

Historic Preservation Committee [HPC],  
a Sub-Committee of the Conservation Advisory Committee,  
Town of Copake

TOWN BOARD REPORT  
For December 14, 2023 Meeting

Historic Inventory List

- The HPC has so far created an inventory of 126 historic properties town-wide

Historic Marker Award Letters

- Number mailed: 90
- Number of acceptances: 33 to date
- HPC is following-up to secure more acceptances

Historic Map Brochure

- Graphic designer is Copake-based, Alex Knowlton
- His proposal for services is attached, signed
- \$2,500 partial payment is requested from the Board

Project Implementation

- Historic map will be printed and distributed prior to Memorial Day weekend

Attachments:

Alex Knowlton graphic design proposal – 12/8/2023

Historic Map Creative Brief, approved by HPC – 12/11/2023

Historic Marker Award Letter, from Jeanne Mettler – 12/4/2023

Historic Marker Project Budget – revised 12/4/2023

Respectfully submitted,  
Catherine Mikic, Chair  
Copake Historic Preservation Committee



ACNE Design LLC  
acnedesign.com  
917-886-2522

December 8, 2023

Catherine Mikic  
Chair, Town of Copake Historic Preservation Committee  
Town Hall, 230 Mountain View Rd., Copake, NY 12516

CC: Jeanne Mettler  
Town Supervisor, and Copake Town Board

Dear Catherine,

Attached is my design proposal for the Town of Copake Historic Map project. To meet your 5/10/24 deadline, we need to work within this rough schedule that you provided last week:

**Pre-design:** 12/11-1/8 Info and image gathering, guidelines, establish project schedule.  
We should schedule a kick-off meeting sometime in December in Town Hall with the committee.

**Stage 1:** 1/8-1/29 Concept Phase

**Stage 2:** 1/29-2/19 Finalize Content

**Stage 3:** 2/19-3/11 Finalize Design

**Stage 4:** 3/11-4/1 Proof and prepare for printer

**Print :** 4/1-4/22

**Distribution:** 4/22 - 5/13

I will charge \$5,000 as budgeted for these services. Because I'm not charging an hourly fee, you've agreed to keep the process fairly straightforward and efficient. Accordingly, you will act as my sole point person and the gatekeeper of all final decisions.

Thanks again for contacting me about this project. I've always loved Copake in the (nearly) twenty years that we've lived here. This promises to be a rare, personally fulfilling design gig. I look forward to the challenge and hope to make something that we all can be proud of.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex Knowlton', written in a cursive, flowing style.

Alexander W. Knowlton  
Creative Director  
ACNE Design LLC



ACNE Design LLC  
acnedesign.com  
917-886-2522

5 Twin Bridges Rd.  
Copake, NY 12516  
518-329-7990

80 Metropolitan Ave., #5V  
Brooklyn, NY 12516  
518-329-7990

1605 Lenox Ave., #6  
Miami Beach, FL 33139  
305-934-0490

## Copake Historic Map Project

### DESIGN PROPOSAL:

Concepts, research, design, and pre-press files for an annotated map of Copake's historic sites. This will include additional images and information on featured sites.

### CONTACT:

Catherine Mikic, Chair, Town of Copake Historic Preservation Committee  
(646) 594.3194, catherine.mikic@gmail.com

### PROCESS & TIMELINE:

HPC responsible for preparing content and hi-res photos/images, copy, proofreading, & town approval

*Graphic designer responsible for design, layouts, presentation, specs, and printer-ready file*

Design stages and estimated project timeline:

- **Stage 1:** 1/8 - 1/29 Concept Phase — HPC shares inspiration, draft content + photos
- **Stage 2:** 1/29 - 2/19 Finalize Content — approval at HPC 2/19 meeting
- **Stage 3:** 2/19 - 3/11 Finalize Design — review at HPC 3/11 meeting, approval 3/18
- **Stage 4:** 3/18 - 4/8 Proof and ready for printer — approval at HPC 4/8 meeting
- **Stage 5:** 4/8 - 4/29 Print

1-week schedule allowance: 4/29 - 5/6

Map brochure distribution: 5/6 - 5/13

### FEE SCHEDULE:

\$2,500 due upon launch of project

\$2,500 due upon completion

Design fees include all pre-press files, unlimited usage rights, and up to 2 rounds of minor revisions to approved designs.

Fees do not include printing, fabrication, distribution, or postage.



Accepted: Catherine Mikic 12/12/2023

Town of Copake, Historic Preservation Committee

**HISTORIC MAP PROJECT – CREATIVE BRIEF**

December 9, 2023

**Historic Map Project Summary**

The Historic Preservation Committee (HPC) will create a professionally designed printed Historic Map brochure to communicate the Town of Copake's bicentennial Historic Markers Project. The map shall appeal to wide audiences in both Copake and across Columbia County to raise awareness about Copake history. The HPC estimates 50-75 owner participants. The brochure will include a town map that features 7 National Register properties along with other several notable properties. The final deliverable will be 3,000 printed color map brochures before Memorial Day weekend 2024.

**Target Audience**

Target Town of Copake residents and visitors from across Columbia County. Map brochures will be placed in Copake businesses and at public places e.g. (libraries and museums) and distributed county-wide by HPC members. Columbia County Tourism will distribute 300 brochures. The brochure will give credit to funders: Rheinstrom Hill Community Foundation, Columbia County Tourism.

**Creative Requirements**

Draw inspiration from the town's tagline: *Land of Rural Charm*

Draw inspiration from historic maps and photos to create a brochure that is visually appealing.

Design should place emphasis on images and less on copy.

Incorporate photos of featured historic properties as well as historic landscapes.

**Project Goals**

1. Create a beautiful map brochure that generates town excitement and civic pride!
2. Raise public awareness about Copake history and as a heritage destination.
3. Centerfold map will be visually appealing, and easy to read and comprehend.

**Deliverable + Metrics**

- 3,000 printed map brochures @ 11" x 17" in full color, ready by mid-May 2024
- Distribute map brochures prior to Memorial Day Weekend (May 24-27, 2024)
- Deliver 300 maps to Columbia County Tourism for their use by mid-May

**Process & Timeline**

HPC responsible for preparing content and hi-res photos/images, copy, proofreading, & town approval  
Graphic designer responsible for design, layouts, presentation, specs, and printer-ready file

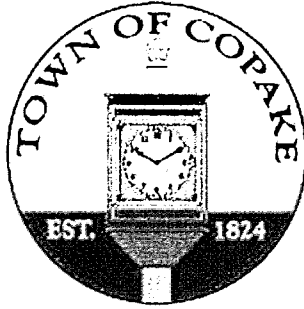
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Print: 4/8 – 4/29

1-week schedule allowance: 4/29 – 5/6

Map brochure distribution: 5/6 – 5/13



230 Mountain View Road Copake, New York 12516

Tel: 518-329-1234

December 4, 2023

**Re: Award of a 2024 Bicentennial  
Historic Marker**

Dear \_\_\_\_\_:

On behalf of the Town of Copake, I am pleased to inform you that your historic building at \_\_\_\_\_ in Copake has been selected for a *Bicentennial Historic Marker* to commemorate the town's bicentennial year in 2024!

Your building is one among the nearly 100 that have been identified town wide that was built during Copake's first 100 years (1824-1923) and that possesses architectural and historic significance. Selected structures include residences, churches, farmhouses, barns, civic and commercial structures that reflect the many themes of Copake's history. Owners of these properties will receive in early 2024 a "5 x 8" historic marker (at no cost) with the year your structure was built. By mounting the marker to be visible for passersby, you will be part of a community effort to raise awareness about Copake's history and historic landscape.

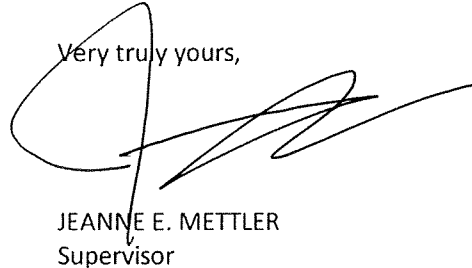
A property owner's participation is purely voluntary. If you choose to display the building marker, it will NOT place any burden or restrictions, whatsoever, upon you the owner or your property, nor will it affect your taxes or ability to make alterations. We ask that each property owner take responsibility for installing the marker on their building at their expense before the Bicentennial kick-off on April 4<sup>th</sup>, 2024. The Historic Preservation Committee will endeavor to provide installation assistance upon request.

The Bicentennial Historic Markers program is a project of the town's volunteer Historic Preservation Committee (HPC) with engagement from community volunteers and the citizen's Bicentennial Committee. The full cost of the Bicentennial historic markers is covered by a generous grant from the Rheinstrom Hill Community Foundation.

To confirm your participation in the town's *Bicentennial Historic Markers* project, please complete, sign, and return the attached form via email to HPC at [CopakeHPC@gmail.com](mailto:CopakeHPC@gmail.com) or via mail to town hall. The marker will be mailed to you at the mailing address provided in the enclosed Owner Participation Form.

Please reach out with your questions, feedback, and comments at [CopakeHPC@gmail.com](mailto:CopakeHPC@gmail.com). Thank you in advance for your interest and participation!

Very truly yours,

A handwritten signature in black ink, appearing to read 'JEANNE E. METTLER', written over a large, stylized circular flourish.

JEANNE E. METTLER  
Supervisor

P.S. The town's Historic Preservation Committee wants to know about other historic structures across all the hamlets. Please share information with them at [CopakeHPC@gmail.com](mailto:CopakeHPC@gmail.com).

Enclosure: Owner Participation Form

**OWNER PARTICIPATION FORM  
2024 Bicentennial Historic Markers**

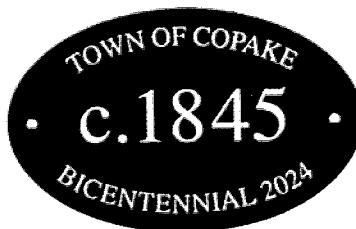
**PROJECT DETAILS**

**Selection Criteria**

- Structures must have been built prior to 1924.
- Structures, especially the façade, must bear a recognizable similarity to how it appeared when constructed.
- Structures and their grounds must be reasonably well maintained.

**Historic Marker Description**

- The 5" x 8" commemorative marker is fabricated from an exterior-grade plastic with black background, engraved white letters and numbers, with 2 screw holes for mounting.
- The centered date is customized for each building to show the year constructed.
- The marker comes with two powder-coated stainless steel wood screws for mounting.



**Installation Information**

- Property owners shall install the marker by April 1<sup>st</sup>, 2024 or as soon thereafter as possible.
- It is recommended that the marker is installed to the right of the entrance or other prominent position at eye level, so that it is visible to passers-by.
- If an owner requests installation assistance, HPC will endeavor to provide this.

**Other FAQs**

- This program does NOT on its own imply the recognition of buildings as state historic sites.
- Property owners' participation in the marker project is voluntary.
- Marker placement does NOT place any burden or restriction upon the owner of the structure.

**OWNER ACCEPTANCE**

To accept your 2024 Bicentennial Historic Marker, please return a signed copy of this form to the Historic Preservation Committee at [CopakeHPC@gmail.com](mailto:CopakeHPC@gmail.com) or by mail to Copake HPC c/o Town Hall, 230 Mountain View Rd., Copake, NY 12516.

\_\_\_\_\_  
Signature of Property Owner                      Print Name                      Date

Owner's Mailing Address \_\_\_\_\_

Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

\_\_\_\_\_ Check here if you have historic documentation for your historic property to share.

TOWN OF COPEN  
HISTORIC PRESERVATION COMMITTEE

**HISTORIC MARKER PROJECT BUDGET - REVISED DECEMBER 4, 2023**

FY2023-24

**REVENUE**

FOUNDATIONS/CORPORATIONS

Rheinstrom Hill Community Foundation	\$	10,000
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GOVERNMENT

Columbia County Tourism	\$	1,000
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<b>TOTAL</b>	<b>\$</b>	<b>11,000</b>
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**EXPENSES**

HISTORIC MARKERS

Historic Markers 5" x 8", 100 @ \$30 each	\$	1,500
Installation/Contingency	\$	900
Screws, 200	\$	200
Mailing Supplies	\$	250
Postage	\$	500

PRINTED MAP

Graphic Design Fee	\$	5,000
Map Brochure Printing, qty. 3,000	\$	1,600
Printing Contingency	\$	500
Mailing Supplies Allowance	\$	250
Postage Allowance	\$	300

<b>TOTAL</b>	<b>\$</b>	<b>11,000</b>
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