozen people. Current and former volunteer leaders shared their own Rethos stories over the course of the evening. One theme became quite clear: this organization has grown, professionalized, and strengthened historic preservation in Minnesota while staying true to its roots as an advocate for saving important old buildings.

We are grateful to those early leaders who set the course for everyone who followed.

Photo, left to right:

Donna Stevermer, former board member; Tom Hanson, current board member, Campaign Corporate Division Co-chair; Collin Kaas, current board, Campaign Leadership Division Co-chair; Kristen Anderson, current board president; Matt Hill, former board member; Dale Zoerb, former board member; Tom Schroeder, former board member; Chuck Liddy, former board member; Heidi Swank, Rethos Executive Director; Ted Mondale, Campaign Co-chair; Erik Hansen, current board member; Chris Sherman, former board member, Campaign Honorary Chair; John Mannillo, former board member; Ethan Boote, Rethos Real Estate Director; Jane Bisel, former board Secretary; Michael Bjornberg, former board, Campaign Leadership Division Co-chair; Emily Noyes, Rethos Education Manager; Paul DeGeest, Rethos Director of Development

Not pictured:

Scott Mayer, current board; Viva Yang, Rethos Institutional Giving Officer and official photographer

St. Peter Field Trip

On October 18, Director of Development Paul DeGeest and Institutional Giving Officer Viva Yang took a road trip to St. Peter, Minnesota to meet with the Grants Review Committee of the Carl and Verna Schmidt Foundation, longtime supporters of Rethos’ *Places Reimagined* magazine. In addition to the scheduled meeting, where Rethos shared the latest updates on the 40+ year old organization (Door Open Minneapolis 2023, the Duluth Harbor North Pier Lighthouse, the passing of the Minnesota State Historic Tax Credit, etc.), Paul and Viva also walked around St. Peter on South Minnesota Avenue/Minnesota River Valley Scenic Byway 99. Paul spent his formative years in St. Peter. Some of the older buildings in St. Peter were adorned with small plaques on them noting when the building was built and what the building may have been originally called (“Daniels

Building”, 1899). After the meeting, Paul and Viva grabbed lunch in town at the Nicollet Café on 3rd, thanks to the Carl and Verna Schmidt Foundation Grants Committee’s recommendations.



Photos: Viva Yang

WELCOME LEIGHTON!

In November 2023, Leighton Sundberg joined the Rethos team as the Public Engagement Coordinator, where he will perform outreach and engage with the community to establish a volunteer program to support Rethos' programming. Initially, Leighton will support Rethos' Heritage Tourism program, which is currently focused on Doors Open Minneapolis, the two-day citywide event. He will also eventually support other Rethos' programming volunteer needs. Leighton also looks forward to performing outreach to support Rethos' Historic Rehab Loans division.

Prior to Rethos, Leighton most recently served as Advancement Coordinator at a Minneapolis nonprofit helping people experiencing homelessness, where he was part of the Development team providing customer service, supporting events, and working with donors. Other past work experiences include stints in videogame development, financial planning, and working with youth. Leighton credits his experiences in customer service with getting him interested in working with people and introducing him to tools like customer relationship management (CRM) software.

Leighton is an avid traveler who appreciates exploring and experiencing new places. In addition to visiting more than

40 states, Leighton has also ventured throughout Central America and Europe, and looks forward to additional opportunities to travel. An avid outdoor enthusiast, Leighton also enjoys being outdoors as much as possible, especially during Minnesota's short summers. On any given day, one could find him out on the river, biking, hiking, or exploring some part of the Twin Cities.



Leighton has a B.A. in Political Science with a minor in History from the University of Minnesota, and recently completed a Master's Degree in Public and Nonprofit Administration from Metropolitan State University in the Spring of 2023, while also working full time. In addition to an extensive background in customer support, Leighton has a strong passion for government relations, political science, policy analysis and history as well as a newfound passion for the nonprofit sector. With roots in northern Minnesota, Leighton grew up in Hastings, but calls St. Paul home now though he formerly lived in Minneapolis.

Staff Retreat

On October 6, Rethos staff gathered at the University Club atop Summit Avenue in St. Paul for the 2023 Staff Retreat. Surrounded by the historical setting, staff spent the day going through team building exercises, assessing and discussing learning styles, revisiting the strategic plan, planning and visioning for the future, and discussing internal processes. It was a rare opportunity to pause and focus on internal practices, policies, and discuss progress as a team. Staff also enjoyed a short walk down Summit Avenue for a post-lunch tour of the nearby historic James J. Hill House.

The University Club on Summit Avenue is a 110-year-old Tudor Revival-style building perched upon the highest hill in the area with magnificent views of downtown St. Paul. In 1976, the "Hill District", which

includes several historic buildings along Summit Avenue including the University Club, was added to the National Register of Historic Places. Summit Avenue is home to the longest stretch of Victorian-era homes in the United States, where along 4.5 miles, 373 out of the street's original 440 homes can be found today. American "Jazz Age" writer F. Scott Fitzgerald grew up in the Summit Avenue neighborhood and attended many events at the University Club.

Designed by architects Charles A. Reed and Allen H. Stem, who also designed Grand Central Station in New York City as well as other buildings and homes in the area, the club house was modeled after London's Oxford & Cambridge Club. Construction of

the University Club was completed in 1913 with facilities such as dining areas, a library, squash courts, and locker rooms. In the 1930s, additional amenities such as an outdoor pool and tennis courts were added to the grounds.

Rethos staff posed in front of the currently closed Walnut Street Steps on Summit Avenue, during the 2023 staff retreat. The steps were abruptly closed in 2020 after City of St. Paul engineers assessed that the historic stone steps were too damaged and dangerous. Rethos is part of a group that is working with others to support the rehabilitation of the city's famous steps.





Photo courtesy Hennepin County

CLASSES

All class registrations can be made at rethos.org/classes.

23

JAN



NEW! DECONSTRUCTION TAX DEDUCTIONS: ENVIRONMENTALLY FRIENDLY TAX POLICY - 1 CE CREDIT

10:00 AM – 11:00 AM | Webinar

This 1 hour CE class teaches commercial and residential Real Estate Agents the differences between deconstruction and demolition of old buildings. Commercial buyers who plan to remodel, flip, or remove a structure can benefit financially from deconstruction through tax deductions. Realtors will learn the ins and outs of tax policy concerning deconstruction so that they can better advise their clients. In this new class from Rethos, agents will learn the differences between demolition and deconstruction, the finances of deconstruction, tax deduction appraisals, valuations of donated materials, valuation methodology, and all of the steps to find deconstruction and tax specialists to help remove and donate reusable materials.

Deconstruction does not only have financial implications but also is incredibly beneficial to the environment as it reduces construction waste from landfills. With new state and federal funding, and new waste ordinances, now is the time for Realtors to learn the financial implications of deconstruction.

15

FEB



NEW! WHAT'S THAT WOOD? IDENTIFYING WOODS IN THE HOME - 1.5 CE CREDIT

6:30 PM – 8:00 PM | Rethos Office, 75 W 5th St, 5th Floor South, St Paul, MN 55102

Develop a discerning eye for wood varieties at our class, What's that Wood? Identifying Woods in the Home. Learn about common woods in Minnesota homes based on period, house style, and purpose. This is a rich introduction for any homeowner, Realtor, or decorative finishes fanatic interested in learning how to tell maple from oak - or just wanting to impress friends at their next dinner party! Join us at St. Paul's stunning Landmark Center, where we'll explore the variety of woods used in the building. Worth 1.5 credits for Realtor CE and counts towards Old Home Certification renewal.

Most housing stock in the Twin Cities is over 50 years old. As an agent, how well do you know your product?



With the Rethos Old Home Certified designation, you'll gain a marketing edge and serve your clients better with must-have info about the properties you work with daily. Old Home Certified is a 2-day realtor designation worth 12 CE credits, developed in 2016 by the historic preservation non-profit, Rethos. Join us **February 5-6, 2024**, to enrich and leverage your knowledge of old homes. Dig deep to discover why they matter to your clients, your business, and your community.

Cost:

\$250 base cost for 2-day course

\$200 for MAR members

(first 10 to sign up)

\$75 for Realtors from Sponsoring Brokerages

**Brokerages interested in sponsoring this event, please contact Education Manager, Emily Noyes: emilyn@rethos.org*

This year we are hosting Old Home Certified at the historic Landmark Center in downtown St. Paul. This two-day course is team-taught and covers a range of topics, from period-specific architectural styles to old building systems science, from historic districting to affordability for homeowners. You will get a 360-degree view of our local built environment. We've gathered a dream team of professionals in architecture, real estate, social justice, and more to share targeted info in this groundbreaking course. Serve your clients better by gaining expert insight into the homes you work with daily. These fast-paced classes include "Architectural Styles Before and After the Depression", "Buying and Selling Affordable Old Homes", "Deconstruction + Historic Preservation" ... and more!

The intention of this two-day experience is to bring together a cohort of passionate and talented real estate professionals who care about historic preservation and the stories of old buildings. Breakfast and lunch will be provided on both days, and Rethos will host a happy hour for participants at Waldmann Brewery on February 6th, 2024.



"It is so nice for clients to get connected with me over a mutual passion and appreciation for older homes. Rethos makes that happen!"

Lisa Lyons Lang,
Realtor

PLYMOUTH HISTORICAL SOCIETY VISIT



In mid-September, the Rethos team visited the Plymouth Historical Society, in Plymouth, MN where historic preservation ally and former staff, Ryan Barland now oversees the Plymouth History Museum, its collections, and the 138-year-old building it is housed in, the Plymouth Old Town Hall building.

In addition to catching up with Ryan on his new endeavor and learning all about Plymouth and the Old Town Hall building, the visit was an opportunity for Rethos to experience an example of an historic building that has been relocated and/or reassembled, whose use now differs from its originally intended purpose.

Rapid growth in Plymouth in the early 1880s led to the town's decision that it needed a public building to conduct official business. The Plymouth Town Board soon asked local carpenter, Clem Mengelkoch and lather and plasterer, Tom Ditter to draw up plans for a building, which cost \$2,625, and was paid for completely from local taxes.

After studying a map of Plymouth for where the Town Hall would go, Mengelkoch and Ditter decided to go with "a long bony finger at the geographic center of Plymouth". With the site now chosen, local farmer Charles Farrington donated some pastureland along Plymouth Creek.



Plymouth Historic Town Hall, prior to restoration, c.1975.





Built in 1885, the Old Town Hall's original foundation was constructed of local fieldstone, with the timber frame superstructure constructed of materials from lumber mills in northeast Minneapolis. Though humble, this white frame building functioned as the town's primary meeting hall until the early 1960s.

In the 1970s, the Old Town Hall was moved to accommodate the widening of Fernbrook Lane, and so the building was relocated several hundred feet back. The building underwent a significant rehabilitation project (including construction of a new basement level and the addition of a second room to the main level), through the Plymouth Historical Society's preservation efforts. In addition to the foundation and basement, the windows and some of the wooden siding were also replaced, but the building remains located at the heart of Plymouth and still features the nails driven by Clem Mengelkoch and the original plaster and lathe applied by Tom Ditter. More recently, the building has also undergone a few updates as the building's roof was re-shingled, and its façade restored in the summer of 2019, in prep for a re-energized re-launch.

Contact Ryan Barland for more information at
rbarland@plymouthmn.gov.

MUSEUM ADDRESS

3605 Fernbrook Lane N | Plymouth, MN 55447
<http://plymouthmnhistoricalsociety.org>



Ryan Barland, Historic Site Coordinator for the City of Plymouth, gives the Rethos team an update on the Plymouth Historical Society. The museum is currently closed to the public, but is tentatively planned to reopen the summer of 2024. Below, some of the fascinating items in the museum's storage area



FLASHBACK:

Heritage Tourism

By Viva Yang, Institutional Giving Officer

In “Flashback”, join us as we venture back in time to revisit the past.

In the July – August 2007 issue of Rethos’ magazine “The Minnesota Preservationist”, then Board Chair Will Stark opened his “Chair’s View” column with “What’s a better time than midsummer to dedicate an issue of the Minnesota Preservationist to the topic of heritage tourism? It is the time of the year when Minnesotans take to the road to head up north up to the lake or hit the bike trails to experience all that our state has to offer. For city dwellers, it’s an opportunity to drive past scenic reed barns surrounded by growing cornfields and to partake in a sandwich and milkshake at a Main Street café. For those in greater Minnesota, it may be a chance to peruse an art fair on Minneapolis’ Stone Arch Bridge or to enjoy a concert on St. Paul’s Harriet Island. These are just some of the ways that historic places enhance our summer activities and play an important role in the tourism industry of Minnesota. These special aspects of our past could not be enjoyed by both locals and visitors without the thoughtful preservation of our built environment.”

Later in the issue, Heritage Tourism Program Director for the National Trust for Historic Preservation Amy Webb contributed with “A National Perspective on Heritage Tourism”, where she provided the National Trust’s definition of Heritage Tourism as “traveling to experience the places and activities that authentically represent the stories and people of the past. Heritage tourism includes historic, cultural and natural resources,” before sharing the National Trust’s involvement in “heritage tourism development in 1989 through an intensive three-year heritage tourism initiative,” and that the program “continues to work with communities, regions, and states across the U.S. to provide consulting assistant in heritage tourism development, marketing and management.”

Lastly, then Executive Director Bonnie McDonald in her “The Last Word” column

reminisced about a 1988 family road trip to the “North Shore” making stops along the way at various Minnesota cultural and natural history stops such as the Duluth Harbor, Glensheen, and Gooseberry Falls. “Little did we know in 1988 that we were part of a growing movement in the tourism industry coined cultural heritage tourism. Cultural heritage tourists visit sites to experience a direct connection with the stories of our past. These visits not only connect us with our past, but positively impact the local economy.”





I suppose no one knew at that time that Rethos would deepen its ties to Duluth with the Minnesota Main Streets Lincoln Park neighborhood of Duluth as the stewards of the Duluth Harbor North Pier Lighthouse, let alone launch its own Heritage Tourism program.

“Cultural heritage tourists visit sites to experience a direct connection with the stories of our past.”

– Bonnie McDonald

In the July – August 2008 issue of “The Minnesota Preservationist” then Administrative Assistant and Editor Kelli Andre expands on “Cultural Heritage Tourism: Fun for the Whole Family, Good for Minnesota’s Economy”. An excerpt states, “Communities that encourage cultural heritage tourism reap both educational and financial benefits. It raises awareness about the history and stories that comprise the foundations of a community’s identity. Heritage tourism also allows for the preservation of a community’s unique character, while at the same time establishing community pride, enhancing quality of life and educating present and future generations about the history of their community... Economically, heritage tourism can be vital to a community. It has been well documented that visitors to historic sites and cultural attractions stay longer and spend more money than any other kind of tourist. Cultural heritage tourists spent an average of \$623 per trip in 2002, compared to the \$457 per trip of all other travel in the same year, excluding the cost of transportation... In addition, the increased number of jobs and total revenue for a community are dramatically enhanced through heritage tourism.

Consider a 2003 study of Colorado. In 2003, cultural heritage tourists in Colorado spent \$1.5 billion in direct cultural heritage tourism expenditures and generated an additional \$1.9 billion in indirect economic impacts. Spending from heritage tourists contributed \$1.1 billion in total earnings by Colorado workers and generated 61,000 jobs.”

Out of all of this, Rethos’ current Heritage Tourism Manager, Kelly Fischer reflects on the idea of being a tourist in one’s own town. Having lived in Minneapolis for three years, Kelly managed to learn so much more about the intricacies and amazing stories of Minneapolis through planning Doors Open Minneapolis in 2023. While it’s important to attract tourists from out of town to boost local business and share history, it’s crucial to remember the empowering effect of knowing the stories and culture that make up the places that we ourselves live. Kelly is excited to bring both residents and tourists together as Rethos paves its way in the heritage tourism world.

Rethos at PastForward 2023 in Washington, D.C.

Rethos' staff join Sara Bronin, Chair of the U.S. Advisory Council on Historic Preservation at the "Opening Reception at the Andrew W. Mellon Auditorium" during the 2023 PastForward Conference of the National Trust for Historic Preservation in Washington, D.C. The Mellon Auditorium, described as a "jewel box of Classical Revival architecture", had been closed for a three-year restoration by the U.S. General Services Administration. Attendees of the conference were among the first to experience the landmark since completion of the restoration. From left to right, Viva Yang, Emily Noyes, Kelly Fischer, Sara Bronin, and Heidi Swank.



In early November (7-10), Rethos Executive Director Dr. Heidi Swank, Heritage Tourism Manager Kelly Fischer, Education Manager Emily Noyes, and Institutional Giving Officer Viva Yang, attended the 2023 annual PastForward Conference of the National Trust for Historic Preservation held in Washington, D.C. where historic preservationists gathered from all over the country in the nation's capital.

Though the conference was held at the opulent Omni Shoreham Hotel in the popular Woodley Park neighborhood, the Rethos team stayed at the nearby High Road Hotel, a historic Victorian mansion located in the adjacent Adams Morgan neighborhood to the southeast. The Adams Morgan neighborhood has been referred to as D.C.'s last funky neighborhood, and is often described as "quirky" with its eclectic variety of shops, good eats, and places to stay including destinations such as the Line DC, a 110-year-old neoclassical church-turned-220-room hotel which opened in December 2017; Lost City Books, an independent bookstore known for its collection of used, new, and rare books owned by Adam Waterreus, a veteran and dog-lover, long-time DC resident, and enthusiastic disseminator of books; and Sakuramen, a local ramen spot celebrating its ten-year anniversary brought to the neighborhood by ramen-lovers, brothers-in-law, and then-first-time restaurant owners Jonathan Cho and Jay Park (Cho is married to Park's sister Myungeun, who is the creative mind behind the menu).

Rethos' decision to stay at the High Road Hotel was not only an economic move, but also an opportunity to live its mission and explore other historic places while in town. It also came at the suggestion of Emily who had previously stayed at the High Road in 2018 (then known as the High Road Hostel), when she accompanied a hometown friend who had lived and worked there, and it also happened to be

in the area when the team was looking at accommodation options. Built in 1900, the High Road Hotel is comprised of two buildings that were merged into one (1802 and 1804 Belmont Road). The building was listed in the National Register of Historic Places as part of the Washington Heights Historic District in 2006. The High Road Hotel imposes a rule that one must reside greater than 90 miles away to stay. As such, this fosters a warm community of travelers seeking cost-efficient accommodations off the beaten path in a bustling community. The warm and inviting staff, the ample amenities, and the shared resource philosophy of the High Road Hotel help to build a sense of community among those who stay, which includes many who are visiting DC from abroad as well as those from other states. During their stay, staff met other guests from Korea, Ireland, Colombia, Italy, and Germany. The Adams Morgan neighborhood, which is just outside the original city of Washington as planned by Charles Pierre L'Enfant, developed as an urban district in the late 19th and early 20th centuries from city expansion thanks in part to the construction of two streetcar lines on Columbia Road and 18th Street. The area was originally known as Lanier Heights, and over time it became a fashionable, middle-class neighborhood. The current name was adopted sometime between the 1950s and 1960s, after a period of decline during and after the second World War and growing racial tensions. Two local schools and their namesakes, the predominately European American-attended John Quincy Adams School and the African American-attended Thomas P. Morgan School led to the formation of the neighborhood's new name. Since then, the neighborhood has experienced a renaissance. As an example, in 1975, the neighborhood was home to a humble

eight restaurants; today there are over 100, making the Adams Morgan neighborhood a desirable place to live, and its commercial area (along 18th Street and Columbia Road) a vibrant and popular gathering spot for day or night.

For Heidi, who joined Rethos during the pandemic, it was a great opportunity to finally meet people in-person after numerous virtual meetings. For Rethos' first-time attendees of the annual PastForward Conference of the National Trust for Historic Preservation, it was an incredible experience. *Places Reimagined* recently sat down for a chat with Kelly, Emily, and Viva to get their impressions.

What was your overall impression of the conference?

KF: I was thrilled to have the opportunity to attend the National Trust's PastForward Conference in Washington DC this past month. It's a very exciting time to work in the field of historic preservation. Now more than ever, preservationists are focused on telling the stories of people who inhabited historic spaces. The PastForward Conference told excellent stories this year, honing in on individuals doing grassroots work to preserve and restore spaces in their own communities. We had the unique experience of hearing from politicians and staff working on Capitol Hill, community organizers, activists, and preservation experts. The conference painted a great picture of where preservation stands today and where it's headed in the years to come.

EN: I felt that NTHP put considerable effort into creating a cohesive theme of accessibility in storytelling for places and communities. It meant that each session built well off of the last, even if the topics were drastically different. NTHP is working to move toward the New Preservation, just like Rethos.

VY: Since I am new to the field of historic preservation, it was an amazing experience to witness the various approaches to historic preservation from all over the country. Though we all may approach the field differently based on our respective roles and time in the field, personal



Kelly and Emily browsing at Lost City Books.

lived experiences and backgrounds, geographies, and the local challenges and opportunities, hearing and seeing the stories and feeling the energy of being with so many passionate people was palpable and powerful.

How do you see this experience enhancing your work at Rethos?

KF: Much of my position involves making asks to partners, city officials, venues, volunteers, and many more individuals affiliated with Doors Open Minneapolis. I attended some great sessions taught by experienced community organizers that focused on how to make big asks effectively. These sessions were led by instructors that learned by jumping in and failing fast, which meant attendees could both learn from the instructor's mistakes and feel comfortable taking risks even when we may feel nervous or inexperienced.

EN: I learned a considerable amount about preservation networks in Minnesota and beyond. The conference served as a great introduction into how the NTHP functions, how the National Park Service (NPS) is both tangentially and integrally involved in preservation, the direction of affordable housing and climate change work in HP, and where state and federal priorities lie. This background and context is very valuable to me when having conversations with people inside and outside of the field. It helps to inform my program build as well.

VY: The PastForward Conference provided many opportunities to see how others how they got into the field, opportunities to see how others approach historic preservation, and the reasons behind what fuels people's passion for the work. In addition to learning from plenary sessions through the panelists or activities, there were also field study experiences and opportunities for networking with others in the field to deepen our learning. I carry these learnings and new contacts with me now that further my understanding of the field.

What was your most interesting discovery or key takeaway?

KF: I took a guided tour of the Kingman Park neighborhood, a historically Black neighborhood that fulfilled housing needs for Black residents when most homes in Washington D.C. had racial covenants on the deeds. What was so interesting about this neighborhood was that it was designated a historic district in 2018 as part of an effort to maintain the architecture and character of the two-story homes. They faced issues with incoming and some current residents making third story additions to the iconic homes and discovered that a historic designation would help mitigate the changes made to these houses. Designating Kingman Park as a historic district was a great solution

Continued on page 18

Continued from page 17

to preserving the rich history and significance of this neighborhood.

EN: Rethos is well-situated to be a leader in the New Preservation movement, which is gaining momentum nationwide. We are particularly well-suited to telling unheard stories because of our non-profit status and intentional work to develop programming for under-resourced communities. A lot of the NTHP participants were for-profit developers and architects, who cannot prioritize the people and outcomes of their work in the same way we can.

VY: I felt like I got to see a variety of perspectives and takes on historic preservation. While it was great bumping into others from Minnesota at the conference (including Amy Mino from Minnesota Landmarks, and Erin Que, a City Planner and Architectural Historian from the City of Minneapolis to name a few), I was also pleased to know that what we do at Rethos is all part of a national and global movement. Historic preservation happens everywhere, from small towns throughout Minnesota, regionally in the Midwest, throughout the nation, and across the world. Each of us does historic preservation in our own ways, but it's a language we all speak, and there truly is something in it for everyone. Being new to the field, I thought I would feel more out of place, but it was comforting to hear so many speak to "faking it until they made it" or not feeling like they were a part of the field or being called a "preservationist" when they hardly felt like a real one.

What knowledge did you gain that can be put to use at Rethos over the next three years?

KF: Continuing and expanding our focus on people and communities that inhabit local historic spaces is key. We'll keep this in mind as we recruit venues, volunteers, and tell the story of our city!

EN: I went to a session on affordable housing through the reuse of old buildings. I believe that this is the direction that Rethos is headed towards with New Preservation and our work with adaptive reuse. The session highlighted several different organizations that have done rehab of old buildings for affordable housing, who have been able to overcome the hurdles of funding for such a project. I am excited to see how Rethos can work in this field in the next several years.

VY: There were actionable steps presented as far as telling your story for impact, the power of storytelling from among different communities, and how one person can make a difference. Minnesota is a place ripe with stories, some that have been told many times over, and others just waiting to be shared with a wider audience. I'd like to see how we can help magnify those voices and experiences.

Would you encourage others interested in historic preservation to attend in the future? Why or why not?

KF: Absolutely! It was a great and enlightening experience. Historic preservation is headed in an exciting direction, and we're thrilled to be a part of it.

EN: I would love to have anyone who is interested in the advancement of Historic Preservation as a field that is accessible to all to go to PastForward. The sessions were generally valuable (which is saying something for a conference), and the community was enthusiastic and approachable. The Diversity Scholars program (which helps BIPOC, disabled, LGBTQIA+, etc. individuals to attend) is a really exciting program that promotes emerging preservationists. Try applying, especially if you are new to the field!!

VY: It was shared with me that the conference is a great introduction to the field for someone new. I agree with that sentiment wholeheartedly. I think it is an amazing experience to make new connections, do small talk and meet with table mates, or discuss workshop subject content specifically. For me, I met others, exchanged business cards, and also got to meet with a National Trust staff in person, who I had connected with only by email. I think the conference location can also play a role. DC was a great setting with its great neighborhoods, sites and landmarks, and ease of access options. It was announced that the 2024 PastForward conference will be in New Orleans!



Conference session "Storytelling in Indigenous Cultural Heritage Preservation."

The Last Word

Thank you.

That's my message.

Thank you for your generosity and support as donors, sponsors, volunteers, advocates, attendees, readers, leaders, and fellow caretakers of our most precious places.

Your investments of financial resources, passion for preservation, and energy around finding solutions that both save cool old buildings AND serve the needs of people and communities today – that's what makes our work produce results.

Next year's first issue of *Places Reimagined* will have more detailed information about the people, companies, and institutions that have made charitable contributions to Rethos this year. We will show how your gifts are being used and how they are making a positive impact right now.

In the meantime, please know that each of you are important partners. We value your trust in us, and we share your desire to save the places that tell our stories.



Executive Director
Heidi Swank

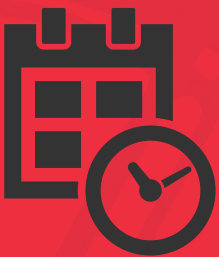
PLACES REIMAGINED

Rethos
75 West Fifth Street
Fifth Floor South
Saint Paul, MN 55102

Phone: 651.293.9047
rethos.org

Return Service Requested

Nonprofit
Organization
U.S. Postage
PAID
Twin Cities, MN
Permit No. 672



Support Rethos with a year-end gift! Help us continue to:

- Tell important stories through historic buildings and places.
- Strengthen communities, create jobs, and energize our Main Streets.
- Reduce the amount of construction waste added to landfills.
- Help homeowners save their old houses and make them more energy efficient.
- Promote projects that preserve historic structures while meeting current needs like affordable housing, new businesses, and beautiful public spaces.

See page 5 for more details or visit <https://www.rethos.org/ways-to-give>



@rethos_



@rethosplacesreimagined



@rethosplacesreimagined



Rethos