



Orleans Historical Commission Meeting Agenda

Wednesday, October 8, 2025, 3:00 PM, Skaket Meeting Room, **Hybrid Meeting**

Link to join Webinar: <https://us02web.zoom.us/j/83812515189>

By Phone: (646) 558-8656 | Webinar ID: 838 1251 5189

Call to Order

1. Public Comment
2. Correspondence
3. Vote to Approve Meeting Minutes from September 10, 2025
4. Open Items/Old Business
 - a) Form B Project SOW
 - b) Archaeology Project SOW
 - c) External Website hosting payment
 - d) Public Education Initiative – status and next steps
 - e) Sunsetting Facebook account
5. New Business
6. Future Agenda Items
7. Next Meeting Date: November 12, 2025
8. Adjourn

Handouts

Meeting Minutes from September 10, 2025

Education Plan Draft (May 2025)

Education Plan Guidelines

Form B Project SOW (Draft)

Archaeology Project SOW (Draft)

This is a hybrid meeting held at Orleans Town Hall, with remote participation available for both the public and members of the Orleans Historical Commission. Real-time public access is provided by Orleans Channel 8 on the Town website and through local cable television.



HISTORICAL COMMISSION

DRAFT

Orleans Historical Commission

Wednesday, September 10, 2025, at 3:45 pm

This was a hybrid meeting of the Orleans Historical Commission, convened in the Skaket Room at Town Hall. Zoom technology also provided remote participation. Orleans Channel 8 on the Town website and cable television provided real-time public access.

Historical Commission Chair Ed Marcarelli called the meeting to order at 3:45 p.m. Members Charles Ellis and Bruce Taub attended, thus constituting a quorum. Bill Wibel was absent.

Guests: Special Projects Manager Mike Solitro

(0:00) Public Comment

There was no public comment.

(00:00) Correspondence

There was no correspondence.

(04:00) Vote to approve meeting minutes from:

June 11, 2025

July 9, 2025

August 13, 2025

Mr. Ellis moved to approve the minutes of June 11, July 9, and August 13, 2025; Mr. Taub seconded. The Commission voted 3-0-0.

(02:00) Open Items/Old Business

Signage – The Commission discussed signage and QR codes to be used for public education. The signs would be part of the Commission’s public education outreach. This will become part of the large public education discussion at a future meeting.

CPC projects/budget status – The Commission discussed paying the invoice, around \$400, for the Commission’s website that is not part of the Town website. Mr. Ellis indicated that the CPC could pay the invoice with CPC Administrative Funds if voted on by the CPC at a future meeting. The Commission discussed the archaeology project, funded by CPC, which is no longer accomplishable with the current archaeologist. Mr. Marcarelli discussed putting the archaeology services out to bid to find a new service to complete the project.

Mr. Taub moved to put an RFP for archaeological services, with approval of the RFP at the October meeting; Mr. Ellis seconded. The Commission voted 3-0-0.

The Commission discussed Form Bs, the form used to record historical data on a property. These exist on the State Historical Commission’s website, MACRIS, and the Commission’s separate

website. Mr. Solitro discussed properly archiving these and not duplicating information on multiple websites.

The Commission had a broader discussion on public education and outreach. Mr. Marcarelli suggested an RFP to hire a consultant or firm to assist in the outreach efforts and develop a more comprehensive plan.

Status of open Form Bs – The Commission discussed Form Bs, the form used to record historical data on a property. Mr. Marcelli noted that Eric Dray, consultant, is finalizing the current project of about 28 Form Bs that need updating. The Commission discussed the next steps in updating the open Form Bs and how to procure those services with CPC funding next year.

Mr. Taub moved to put an RFP for the remaining Form Bs to update, approximately \$40,000. Mr. Ellis seconded. The Commission voted 3-0-0.

Website, Email, and Social Media accounts – The Commission discussed its website and social media accounts. Mr. Solitro noted that other committees do not have emails through the Town or social media accounts. The Commission’s Facebook page has been inactive for many years.

Update on marketing and branding initiative - <https://town.orleans.ma.us/DocumentCenter/View/9751> – Mr. Solitro discussed the branding initiative the Town has undertaken. There were four logo options and two color palettes, chosen, and a poll was available to voters. Mr. Solitro indicated that Amanda Converse, Economic Development Coordinator/Public Information Officer, can come to a future meeting to discuss the initiative further.

(1:00:00) New Business

Review Meeting Time – The Commission discussed finding a more convenient meeting time, noting that the Select Board meets at 5:00 pm. The Commission was in consensus to move to 3:00 pm.

Mr. Taub moved to move the meeting time to 3:00 pm contingent upon meeting space availability. Mr. Ellis seconded. The Commission voted 3-0-0.

(1:01:00) Future Agenda Items

Mr. Ellis asked if any demolition applications had been submitted. There are no applications for the Commission’s review currently. The Commission discussed the process for evaluating applications as they come in, noting that there is not currently an architect on the Commission, as a previous member, Joan Nix, was.

(1:09:00) Next Meeting: October 8, 2025

(1:09:00) Adjourn

Mr. Taub moved to adjourn at 4:53 pm; Mr. Ellis seconded. The Commission voted 3-0-0.

Respectfully submitted,
Courtney Butler, Secretary

Handouts:

- Meeting Minutes from June 11, 2025
- Meeting Minutes from July 9, 2025
- Meeting Minutes from August 13, 2025

Orleans Historical Commission Public Education Plan

DRAFT



May 8, 2025

Goal & Objectives

Goal:

Achieve a more widespread and thorough understanding of and appreciation for the significance of Orleans history among the citizens of Orleans and visitors to the town.

Objectives

1. **Raise Awareness** about Orleans' historical assets and their value.
2. **Educate** the public on the benefits of historic preservation and local historic districts.
3. **Engage** residents through inclusive, interactive, and informative activities.
4. **Build Partnerships** with local stakeholders, businesses, and civic groups.
5. **Generate Support** for active steps to preserve historical assets in the town.



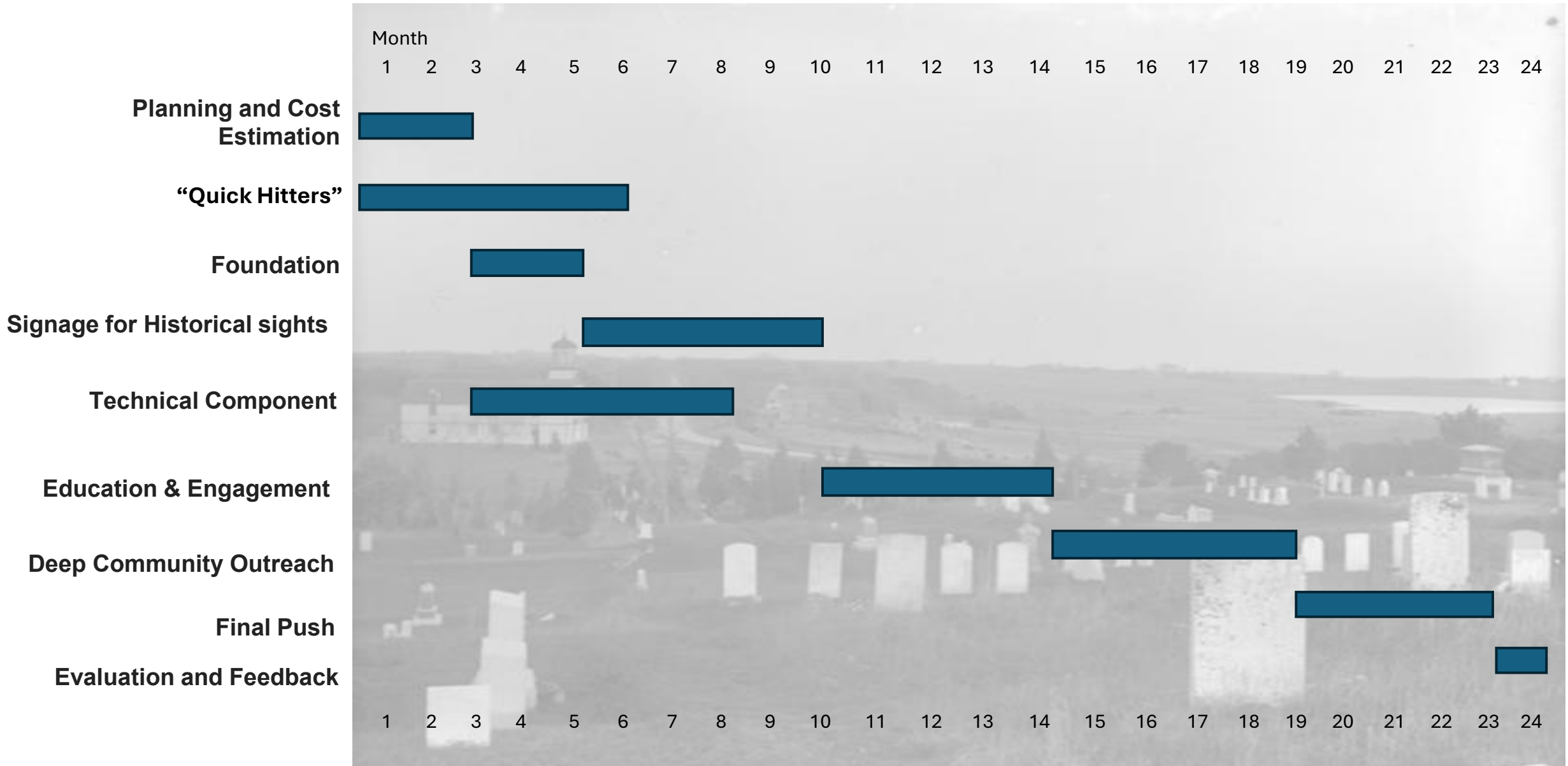
Planning and Cost Estimation

- Identify 'quick hitter' initiatives
 - Select a few short-term objectives.
 - Begin execution of cost-free or low-cost short-term initiatives.
- Begin a long-term plan
 - Determine high-level tasks
 - Assign resources
 - Estimate costs
 - Set a timeline for plan completion



Timeline (preliminary estimate)

OHC Public Education Plan



Potential “Quick Hitters”

- Brochure with single QR code for OHC website
- Ask store owners on Main St to post brochure in a window
- Talk to Conservation Trust about signage plans
- ?

Long Term Plan

Foundation

- Develop branding & messaging (logo, slogan, tagline like “Preserve Orleans: Past, Present, Forever”).
- Identify and train ambassadors: volunteers, educators, and local influencers.
- Community kickoff meeting: “What’s Historic About Orleans?”
- Develop printed educational materials: brochures, posters, newsletter inserts.

Signage for Historical sights

- List of appropriate sites both public and private to be done.
- Development of specifics of signage.
 - Language for signs
 - QR codes with information from the infrastructure noted above.
 - Cost estimate for sign. To be evaluated.
 - Sign material.
 - Distinction between public and private sites with different funding possible for each.

Long Term Plan (Cont'd)

Technical Component

- Web Content Development
 - Add new content
 - Reorganize and expand existing
- Website Development
 - Enhance website to include new types of content.
 - Include sections on local history, upcoming events, volunteer opportunities, and educational resources.
 - Develop an interactive map of historic sites with embedded QR codes linking to detailed descriptions.
 - Maintain a blog with regular updates on preservation efforts and historical discoveries.
- Add Video Content
 - Produce short videos highlighting key historic sites and their stories. Include interviews with local historians and long-time residents.
 - Share them on the website and other relevant platforms.
- Interactive Features
 - Develop virtual tours of historic sites.
 - Create downloadable resources like guides for self-guided tours.
- QR Code Integration

Long Term Plan (Cont'd)

Education & Engagement

- Publish monthly profiles of historic homes, sites, or stories in the local newspaper or online.
- Organize public forums & panel discussions with preservation experts.
- Host walking tours or history scavenger hunts.
- Launch a speaker series at the library or community center.
- “Historic House of the Month” signs in front of key properties.
- “Why We Preserve” video series featuring locals (business owners, residents, artists).
- Engage schools in a student essay or art contest on “What Makes Orleans Special?”

Long Term Plan (Cont'd)

Deep Community Outreach

- Conduct a survey to measure awareness of and appreciation for Orleans history.
- Collaborate with realtors, architects, and preservationists to debunk myths.
- Distribute targeted mailings with clear benefits and economic data.
- “Historic Orleans Day” – an outdoor family-friendly event with booths, reenactors, music, and home tours.
- Pop-up info booths at farmers markets, local fairs, and holiday events.
- Art installation or community mural with the theme: “Our Orleans Story.”

Final Push

- Personal outreach to undecided voters—door knocking, small group coffees.
- Publish letters of support from respected community members.
- Promote a final town-wide forum or open house with Q&A. Media campaign: opinion pieces, radio interviews, posters in local businesses.
- Countdown to vote campaign: social media and print materials.
- Public endorsement events or videos from local leaders.
- “I Support Preservation” signs and pins distributed town-wide.

Long Term Plan (Cont'd)

Evaluation and Feedback

- Conduct pre- and post-campaign surveys to measure awareness.
- Use sign-up sheets, attendance counts, and engagement metrics to monitor progress.
- Adjust strategy based on public response and feedback throughout the campaign.
- Monitor website traffic and engagement metrics (e.g., video views, QR code scans).



Goal: Develop a comprehensive plan to create a data base with the supporting hardware that will allow different output to various vehicles for communication of historical resources in Orleans.

End Product: Development of a step by step plan including cost.

Infrastructure: This would be a system to store information related to historical resources with ease of transmission to different educational end products.

Requirements:

- Ease of input into the data base with the ability to download files plus key in information in a quick and inexpensive way.
- Ability for different sources to draw this information out in a quick and inexpensive way.
- Ability to store and transmit word, picture, and video input.

Output:

- Web site that is easily accessible by the public that shows the information stored in an easy to understand format by the public. This will include the development of templates for web output.
- Development of signage of historical sites.
 - List of appropriate sites both public and private to be done.
 - Development of specifics of signage.
 - Language for signs
 - QR codes with information from the infrastructure noted above.
 - Cost estimate for sign. To be evaluated.
 - Sign material.
 - QR codes.
 - Distinction between public and private sites with different funding possible for each.

Step 1 will be articulation of what should be accomplished. Step 2 will research in the best source to develop plan with cost estimate. Step 3 will be final step by step plan showing each step with associated cost to execute.

STATEMENT OF WORK – ENHANCED HISTORIC PROPERTIES RESEARCH AND DOCUMENTATION

Description of Services

The “heart and soul” of historic preservation in our town is the Orleans Historic Properties Inventory, which documents historic buildings, areas, landscapes, cemeteries, and objects.

The Orleans inventory documents more than 400 individual structures, as well as areas, cemeteries, monuments, and landscapes. The individual documentation forms are received by the Massachusetts Historical Commission and made public on the Massachusetts Cultural Resources System (MACRIS).

The Historical Commission is proposing a targeted update of the inventory form for each individual property, Massachusetts Historical Commission Form B (Building forms). We propose to engage a historic preservation consultant to review, enhance, and update our Form Bs, which would include updated photographs, historical narratives, and architectural narratives.

The Orleans Inventory has evolved over a period of over 50 years, with many of the Form Bs for buildings having been completed in the 1970’s, 80’s, and 90’s. Many of these forms are incomplete by today’s standards, and lack full historic, architectural, and photographic documentation.

Two hundred and fifty Historic Inventory forms have been identified as needing revision and upgrade in order to carry our preservation efforts into the future. One hundred and fifty buildings have been identified as needing to be added to the Inventory by creating new forms. Three cottage colonies have been identified to be added to the Inventory. **The Historical Commission would like this project to update as many of these forms as is feasible given the available funding.**

This project will continue the process of researching the identified buildings and preparing new inventory forms with upgraded (or new) architectural significance narratives, historical significance narratives, and photographs.

An inventory list of buildings needing new or improved Form Bs exists and will be provided by the town the historic preservation consultant.

Respondent Qualifications

The successful provider must meet the following requirements:

- Minimum of 10 years of experience providing historical preservation consulting on architecture and property history to municipalities or public entities on Cape Cod.
- Historical preservation consultant with demonstrated experience conducting property-specific historical research and documentation, including completion of Massachusetts Historical Commission Form B (Building forms) for individual properties.
- Candidate should have expertise in archival research, architectural history assessment, and preparation of comprehensive historical documentation that meets MHC standards and guidelines.

Deliverables

Deliverables may be added or eliminated during the engagement by mutual agreement.

Deliverable	Description
Project Property Inventory	This is an agreed list of properties for which Form Bs are to be delivered as part of this project. It will be agreed between the Historical Commission and the provider based on the scope of the inventory and the available funding.
A Form B for each property on the Inventory	Each Form B should meet the requirements of MHC as defined on the MHC website and should meet OHC's standards as contained in the example in Exhibit A.
Presentation to The Historical Commission	This is a public presentation of the status of the property inventory to be presented at a meeting of the Historical Commission. It should contain an overview of the new Form Bs, a summary of the inventory of historic properties in Orleans and the remaining Form Bs that need updating (if any). It should be a slide presentation and will be turned over in electronic form to the Commission. This will become a publicly available document.

Timeline for Execution

Key project dates are outlined below.

Description	Start Date	End Date	Effort (Days)	Delivery Mode
To be determined				

Supplied Material

The following materials are to be supplied by the Orleans Historical Commission for this project.

Materials to be supplied by the Orleans Historical Commission	Due Date
Inventory of properties and status of Form Bs	11/15/2025
Examples of Form Bs	11/15/2025

Resources

To be provided by in proposal response

Pricing

Services Cost	Price
To be provided by in proposal response	
Total	

Expenses
To be provided by in proposal response (estimated)

Exhibit A

See attached.

STATEMENT OF WORK – EARLY NAUSET HISTORICAL PRESERVATION ARCHAEOLOGY PROJECT

Description of Services

This project is undertaken by the Orleans Historical Commission (OHC) in partnership with the Orleans Conservation Trust (OCT). It seeks to continue and expand on the archaeological survey funded by a CPC grant to the OHC. The project also reflects OCT's desire to recognize indigenous peoples' experience in Orleans and integrate that experience into OCT's activities. Our purpose is to develop a more complete and inclusive history of not only the Town of Orleans, but the land that became Orleans.

Our overall goal is to better understand the indigenous civilization that existed long before the arrival of European explorers (known as the Pre-Contact Period), with a primary focus on lands now owned by OCT, and to better understand the impact and consequences of exploration and colonization as the two civilizations coexisted on the land (known as the Contact Period, 1500-1620 CE).

The project will have two main objectives: 1) seek to identify specific locations of interest and assess their significance by reviewing an inventory of potential sites selected by the OCT and OHC. This will be a "desktop review." 2) based on the desktop review and the budget for the project, at least one but potentially two will be selected for an archaeological reconnaissance and sensitivity assessment. This will be an assessment of the potential for intact archaeological resources to be present in a particular location. This process involves historical research, environmental context review, and field inspection. It also will enable management decisions that consider the sensitivity of the site in terms of historic preservation concerns. OHC and OCT will seek input from local Native American organizations in the execution of this project.

Based on the findings of the reconnaissance survey(s), the project will produce a report with recommendations for further action regarding a target site or sites. The previous project has garnered significant interest in the community and has provided the opportunity to engage Orleans residents in conversations about the legacy of the Indigenous people who lived in the area for millennia before Europeans arrived. It has also provided the Town with recommendations for managing known and potential archaeological resources related to the Contact Period occupation of Orleans. The OHC and OCT seek to replicate these results.

The work will include securing the cooperation of the relevant tribal offices as well as securing the necessary permits from the Massachusetts Historical Commission and other state and town entities if necessary.

Respondent Qualifications

The successful provider must meet the following requirements:

- Minimum of 10 years of experience providing archaeological services to municipalities, public entities, and/or non-profit organizations on Cape Cod.
- Demonstrated experience with archaeology projects of comparable size and scope within the past 5 years.
- Experience working with Wampanoag Tribal authorities on archaeology projects requiring their cooperation or assent.

Deliverables

Deliverables may be added or eliminated during the engagement by mutual agreement.

Deliverable	Description
Review of Proposed Sites	A document summarizing a review of sites selected by OHC and OCT that are likely to contain historical evidence of Native American settlements in Orleans. This will contain at least one site to be surveyed as part of this project.
Survey Plan	A plan to survey at least one property contained in the Site Review and a determination of the work that can be accomplished within the constraints of the existing grant.
Archaeological Reconnaissance Survey	This will be an assessment of the potential for intact archaeological resources to be present in a project area. This process involves historical research, environmental context review, field inspection and sensitivity assessment. This is the confidential version that will not be for public release.
Public Summary of Archaeology Reconnaissance Survey	This is a summary of the findings of the reconnaissance survey that redacts information that is sensitive such as exact location of artifacts. It explains the findings in ways that are easily understood by non-archaeologists. This will be turned over to the Historical Commission and the Orleans Conservation Trust. It will be a publicly available document posted to the town's website and used by OCT.
Presentation to The Historical Commission and The Orleans Conservation Trust	This is a public presentation of the findings to be presented to Historical Commission and the Conservation Trust. If feasible, this will be a single meeting of both organizations. It should be a slide presentation and will be turned over in electronic form to the Commission. This will become a publicly available document.

Timeline for Execution

Key project dates are outlined below.

Description	Start Date	End Date	Effort (Days)	Delivery Mode
To be determined				

Supplied Material

The following materials are to be supplied by the Orleans Historical Commission for this project.

Materials to be supplied by the Orleans Historical Commission	Due Date
CPC Grant Application for the Archaeology Project	11/15/2025
Results of previous survey project	11/15/2025
List of properties to be included in the review of potential sites	11/15/2025

Resources

To be provided by in proposal response

Pricing

Services Cost	Price
To be provided by in proposal response	

Total

Expenses

To be provided by in proposal response (estimated)