



Serving the Community | Working for the Future

# COUNTY OF SANTA CRUZ

## Historic Resources Commission

January 23, 2023

**Subject: Recommended Support for Santa Cruz County Historic Resources Commission**

Dear Honorable members of the Santa Cruz County Board of Supervisors,

The Historic Resources Commission (HRC) reviews proposals to amend the Historic Resources Inventory, applications for changes to the exterior of properties included on the Historic Resources Inventory, and fulfills other duties pertaining to Historic Preservation as provided in Chapter 2.58 of the Santa Cruz County Code and the County General Plan.

We believe that the Board of Supervisors understands the historical significance of historical structures in our community, and that the HRC works to identify, restore and preserve these structures for the benefit of the community.

Awareness of the HRC (and many other County Advisory Commissions) and the role it plays in the community is not well known. Therefore, we respectfully recommend that the County of Santa Cruz dedicate additional budget resources within the Planning Department Budget to support an increased awareness of the HRC in these specific ways:

Enabling participation in these aligned organizations:

1. **Santa Cruz County History Fair held at the MAH.** This is a one-time a year event and was extremely successful in sharing the goals and mission of the HRC via the participation in a “History Quiz” about well-known structures in Santa Cruz County. Personal items were used to cobble together the “booth” this past year, but permanent items are needed going forward for this year’s event. These items needed include two tables, four chairs, table cover and a retractable roll up banner stand for signage  
Estimated Cost: \$1,200.00
2. **Santa Cruz County Farmers Markets.** There are seven markets: Cabrillo/Aptos, Watsonville, Downtown Santa Cruz, Live Oak, Westside, Scotts Valley and Felton. Our goal is to utilize tabling space 14 times per year, twice at each market. Demographically, we believe this to be the correct audience for HRC. Lacking is any promotional material to be used as a handout. A simple Rack Card (English/Spanish) needs to be developed as part of the presentation for the tabling events. Estimated Cost: \$950.00

- 3. California Preservation Foundation Webinar Series** - Training opportunities. These webinar or live events are critical in providing the fundamentals for historic preservation commissioners in helping them learn how to grow the list of designated sites or structures in the County. Other issues to understand include how to pay for historic preservation planning and rehabilitation projects and what financial incentives can help pay for preservation efforts. In addition, other forms of training opportunities such as guest speakers provide context and expertise for Commissioners.
- Estimated Cost: \$2,850.00

Participation in these aligned organizations and with other historical preservation professionals will help commissioners increase the effectiveness and visibility of the HRC in our community and help communicate the positive aspects of the HRC to the public as a whole. The continuing education of the commissioners trains us to better understand the complexities of historic preservation projects in the community.

The HRC is eager to serve the County and support historic preservation and this is why we respectfully ask for your support.

Sincerely,

*Barry S Pearlman*

Barry S Pearlman

Chair

Santa Cruz County Historic Resources Commission