

HISTORIC RESOURCES TASK FORCE

Wednesday November 10, 2004

3:30 p.m.

Basement Conference room

City Hall

1. Approval of Minutes
2. Monticello Wine Company Marker
3. McGuffey Marker
4. Penn Park Marker
5. Jeffersonian Thanksgiving Festival
6. Future Directions
7. Other Business
8. Adjourn

NOTE: You can park in the Market Street Parking Garage. Stamp your ticket for two hours free in the Neighborhood Development Services lobby seating area.

Scala, Mary Joy

From: Scott Arnold [Scott.Arnold@dhr.virginia.gov]
Sent: Thursday, November 04, 2004 1:35 PM
To: 'jwerner@pecva.org'; Scala, Mary Joy
Subject: re: Monticello Wine Company marker text

Message Flag: Follow up
Flag Status: Flagged

Greetings,

The marker editorial committee met earlier this week to review the proposed marker text for the Monticello Wine Company and a number of other proposed historical highway makers that may be presented at the December 2004 Board of Historic Resources meeting. This committee review the marker texts prior to their submission to the Board of Historic Resources. In reviewing these texts the committee reviews the texts for historical accuracy, content, and clarity based upon the marker program criteria and writing style.

The committee carefully reviewed the multiple texts proposed for the sign and Mr. Hase's correspondence. I also summarized to them the sources consulted on the text and the information and feedback I received from almost 20 people on the history of wine making in the United States and Virginia. Based upon this process the committee has made some small revisions based on all these factors. At the end of this email, I have included a list of sources consulted to write this text. The revised proposed text reads:

MONTICELLO WINE COMPANY (11/04/04 Draft)

The Monticello Wine Company's four-story brick building and cellar stood near here on the north side of Perry Drive. Founded in 1873 using grapes from local vineyards, it operated until about the time Prohibition began in Virginia in Nov. 1916. Spurred by production increases and highest-awards honors from exhibitions in the United States and abroad, the Charlottesville region proclaimed itself the "Capital of the Wine Belt in Virginia." In 1904 its wine was used to christen the USS Virginia. The building was last used as a storage facility until fire destroyed it in 1937. The home of the winery's general manager Adolph Russow stands nearby at 212 Wine Street.

Mary please let me know if you or any of your committee members have any questions about this wording prior to Friday, November 12, 2004. I have to prepare this and a number of other marker texts to send out to the Board by Monday, November 15, 2004.

Jeff please let me know if you have any questions over this revised wording, some of which we discussed over the phone. Jeff as the sponsor of this sign, I would need confirmation from you by Friday, November 12, 2004, that I can proceed in presenting this text for the Board's approval at their December 2004 meeting.

If anyone has any questions, please let me know. I appreciate everyone's assistance on this matter.

Scott

Scala, Mary Joy

From: Jeff Werner [jwerner@pecva.org]
Sent: Tuesday, October 26, 2004 5:54 PM
To: Scala, Mary Joy; Scott Arnold
Subject: Monticello Wine Company

Scott and Mary Joy:

(This is candid and not one for the "file.")

I just had a long discussion with Mr. Hase about the MWC historical marker. He remains adamant that he is a reliable "source" for stating the MWC's place as "Virginia largest commercial winery." In any event, I think I have made progress in explaining that we simply cannot make a claim that is not supported by documentary evidence.

That said, I urged him to focus on what is necessary to get the sign approved, cast and installed. I promised him I would work with him to revise the above statement so as to capture the verifiable history of the MWC and still--somehow--allude to its prominence in Virginia's winemaking history. Wish me luck. Aside from this issue, he is determined that nothing else be altered from his 10/14/04 proposed text. If there are any questions or reservations, let me hear them now. (See that text below--Scott, it is from the letter Ed sent to you and I.) Scott, if you have any documentation standards/requirements that you are bound by, it would help if you could send me a copy. Ed feels slighted by our doubting his story and I need to reassure him this is a precise process with precise standards.

Proposed by Ed Hase, 10/14: "The Monticello Wine Company's four-story brick building and cellar stood midway on the north side of Perry Drive. Founded post Civil War in 1873 using grapes from local vineyards, it operated until prohibition as Virginia largest commercial winery. Production increases and highest awards from exhibitions in this country and abroad gave popularity to Charlottesville as the Wine Capital of Virginia. In 1904 it's Champagne christened the USS Virginia. Finally, used for storage by owner Michie Printing Company, fire destroyed the building in 1937. Home of the winery's general manager, Adolph Russow, stands nearby at 212 Wine Street."

Most importantly, so that I do not miss any necessary deadlines, what is the "drop-dead" date for having this issue resolved and text approved for presentation to the VDHR Board? (I told Ed we don't want to delay our final text submittal by requiring any additional research. It would help if I was able to tell him: "Ed, if we miss this deadline, we have to wait until....")

Thanks for your patience on this one.
Take care.
Jeff Werner