



Randolph County Historic Landmark Preservation Commission

204 East Academy St. ♦ P.O. Box 771 ♦ Asheboro, North Carolina 27204

November 23, 2009

The Randolph County Historic Landmark Preservation Commission (HLPC) met in the County Commissioners Meeting Room of the County Office Building at 725 McDowell Road, Asheboro, NC, and the special meeting was called to order at 2:00 p.m. The Commission had rescheduled the regular meeting of November 25th to accommodate the RCC student presentations with their school schedule.

Members present were Hal Johnson, Fran Andrews, Bill Johnson and Lynne Qualls. Bill Ivey and Mac Whatley entered later, where so noted. Robby Davis, Warren Dixon and Robyn Hankins were absent.

Approval of Minutes from October 28, 2009

On a motion of Andrews, seconded by Qualls, the Commission voted unanimously to approve the minutes of the regular meeting of October 28, 2009, as presented.

Bill Ivey and Mac Whatley entered the meeting at this time.

RCC Presentations

Chairman Johnson recapped the reasons why the Commission requested the help of the RCC Marketing and Design class to design a logo that would be distinctive to the HLPC. He stated that the students went far beyond just logo design and developed full marketing campaigns for the HLPC and history preservation in Randolph County, which will be presented to the Commission at this meeting.

The invited guests of the Commission were introduced. Present were RCC President Dr. Bob Shackelford, TDA Director Tammy O'Kelley, County Manager Richard Wells, County Commissioner Chair Harold Holmes, and Richard Schoenberger, owner of Manor House Graphics of Asheboro.

Cindy Thrall, RCC Instructor, thanked the Commission for the "real-life" opportunity for the students. She stated that each team started its project with surveys in one of the five districts of Randolph County. She also distributed assessment forms to the Commission and audience asking them to grade each team on its presentation. The Commission would have the opportunity to ask questions at the end of each team's presentation and again when the meeting is adjourned.

Forte Grafika Presentatin

The first presentation was from team Forte Grafika. Team members stated they had developed a campaign which would inform the public and spark interest in Randolph County history. After studying the data from the surveys taken in the Archdale community, they decided to approach the two areas they felt needed the most attention:

raising public awareness of the Randolph County Historic Landmark Presentation Commission and educating the children about the history of the County. Within their marketing concept they would produce a comic book and poster to promote the comic book to the younger demographic. The team also presented a concept for a contest to entice school-age children to visit the landmarks. They also planned to utilize a billboard, fliers for cross marketing, mailers and banners to create an identity for the Commission.

In an effort to educate the community about the function and importance of the Randolph County Historical Landmark Preservation Commission, Forte Grafika presented the following campaign pieces, which included the slogan “Observing The Past, Preserving The Future”:

Logo

Forte Grafika feels their logo is full of representation and explained that the star has five points, representing heritage, pride, industry, people and religion. The blue and gold colors offer a feeling of regality and prestige without being overly flashy. Blue represents wisdom, importance and unity, while gold pulls in meanings of tradition, success and value.



Billboard

Forte Grafika stated that its survey showed that most of the public recognized the Courthouse as part of Randolph County history. A billboard would focus on using a gradual transition from a historic photograph of the courthouse into a modern view to help place the Commission with those already present thoughts of history and heritage associated with the courthouse.

Mailer/Postcard 4x5

The mailers are a way to reach out to the people of the community at their homes. The mailer itself shows the entire historic picture of the Courthouse on the front. When the fold is opened, it reveals the same transitional past-to-present image as the billboard and would include information about the Commission, its goals and the website for more information.

Website

A redesign of the previous website that is contemporary and eye-catching to the internet generation, while remaining easy to navigate and find information about the Commission and the historical sites around the county.

Full Color Comic Book

The team suggested a six-page comic book that would feature a fun exploration of the historic landmarks of Randolph County for younger citizens. These could be distributed

through schools as a way to reach out and teach about the historical events that have made our county what it is today.

Poster 11x17

The posters would tie to the comic book through a contest that encourages children to explore each of the landmarks in order to find tickets that would enter them into a chance to become a character in future editions of the comic.

Made By GIANT

The second presentation was from team Made By GIANT, which focused on the “desires to increase public awareness by providing access to real, fun and educational history that is within our reach, right here in Randolph County.” Their slogan was ‘We are part of what came before us’.

When considering a logo, the team stated their main concern was the public’s need to be able to connect to the HLPC to capture the feeling of timelessness in history. The results of their survey were that the citizens were somewhat knowledgeable on the subject of historical landmarks and wanted to know more.

Made By GIANT presented the following campaign pieces in their presentation with the slogan “Explore Randolph County”:

Logo

The team created a logo that they felt was simple, yet sophisticated, in order to demonstrate its basic mission and necessary place in the community. The pinwheel illustration was inspired by the architecture found on the courthouse. The courthouse was the landmark chosen to represent the RCHLPC because it is the most sophisticated architecture in the county and it is also the unifying center. The students stated that the inspiring architecture was repeated in the logo to make a circular piece to symbolize how the past and the present are connected as well as the concept of finding the way to knowledge through a circular-shaped compass.



“Fact or Fiction” Billboards

A billboard would be bold with simple typography with the HLPC logo. It would encourage the public to visit the special “Fact or Fiction” website

(www.FACTorFICTION.nc.us) out of curiosity. The intention of the public awareness campaign is to create a general awareness about history and to spark interest.

Interactive Website

It would be an educational and interactive website for teachers and students to broaden the young public's awareness about history in general and, specifically, local history. It could be incorporated into local and national curriculums. The style of the website would compliment the logo in its use of white space and colors. There would be links for information about the Commission as well as ongoing campaigns, such as, "Fact or Fiction." It is a place for the Commission to document its work as well as a place for the public to be informed.

History Hop

A "History Hop" would be an opportunity for families to visit landmarks together and learn stories about each one. The team suggested a kick-off event to announce its presence. Advertising could include radio broadcasts and iconic posters and banners displayed throughout Randolph County. The events would include storytellers, local musicians, food and a "History Hop." The hop would be an opportunity for the public to visit the sites and explore history. Each site will have a tour guide on this day and will have a scheduled mini event. Children could participate in a scavenger hunt and receive a map. Compasses with the logo could be distributed as gifts as a means to help establish recognition of the logo. This would support the theme of "Explore Randolph County."

Ongoing Materials

- *Bronze plaque for each designated location.*
- *For locations open to the public, brochures telling stories about the landmark with a "History Hop" map.*
- *Iconic images can be turned into t-shirts, mugs, postcards, etc. for tourism and fund-raising.*
- *Letterhead, Business Cards & Envelopes reflecting the clean, professional and timeless look of the logo.*

All the Rest/ JB Creative

The third presentation was from team All the Rest/JB Creative. They stated that the RCHLPC is the County's best resource for connecting communities through historic preservation. Their research found that there is not satisfactory knowledge about the Commission, its purpose or the landmarks it represents. The team states there is significant opportunity for the Commission to reestablish interest in and reiterate the value of history to the community.

All the Rest/JB Creative presented the following campaign pieces in their presentation:

Logo

The logo is a representative of the Commission's desire to connect with, educate and inform individuals about historic subject matter. It features five distinct shapes which are representative of the Commission's main goals within the community. They are arranged to create a leaf – symbol of life, growth, and preservation in all its forms.



Pocket Folder

The pocket folder would hold collateral material for the RCHLPC's designated landmarks. It would include a printed map with the numbered designated landmarks that correlate to the numbered postcards.

Postcard Prints

These would be printed, as needed, and a new card printed after designation. Each print would include pre-paid postage for individuals to send to friends and family. This is even more than direct mail—it's personal mail.

Display Stand

A table top display stand acts as a functional piece to display the pocket folders and postcards, and also as an additional form of advertising. Its design separates it from other printed materials that may be stationed in its proximity. The stand encourages individuals to explore its contents and provides information about the Commission and the website.

Website

The main function of a website is to educate, inform, and raise interest in the Commission, its mission and values, and any events that it may sponsor. It may also be the first medium in which individuals (especially in the younger demographic range) are introduced to the RCHLPC. The website should reflect the Commission, and could also be utilized as a forum for historic-related research, education, projects, discussions and events.

Media

The team also suggested newspaper and magazine advertisements. They suggested the Wednesday issue of the Courier-Tribune because of distribution numbers. Also, "Our State" magazine could possibly do an editorial spread, by request.

The All the Rest/JB Creative team stated "the RCHLPC has an extraordinary opportunity to not only advance landmark designation and preservation in Randolph County, but to create a new interest in history as a whole among citizens, visitors and many distinct communities."

G Candy

The fourth presentation was from team G Candy. This team concluded from its survey that the Commission is "unknown" and recommends that the HLPC create a relationship with the community by promoting the benefits of successful historic preservation and designed its campaign around the idea that the landmarks were tangible evidence of history

as a “gift.” The team hopes to create curiosity and an interest in the history of Randolph County with its campaign.

G Candy presented the following campaign pieces in its presentation:

Logo

G Candy identifies their logo design as one of art deco style stating that it strongly relates to the essence of a seal. The star is a representation of five important aspects of preservation: industry, culture, architecture, people and religion. The olive branch represents peace and growth. The architectural domed roof represents the importance of restoration.



T-Shirts

The Commission could use a t-shirt with art deco logo for self promotion, as well as, for giveaways or a fundraiser item to sell.

Brochure Packaged Postcards

Team four designed a brochure with the modern art deco style along with the HLPC logo on the front. The brochures can be placed at a Commissioner’s office and at each landmark. When you open the brochure, it will have a county map with a list of landmark locations and information about each of the sites. The site information will be on postcards. Each card will have a photo of a landmark and the description and location of the landmark on the backside.

Candy / PC Holder Container

“What would you like to know about our shared history?” This quote would be on a split bottom box with divider wall approximately “5x6.” One side holds old fashioned candy, and the other holds postcards about landmarks.

Drawing Contest

The competitions are designed for the public to learn about the Commission and its purpose. The first one will be for children of different age groups to draw a landmark, which will require the child and family to visit the site. The top drawings in the three age categories would receive a t-shirt.

Media

The team suggested a facelift for the current website by using the color concept carried all the way through the campaign. Add an event section so the public would see informative details about upcoming events.

The team also suggested a billboard with the key point to present the HLPC cause as a gift because history is a gift to all of us.

G Candy also recommended newspaper ads in local papers that would publicize events.

December Meeting

Chairman Johnson reminded the Commission that the regular monthly meeting for December had been rescheduled for Wednesday, December 16, at 2:00 p.m. in the County Commissioner's Meeting Room.

Adjournment

On a motion of Qualls, seconded by Andrews, the Commission voted unanimously to adjourn at 3:40 p.m. to the Training Room to view the presentations in more detail and ask the students additional questions.

Hal Johnson, Chairman

Amanda Varner,
Clerk to the HLPC