

Arts  
History  
Community

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Issue 2, 2019

# MN Preservation

The Magazine of the Preservation Alliance of Minnesota





**PRESERVATION  
ALLIANCE  
OF  
MINNESOTA**

Printed by the  
Preservation Alliance of Minnesota  
416 Landmark Center  
75 W. Fifth Street  
Saint Paul, MN 55102-9775  
651.293.9047  
mnpreservation.org

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The Preservation Alliance of Minnesota is  
a private, nonprofit, 501(c)3 organization  
dedicated to preserving, protecting, and  
promoting Minnesota's historic resources.

## We are grateful for the generous support from the following:



The Art and Martha Kaemmer Fund of HRK Foundation

The Dominion Foundation

Leuthold Family Foundation

Production of this issue of MN Preservation was made  
possible through a generous grant from the



Cover photo by Brad Phenow

## It's not quite official, but we couldn't wait to tell you the exciting news.

After much thoughtful collaboration with our board, staff, and Imagehaus Strategic Design, we have landed on a new, distinctive name that better reflects who we have become and where we're heading: **Rethos, Places Reimagined.** Rethos is who we are. Reimagining places is what we do.

### The Word Ethos

At the foundation of our new name is the Greek word ethos. Our core programs all support and activate the ethos of communities. Minnesota Main Street empowers business owners, artists, and civic leaders to revitalize old buildings and their downtown districts. Our Education program connects homeowners to the tools, resources, experiences they need to take good care of their old homes with confidence and pride. Our work at the State Capitol and Real Estate Partnerships encourage greater investment in historic buildings across the state.

We believe old buildings, culture, and small businesses are the ethos of communities. Rethos captures and affirms this idea.

### The Power of the Prefix

“Re” encapsulates the breadth of our work in its simplest, most flexible form. We reimagine, rehabilitate, revitalize, repurpose, rekindle, restore, reconnect, reuse, and reinvest.

### Rethos Broadens Our Reach

As our organization has evolved, our work has pushed the boundaries of preservation. We will continue engaging with our established partners. But Rethos better equips us to reach new communities, people, and places and pursue work aligned with our core values.

### The Time is Right

For decades, our founders, directors, and partners like you have seen the potential in the preservation of old buildings. What we have accomplished together goes much deeper than preservation. We're excited to begin a new future as Rethos, Places Remained.

### Stay Tuned!

There's much more to come, including our new brand identity, logo, and website.

Until then, keep reimagining,

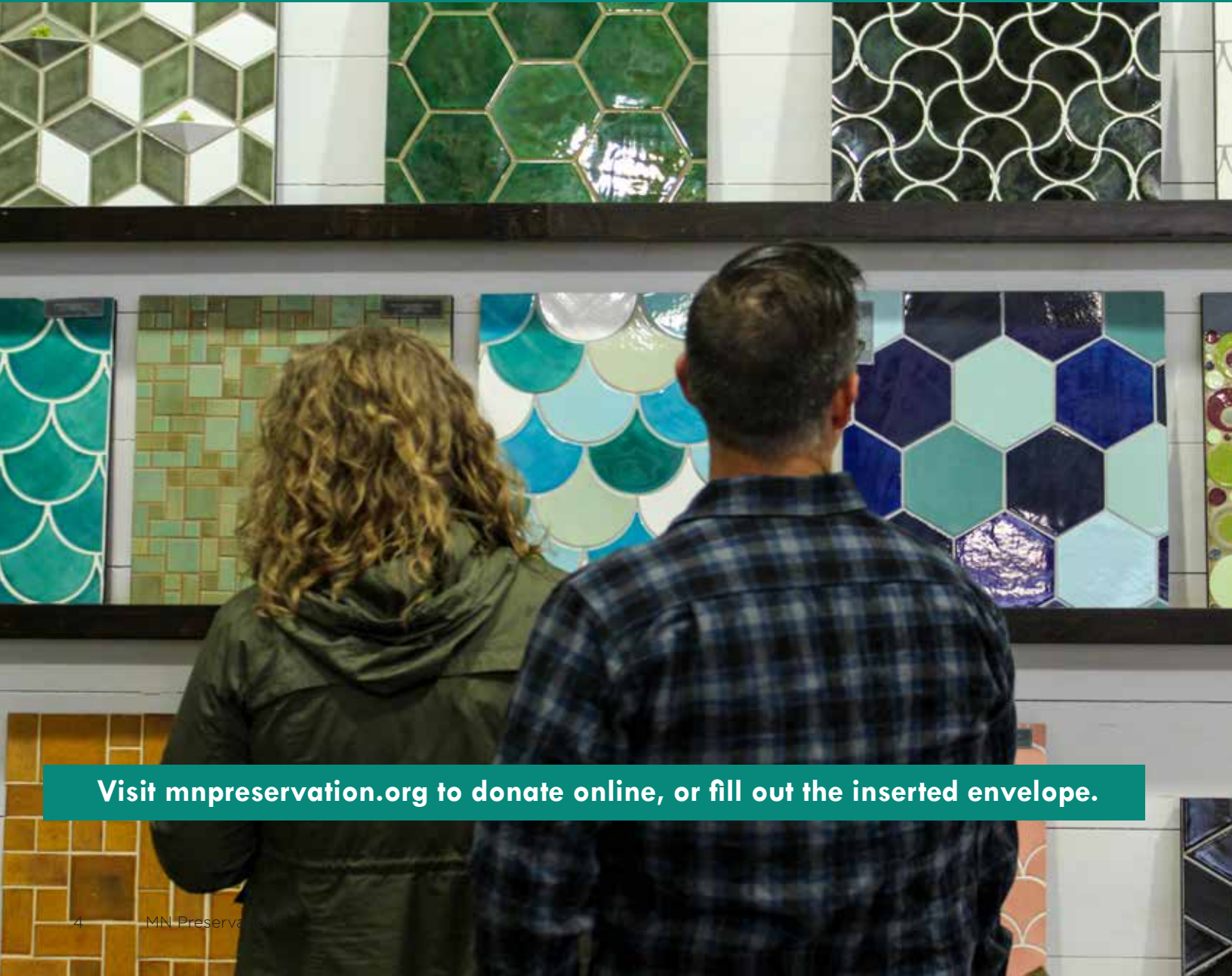
Doug Gasek

Executive Director

# We need your help.

Your generous support allows PAM to offer more tours and classes, enhance our support of smaller towns through programs like Minnesota Main Street and Artists on Main Street, and new initiatives like youth programming. These programs enable us to engage more personally with communities throughout the state.

Make a donation today and invest in our mission to lead and inspire people to connect with historic places, promoting community vitality.



Visit [mnpreservation.org](http://mnpreservation.org) to donate online, or fill out the inserted envelope.

## THANK YOU TO OUR 2019 SPONSORS

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# PAM SUMMER SCHOOL and MAIN STREET FESTIVALS

25 JUN	Great River Shakespeare Festival Winona State's University and Downtown Winona Continues until August 4 <sup>th</sup>
TBD JUL	Rehab Lab: Repairing Old Windows South Minneapolis Time TBD
14-15 JUL	Garden Tours Northfield <a href="http://www.thenorthfieldgardenclub.org">www.thenorthfieldgardenclub.org</a>
18-20 JUL	Twin Cities Summer Jam Shakopee <a href="http://www.songkick.com">www.songkick.com</a>
17 JUL	The New Deal on the East Side East Side Freedom Library, Saint Paul 6:00 PM - 8:30 PM
18-21 JUL	Bavarian Blast New Ulm <a href="http://www.newulm.com">www.newulm.com</a>
18-21 JUL	49 <sup>th</sup> Annual Sinclair Lewis Days Sauk Centre <a href="http://www.saukcentre.com">www.saukcentre.com</a>
22-28 JUL	Corn Capital Days Olivia <a href="http://www.corncapitaldays.com">www.corncapitaldays.com</a>
24-28 JUL	Rock County Fair Luverne <a href="http://www.rockcountyfair.org">www.rockcountyfair.org</a>
26-27 JUL	Riverboat Days Wabasha <a href="http://www.wabashamn.org">www.wabashamn.org</a>
27-28 JUL	Kolacky Days Montgomery <a href="http://www.montgomerymn.org">www.montgomerymn.org</a>
27-28 JUL	Art on the Hills Owatonna <a href="http://www.visitowatonna.org">www.visitowatonna.org</a>
2-4 AUG	River City Days Red Wing <a href="http://www.redwinginfo.com">www.redwinginfo.com</a>
7-9 AUG	Renville County Fair Bird Island <a href="http://www.renvillecountyfair.org">www.renvillecountyfair.org</a>
8 AUG	House of Style: Understanding Historic Interiors Keller Williams Integrity Northwest, Otsego 9:30 AM - 12:30 PM
10 AUG	Blue Collar BBQ and Arts Festival Faribault 11:00 AM - 11:00 PM

## ALL SUMMER LONG

### THIRD THURSDAYS

Third Thursday businesses are teaming up to keep hours open late in Winona.

### DOWNTOWN FARIBAULT

Downtown Faribault will have the Downtown Faribault Car Cruise Nights from 6-9pm on  
May 17  
June 14  
July 19  
August 9  
August 16  
September 20

### MANKATO CONCERTS AT RIVERFRONT PARK

May-September  
Learn more at [www.visitgreatermankato.com](http://www.visitgreatermankato.com)

### FARIBAULT

Faribault Concerts in the Park on Thursday evenings.

### REGISTER

To register for any of our classes, head to [mnpreservation.org/services/education](http://mnpreservation.org/services/education).

## NEWS AND UPDATES

### FROM OUR LAST ISSUE

#### THANK YOU, GINNY!

We incorrectly printed a donation in our Annual Report. We wanted to take the time to correct this mistake and thank Virginia Sweatt for her generous donation of \$5,000. Thank you, Ginny!



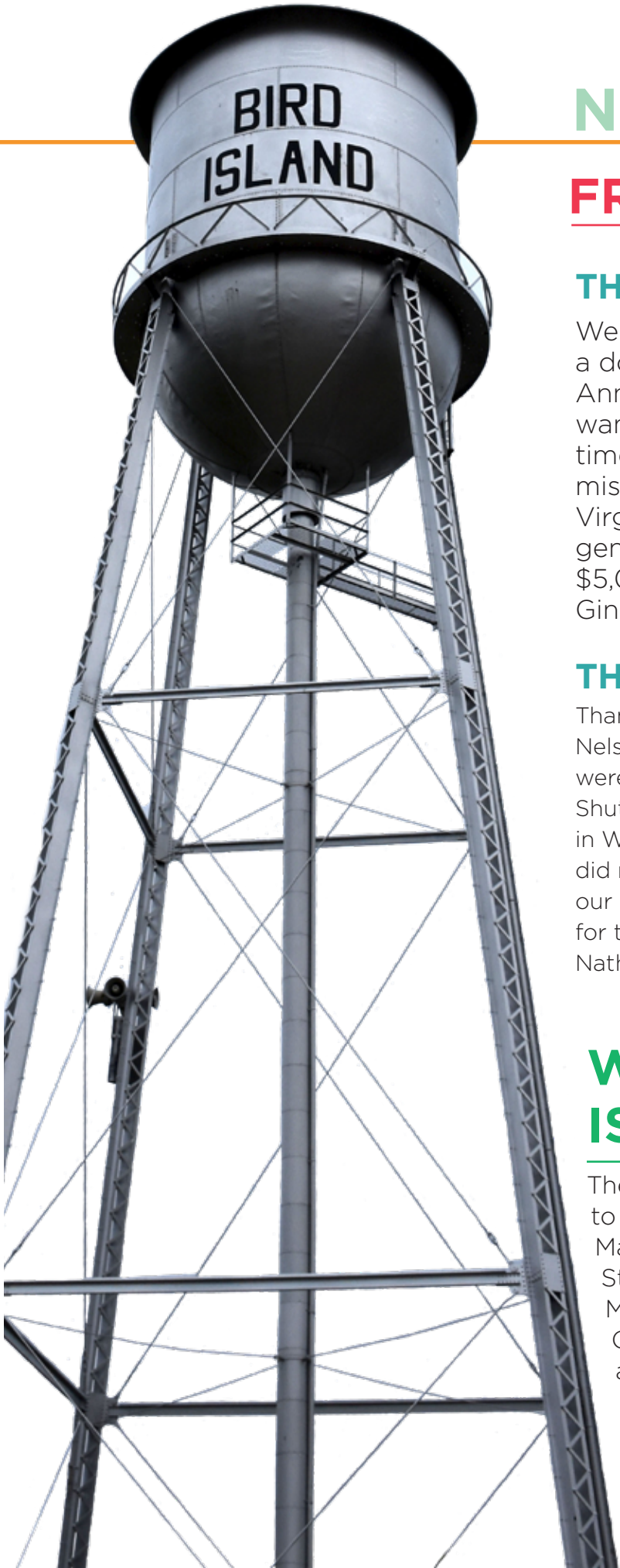
#### THANK YOU, PHOTOGRAPHERS!

Thank you to Nathaniel Nelson whose pictures were used in our story on Shut Down Third Street in Winona. We mistakenly did not credit his work in our last issue. Thank you for the beautiful images, Nathaniel!



## WELCOME, BIRD ISLAND!

The Minnesota Main Street Program would like to welcome Bird Island as our newest Minnesota Main Street Network Community! Mark Glesener, Steering Committee Member for Bird Island Main Street, says that he hopes the Network Community program will help them “develop and energize new community leaders and stakeholders, and get former ones to re-engage.” Bird Island joins Sleepy Eye, Sauk Centre, and Luverne as Network Communities.





# WINDOWS RESTORATION IN DULUTH

On a crisp, bright, Duluth spring day, a group of homeowners gathered at an old telephone exchange building currently being rehabbed. The goal of the day? To learn how to restore old wood windows.

With a long history of settlement starting with the Chippewa and Sioux, Duluth has grown to become the fourth largest city in Minnesota. Its long history in conjunction with its location on Lake Superior has given Duluth a unique sense of character in its built environment. From large mansions to small cabins nestled along the lakeshore, Duluth holds quite the range in home styles. The city also boasts at least 42 buildings and structures on the National Register of Historic Places. With a wealth of beautiful old buildings, the city faces a need for more education on how to maintain these properties, a part of which is learning to restore old windows.

For many at the workshop, the restoration of their windows seemed to be a daunting task. What is a sash cord and weight? Does an old window have to be drafty? Can I glaze a window? At one point the answers to these questions may have been passed down generation to generation. These days, as instructor Joe Hayes points out, the window industry has promoted the notion of “discard and replace” and has encouraged homeowners to throw their sturdy original windows in the trash.

Joe’s business is to repair and restore old windows. Along the way, he teaches homeowners about the benefits of repairing and not replacing. As an owner of an old building, you may have considered replacing your old, drafty, dusty, immobile windows. Yet, these words don’t have to describe your windows.



## THE INSTRUCTOR



Joe first began learning the trade of window restoration over a decade ago as a homeowner of a 1916 home in South Minneapolis and has since worked in the field with a variety of restoration professionals. He finds it refreshing to give homeowners with an ethic for renewal a lasting and affordable option for maintaining their original windows. Before restoring windows full time, Joe worked as a Montessori elementary teacher. He now loves sharing his love and knowledge of old windows with anyone willing to listen!

Learn more about his work at [www.hayeswindows.com](http://www.hayeswindows.com).

## THE BUILDING



Our workshop venue, 1804 E. 1st Street, was originally a telephone exchange building. In the mid-1990s, the building became Recyclabell, a venue for local musicians. The stately three-story brick structure has lofty ceilings, big windows, and views of Lake Superior from the top. Mike Poupore, the building owner, contractor, designer, a Heritage Preservation Commission member, and Duluth Preservation Alliance board member, is currently rehabbing it and transforming it into apartments. We were excited to use the building for a workshop, and we’re even more excited to see it come to life again as living space.



At our class in Duluth, Joe outlined how learning simple window repair techniques can be cost effective, increase home energy efficiency, and work to maintain the historic character of a home. Joe then demonstrated common repairs like sash cord replacement, paint and glaze removal, glazing, painting, simple epoxy repairs, and window weatherizing.

Recent studies support repairing windows instead of replacing. “According to the Field Study of Energy Impacts of Window Rehab Choices...the estimated first year energy savings between a restored wooden window with a good storm window vs. a replacement window was \$0.60.” This finding works against the notion that window companies are touting: new windows are inherently more energy efficient.

Joe also pointed out that old windows are made of old growth wood with high-quality, traditional carpentry techniques. He also noted their unique character, operability, longevity, and ability to be repaired with inexpensive parts. Often, traditional old window problems such as draftiness or poor operation are due to lack of maintenance, rather than an old window having fundamental quality issues.

The skills taught during PAM’s window rehab workshops are both restoration and maintenance oriented, providing building owners with the tools to keep their windows working and beautiful. Although window restoration can be daunting, most building owners can easily be taught the skills showcased this class. If anything, knowing how to restore your windows can help you communicate what your window needs are. There are, of course, more advanced skills that may be needed for extensive restoration such as replacing parts of a window or cutting glass, but rest assured there are still experts like Joe to help with that process.





# FROM MILITARY TO MOSAICS: A LOOK INSIDE THE THORP BUILDING





If you have ever been to the Thorp Building in Minneapolis’s Northeast District, you know that maneuvering through the former U.S. military operations headquarters is not an easy battle. Redesigned with the historical architecture in mind, the building is stark, immense, and easily one of the most artist-occupied structures in modern Minneapolis. Even though finding all of them can be a bit tricky, the local businesses that thrive inside the Thorp Building range from craft distilleries to television networks. We recently took a tour of two businesses inside the unofficial headquarters of the Northeast Arts District.


Mercury Mosaics is proof to not judge a book by its cover. Although the outside of the building is bleak and without decoration, the inside is the exact opposite. The tile studio found their home inside the Thorp Building in 2016. The massive, open space provides plenty of room to achieve their stunning, custom tile designs that they make from scratch, every day.

Known for their popular mosaic fish tile, Mercury Mosaics is made up of several groups of artists that handle each step of the tile-making process, from molding the clay to placing each custom tile together by hand. Not only do they host tours of their entire studio, but also



## MINNESOTA TOOL LIBRARY

Right across the hall from Mercury Mosaics, you’ll find the Northeast Chapter of the Minnesota Tool Library. The Tool Library is the first of its kind in Minnesota. Their concept is simple: “access over ownership.” Most projects, especially those on older buildings, require extremely specific tools that don’t fall within everyone’s price range, especially for a more-often-than-not one time use. That’s what the Tool Library hopes to solve. They provide the community with over 2,400 tools to rent at a low cost, a workshop space for those who need it (plus heavier duty tools such as table saws), and classes every month that come at a discount with some of their membership levels.



offer mosaic classes along with selling smaller, Minnesota-centric magnets and coasters.

The Thorp Building is also the birthplace to one of the most popular art festivals in state, Art-A-Whirl. During this year’s festival, the studio featured the art of Adam Turman with a live tile making collaboration between him and Mercury Mosaics owner and founder, Mercedes Austin.

The reimagining of the Thorp Building is a quintessential example of how we can connect our future and our past without having to replicate it. What was once a heavily guarded sight for the creation of weapons of war is now a neighborhood destination to celebrate arts, culture, and create an overall stronger community.

FOLLOW ALONG

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-  [@MNToolLibrary](https://www.facebook.com/MNToolLibrary)
- [mercurymosaics.com](https://mercurymosaics.com)
- [mntoollibrary.org](https://mntoollibrary.org)

MAKING TILE: STEP BY STEP



**1.** First, the clay is smoothed and cut into the several shapes that Mercury Mosaics offers. Here the artist is creating their popular morracon fish tile. The cutter is dipped in oil to prevent tearing the clay.



**2.** Then, each tile is handpainted in one of the studio’s 130 different colors, each with a unique and fun name. These tiles are painted Vivid Blue.



**3.** Next, the tiles are placed in kilns overnight. The tiles are only ready to come out when they have cooled to 700 degrees Fahrenheit.



**4.** Finally, each tile is placed by hand into a one-of-a-kind custom piece, like the one shown here. You can create your own masterpiece at a mosaic class, or order your own custom piece for your home!



# Interns Contribute Muscle to PAM’s Education and Policy Programs

PAM is fortunate to be a partnering organization with the Heritage Studies and Public History graduate program, which is a partnership between the University of Minnesota College of Design and the Minnesota Historical Society Department of Inclusion and Community Engagement. The HSPH graduate program, which launched in the fall of 2017, combines theory and practice to provide students with experiences in diversity, interdisciplinary inquiry, experiential learning, and community engagement. Students are trained to be scholars and practitioners to develop new, innovative, and entrepreneurial forms of historical interpretation and research. As a partnering organization, PAM participates by hosting graduate student interns who are paid through their academic program – a win-win for everyone involved.

This semester, PAM hosted two HSPH interns, Laura Leppink and Elisabeth Degrenier. Laura, who is a former corpsmember with Northern Bedrock Historic Preservation Corps and is currently on the board of directors for that organization, worked with Natalie Heneghan, PAM’s Education Coordinator, on expanding our education course offerings in greater Minnesota. Laura facilitated – and co-taught! – a workshop on rotted wood repair in St. Cloud, and helped develop a new class, Intro to Masonry Repair, in partnership with Northern Bedrock. We’re lucky that Laura will be continuing her internship work with PAM through the summer, helping us to gear up for more preservation education in Duluth-Superior and the surrounding area.

Elisabeth’s internship focused on historic preservation and housing policy. She worked with PAM policy director, Erin Hanafin Berg, to research the

extent to which Minnesota’s historic tax credit program has been used to create multi-family housing units at all income levels. Thanks to Elisabeth’s work, we now know that over 50% of the building rehabilitation projects that have been completed using the state historic tax credit are being used for residential purposes. Approximately 3,000 residential units have been created in underutilized or vacant historic buildings, and another 1,800 affordable housing units have been rehabilitated – and retained as affordable – using the historic tax credit. For-profit and non-profit developers have used the state historic tax credit to create and retain affordable housing units. We estimate that housing units created through use of the historic tax credit since 2011 now provide homes for 10,000 people across the state. Numerous studies have shown an acute need for additional housing units of all types and at different price points in urban, suburban, and rural Minnesota communities alike. The Task Force on Housing launched by then-



## IN PROGRESS

A RECENT HISTORIC TAX CREDIT PROJECT IN WINONA.

Governor Dayton in 2017 recommends that, among other strategies, we should “preserve the homes we have,” especially those classified as affordable, and “use all the tools and innovation at our disposal to enable the private sector to build to meet the demand” for new homes. As Elisabeth discovered, however, the process of financing and developing housing units is convoluted, and reusing historic buildings adds another layer of complexity. Are there options for simplifying both housing finance and historic rehabilitation

## 2019 LEGISLATIVE SESSION UPDATE

The MN Historic Tax Credit has not fared as well as we had hoped it would in the final budget negotiations at the Capitol. We had bills introduced in the House and Senate that would do three things that we think are vital to a strong and successful HTC program: 1) retain the tax credit as a refundable credit that could be claimed in a single year, 2) eliminate the sunset date (currently June 30, 2021), and 3) allow the credit to be transferred more than once.

Despite strong support in the Minnesota House of Representatives, especially by Taxes committee chair Rep. Paul Marquart (D – Dilworth) and our bill’s chief author, Rep. Cheryl Youakim (D – Hopkins) we were swimming upstream against a strong current of other weighty policy issues at the Capitol. The HTC was encompassed within the broader framework of Federal tax conformity - a wonky way of saying that the state had to figure out how to align its tax code with the Federal tax code overhauled in December 2017. The deal struck between Gov. Walz, Speaker of the House Melissa Hortman, and Senate Majority Leader Paul Gazelka required the MN HTC to conform fully with the new five-year claim period of the Federal HTC, and to make those changes retroactive to tax year 2018.

We’re concerned about the dampening effect that this change will have on HTC projects in Minnesota, to say the least – and we said as much during House and Senate taxes committee hearings, as well as in numerous visits with Legislators. In the months ahead, we plan to work to soften the blow by reaching out to Legislators and discussing amendments or exclusions that could create more favorable terms for the most challenging rehabilitation projects, including those in greater Minnesota and small, neighborhood historic districts. Help us in preparation for next year by sharing your experiences and ideas so we can advocate effectively on behalf of preservation and rehab development.

tax credit programs to encourage and incentivize more affordable housing development in historic buildings? We know of several historic schools and industrial buildings across the state that would be excellent candidates for reuse as housing, for example. States including Connecticut, Delaware, Maine, and Massachusetts allow an additional 5-12% bonus (over a base

of 20-25%) on historic rehabilitation tax credit projects that provide affordable housing, and other states offer added incentives for adaptive reuse of historic industrial buildings such as mills and factories. Would an added incentive like this help strengthen the Minnesota historic tax credit as a financing tool to create new homes?



## AFFORDABLE HOUSING

ALL NUMBERS AND STATISTICS FROM THE 2018 ECONOMIC IMPACT OF PROJECTS LEVERAGED BY THE MINNESOTA HISTORIC REHABILITATION TAX CREDIT.

As we continue our policy work at the state capitol and our DIY education programming, we hope to create new opportunities for historic rehabilitation and adaptive reuse for multi-family residential projects, and help to make home ownership, repair, and maintenance more feasible for more people through our hands-on workshops.







# MAIN STREET HAPPENINGS

## WILLMAR

Willmar Main Street recently partnered with nine other local organizations to bring the local small business community a 10-week educational series with the University of Minnesota Extension and the University of Minnesota College of Design. Industry experts presented on five different topics ranging from Inventory Management to Social Media, and each session was followed with a coaching session to dive deeper into the material that was presented the previous week. Nearly 20 locally-owned businesses participated, including clothing boutiques to restaurants and grocery stores. Of the participants, about 75% were women-owned businesses and 20% were minority-owned businesses.



## OLIVIA

Olivia’s Northern Plumbing and Heating’s offices are undergoing a facelift and providing the owners and employees with a renewed excitement. “We want our space to be professional and inviting and a reflection of the level of service we provide to our customers,” said Cathy Helin who owns the family business along with husband Gregg. The Helin property also provides office space to Johannes Agency. Business owner Paul Johannes and his staff are thrilled about their newly remodeled office which now allows them space for a conference room and a third work space. This office remodel and redesign has provided two businesses the opportunity to hire and grow their business.



## MANKATO

In March, Mankato’s City Center hosted the sixth annual Speechless Film Festival, a 3-day multimedia event that showcases local and international artists and presented by Bethany Lutheran College. Named for its signature category—speechless short films—the event aspires to challenge artists and attendees to communicate through the universal medium of visual storytelling.



## FARIBAULT



Faribault Main Street held their fourth annual Faribault Flannel Formal fundraiser. A crowd of over 400 convened at the 10,000 Drops Craft Distillers and newly-opened Corks and Pints. The evening began with music from the Rochester Caledonian Bagpipe Band and later, attendees rocked out to classic rock tunes performed by Horizontal Hero. Laura Drentlaw was declared the winner of the hotdish competition, while Nick Skogen and Amanda Northrup earned the respective titles of Best Dressed Lumberjack and Lumberjane.

### MINNESOTA MAIN STREET

To learn more about becoming a Main Street community, head to [mnpreservation.org/services/minnesota-main-street](https://mnpreservation.org/services/minnesota-main-street).

#### Designated Communities

- |            |          |
|------------|----------|
| Faribault  | Red Wing |
| Mankato    | Shakopee |
| New Ulm    | Wabasha  |
| Northfield | Willmar  |
| Owatonna   | Winona   |
| Olivia     |          |

#### Network Communities

- |             |             |
|-------------|-------------|
| Bird Island | Sleepy Eye  |
| Luverne     | Sauk Centre |





# MAIN STREET BASICS WORKSHOP

The Main Street program helps local leaders understand that they are not alone. The challenging and often thankless work of making downtowns vibrant and welcoming places can be isolating. Main Street provides the sense that issues are both shared and conquerable. It creates a forum for local leaders to come together, share their stories, and collectively imagine solutions, whether the issue is obstinate vacancies, parking woes, or getting new programming off the ground.

The annual Main Street Basics workshop is one such opportunity for communities—both current Main Street communities and those interested in becoming one—to come together, learn from one other, and discuss shared problems and opportunities. This April, Willmar Main Street hosted the workshop at the local African Development Center. The event focused heavily on diversity and inclusion, community engagement, and equitable representation in leadership. As communities across Greater Minnesota become increasingly racially diverse, many have struggled to fully embrace the changes. Ensuring existing programming reaches new populations, creating new programming that aligns with

their shifting needs, establishing leadership that reflects changing demographics, building lasting relationships and connections across ethnic and racial lines—these are just some of the unprecedented challenges facing Greater Minnesota communities, most of which have been entirely white and Christian throughout their history.

35 individuals representing 11 different communities from across Southern Minnesota attended this April’s workshop. In the morning, Sarina Otaibi, the Rural Program Manager and Minnesota Main Street Program Coordinator for the Preservation Alliance of Minnesota, led a session introducing the Main Street program and led an activity that challenged participants to come up with downtown revitalization strategies for different types of communities.

Later, Michael Tolan, Community Engagement Coordinator with the Preservation Alliance of Minnesota, led an in-depth session about engaging communities about downtown revitalization. Tolan concluded the presentation by leading the participants in a demonstration of Place It!, a



## The Main Street Approach

Since its inception, Main Street communities have seen almost \$75 billion in new investment. What’s more, in 2017, every \$1 of public money invested in Main Street communities leveraged over \$26 of private investment.

community engagement tool developed by James Rojas. Place It! challenges people to work in teams to build their ideal Main Street community using found-objects.

The afternoon concluded with a panel discussion featuring local leaders in Willmar who make community engagement a fixture of their work: Pablo Obregón, Community Engagement Officer for the Southwest Initiative Foundation, Nagi Abdullahi, Community Health Worker at the Center for Community Health Improvement, Sarah Swedburg, Willmar City Planner and Willmar Main Street Director, City of Willmar, and Wendy Foley, Health Improvement Project Manager at Blue Cross Blue Shield of Minnesota, with Tolan as the moderator.

The panelists explored their own experiences, successes, and challenges with community engagement in the Willmar community. Abdullahi and Obregón related their own

experiences as immigrants coming to Willmar, fighting misconceptions and ignorance, and the work they’ve done to build more inclusive, equitable spaces through their work. Swedburg discussed the work she’s done building cross-cultural relationships and creating space for diverse leadership through her capacity as Main Street Director. And Foley went into depth about white privilege and how it affects every facet of community development work. She challenged the attendees to confront their own privilege and examine how it might impact their work and organizations.

The Preservation Alliance of Minnesota would like to thank Sarah Swedberg for coordinating much of the day’s logistics; the panelists for contributing their time, thoughts, and insights; and the African Development Center for donating their space for the day. Keep an eye out for upcoming Main Street workshops, webinars, and other events in the future!



## Network Communities

Minnesota Main Street has recently revamped the Network Communities program, dramatically increasing the benefits for participating. Becoming a Network Community is a great way to start out with the Main Street program, connect with like-minded peers, and learn best-practices for downtown revitalization. It’s a perfect opportunity for communities curious about Main Street, and for communities who want to participate but might not have the resources to become a fully-fledged designated program.

Applications are open year-round on the Preservation Alliance of Minnesota’s website!





ON MY BLOCK

Artists walk the streets of Downtown Winona during their community's workshop.

ARTISTS  
ON  
MAIN  
STREET



Artists on Main Street is a program by PAM in partnership with Springboard for the Arts, with support from the Bush Foundation.

ARTISTS ON MAIN  
STREET WORKSHOPS

Last year, Artists on Main Street began as a pilot program in three communities—Winona, Faribault, and Mankato. The trial year of the program was an opportunity for the participating Main Street programs to partner with local creatives to address community identified challenges. It was also an opportunity for the program participants (the Main Street communities, the Preservation Alliance of Minnesota, and Springboard for the Arts) to learn from one another, establish best practices, and experiment with different strategies.

For the second year of Artists on Main Street, the participants now have an opportunity to apply those lessons learned and share them with the four new communities involved—Wabasha, Willmar, Olivia, and Northfield. If the past several months has been any indication, that insight and experience will lead to even more successful second year of the program.

This Spring, each of the seven communities hosted workshops for artists and creatives to learn about Artists on Main Street and get more information on how to apply. Northfield Main Street's initiative, entitled Connection/Conexión, is challenging artists to develop projects that provide welcoming gateways to downtown and connect visitors to the river. Wabasha's program, Perspective, aims to highlight the relationships and attachments artists have with downtown. Willmar has called their program Gather, Juntar, Isku Immada, and intends to fund projects that encourage the community to gather downtown. Olivia's initiative aims to reach artists across Renville County to create projects that will enliven their downtown with new creative energy, vibrancy, and playfulness.

Nearly 200 artists, creatives, and community leaders attended the Artists on Main Street workshops this year—an average of almost 30 per community. Be sure to check out the projects this summer!

NORTHFIELD

Northfield's initiative is titled Connection/Conexión.



WABASHA

Wabasha's program, Perspective, aims to highlight the relationships and attachments artists have with downtown.



OLIVIA

Olivia aims to reach artists across Renville County.





# Rust Belt Takeover of Milwaukee

When we think of historic buildings, a young demographic doesn't immediately come to mind. Millennials and Generation Z-ers are infamous for being addicted to technology, but also know how to use it to their advantage better than any other age group. By 2020, these two groups are predicted to make up 50% of all donations in the U.S., while still only making up roughly 20% of the population.<sup>1</sup> This seems to be a positive outlook for nonprofits all over the country, but it's a little more complicated than that.

It's not just that people 16-34 are more likely to donate, it's how they choose to donate that makes their slice of the giving pie harder to target. With text for advocacy campaigns, social media crowdfunding, and game incentive individual giving platforms, there are 1.5 million nonprofit organizations that these "philanthro-kids" have the option to donate to online, yet every year they only give to 3 organizations on average.<sup>1</sup> So, if Millennials are not contributing to charitable organizations via individual giving, where is their money going? The Rust Belt Coalition of Young Preservationists (RBCoYP) is, like their generation, way ahead of the curve on the answer.

1. Ellie Burke via BlackBaud, "The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures."



The RBCoYP is a group of historic preservations from across the country who are just as dedicated to saving old buildings as they are about creating new connections. Formed in 2016, the Coalition is made up of 6 groups from across the ‘Rust Belt’ – a region identified by the markers of deindustrialization across the Northeast and Upper Midwest (New York, Pennsylvania, Ohio, and Wisconsin are just a few).

The eclectic Coalition is engaging an audience of the usual suspects (Baby Boomers and Matures) but is also appealing to their own generation in ways that match up with their true ideals – to be more active in the real world. This approach is crucial in the business of protecting historic buildings. Since their inception they have held 9 of their “Rust Belt Takeover’s, the most recent taking over Milwaukee from May 10-12th. Each takeover stands out not only because of its hands-on, offline explorations, but nearly every event during the weekend is absolutely free. “We wanted to create a low-cost opportunity for education. Not everyone that cares about old buildings is a professional and knows the designation toolkit like we do,” says Sarah Marsom, “ringleader” of the RBCoYP. “We focus on creating experiential learning opportunities that will leave people feeling more empowered to take action when they see a historic site that needs protecting.”

During their Takeover of Milwaukee, the RBCoYP visited the Mitchell Park Domes, a designated National Treasure. While in awe

“We focus on creating experiential learning opportunities that will leave people feeling more empowered to take action when they see a historic site that needs protecting.”

of the magical architecture, the tour guides explained how the Domes were in danger of being demolished. Creating these opportunities for people to experience first-hand what they might lose from their community is exactly the kind of emotional connection that is vital

in pushing people to take action when it comes to protecting historical landmarks.

On the second day of the tour, attendees had a variety of choices for activities. If being outside is more your thing, then taking the bike tour through the Hank Aaron State Trail is made for you. If you have a home rehab project coming up or frequently work with old buildings, take the Frank Lloyd Wright walking tour along the historic Burnham Block. Visitors are able to walk through two different houses and learn what is saved and what is usually changed when going through the process of a historic designation.

Finally, what preservation gathering wouldn’t be complete without touring a local brewery? Milwaukee’s Pabst Brewing Complex served as the location for the Takeover’s Opening Night Party, complete with a beer tasting contest from all the different states in attendance. Visitors are encouraged to bring a six-pack of beer (or root beer) from their home state to compete in taking the glory of the best brew. “Ohio has won every time,” says Marsom.

These free opportunities cropping up across the country appeal to the younger population’s ‘broke’

## BURNHAM BLOCK

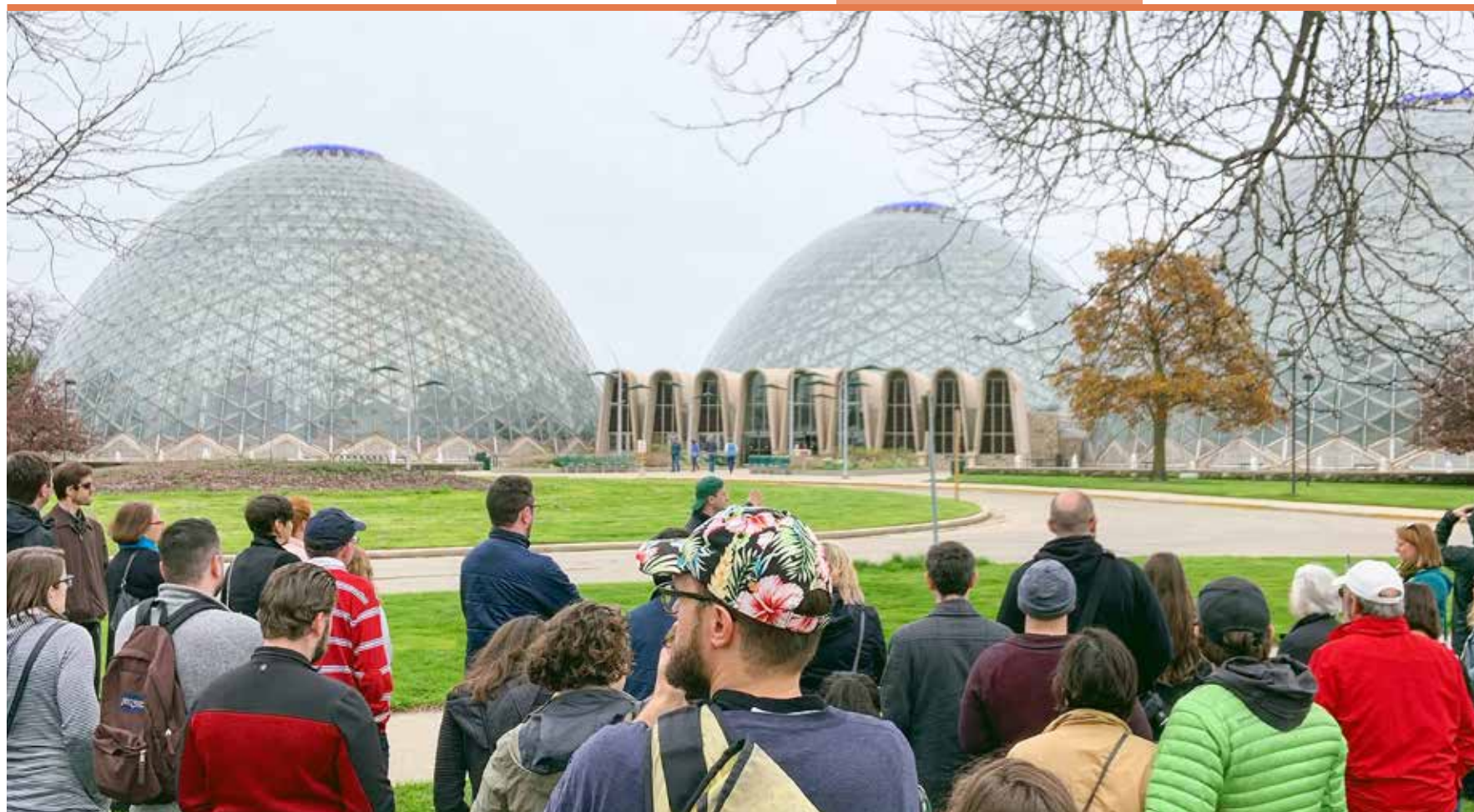
Guests had the option of taking a tour down Milwaukee’s Historic Burnham Block to tour two Frank Lloyd Wright houses.

*Photo courtesy of the Milwaukee Preservation Alliance.*



persona while still inspiring them to donate. Instead of endless appeals online, the RBCoYP gets them off their phone and into the spaces that they are trying to save. A recent study by Edge Research showed that younger generations are more likely to participate in protecting a historic building by taking a tour of a historic structure or having a weekend stay in a historic district. In short, they are more likely to participate in an experience first before forking over their dwindling paychecks.

Reimagining places is only possible with the surrounding community’s active support. The Rust Belt Coalition has proved that they know how to inspire action and create change in cities across the U.S. – and it’s not by being online. By appealing to our universal need for empathetic connection, either to a building or each other, the friendships, education, and experiences made possible by the Rust Belt Coalition are, in the end, priceless.



The Mitchell Park Domes are a registered National Treasure. While exploring the iconic structures, members of the RBCoYP explained how the Domes are in danger of being demolished, and how people can take action.

*Photo courtesy of the Milwaukee Preservation Alliance.*



# MNPreservation

Published by the  
Preservation Alliance of Minnesota  
416 Landmark Center  
75 W. Fifth St.  
Saint Paul, MN 55102

Phone: 651.293.9047  
mnpreservation.org

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## HMONG STUDY UPDATE

In 2015, PAM received a grant from the State of Minnesota through the Arts and Cultural Heritage Fund to explore resources and places connected to Hmong history in the Twin Cities. We published a literature review to share what we learned. We wanted to lay the groundwork for future preservation work that focused on traditionally excluded minority groups and immigrant/refugee communities.

We were happy to learn that University of Minnesota graduate students in the Heritage Studies & Public History program – including two of PAM’s interns! – spent part of their spring semester developing a context study on Hmong in the Twin Cities. They used our literature review as a starting point.

Preservation context studies are cornerstones



of the preservation planning process. They provide a “framework for evaluating historic resources relative to specific themes, timeframes, and locations” (National Park Service). The creation of the literature review and context study will help preservationists recognize places that truly represent our diverse Twin Cities community. Once finished, the context study will be an important resource for preservation professionals. It will help create a more inclusive register of historic places and ensure our built heritage reflects the stories of all people who call Minnesota home.