

**Compiled by Chris Skelly, Massachusetts Historical Commission, April, 2020.
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IDEAS FOR BUILDING PUBLIC SUPPORT

Community Education, Outreach and Engagement

Begin a historic plaque program for property owners
Install interpretive signage throughout the historic district
Create a local preservation website
Manage a social media presence
Hold a workshop for contractors
Hold a workshop for realtors
Hold a workshop on wood window repair
Hold an architectural styles workshop
Hold a research your old home workshop
Hold a workshop on energy conservation in historic buildings
Install entering historic district signs to your districts
Incorporate historic districts into wayfinding signage
Organize an old house fair
Write a monthly newspaper column
Speak at meetings of local social and benevolent groups
Meet with the chamber of commerce to discuss economic development
Print a poster of the historic district suitable for framing
Print copies of old historic maps
Publicize and celebrate relevant anniversaries
Display historic photos in the library or town hall
Write a monthly or quarterly newsletter to property owners
Invite property owners to an annual listening session
Submit success story press releases to the newspaper
Create a calendar of historic photos
Organize a historic photo scanning event
Organize an oral history project
Lead historic walking or bicycling neighborhood tours
Lead historic burial ground tours
Hold a celebration for new national register listings
Provide certificates to owners of national register listed properties

Holding Public Meetings and Hearings

Treat all people fairly and respectfully
Listen and ask questions
Don't engage in side conversations
Maintain strict ethical standards
Come to meetings prepared
Review whether the hearing room meets best practices for public hearings
Improve and update your local historic district design guidelines
Quote from your design guidelines in the decision-making process

Adopt Findings of Fact that support your decision
Explain the local historic district process at each public hearing
Have a meeting procedures handout in addition to a printed agenda
Send your agendas to other local boards and commissions

Commission Education and Improvement

Organize a regional meeting of preservation commissions
Become a certified local government
Attend the National Alliance of Preservation Commissions Forum
Attend training offered by the Massachusetts Historical Commission
Review educational materials provided by National Alliance of Preservation Commissions
Regularly review applicable state historic preservation laws
Regularly review your local historic preservation bylaw or ordinance

Local and State Elected Officials

Present accomplishments annually to the Select Board or City Council
Provide quarterly written progress updates to the Select Board or City Council
Invite local and state elected officials to speak at events
Submit an annual report to your elected officials and local board members
Present a preservation award to a local or state elected official

School and Student Activities

Create an architectural eye spy scavenger hunt for children
Create a local historic building coloring book for children
Meet with local educators about bringing local history into the classroom
Create before and after photos for classroom activities

Local Non Profits and Friends Groups

Start a local non-profit preservation organization or friends group
Sponsor social and entertaining events
Hold fundraising events
Hold an annual preservation awards program
Start an annual endangered properties program

Preservation Planning

Update and expand your local historic property inventory
List properties on the National Register of Historic Places
Prepare a historic preservation plan with the assistance of a consultant
Adopt a realistic annual work program to accomplish specific preservation plan goals and objectives
Review zoning and other municipal regulations