

# RHDC Strategic Goals for 2016-2018

*Mission Statement:*

Identify, preserve, protect and promote Raleigh’s historic resources.

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Priorities	Goals and Objectives
<b>Nominating</b>	<b>Build an engaged and effective commission</b> A. Present annual slate of nominations to City Council B. Expand representation on the Commission and Committees C. Conduct new Commissioner orientation D. Amend By-Laws E. Monitor Strategic Planning Process
<b>Certificate of Appropriateness</b>	<b>Conduct a formal review process of proposed exterior projects for property owners in HOD-G&amp;S or to a Historic Landmark</b> A. Review Certificate of Appropriateness applications monthly B. Issue Certificates of Appropriateness. C. Continuing education availability D. Final review of Design Guidelines
<b>Community Awareness</b>	<b>Increase public awareness by promoting mission</b> A. Clarify branding message B. Update website effectiveness to maximize audience reach C. Promote historic resources to Raleigh residents D. Cultivate alliances to increase community engagement in preservation
<b>Research</b>	<b>Identify and protect historic resources</b> A. Research the historical significance of local properties B. Guide the Commission in the designation of appropriate properties C. Engage stakeholders in the process D. Apply for bi-annual Historic Preservation Fund grants
<b>Governmental Relations Task Force</b>	<b>Expand awareness of the RHDC impact on the City of Raleigh</b> A. Educate Council on the economic impact of historic preservation B. Strengthen relationships with City, County and State officials



## Goal 1: BUILD AN EFFECTIVE and ENGAGED COMMISSION

Objectives	Strategy	Who	When	
A. Present annual slate of nominations to City Council	<ol style="list-style-type: none"> <li>1. Determine interest in serving additional 2-year term               <ol style="list-style-type: none"> <li>a. Review attendance policy per City requirements</li> <li>b. Meet by-laws residency specifics</li> <li>c. Expanded recruitment efforts to reflect City demographics</li> </ol> </li> <li>2. Recruit officers for Commission approval</li> </ol>	Esther Hall, Chair Sarah Woodard David		
B. Expand representation on the Commission and Committees	<ol style="list-style-type: none"> <li>1. Assist Chair in assigning all board members to a committee or task force               <ol style="list-style-type: none"> <li>a. Identify gaps-skills, demographics</li> <li>b. Recruit board members from outside the belt line.</li> </ol> </li> <li>2. Engage interested referrals or self-identified candidates               <ol style="list-style-type: none"> <li>a. Recruit on website.</li> <li>b. Personal invitation to join committees or task forces.</li> </ol> </li> </ol>	Committee		
C. Conduct Orientation for new Commissioners	<ol style="list-style-type: none"> <li>1. Update organizational information in manual.               <ol style="list-style-type: none"> <li>a. History of RHDC.</li> <li>b. Roster of officers and directors.</li> <li>c. Annual board meeting schedule with dates and location.</li> <li>d. Budget.</li> <li>e. Strategic plan.</li> <li>f. Bylaws.</li> <li>g. IRS designation.</li> <li>h. Annual report.</li> <li>i. Charter.</li> <li>j. 990.</li> <li>k. D&amp;O policy.</li> <li>j. Quasi-judicial roles and responsibilities</li> </ol> </li> </ol>			
D. Amend By-Laws.	<ol style="list-style-type: none"> <li>1. Review.</li> <li>2. Propose amendments to reflect policies</li> </ol>			
E. Annually review the Strategic Plan	<ol style="list-style-type: none"> <li>1. Adopt plan.</li> <li>2. Review progress with each committee.               <ol style="list-style-type: none"> <li>a. committee reports at every Board meeting.</li> <li>b. circulate committee reports among full Board to strengthen communication and coordination.</li> </ol> </li> <li>3. Make recommendations for adjustments.</li> <li>4. Hold bi-annual board retreat to update strategic plan.</li> <li>5. Periodic review of City Comprehensive Plan-Historic Preservation Element</li> </ol>	Committee	Ongoing	Ongoing

**GOAL 2: CONDUCT A FORMAL PROCESS REVIEW PROCESS OF PROPOSED EXTERIOR PROJECTS FOR PROPERTY OWNERS IN HOD-G&S OR TO A HISTORIC LANDMARK**

Objectives	Strategy	Who	When
A. Review Certificate of Appropriateness Applications	1. Staff determines Minor Works a. analyze project using published checklist 2. Staff prepares packet for committee review.	Elizabeth Caliendo, Chair Kaye Webb, Caleb Smith, Don Davis Laurie Jackson, Miranda Downer, Tania Tulley	
B. Issue Certificate of Appropriateness	1. Formal review process 2. Maximize PR opportunity a. capture emails of attendees b. prepare survey for applicants on public hearing process 3. Distribute brochure a. prepare demolition by neglect brochure 4. Prepare and issue policy statements regarding rulings		
C. Continuing Education Availability	1. Provide ongoing training opportunities for commissioners 2. Visit properties to evaluate decisions		
D. Final Review of Design Guidelines	1. Public comments collected and collated 2. Review and submit to City Council		

### GOAL 3: INCREASE PUBLIC AWARENESS BY PROMOTING MISSION

Objectives	Strategy	Who	When
A. Clarifying Branding Message	<ol style="list-style-type: none"> <li>1. Create elevator speech to align commissioners, staff and other public stakeholders to consistently articulate the essence of our brand               <ol style="list-style-type: none"> <li>a. what we do</li> <li>b. why we do it</li> <li>c. impact on City of Raleigh</li> </ol> </li> <li>2. Identity brand personas</li> <li>3. Provide commissioners with updated talking points</li> </ol>	Rachel Rumsey, Chair Miranda Downer Laurie Jackson	
B. Update websites' effectiveness to Maximize Audience Reach ( <a href="http://www.RHDC.org">www.RHDC.org</a> and <a href="http://www.RaleighHistoric.com">www.RaleighHistoric.com</a> )	<ol style="list-style-type: none"> <li>1. Incorporate brand personas in website messaging</li> <li>2. Track analytics</li> <li>3. Include and highlight opportunities for engagement</li> <li>4. Update website framework to be mobile responsive</li> <li>5. Update home page header functionality</li> </ol>		
B. Promote historic resources to Raleigh residents	<ol style="list-style-type: none"> <li>1. Organize bi-annual tour to showcase properties               <ol style="list-style-type: none"> <li>a. build in revenue stream</li> <li>b. expand promotions to OTB zip codes</li> <li>c. capture contact info for tour attendees</li> </ol> </li> <li>2. Utilize social media to communicate and attract new audience</li> <li>3. Create committee opportunities for prospective commissioners</li> <li>4. Continue newsletter</li> </ol>	Laurie Jackson Jenny Harper Elizabeth Caliendo	
C. Cultivate alliance to increase community engagement in preservation	<ol style="list-style-type: none"> <li>1. Seek opportunities to engage new audiences               <ol style="list-style-type: none"> <li>a. stakeholders in potential research projects.</li> <li>b. utilize social media</li> <li>c. outside the belt line preservation advocates</li> <li>d. mid-century modern devotees</li> </ol> </li> <li>2. Respond to overtures to assess commonalities               <ol style="list-style-type: none"> <li>a. Glenwood Brooklyn, Oberlin Village, Method Road</li> </ol> </li> <li>3. Partnership with NC Museum of History               <ol style="list-style-type: none"> <li>a. screening of Rosenwald documentary</li> </ol> </li> </ol>		

## GOAL 4: IDENTIFY AND PROTECT HISTORIC RESOURCES

Objectives	Strategy	Who	When
A. Research the historical significance of local properties	<ol style="list-style-type: none"> <li>1. Create designation priority</li> <li>2. Research the historical significance of local properties</li> <li>3. Apply for bi-annual Historic Preservation Fund (HPF) grant</li> </ol>	Flora Hatley Wadelington, Chair Jenny Harper, Caleb Smith	
B. Guide the Commission in the designation of appropriate properties.	<ol style="list-style-type: none"> <li>1. Evaluate proposed designations               <ol style="list-style-type: none"> <li>a. Raleigh Historic Landmark</li> <li>b. Historic Overlay District</li> </ol> </li> <li>2. Present recommendations to RHDC</li> <li>3. Present to City Council</li> <li>4. Website updated to educate citizenry</li> </ol>		
C. Engage stakeholders	<ol style="list-style-type: none"> <li>1. Invite community to learn about research project from the beginning               <ol style="list-style-type: none"> <li>a. keep apprised on project status</li> <li>b. encourage attendance at City Council meeting for presentation</li> <li>c. capture contact information for potential landmark designation</li> </ol> </li> </ol>		
D. Apply for bi-annual Historic Preservation Fund grants	<ol style="list-style-type: none"> <li>1. Seek funding for National Register properties, survey work, identification and research on properties</li> </ol>		

## GOVERNMENTAL AFFAIRS TASK FORCE: EXPAND AWARENESS OF THE IMPACT OF THE RHDC ON THE CITY OF RALEIGH-Don Davis and Sarah Woodard David

- A. Educate Council on the economic impact of historic preservation
  1. Schedule individual meetings with each Councillor to share the economic impact survey
    - a. answer questions about the work of the RHDC
    - b. assess personal interest in preservation
    - c. ask each Councillor for names of constituents interested in preservation
    - d. refer names to Chair or Commissioner Development Committee
  
- B. Strengthen relationships with City, County and State officials
  1. Seek opportunities for collaboration
  2. Identify preservation champions