

MINUTES OF THE LANDMARKS BOARD SOCIAL MEDIA SUB-COMMITTEE

DATE: February 6, 2026

TIME: 12:00pm

The meeting and public hearing of the Landmarks Board Media Sub-Committee was held on the above date and time in person in the Busch Building, 2 West Conference Room.

ROLL CALL:

Landmarks Board members: Genevieve Henry and Seva Nix. Staff members: Andrew Menke, Senior Planner, Justin Crighton, Assistant Planning Director, Melissa Hart, Assistant Director of Public Information and Civic Engagement, and Kyle Tolbert, Assistant City Attorney.

APPROVAL OF MINUTES: None

UNFINISHED BUSINESS:

NEW BUSINESS:

The Landmarks Board sub-committee met to discuss the creation and management of social media content to enhance public engagement and education regarding historic preservation.

Main Topic: Establishing and populating social media channels (starting with Facebook, with potential for Instagram) to inform the community about the Landmarks Board's role, historic properties, and preservation efforts within the city.

Key Arguments and Ideas:

Purpose of Social Media Presence:

- Educate the public on the Landmarks Board's functions, history, and purpose.
- Clarify common misconceptions, such as the difference between local and federal historic designations and the Board's advisory role (e.g., a 60-day demolition delay).
- Foster community interest and engagement in historic preservation.

Content Categories and Specific Ideas:

Introductory Posts:

- Outline the history and mission of the Landmarks Board.
- Explain the nuances of local versus federal historic designations.

Biographical Posts:

- Feature individual board members with photos, their backgrounds, interest in historic preservation, and term information.
- Consider asking members to share their favorite historic building in the city.
- Announce new board members and potentially use posts to highlight open positions.
- A group photo of the Landmarks Board is planned (potentially March meeting), once more positions are filled.

Newsworthy Posts:

- Highlight high-profile projects nearing completion or undergoing significant changes (e.g., the YMCA building becoming Phelps County Bank, City Hall renovations, Ebbets Field reopening).
- Discuss projects that have come before the Landmarks Board, sharing renderings and the Board's involvement (e.g., the Missouri Hotel renovation).
- Address property demolitions carefully, focusing on factual information about the Board's process rather than making calls to action or singling out property owners.
- Feature large-scale community projects within historic districts, such as the Sankofa building and the footbridge rehabilitation.
- Cover city infrastructure works in historic areas, like the discovery of old brick roads during utility projects.

"Throwback Thursday" Posts:

- Show "before and after" photos of successfully preserved or renovated buildings/sites (e.g., The Table restaurant, Benton Avenue AME Church, and Gillioz Theatre).
- Explore historical themes like old trolley lines or the evolution of the downtown square.
- Potentially feature historically significant properties currently on the market.
- Incorporate urban legends or interesting anecdotal stories tied to historic places to encourage community engagement.

Educational Features:

- Define architectural elements and historic house styles with local examples.
- Illustrate how the Secretary of the Interior's Standards are applied in historic preservation, using examples like the Carnegie Branch Library.

Financial Incentive Spotlight (Future Topic):

- Educate the public on historic tax credits (federal and state, including Springfield's 35% state credit) and other local incentives for homeowners and income-producing properties.
- Consider showcasing success stories from property owners who utilized these incentives.

"This Day in History" Posts:

- Commemorate significant dates related to local historic buildings and events (e.g., opening of the footbridge, historic City Hall, the burning of the Greene County Courthouse).

Content Sourcing and Logistics:

- City files, the local History Museum, Greene County Archives, Greene County Historical Society, and possibly Public Works will be key sources for historical information and photographs.
- Melissa Hart will manage the social media pages requiring specific information and prompts from the Board for newsworthy items.
- Efforts will be made to locate the original Landmarks Board logo file for consistent branding.

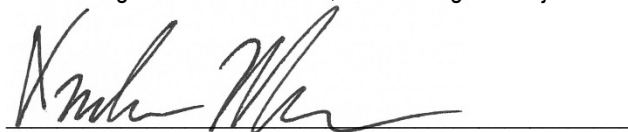
Platform Strategy:

- The initial focus will be on establishing a Facebook page, then potentially expanding to Instagram, recognizing their different demographics and content requirements.
- Content frequency is aimed at a few posts per week (3-4 times).

The sub-committee concluded with a plan to prioritize introductory posts and board member biographies, followed by integrating newsworthy and historical content as it becomes available or is specifically planned.

ADJOURNMENT:

There being no further business, the meeting was adjourned by Genevieve Henry.



Andrew Menke, Senior Planner