

Town of New Paltz Historic Preservation Commission Meeting

Tuesday September 15th 2020 7:00PM – 9:00PM via Zoom

Commissioners attending: John Orfitelli (Chair), Susan DeMark, and Matt Maley

Agenda

1. Public Comment
2. Review/Approve July Minutes
3. Review HPC CPF Campaign Activity

Minutes

The on-line Zoom meeting was called to order at 7:00pm with a motion from Susan DeMark and seconded by Matt Maley. Motion carried.

Pledge of Allegiance

Public Comment: No public comments were received.

Minutes:

1. **Review/Approve July Minutes:** The Commission reviewed, and approved [minutes form our July 21st meeting](#) and John Orfitelli agreed to post on our Town web page.
2. **Review HPC CPF Campaign Activity:** The Commission was (and continues to be) **exclusively focused** on the Campaign in August and September. CPF Campaign Meetings are held every two weeks with notes and materials published to the [Google Drive site](#). The [Town Web page](#) was updated to provided information on the referendum with a **Get the Facts on Local Law No. 1** presentation.

Here is a brief outline of the various activities and accomplishments by the HPC over the past **two months** (there was no HPC meeting in August):

- John Orfitelli agreed to serve a co-chair with Cara Lee on the Campaign. Certain campaign related activities involved establishing a campaign checking account, maintaining financial records for contributions, working with the board of elections, and meeting with major sponsor/donors including the Trust for Public Lands, Scenic Hudson, and the Hudson valley Land Trust every two weeks to review status of our campaign activities.
- A [Facebook page was created for the Campaign](#) to promote the referendum and encourage feedback on Local Law No.1. The platform has been very successful in providing a way for the committee to address various questions regarding the impact of Local Law No.1. Susan DeMark continues to monitor both the HPC and Campaign pages to respond to questions and negative comments with clear and concise responses.
- A great deal of time has been spent by the Commission (and Susan in particular) at creating, reviewing, and editing campaign materials including post cards, flyers, signage, logos, and letters for publication. Here's a list of the materials provided by Matt Maley over the past two months:

“Tell Us What you Think”

- Postcard Design
- Survey Flyer
- Facebook/Instagram banners/adds

“A Survey for your Thoughts”
-Facebook banner Designs

Historic Preservation Commission
-Facebook banner Designs
-Facebook Profile Pic Designs

“Vote Yes” Campaign
-Logo Design
-Facebook/Instagram Banner Design
-Tick sheet flyer design

- A one page website created by Campaign Workshop to provide a simple short URL VoteYesNewPaltz.com for use in print publications with a link to the Town website.

Motion to adjourn was made by Susan DeMark and seconded by Matt Maley. Motion carried. Meeting adjourned at 8:30.

Next Meeting will be held via Zoom on Tuesday, October 20th , 2020.