



# 2015 Spring Conference

Hosted by Wisconsin Association of Historic Preservation Commissions, Inc.  
and the Wisconsin Trust for Historic Preservation

## Meeting & Conference Schedule

**Saturday, April 25, 2015**

Pump House Regional Art Center  
119 King St., La Crosse, WI  
[www.thepumphouse.org](http://www.thepumphouse.org)

9:00–9:30 Registration

Morning Refreshments

9:30–9:45 Welcome & WAHPC Update

John Decker, Evansville, WAHPC  
President.

9:45–10:00 Update

Wisconsin Historical Society.

10:00–11:00 Wisconsin's Mid-Century  
Modern Architectural Resources

Daina Penkiunas, *Deputy State  
Historic Preservation officer*, Division of  
Historic Preservation-Public History,  
Wisconsin Historical Society.

11:00–11:15 Break

11:15–12 :00 Economic Impacts of  
Historic Preservation Tax Credits

Matt Jarosz, *Associate Adjunct  
Professor*, University of Wisconsin –  
Milwaukee, School of Architecture  
and Urban Planning and

Mark Ernst, *Partner*, Engberg  
*Anderson Architects*, Milwaukee.

Matt and Mark are both on the  
board of the Wisconsin Trust for  
Historic Preservation.

12:00–1:30 Lunch

Lunch with the 2015 Annual  
Meeting of the Members of  
Wisconsin Association of Historic  
Preservation Commissions, Inc.,  
including nomination and election  
of the Board of Directors and  
Presentation of Historic Preservation  
Excellence Awards.

1:30–2:30 - Roundtable

Each represented historic  
preservation group gets a chance  
to share what's happening in their  
corner of the state with the rest of  
the conference attendees.

2:30–4:30 Mobile Workshop -  
La Crosse's Historic Downtown

Take a walking tour of La Crosse's  
Historic Downtown and learn about  
its early history, its struggles with  
changing times, and the public and  
private investment dedicated to its  
revitalization.

Hear from Barbara Kooiman, *local  
historian and chair of La Crosse's Heritage  
Preservation Commission*, about the  
history of the Downtown;

Tim Acklin, *Senior Planner with the  
City Planning Department* about the  
factors leading to its decline and the  
public investment that was made  
towards its revitalization; and

Robin Moses, *Executive Director of  
Downtown Mainstreet, Inc.*, on the  
private investments that were  
made and the programs, initiatives,  
events, and successes that have made  
La Crosse's Historic Downtown a  
tourist destination beacon in the  
Coulee Region.

# Registration (Registration Deadline April 18 2015)

name \_\_\_\_\_

commission \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

phone \_\_\_\_\_ email \_\_\_\_\_

**Fee:**  Members: \$40     Non-members: \$50     La Crosse Residents: \$30  
*(Please make check payable to WAHPC)*

## Hotel

A limited number of hotel rooms are available at special rates at the following motels:

### Quality Inn

1830 Rose Street  
La Crosse, WI  
608-781-1400

### Settle Inn

2110 Rose Street  
La Crosse, WI  
608-781-5100

*Mention the historic preservation conference when making reservations.*

## Buffet lunch provided.

Check here if you would prefer vegetarian plate.

(Fee includes morning refreshments and lunch)

## Send Form and Check to:

WAHPC  
PO Box 166  
Winneconne, WI 54986

Pump House Regional Art Center  
119 King St., La Crosse, WI  
[www.thepumphouse.org](http://www.thepumphouse.org)

## Parking

Parking available in adjacent lot

