

RETHOS™

PLACES REIMAGINED

Issue 2, 2023



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 | MINNEAPOLIS
- 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
- Ethan Boote | DIRECTOR OF REAL ESTATE
- 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
- 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 | Peavey Plaza, courtesy of Green Minneapolis



Rethos Board President
Kristen Anderson

The First Word

Historic preservation has been described as “a conversation with our past about our future.”

At Rethos, we work to create an environment where this important conversation can take place. We approach historic preservation as a dynamic, forward-looking process that includes the stories, values, and experiences of everyone. We call it The New Preservation.

Historic preservation is sometimes understood to tell only the stories of the wealthy and powerful – the rail barons, the industrialists, and the banking titans. While their stories are essential to our national narrative, they are only a small fraction of the stories that can and must be told.

The New Preservation tackles challenges faced by our urban, suburban, and rural communities. Some of our larger cities are dealing with a surplus of office space that threatens to stall our statewide economy. Smaller towns are dealing with decreasing and aging populations. And everyone seems to lament a shortage of housing options, lack of high-quality childcare, and wavering economic and cultural vitality.

Rethos works every day to find practical solutions to these challenges using historic preservation as a primary tool. In addition to Education and Heritage Tourism, we developed a unique Historic Rehab Loan that maximizes the value of state historic tax credits. We operate the statewide Minnesota Main Streets program, currently working in 21 small towns across the state to leverage historic downtown buildings as engines for revitalization. Our Policy Institute provides resources to governments at all levels to craft better public policies that promote historic preservation and economic growth.

All this is to say that historic preservation is inclusive, practical, valuable, and is an important tool to preserve our most loved places and to solve problems we all share. Let's have a conversation together with our shared past about our common future.

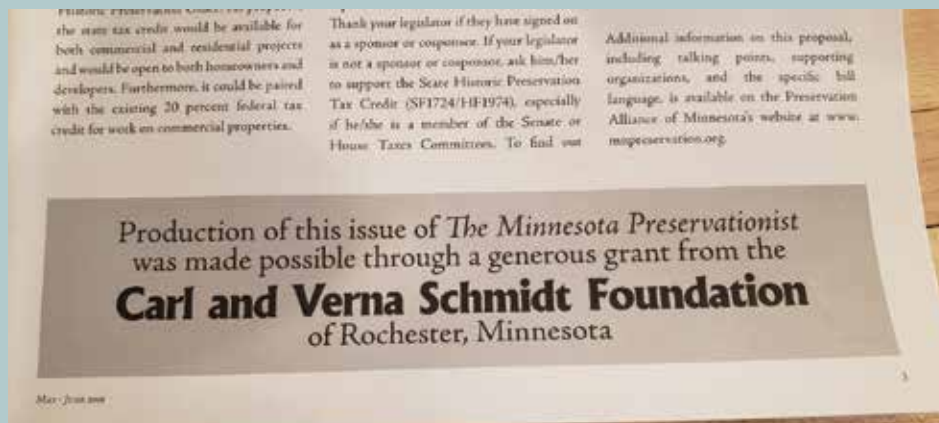
The Carl and Verna Schmidt Foundation



The Carl and Verna Schmidt Foundation has been a vital organizational stakeholder, ally, and supporter of Rethos, the “Places Reimagined” magazine, and historic preservation going on now for fourteen years. Rethos is very appreciative of the Foundation’s continued support.

Established in 1958, the Carl and Verna Schmidt Foundation has primarily focused its giving to nonprofit organizations in Rochester, Minnesota with emphasis on Olmsted County to causes such as public libraries, health associations, volunteer human service organizations, historic and natural resource conservation, animals and wildlife, the arts, children and youth, and low to moderate income individuals and families. Since 1970, Alan and Nadine Anderson have served as Trustees of the Carl and Verna Schmidt Foundation. An alumnus of Macalester College’s class of 1957, Alan has leveraged his financial management expertise since 1962, via his Rochester-based accounting firm, Chartered CPA, working with many organizations throughout the local area including the Rochester Area Chamber of Commerce and the National Society of Accountants.

The “Places Reimagined” magazine is Rethos’ platform to reach Minnesotans and share information about the value of historic preservation, engage them in practical ways to help preserve our shared history, and celebrate and explore Minnesota’s most loved places. “Places Reimagined” will continue to be an instrumental tool in furthering Rethos’ work as the organization continues to grow its programs throughout the state and beyond. Over the years, the magazine has grown from an annual circulation of physical copies mailed to about 1,000



The “Places Reimagined” magazine is Rethos’ platform to reach Minnesotans and share information about the value of historic preservation, engage them in practical ways to help preserve our shared history, and celebrate and explore Minnesota’s most loved places.

households in the late 2000s to reaching as many as 11,000 people per year in 2023 (including 6,000 physical copies + digital copies being sent to others and to all elected members of the state legislature).

The inaugural issue of the Preservation Alliance of Minnesota’s magazine was April 1985, when it was called “Preservation Matters”. Updates were made to the look of the magazine with the December 1987 issue. By January 1989, the magazine was redesigned again. In March 1998, the magazine’s name was changed to the “Minnesota Preservationist”. Eight years later, with the July 2006 issue celebrating 25 years, the magazine underwent a redesign. Later that year in November, the magazine aesthetic was revised again. In 2011, celebrating 30 years, issue #2 of the magazine was again redesigned. In 2015, issue 1 of the magazine saw an updated look. In 2019, along with the organization’s rebrand to Rethos, starting with issue #3, the magazine was renamed “Places Reimagined” and rebranded as it is known today.

According to legend, Rethos’ first connection to the Rochester-based Foundation goes all the way back to 2009 when Ben Leonard, the then executive director of the Nicollet County Historical Society at that time (now Senior Director of Historical Sites and Facilities Operations at the Minnesota Historical Society) shared information about the Carl and Verna Schmidt Foundation with the then Preservation Alliance of Minnesota Executive Director Bonnie McDonald. The rest is history.



Welcome, Josh!

Written by Kelly Fischer and Emily Noyes

Rethos is delighted to welcome Josh Hauf as our new Community Resilience Coordinator. This is a new position within our team, but Josh is a familiar face. Let's set the stage...

For over forty years, Rethos has been dedicated to preserving buildings that tell stories about the places we love. Our work strengthens communities and educates residents and tourists, but it is also rooted in sustainability and diversion of materials from the landfill. The greenest building is the one that's already standing! When a building can't be saved from demolition, its valuable wood, stone, fixtures, and more can be salvaged and reused in new or existing buildings. Preservation and deconstruction go hand in hand as the materials from unfit buildings can be used to repair and preserve historic healthy buildings.

Through our Deconstruction Masterclass series our assumption was confirmed; there is a nationwide desire for more deconstruction and salvage resources, especially regarding grassroots deconstruction efforts. Rethos decided this was the perfect opportunity to host a Minnesota GreenCorps member in partnership with local nonprofit Reuse Minnesota.

Coordinated by the Minnesota Pollution Control Agency (MPCA), the Minnesota GreenCorps program is designed to train new professionals in the field of environmental preservation and protection. GreenCorps members serve at various host sites across the state for eleven months, focusing on projects that revolve around sustainability, waste reduction and management, air and water quality, and community engagement. Rethos and Reuse Minnesota each had selected projects for the member to work on around waste reduction, reuse, and recycling. The primary Rethos project our GreenCorps member would be tasked with was designing a Deconstruction toolkit that could be used by community leaders and organizations to navigate grassroots deconstruction projects. Additionally, this member would write several blog posts and help to standardize some of the class curriculum in Rethos' Education program.

Enter Josh! Josh started his service term with Rethos and Reuse Minnesota as a recent graduate from the University of Minnesota Twin Cities with a B.S. in Environmental Science, Policy, and Management. He came into the work with a passion to increase his knowledge of deconstruction and waste resources, and to expand Rethos' efforts in this field. Josh's diligence and hard work led to the successful completion of the unique and impactful Deconstruction and Salvage Toolkit. The Toolkit is available for free to anyone interested in reuse. It includes information on the benefits of salvage for the environment and our communities,



planning tools for a full deconstruction, engagement tips, and much more.

Through his GreenCorps connection with the MPCA and Reuse MN, Josh collaborated with mentors from many different fields that intersect in the salvage economy, going above and beyond the project specifications of his term. With help from MPCA's Melissa Wenzel, Josh conceptualized and developed an interactive map of Minnesota that has information on current deconstruction projects, salvage specialists, and reuse centers. The map will continue to be updated so that it can encapsulate the whole circular economy of Minnesota salvage and reuse.

As a feather in his thrifted and sustainable cap, Josh was recruited to join the Membership and Programming Committee for Build Reuse, the leading national non-profit promoting "the recovery, reuse, and recycling of building materials in the United States." We are excited to see what fantastic impact he will have at this level, and how Rethos can continue to support his efforts. buildreuse.org/about

Josh has been a valued member of the Community Programs Team as well. He worked with the Education Department to standardize preservation class curricula and developed tools to make our resources more accessible. He was a keynote speaker at our Buildings on Main Street conference in April 2023. He aided our Heritage Tourism department during the inaugural Rethos-led Doors Open Minneapolis in May 2023, assisting with operations from The Dayton's Project. Besides all his hard work in programming, he also made us all laugh and suggested a plethora of quality movies to entertain us.

As Josh's GreenCorps service term comes to an end, we are absolutely ecstatic to bring him aboard in this new role.

Josh's passion, drive, humor, and eagerness to advance the deconstruction field allows Rethos to better serve our communities and partners. As our new Community Resilience Coordinator, Josh helps bring us closer to our goal of intersecting preservation and sustainability by building important relationships, doing valuable research, and assembling accessible community tools.

Thank you, Josh, for your service as a GreenCorps volunteer, and we are pleased to welcome you (back?) as a full-time Rethos staff member.

To see Josh's Building Deconstruction & Salvage Toolkit and interactive map in action, visit www.rethos.org and go to the



Sustainability page. Explore these awesome new resources and share them with your network, family, and friends!



Hello Shannon!

Shannon Laing joined the Rethos team as the Main Streets Manager in late September 2023. Originally from Hastings, Shannon has also lived in Minneapolis but has long called Duluth home. Most recently, Shannon served as the Main Street Lincoln Park Program Director (and before that as the Director of Partnership Development) under Ecolibrium3, a Duluth nonprofit organization that serves as the convening organization in Duluth's Lincoln Park neighborhood; and works on community sustainability and

resiliency through energy transition, housing stock improvement, economic security, and health. Shannon's previous career experiences have taken her from "pipe and wire" as one of the first women in electrical construction sales in the 80s, to the world of performing arts, to organic food marketing and advocacy, to community development. Among her myriad interests, some highlights include writing, gardening, enjoying tea, biking, and indulging in the culinary arts as a prolific baker.

Summer with Sunni

Rethos was very fortunate to have Sunniva Berg, a fourth-year undergraduate college student working with us over the summer on Doors Open Minneapolis data analysis. In Sunni's own words:

"This summer, I have been working with Kelly, Rethos' Heritage Tourism Manager, on Doors Open Minneapolis reporting. I've been putting together an Excel sheet that can be filled in with data from each year to track progress and creating a document template to summarize data for prospective cities and potential sponsors. The data we are tracking includes venue tallies, visitor demographics, quantifiable survey results, media impressions, and social media engagement. I also read and summarized all short answer survey results from visitors, venues, and volunteers, and categorized them by occurrence so that Rethos knows what people liked, and what aspects of Doors Open needs to be improved. This year, Doors Open Minneapolis had 87 venues, 550 volunteers, approximately 55,000 venue visits, and 14,000 unique visitors. Also, W Minneapolis/ The Foshay was the most popular venue with over 2,000 visitors! I've had a great time working for Rethos this summer and can't wait for Doors Open Minneapolis next year. Mark your calendars for May 18th and 19th, 2024!"



Thank You Doors Open Minneapolis Volunteers!

If you attended Doors Open Minneapolis on May 13th & 14th this Spring, you may have seen friendly faces in blue shirts at the entrance to each participating venue. These lovely people were our Doors Open Minneapolis



volunteers! Over 550 amazing individuals dedicated their time and energy to ensuring that Doors Open Minneapolis weekend ran smoothly. We simply could not have done it without their support and dedication to our beautiful city.

On July 26th, we had the very fortunate opportunity to gather again with nearly 200 Doors Open Minneapolis 2023 volunteers at our Doors Open Volunteer Appreciation Party! We joined together for pizza and soda, prizes, awards, and above all else, great company and conversation. "Perhaps my favorite thing about our Doors Open volunteers is just how incredibly friendly they all are. You would never guess that most of the people in this room have never met each other before. It really feels like its own kind of community." said Heritage Tourism Manager Kelly Fischer.

So many volunteers went above and beyond during Doors Open weekend, but we wanted to highlight a few individuals below that received awards at our volunteer party:

- **Hero Award – Jenna Stapleton, Vickee Nelson, & Jeffrey Nelson**

Jenna, Vickee, and Jeffrey all saved the day directing foot traffic at Windows on Minnesota when entrances were locked. Two of them came over from Downtown Improvement District on Nicollet Mall and were involved all day, working into the second shift and directing people from the Marquette lobby to the IDS elevators.

- **Hero Award – Erin Que**

Erin was very kind and understanding when the Minnesota Spokesman-Recorder (newspaper) had to cancel their participation on Sunday last minute. When a Saturday volunteer didn't show up at the Spokesman-Recorder, this volunteer was quick to jump in and fill that shift. Erin was awesome and super knowledgeable about the area and venue.

- **Hero Award – Benjamin Leiwant**

Ben served a double shift at the FAIR School when the afternoon volunteer didn't show. Without Ben, there would have been no volunteers there to staff the venue.

- **Hero Award – Michael Norman**

Michael went above and beyond in helping another volunteer who ran into car issues during Doors Open.

- **Hero Award – Jessica & Mike Austin**

Jessica and Mike were so flexible, changing their plans last minute to go help volunteer at The Dayton's Project after the Young-Quinlan Building unexpectedly closed on Sunday.

- **One of Us Award – Eric Broker**

Eric joined our staff as a Volunteer Lead, overseeing venues in the East Como region of Minneapolis during Doors Open weekend. Some of you may have had him as a Volunteer Lead! He was incredibly kind, enthusiastic, and flexible during and leading up to Doors Open weekend.

- **Volunteer of the Year Award – Mark Krause**

Mark was instrumental in making this whole event happen, and we truly could not have done it without him. Mark worked closely with our Heritage Tourism Manager, Kelly, to design and implement a fun and engaging volunteer training. He's been a joy to work with, and we're so very lucky to have him on our Doors Open planning team.

To all our Doors Open Minneapolis 2023 volunteers, thank you from the bottom of our hearts. We loved seeing so many of you again at the party, and we look forward to staying in touch with you.

Mark your calendars – Doors Open Minneapolis 2024 is scheduled for May 18 & 19! We hope you'll join our volunteer team next year! Email Heritage Tourism Manager Kelly Fischer at kelly@rethos.org to learn more about volunteering at Doors Open Minneapolis.



Kelly Fischer presents the Volunteer of the Year award to Mark Krause.



Photos: Viva Yang



CLASSES

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

17 OCT BUILDING PERMITS PRIMER - 2 CE CREDITS

2:00 PM – 4:00 PM | Webinar

Do I need a permit for my building project? Curious as to why? Puzzled by what determines when you need a permit and when you don't? Then this class is for you! Gain useful knowledge about the ins and outs of permitting from this comprehensive webinar. Building Permits Primer will cover when you need a permit, why you need one and what you need to know before applying. The class will review building and related projects, including permits for fencing, electrical systems, heating and cooling (HVAC) and plumbing.

Instructor Chukwunyere 'Chuks' Ugochukwu recently built a home and will share his experience and provide examples from communities of various size across the state. Professor of Planning and Community Development at St. Cloud State University, Chuks specializes in heritage preservation, community and urban design, community development and land use. Chuks has served on the city of St. Cloud's Zoning Board of Appeals and currently represents the University on the city's Heritage Preservation Commission.

25 OCT GENERAL HOME MAINTENANCE

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

Brand new homeowner? Considering that first big rehab or renovation? Looking for a home maintenance refresher? General Home Maintenance is the place to begin. In this two-hour class, you'll learn tips and tricks for taking care of your house. Taught by Manny Manzano.

28
OCT

KEEPING THE WEATHER OUT: HOMEOWNER HOW-TOS

10:00 AM – 12:00 PM | Peter Fandel House, 416 9th Ave S,
Saint Cloud, MN 56301

Back by popular demand, Keeping the Weather Out: Homeowner How-tos is perfect for home and property owners eager to get ready for Minnesota's cold weather season. This hands-on workshop will cover how to fix cracks and drafts, repair problem doors and windows, and practice the best winterization methods and techniques. Taught by local renovation specialist, Eric Cheever, this class is for anyone caring for an older home or structure.

The workshop takes place at the beautiful Queen Anne-style home near downtown St. Cloud built in 1886 by Frank Fandel, founder of Fandel's Department Stores. The yellow brick structure has seen various remodels and alterations throughout its 135 years of existence, making it the perfect setting to learn about everything from energy audits and tuck pointing to how older, existing buildings can be just as snug and energy efficient as newer homes and structures. A must for anyone looking to get ready for Winter!

Held both inside and out, you'll get the chance to tour the home and practice the effective skills and techniques needed for keeping the weather out of your own home or structure. A complimentary boxed lunch will be provided courtesy of the site host, Peter Fandel. Class size is limited, register today!

9
NOV

WALLPAPER 101: PREPPING

6:00 PM – 8:00 PM | South Minneapolis

*This is a two-part class which you can register for individually. The first will take place on 11/9/23 at 6pm. The second is on 11/11/23 at 10am.

Imagine a wall in your home. It's nice, right? But what if you could elevate that wall from plain plaster to a work of art? Dream of how your hallway could look with an earthy floral pattern, or that accent wall in your office with a funky tiger print! The possibilities are endless!

11
NOV

WALLPAPER 101: HANGING

10:00 AM – 1:00 PM | South Minneapolis

Part 2 of 2 of Wallpaper 101! Tickets for each part are purchased individually.

Imagine a wall in your home. It's nice, right? But what if you could elevate that wall from plain plaster to a work of art? Dream of how your hallway could look with an earthy floral pattern, or that accent wall in your office with a funky tiger print! The possibilities are endless!

PRESERVATION WINS Peavey Plaza



We think it is a really wonderful and unique public space that can and should be revived. We like to think of it as everybody's sunken living room: a place where a variety of year-round activities can take place for individuals, small groups, and crowds of people. — *Rethos Deputy Director Erin Hanafin Berg in 2014*

Peavey Plaza serves as a public outdoor space in downtown Minneapolis, Minnesota at the south end of Nicollet Mall. The sunken plaza and its amphitheater were designed by landscape architect M. Paul Friedberg and built in 1975.

In 2013, Rethos, together with The Cultural Landscape Foundation (TCLF), went to court to save the historic landmark. The lawsuit against the City of Minneapolis (who wanted to demolish the site), was settled and part of the settlement was the stipulation that the site be rehabbed. The National Trust for Historic Preservation called the Peavey outcome preservation's biggest win in that year. (The site is on the National Register of Historic Places.)

Rethos continued to work with TCLF and added Preserve Minneapolis, Docomomo US MN, and the Minnesota chapter of the American Society of Landscape Architects to the coalition to develop a preservation solution.

The rehabilitation completed in 2019 allowed water to flow once again in Peavey Plaza while improving accessibility. The renovation removed barriers like the deep basin (shown in the large pre-rehabilitation photo at left) and added ramps that enhance the characteristics of the sunken plaza.

The plaza was reopened to the public in 2019. Thanks to Rethos and the energy of passionate preservationists, this brutalist masterpiece has been saved for the enjoyment of all!

From May through September, Peavey Plaza is the Twin Cities' place to go for free music, dance and theater performances in a beautiful outdoor setting. The plaza is maintained and programmed by Green Minneapolis, formed in 2015 as a multi-project conservancy to enhance the downtown experience for all people living, working and visiting Minneapolis.

Photo at left: Jim Winstead Jr., trainedmonkey.com
 Top two photos: Viva Yang
 Bottom photo: Courtesy of Green Minneapolis



Top photos: Erin Hanafin Berg took the Rethos team on a tour of Peavey Plaza this summer.
 Bottom photo: A crowd enjoys a free performance at Peavey Plaza.





George Edwards: Building the Foundation, Growth, and the Future

By Viva Yang, Institutional Giving Officer

In 1981, concerned citizens organized a grassroots effort around saving historic Irish row houses in Red Wing, Minnesota. Though unfortunately the row houses ended up being demolished, a nonprofit organization focused on historic preservation was born: the Preservation Alliance of Minnesota (PAM).

Forty plus years later, the organization is still around serving as a statewide leader in historic preservation, though there have been some changes along the way. In 2019, PAM underwent a name change to Rethos to better reflect its growth. In the four decades since its founding, the organization has grown from its roots in single-site focused advocacy efforts, expanded services throughout the state, widened exposure of historic preservation, and added additional services such as Minnesota Main Streets, education, historic rehab loans, The Rethos Policy Institute, and heritage tourism. The organization has also broadened approaches to historic preservation such as building reuse, sustainability, deconstruction, and policy efforts on historic tax credits at the state level. As an organization initially powered by passionate and dedicated volunteers and the board of directors, the organization has also added staff over the years. One thing that has not changed though, has been its goal to serve as a resource to those who care about (or for) historic buildings and sites.

Along with former board member and eventual first staff member (a retired educator named Marvel Anderson originally from Madison in Lac qui Parle County in western Minnesota), it was not until 1998 that PAM, now known as Rethos, hired its first executive director, George Edwards.

George was kind enough to have a conversation with us about his background, how he came to Rethos, historic preservation in that era, and his proudest moments during his tenure at Rethos.

On any given day, one might find George, a tall slender man in his 70s, sporting his signature beard and bowtie, and ready with a story and a warm smile. A native of Decatur, Georgia, Edwards grew up in a household that fostered his appreciation and interest in historical things.

"Learning about history, and historic preservation was always a part of my life. My mother nurtured my love of it. I had an aunt who gifted me a membership to the National Trust [for Historic Preservation], introducing me to the world of historic preservation," shared George.

It comes as no surprise then that Edwards majored in history (and later pursued a master's degree in education) at West Georgia College. In 1986, he earned another master's degree, this time in historic preservation from Georgia State University. Out of graduate school, Edwards began his career in historic preservation spending about five years



Lawther Irish Row Houses – Red Wing, MN, from Rethos Archives



L – R: George Edwards, then intern and future PAM Executive Director Bonnie McDonald (2005-2012), Marvel Anderson, and intern Leah Traen circa 1998, from Rethos Archives.

working in the Main Street program before moving on to the Atlanta Preservation Center.

“I always thought, ‘This would be a fun career to do, to involve your passion to do something.’ The more I stayed in the field, the more I witnessed the growth among people to organize and save buildings, how it brought so much energy in the community,” commented George.

After six years in Atlanta, in the late 1990’s George and his wife Angie left the South for Minnesota relocating for an opportunity to work with

Rethos. Nearly two decades since the organization’s formation, Edwards joined the organization as executive director working alongside Anderson, the board of directors and many volunteers to lead the organization into the new century.

Edwards recalled, “At that time in Minnesota, there was energy around downtown revitalization and Main Streets; it was sort of a relaunch of previous attempts. In Minnesota there were mainly a lot of wonderful historical societies, gathering stories and celebrating their histories. An additional area that was also gathering energy in historic preservation was advocacy and taking a stand on the historic tax credit.”

Many of the efforts were carried out by those dedicated to honoring and celebrating the legacy of their small towns, many of them volunteers. To make introductions in Minnesota and build on this energy, as executive director Edwards found himself traveling around the state to develop more momentum for historic preservation, build alliances, and increase membership initiatives. Another major turning point was the development of the organization’s “most endangered places” lists, for which the organization became widely known.

Edwards noted that collaborations were instrumental to advancing the organization and building its infrastructure. That sort of collective impact happened in things such as connecting with key partners who helped develop communications tools such as traveling toolkits, newsletters, using then-newer technologies like email and the internet, and creating a memorable presence through branding and a website. A partnership with the American Institute of Architects (AIA) Minnesota provided the space for the organization’s first office location and equipment, as well as administrative assistance.

AIA Minnesota, founded in 1892, is the state chapter of the national AIA, a professional association for architects. Edwards also introduced

“To get to work with organizations and people: the community, the board and staff, has been so rewarding. It has always been about collaboration.”

Continued on page 16

“History, downtowns, thriving communities; it’s always been a part of my life.”



Continued from page 15

student interns from the University of Minnesota and other institutions to nurture future leadership. Edwards’ efforts resulted in numerous advancements which helped grow and strengthen Rethos, laying down a solid foundation for what was to come.

Edwards added, “Another major achievement was the growth in memberships and corporate sponsorships which helped build the organization’s financial capacity. There were also initiatives to strengthen an easements program.”

In looking back on all of the work involved, Edwards commented, “To get to work with organizations and people: the community, the board and staff, has been so rewarding. It has always been about collaboration. I’ve been so blessed to work with wonderful people to build this movement. I’m also so proud to have worked with interns who have gone on to work in nonprofits and historic preservation.”

In the year 2000, Rethos was just beginning its advocacy around the historic tax credit when Edwards made the tough decision to transition out of the organization.

“My wife and I really enjoyed our time in Minnesota. We became Minnesota Orchestra season ticket holders, my wife joined a tennis team, and we integrated into Minneapolis and St. Paul society. I also became a streetcar operator for the Como-Harriet Streetcar Line. Maybe, we left a little bit too soon? Many things were coming along with the organization: the house tours, memberships were increasing, but there were challenges like the budget,” recalls George.

After his tenure with Rethos, Edwards returned to the South. Unable to stay away from the field of historic preservation, Edwards initially served as Executive Director of the Preservation Alliance of Virginia, before moving in 2004 to begin a fourteen-year tenure as the executive director of the Historic Wilmington Foundation in North Carolina until his retirement in 2017. Despite retirement, Edwards will likely remain involved in historic preservation in some capacity no matter where he goes.

Many thanks to George Edwards for giving of his time to share his memories of laying the foundation, advancing the field, and building towards the future.



PRESERVATION PORT OF CALL



Come aboard as Rethos celebrates another year of successful projects, partnerships, and new programs!

The **Rethos Preservation Port of Call Gala** will take place on Thursday, November 2 at the Weyerhaeuser Auditorium in the Landmark Center. We are expecting over 200 friends and supporters.

Of course, this isn't just for the fun of getting together. We plan to sneak in some education and information about Rethos and our four decades of work in communities across Minnesota and beyond. We will also be announcing our annual Preservation Awards.

We invite you to consider supporting this event (and our mission) by becoming a partner or event sponsor. Please review the description of the opportunities available on the right. If you don't see the option that's right for you, just give us a call at **651-293-9047** or email **paul@rethos.org**. We are delighted to craft a customized package just for you.



SPONSORSHIP OPPORTUNITIES

Leading Sponsor \$12,500
Headliner recognition in all Gala marketing materials, ticket purchase portal, event signage, event electronic displays, prominent recognition related to VIP Cocktail Reception collateral and event day shout-outs. Featured logo recognition on electronic billboard advertising in advance of the event. Back cover recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

Ruby (Multiple) \$10,000
Up to ten complimentary tickets. Prominent recognition in all Gala marketing materials, ticket purchase portal, event signage, event electronic displays, recognition related to VIP Cocktail Reception collateral and event day shout-outs. Featured logo recognition on electronic billboard advertising in advance of the event. Recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

Diamond (Multiple) \$7,500
Up to five complimentary tickets. Featured recognition in all Gala marketing materials, ticket purchase portal, event signage, event electronic displays, secondary recognition related to VIP Cocktail Reception collateral and event day shout-outs. Recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

Sapphire (Multiple) \$5,000
Two complimentary tickets. Secondary recognition in all Gala marketing materials, ticket purchase portal, event signage, event electronic displays, secondary recognition related to VIP Cocktail Reception collateral and event day shout-outs. Recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

Emerald (Multiple) \$2,500
Appropriate recognition in all Gala marketing materials, ticket purchase portal, event signage, event electronic displays, secondary recognition related to VIP Cocktail Reception collateral and event day shout-outs. Recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

VIP Reception Partner (Multiple) \$1,000
Appropriate recognition Gala event signage, event electronic displays, special recognition during VIP Cocktail Reception. Recognition in *Places Reimagined*, our print and electronic magazine with a circulation (print) of over 900 and online readership of over 18,000.

Nine Hawley-Area Artists Awarded “Artists On Main Street” Grants to Support Downtown Art Projects

Springboard for the Arts, Rethos, and the City of Hawley awarded nine artists with grants supporting projects in Hawley’s downtown as part of their 2022-23 Artists on Main Street Program.

Over the past few months, artists, creatives, culture bearers and makers in the Hawley area were supported to lead small projects addressing downtown Hawley’s past, present and future—with the goal of gathering people and building relationships, creating a sense of pride and possibility, and attracting visitors into the downtown.

In April 2023, a workshop was held inviting local artists to submit proposals to a committee made up of Hawley art enthusiasts and city leaders. On June 19, artists were notified that their applications were approved. Those artists received between \$1000 and \$2000 for their projects. Awarded projects all beautified Hawley’s downtown area from July running through the Fall season.

These projects provided a variety of art forms including murals, sculptures, cultural dance expositions, gardens, other paint applications and more.

“We’re thrilled to have this opportunity to support local art, support Hawley’s culture and history, and give people even more reasons to visit Hawley and be inspired,” shared Hawley Economic Development Advisor Board Member Lee Schwartz.

Hawley’s Artists on Main Street program is one of dozens that have supported artist-led projects in communities across Minnesota and North Dakota since 2018.

Hawley’s Artists on Main Street project is made possible statewide arts organizations, including Springboard for the Arts, Rethos, Lake Region Arts Council, thanks to a legislative appropriation from the Arts and Cultural Heritage fund, and West Central Initiative.

All of the awarded artists have a personal connection to Hawley. Criteria used in awarding the grants included that Hawley connection, the uniqueness of each project, the value each project would bring to downtown Hawley, and the value each project would bring to the overall downtown community.

Many of the projects will have a presence in Hawley’s downtown (or Community Center) long past this fall!

Photos courtesy Lee Schwartz, City of Hawley Economic Development, and the Artists

Artists and their projects:

- 1. Name: Ashley Nelson**
Project Name: Hawley In A New Perspective
Summary: Mural
Location: North Side of Zenas Baer Law Building
- 2. Name: Jason Brookshire**
Project Name: Hawley Historic Happenings
Summary: Mural
Location: Building on 6th Street
- 3. Name: Christy Goulet**
Project Name: Dancing Into The Future
Summary: Culture Dance Performance
Location: Historic Garrick Theater
- 4. Name: Steven Ranweiler**
Project Name: Plant & Mural Party!
Summary: Mural + Garden
Location: Mural: Community Center West Side / Garden
- 5. Name: Anna Lassonde**
Project Name: Budding Artists (Left Side)
Summary: Garden + Photo Op Cutout Projected
Location: Community Center South Side
- 6. Name: Kara Schumann**
Project Name: Budding Artists (Right Side)
Summary: Garden + Mini Art Gallery
Location: Community Center South Side
- 7. Name: Tara Hager & Nicole Bentley**
Project Name: Rings of the Past, Present & Future
Summary: Mural + Sidewalk Art
Location: Multiple
- 8. Name: Tara Hager & Nicole Bentley**
Project Name: Reflecting on Hawley
Summary: Mirrors Strategically Placed Throughout Downtown
Location: Several Downtown and Hawley locations
- 9. Name: Linda Beilke**
Project Name: Hawley, My Colorful Hometown
Summary: Mural
Location: Several Locations



1.



5.



2.



7.



6.



3.



8.



4.

Hawley Artists on Main Street



9.

What's Up DOWNTOWN?

We know, it is hard to keep up with all the great work our Main Street communities are doing! But did you know that they all have Facebook and/or Instagram pages where they regularly put highlights from their downtowns? Check out these quick updates below or follow them for the latest!

ALBERT LEA MAIN STREET PROGRAM

A day of shopping, sipping, & strolling! Join the Albert Lea Main Street Program downtown for the funnest Fall event! Visit 10 Sip Stops & POP-UP shops, and fill up your **Shop, Sip-n-Stroll Downtown** passport.

October 14, 10:00am - 3:00pm



Albert Lea Main Street Program



@albertleamainstreetprogram



FARIBAULT MAIN STREET

Dreaming of starting your own business? Faribault Main Street has Micro Grants available! This program is open to both proposed businesses and existing businesses in the Historic District. Awards are based on merit.

Details at www.faribaultmn.org/faribault-main-street/



Faribault Main Street



CITY CENTER MANKATO

Take the **Walking Sculpture Tour**, an exciting exhibit of outdoor sculptures is displayed year-round in the City Center of Mankato and North Mankato.



City Center Mankato



Renard Kit Fox, Walking Sculpture Tour

DOWNTOWN NORTHFIELD MN

The Northfield Arts and Culture Commission and the Friends of Downtown Northfield are pleased to announce the winning design for new downtown banners in celebration of Hispanic Heritage Month.



Downtown Northfield MN



@downtownnorthfieldmn

Hispanic Heritage Month Banner



LINCOLN PARK DULUTH

Lincoln Park Duluth welcomed 14 new AmeriCorps VISTA members to their 2023-2024 Ecolibrium3 VISTA Corps Cohort! They'll embark on an incredible year doing great work throughout the region and the community.



Ecolibrium3



@ecolibrium3

DOWNTOWN OWATONNA

The MN Retailers Association has named Owatonna as its **Retail Community of the Year!** Owatonna is the sole recipient of Minnesota’s Retail Champions Retail Community of the Year award. Congratulations Owatonna!



Downtown Owatonna



@downtownowatonna

RED WING DOWNTOWN MAIN STREET

Red Wing Downtown Main Street developed a **Magic Map of Main Street** to help kids discover Red Wing’s magic! It includes activities and a hunt for “Fairy Doors.” The map is downloadable or available at locations downtown.



Red Wing Downtown Main Street



@downtownredwing

OLIVIA MAIN STREET PROGRAM

Susie from the **Olivia Main Street Program** attended the Connecting Entrepreneurial Communities Conference in New London!



MN Main Streets at the Connecting Entrepreneurial Communities Conference



Olivia Main Street Program

DOWNTOWN SHAKOPEE

Main Street businesses in Downtown Shakopee are excited to welcome all the trick-or-treaters downtown for some Halloween excitement. Visit all of the amazing businesses participating for some fun treats!

Saturday, October 28, Downtown Shakopee, 10:00am - noon



Downtown Shakopee



@downtownshakopee

WABASHA MAIN STREET

Work continues on the mural **Public Places are Sacred Spaces**, involving the Wabasha community!

Back of the Hill’s Hardware Hank, Wabasha



Wabasha Main Street



@wabashamainstreet

WINONA MAIN STREET

Head downtown to check out the spooky windows while finding some awesome buys! Participating businesses will have their windows decorated for Halloween during this annual competition.

October, Downtown Winona



Winona Main Street Program



@winonamainstreet

The Last Word

What a year 2023 is shaping up to be! Rethos produced Doors Open Minneapolis for the first time since Scott Mayer and his many volunteers first launched it in 2019 as an independent nonprofit organization. We welcomed over 14,000 visitors to 87 venues across the city over Mother's Day Weekend. I am so grateful to the 550 volunteers who guided our guests, answered myriad questions, and made sure that everyone's experience was the best it could be. We are delighted to partner with Comcast as the presenting sponsor again on May 18-19 of next year.

Doors Open Minneapolis was a successful event for Rethos. But why, you may ask, would a four-decade-old historic preservation nonprofit take on a large-scale event like this, especially one that doesn't seem to have a direct connection with our mission to save old buildings? We asked ourselves that same question when this opportunity first presented itself in the summer of 2022.



Lakewood Memorial Chapel, a Doors Open Minneapolis venue.
Photo by Jessica Strobel.



Executive Director
Heidi Swank

As our vision for Doors Open Minneapolis continues to expand, we are looking for ways to introduce more venues that are not only interesting, but also historic in some way.

The answer quickly came down to a rather simple proposition. Rethos needed a way to engage people who aren't already well versed in historic preservation, building reuse, deconstruction, tax policy, or building economic vitality. We were looking for an easily accessible entry point, like the shallow end of the swimming pool, that would welcome everyone and introduce them to Rethos.

As our vision for Doors Open Minneapolis continues to expand, we are looking for ways to introduce more venues that are not only interesting, but also historic in some way. We will include places that illustrate principles of building reuse, and in some cases, deconstruction and subsequent use of recovered materials.

Most importantly, Rethos will leverage this city-wide celebration to encourage more people to appreciate special buildings, historic or not, because of the stories they tell. "Places shape our stories" is a phrase we use to describe the ways in which we interact with structures. They are physical reminders of how we arrived at this point in time. They are resources, tools, and works of art left to us by those who came before. And they are community assets that can be maintained or adapted to meet today's needs.

So please mark your calendars for Doors Open Minneapolis 2024. Come and enjoy some of the most iconic buildings downtown and in delightful neighborhoods. But be ready to learn a little something along the way. Take in the feelings of connection, experience the joy of discovery, and share your own "cool old building" moments as you visit the city's special places. We want everyone to share in the many ways in which places shape their stories, too.



*The Woman's Club of Minneapolis, a Doors Open Minneapolis venue.
Photo by Jessica Strobel.*



*The Dayton's Project, a Doors Open Minneapolis venue.
Photo by Jessica Strobel.*

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



PRESERVATION
**PORT
OF CALL**

Come Aboard—
We're Expecting You!
Rethos Gala
November 2, 2023
Landmark Center



@rethos_



@rethosplacesreimagined



@rethosplacesreimagined



Rethos