

City of Springfield

Agenda

Landmarks Board Social Media Sub-Committee



Seva Nix
Commercial Street Representative

Genevieve Henry, Vice Chair
At-Large Representative

June 23, 2026

12:00 PM

Via Zoom

Meeting ID: 881 7044 5126
Passcode: 711157

1. **Roll Call**
2. **Approval of Minutes**
 - 2.1. March 30, 2026
3. **Unfinished Business**
4. **New Business**
 - 4.1. Identify Sites for Social Media Posts
5. **Adjourn**

In accordance with ADA guidelines, if you need special accommodations when attending this meeting, please notify the Planning and Development office at 417-864-1611 as soon as possible to accommodate your needs.

MINUTES OF THE LANDMARKS BOARD SOCIAL MEDIA SUB-COMMITTEE

DATE: March 30, 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: February 6, 2026 were approved.

UNFINISHED BUSINESS:

NEW BUSINESS:

The Landmarks Board Sub-Committee met to focus on developing a content strategy for their newly launched Facebook and Instagram pages.

Main Topic: The primary purpose of the meeting was to identify and plan specific historical sites, events, and educational themes for social media posts, establish guidelines for content, and streamline the content creation and approval process.

Social Media Presence & Initial Contact

The Landmarks Board has officially launched two social media pages on Facebook and Instagram but need additional biographical information about Board members for potential "Meet the Board" posts and initial content should introduce the two local historical districts: Walnut Street and C-Street, while also mentioning national historic districts like Mid-Town and other downtown areas.

Content Strategy & Guidelines

Relevance to the Board: Any featured business or project must have a connection to the Landmarks Board's work (e.g., having come before the Board for approval or nomination). Posts should be factual rather than promotional.

Educational Content: Discussions highlighted the importance of informative posts, such as distinguishing national and local historic district designations.

Diverse Content: Strategy will include a mix of posts about specific landmarks, historical dates ("on this day"), educational topics, and potentially "then and now" comparisons, with caution regarding sensitive topics like demolitions.

Promoting Vacancies: Social media can be used to advertise open positions on the Board, specifically for the Walnut Street Historic District representative and an at-large member.

Proposed Landmark & Event Post Ideas

Approved for consideration by subcommittee:

1. **Ebbets Field:** Highlighting its recent reopening and the Board's involvement in approving the new sign and balcony repairs (COA).
2. **Randy Bacon Building (Commercial Street):** Featuring its renovation, particularly the glass replacement, which involved the Board.
3. **Spencer Smith's House (Walnut/National):** Focusing on the unique historical "Yankee gutters" and the complex restoration process that required Board consultation.

Other Sites Discussed for Future Posts:

1. Bar Building, History Museum, the Great Fire (June 9th historical event).
2. Bell Telephone Building (now MSU building on Jefferson).
3. Fire Station on National Avenue (near Walnut).

4. The Mansion at Elfindale (bed and breakfast).
5. Phelps County Bank (renovation).
6. Keet-McElhany House on Walnut Street (historical property, potential for interesting facts like a tunnel).
7. Central High School.
8. Shrine Mosque: Recognized for its Moorish architecture, historical photos (including construction), a visit by President Truman, and its past use as a navigation beacon.
9. C-Street Fire Station: Celebrating its 100th anniversary and mentioning a recent garage door incident (which required Board review for replacement).
10. Footbridge: Its centennial celebration and the Board's involvement in its raising and preservation efforts.

Site Rejected for Post (without further action):

Health Department church building: While a significant renovation, it is not currently a registered landmark and has not come before the Board, making it unsuitable for a Landmarks Board-specific post at this time unless nominated.

Content Management & Approval Process:

A cloud-based Excel file provided by Andrew Menke will be used for collaborative content development, where members can add ideas, historical facts, and dates with a goal to develop approximately 10 site-specific posts initially.

Kyle Tolbert, Assistant Attorney, noted that the sub-committee has the authority to approve general content ideas and direct the development of specific posts.

Meeting Frequency:

The subcommittee decided to meet monthly to build up content, when enough is compiled, they may move to quarterly meetings.

ADJOURNMENT:

There being no further business, the meeting was adjourned.



Andrew Menke, Senior Planner