



AGENDA

HISTORIC PRESERVATION/ DESIGN REVIEW COMMISSION

Members

- Chairperson Tim Siebert
- Alderperson Tori Jennings
- Mary McComb
- Sarah Scripps
- Joseph Debauche
- Eric McFarland (Alternate 1)
- Ginger Keymer (Alternate 2)

Date and Time: March 3, 2021
2:00 PM

Location:

Zoom Teleconferencing

Meeting ID: 871 6319 0138

Passcode: 146435

By Computer:

<https://us02web.zoom.us/j/87163190138?pwd=RW52WkxSSFFYakZqcLpsZnhoEFRuQT09>

By Phone: +1-312-626-6799 (US Chicago)

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the February 3, 2021 meeting of the Historic Preservation / Design Review Commission
3. Discussion and possible action on the 2021-2026 strategic goals of the Historic Preservation / Design Review Commission.
4. Adjourn

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

February 3, 2021 – 2:00 PM
Zoom Conference Call Meeting

PRESENT: Chairperson Siebert, Commissioner McComb, Commissioner Scripps, Commissioner Debauche, and Commissioner Keymer.

ALSO PRESENT: Associate Planner/Zoning Administrator Kuhn, and unidentified audience members via Virtual Zoom Meeting.

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1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the January 6, 2021 meeting of the Historic Preservation / Design Review Commission
3. Discussion on the collective goals of the Historic Preservation / Design Review Commission
4. Staff Update
5. Adjourn

1. Roll Call

Present: Siebert, McComb, Scripps, Debauche, Keymer

Excused: Jennings, McFarland

2. Report of the January 6, 2021 meeting of the Historic Preservation / Design Review Commission

Motion by Commissioner McComb to approve the report of the January 6, 2021 meeting of the Historic Preservation / Design Review Commission; seconded by Commissioner Scripps.

Motion carried 5-0.

3. Discussion on the collective goals of the Historic Preservation / Design Review Commission

Associate Planner/Zoning Administrator Kuhn provided a summary of each goal and the following comments were made:

2021 Goals

1. Enact a demolition by neglect ordinance.
 - a. Inquiry in terms of designating any locally-recognized landmarks located outside the historic district, to which staff briefly explained that it would largely depend on the language of the ordinance.
 - b. Inquiry as to how the ordinance could prevent the demolition of properties that are so dilapidated that raze orders are issued against them, adding that the Historical Society had offered to take ownership of two historic buildings, but the owners had refused. Staff explained that the ordinance would be to bridge the middle ground

where the building was in good condition versus so dilapidated that it crossed the 50% threshold of cost to repair, making them subject to raze orders. The purpose would be to prevent further dilapidation and for the structural integrity of the buildings to remain sound.

- c. Inquiry as to whether the owners would be fined, encouraged, or made to perform repairs, to which staff reviewed the potential public hearing process and code enforcement process that could be applied to pursue next steps. Next steps would also largely depend on the specific request.
 - d. Requested clarification if the property owners would be legally obligated to perform the repairs or actions requested of them, to which staff confirmed that the recommendations and timelines outlined by the commission and staff would need to occur, but legally speaking they deferred to the City Attorney regarding how much power the ordinance held.
 - e. Requested clarification whether the ordinance could prevent an owner from willingly razing a historic structure, like their ability for non-historic structures. Staff clarified that all necessary steps would still be taken in accordance to the Design Review Guidelines, similar to requests they have fielded in the past requesting removal or demolition.
2. Make the City's website more interactive and user-friendly when navigating HPDRC-related web pages.
 - a. Very agreeable to the goal, consensus of it being a good idea.
3. Review the City's Façade Improvement Grant Program to increase citizen participation.
 - a. Looking into the potential coordination with the Downtown Business Council/Downtown Business Alliance.
 - b. Inquiry if the program was restricted to businesses only, to which staff noted the need to clarify who qualified.
 - c. Consensus to expand the program to non-profits and residential properties.
4. Educate property owners within the City's historic and design review districts of the responsibilities and procedures for owning properties.
 - a. Idea to have public programs where staff could educate the public on a variety of items, such as the façade grant.
 - b. Idea to produce and distribute information fliers to real estate agents so they could be passed on to any new potential homeowners within the historic districts.
5. Create a map of all buildings and landmarks located in the 2011 Historic Intensive Survey Report.
 - a. Clarified that while staff had the data itself, they were not placed on any mapping features.
 - b. Inquiry if the information would be made public, like on the City website, to which that was confirmed accurate.
 - c. Comment to overlay date of construction of buildings.

- d. Comment to overlay a brief description of the buildings, landmarks, or historic photographs.
 - e. Inquiry on the possibility of installing physical signage or historical markers at landmarks, to which staff noted they could inquire further internally and with the Public Works department.
6. Develop historic tours of the Downtown and other historic areas in the city.
- a. Very intense process to research, create, and develop content. Specific scope needed to be developed and focused in on before starting.
 - b. Specific sub-topics may be helpful, such as just a tour of the murals.

2022-2025 Goals

1. Introduce additional signage in the historic districts to promote wayfinding.
 - a. Visual differentiation, such as color, from existing street signage.
 - b. Inquiry for signage along the highway, to which staff stated that signage requirements and jurisdiction depended on the type of road. For a state highway, the jurisdiction would fall with the state. Within the City itself, the Public Works department would have purview. All signage would also need to adhere to the City's sign code.
 - c. Noted the need to produce educational materials, such as fliers and brochures, before expanding to physical wayfinding.
 - d. Reminded the commission of previous discussions for neighborhood identities.
 - e. Noted that the Stevens Point Area Convention & Visitors Bureau was working on wayfinding signage, and perhaps a partnership would be beneficial, in addition to potentially collaborating with CREATE Portage County.
2. Establish a Historic Preservation Plan.
 - a. Using the State Historical analysis would be a good starting point to call out unique districts.
 - b. Reiterated the importance of tying in the Historic Preservation Plan with the City's overall Strategic Plan.
 - c. While the purview may or may not fall outside of the commission, the importance of working with tribal leaders to preserve and protect historic tribal burial sites or landmarks was also noted.
3. Create a strategic plan for areas to be locally designated as a historic district and nominated to the State and National Register of Historic Places.
 - a. Suggestion to prioritize the proposed expansion of Main and Clark Street since they acted as the entrance to the Downtown area. Would help to stabilize the area.

No action was taken.

4. Staff Update.

Associate Planner/Zoning Administrator Kuhn briefly explained that staff had received confirmation from the state regarding the nomination of the expanded Main-Clark district for the State Register

of Historic Places. Staff had still yet to hear about the National level designation, most likely due to the pandemic. Staff would continue to keep the commission updated with any new information received.

The March meeting was expected to include the review and adoption of the goals in a document format to begin implementation.

5. Adjourn.

Meeting adjourned at 3:14 PM.

A recording of this meeting can be viewed/heard at: <https://stevenspoint.com/365/AgendasMinutesVideos>



MEMORANDUM

To: Historic Preservation / Design Review Commission

From: Adam Kuhn, Associate Planner / Zoning Administrator

CC: Ryan Kernosky, Director of Community Development

Date: March 3, 2021

RE: 2021-2026 HPDRC Strategic Goals

Over the last few months, City staff have been working with the Historic Preservation / Design Review Commission in establishing strategic goals to achieve your 'charge' as a Commission. In January, staff asked each of you to provide individual goals that you would like to see in the short-term (i.e., 2021) and the long-term (i.e., 2022-2026). Last month, staff reviewed all individual goals to identify consistencies. Discussion also occurred on how City staff and the Commission can achieve these commonly-identified goals and determine who would lead that process.

Based on these discussions, staff created the attached document entitled *Historic Preservation / Design Review Commission Strategic Goals: 2021-2026*. During the March 3rd meeting, staff will go through each goal in preparation for the adoption of the aforementioned document. Once adopted, City staff and this Commission will work in earnest in implementing the below document.

Please review each goal carefully in preparation for a collaborative discussion on how to achieve your goals for the Commission. If you have any questions before the March 3rd meeting, please do not hesitate to reach out to staff.

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Historic Preservation / Design Review Commission



Strategic Goals 2021-2026

Adopted: _____, 2021

Members

Tim Siebert, Chair

Alderperson Tori Jennings

Mary McComb

Sarah Scripps

Joseph Debauche

Eric McFarland

Ginger Keymer

City Staff

Ryan Kernosky, Director of Community Development

Adam Kuhn, Associate Planner

Introduction

The Historic Preservation / Design Review Commission (HPDRC) was established to protect and enhance the “use of improvements or sites of special character or special architectural or historic interest.” Chapter 22.05 of the Revised Municipal Code of the City of Stevens Point establishes the following powers and duties to the Commission:

- a) Designate historic structures, historic sites and to recommend designation of historic districts within City limits.
- b) Regulate the construction, reconstruction, alteration and demolition of a historic structure, site or property located within a historic or design review district.
- c) Work for the continuing education of citizens about the historic heritage of the city and the historic properties designated by the Commission.
- d) Cooperate with the State of Wisconsin Historic Preservation Officer and the State Historic Preservation Review Board in attempting to include properties designated as landmarks or landmark sites, or historic districts in the National Register of Historic Places and the State Register of Historic Places.
- e) As it deems advisable, receive and solicit funds for the purpose of historic preservation in the city. Such funds shall be placed in a special City account for such purpose.

The following strategic goals are intended to further explore the powers and duties of the Commission and solidify the City's commitment to enhancing the social, economic, and environmental well-being of our residents. Each strategic goal will outline the goal, provide a tentative timeline towards achievement, charge various people with implementing the strategic goal, and identify obstacles that may be faced when implementing the strategic goal.

The Commission will be updated on a regular basis on the status of the various strategic goals identified within this document. Additionally, this document should be updated on a yearly basis to ensure that the Commission, residents, and City staff are working towards achieving the same goals for our community.

Goal 1: Adopt a demolition by neglect ordinance.

Goal 1 aligns with Ch. 22.05(b) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff produces a draft ordinance. The ordinance should encompass the following areas: - Outlining conditions that are considered demolition by neglect. - The procedure for determining whether or not demolition by neglect is occurring. - Enforcement. Consultation with the City Attorney should occur to ensure the draft ordinance is legally compliant and is comparable with nearby adopted ordinances (e.g., City of Madison, Wisconsin).	Spring – Summer 2021	City staff
Once a draft ordinance is produced, it should be presented to the Commission for discussion only. Changes recommended by the Commission should take place for review and possible action the following month. The following groups shall review and render judgement on the draft ordinance prior to adoption: - Historic Preservation / Design Review Commission. - Common Council.	Summer – Fall 2021	City staff, HPDRC
Implementation.	Fall 2021 and ongoing	

Challenges:

- 1) The broader population, especially historic property owners, are likely unaware of what demolition by neglect is. Educational initiatives should occur to better incentivize the proper maintenance of historic buildings and sites.
- 2) A demolition by neglect ordinance should be transparent in what types of conditions constitute demolition by neglect. Conference with State Building Code requirements and the Commission's Design Guidelines should occur in outlining needed improvements.
- 3) Additional review is needed to determine if historic structures and sites located outside of a historic or design review district is subject to demolition by neglect requirements.

Goal 2: Make the City's website more interactive and user friendly when navigating HPDRC-related web pages.

Goal 2 aligns with Ch. 22.05(c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff and the Commission reviews existing HPDRC-related web pages and determines where improvements are preferred. Improvements should be targeted towards updating existing files and consolidating information into a more centralized location.	Ongoing 2021	City staff and HPDRC
Once desired improvements are highlighted, City staff should consult with Community Media to ensure its feasibility and establish a timeline for execution.	Ongoing 2021	City staff
Implementation.	Ongoing	City staff

Challenges:

- 1) Desired improvements are likely to coincide with other goals outlined below. Should the timeline for implementing some of these goals be extended, implementing this goal is likely to be pushed back as well.
- 2) Interactive features added should not only be comprehensive, but also easy to use. Having more complicated website features may diminish its effectiveness.

Goal 3: Review the City's Façade Improvement Grant Program to increase citizen participation.

Goal 3 aligns with Ch. 22.05(c) & (e) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff reviews the Façade Improvement Grant Program requirements and determine where changes could exist. The review should be oriented in the following areas: - Eligible work improvements - Program boundary - Maximum dollars allocated each year within the City's budget	Summer 2021	City staff
City staff presents recommended changes to the Commission (if any) for review and consideration. Depending on the extent of changes recommended, the Finance Committee and Common Council would have to review and approve such changes.	Summer 2021	City staff
Once changes are implemented, City staff and the Commission should determine educational initiatives (e.g., flyers, videos, etc.) to bring awareness and encourage more property owners to seek façade funds. Collaboration with local organizations (e.g., Portage County Business Council, Stevens Point Alliance, etc.) should occur.	Fall 2021 and ongoing	City staff and HPDRC

Challenges:

- 1) Budgetary changes to the Façade Improvement Grant Program is likely to take at least one year to implement to allow for budget allocation.
- 2) Educational initiatives should be held via online and in-person modes of communication. Please note that any in-person activities are likely to be postponed in the short-term due to COVID-19.

Goal 4: Educate property owners within the City's historic and design review districts on the responsibilities and procedures for owning historic properties.

Goal 4 aligns with Ch. 22.05(c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff and the Commission creates flyers to distribute to property owners. These flyers should highlight the Commission's design review requirements and resources available for any building/property improvements sought (e.g., Façade Improvement Grant Program).	Spring – Summer 2021	City staff and HPDRC
Once a flyer is produced, it should be distributed across different platforms (e.g., City media, mail, etc.). The Commission should work with other third parties who are impacted on building/property improvements (e.g., real estate agents).	Fall 2021 and ongoing	City staff and HPDRC

Challenges:

- 1) Dollars will need to be allocated for the cost of printing flyers. If funds are not available within the FY21 budget, budget allocation in the FY22 budget should be planned.
- 2) The flyer should not be solely informational to property owners. Encouragement should be emphasized as well to answer the question: 'Why should I care?' Examples include: increasing the longevity of said structure, restoring historical elements, increasing the value of the property, etc.

Goal 5: Create a map of all buildings and landmarks located in the 2011 Historic Intensive Survey Report.

Goal 5 aligns with Ch. 22.05(c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff reviews the list of historic buildings and structures outlined in the City's 2011 Historic Intensive Survey (pages 119-139). Any demolitions or alternations of said structures should be noted.	Spring 2021 – Spring 2022	City staff
The City's GIS Technician, in consultation with Community Development staff, creates maps of all historic buildings and landmarks located in the City. Given the amount of historic buildings and landmarks in the city, several maps may need to be created that targets different locations within the city. If the maps can also include the date of construction, that would be preferred.	Spring 2022 – Fall 2022	City staff
Once maps are produced, it should be located on the City's website for public view. If these maps can be interactive in nature, it is likely to take longer to create. Lastly, City staff and the Commission should determine other ways to publicize these infographics.	Fall 2022 and ongoing	City staff and HPDRC

Challenges:

- 1) There are many historic buildings and structures located in the Historic Intensive Survey Report. City staff and the Commission may need to filter out some of these in order for non-interactive maps to be legible.
- 2) Creating a shapefile of all historic buildings and structures is likely to take time. The projected timeline for fulfilling this goal may be pushed back depending on staff's availability.

Goal 6: Develop historic tours of the Downtown and other historic areas in the city.

Goal 6 aligns with Ch. 22.05(c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff and HPDRC determine other areas in the city outside of the Downtown where they would like to showcase. Once determined, a route should be planned at each location. Each location should be discussed in detail to determine the scope of the tour and what topics to state (e.g., existing historic structures, past history of a given property, etc.).	2021	City staff and HPDRC
Once the aforementioned details are determined, City staff and HPDRC should engage with local organizations (e.g., CREATE Portage County), local businesses and owners of historic properties on the purpose of these tours.	Spring 2022	City staff and HPDRC
Implementation – City staff and the Commission determines dates and tour guides for each tour held. Publication of these tours should occur via different platforms (e.g., City website, social media, flyers at local businesses, etc.).	Summer 2022	City staff and HPDRC

Challenges:

- 1) The timeline for holding in-person tours may be pushed back given the progression of the ongoing pandemic.
- 2) Time constraints may limit individuals from participating in in-person tours. The Commission should consider creating self-guided tour videos where individuals can visit historic areas at their leisure. Time and dollars should be allocated for the creation of said videos and distributing them to applicable parties.

Goal 7: Introduce additional signage in the City's Historic Districts.

Goal 7 aligns with Ch. 22.05(c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff and the Commission determines what types of signage are desired (e.g., street signs designating what historic district the street is located in, signs designating the direction to local landmarks/businesses, etc.). Consultation with the Public Works Department will occur. Once desired signs are identified, City staff will identify a budget for implementation.	April – July 2021	City staff and HPDRC
Ensure Fiscal Year 2022 budget has appropriate funding for installation. Depending on the total cost, budgeting for signage may need to span multiple years.	Fall 2021	City staff
Obtain approvals from applicable bodies: - Finance Committee - Board of Public Works - Common Council	Fall 2021 – Spring 2022	City staff
Installation	Summer 2022	

Challenges:

- 1) Property owners may object to the types of signage proposed by the Commission. Sufficient dialogue with historic property owners should occur during the design process, with alternatives considered regarding size, location, design, etc. Collaboration with local organizations (e.g., CREATE Portage County, Wisconsin Historical Society, etc.) would be beneficial.
- 2) The Commission should consider ways to publicize these newly-installed signs to better educate the public on HPDRC's charter.

Goal 8: Adopt a Historic Preservation Plan.

Goal 8 aligns with Ch. 22.05(b) and (c) under the powers and duties charged to the Commission.

Steps to Completion	Timeline	Who
City staff and the Commission determines whether a historic preservation plan should be adopted for each City Historic District, or if a City-wide plan should be prepared.	Spring 2021	City staff and HPDRC
City staff holds stakeholder meetings with impacted parties to determine priorities within the guideline criteria presented in Ch. 22.06(3). Stakeholders include property owners, local businesses, the Wisconsin Historical Society, Tribal Historic Preservation Officers, UWSP, etc. In addition to the required guideline criteria, a cultural and architectural analysis supporting the historic significance of the area should be discussed. Consultation with the 2011 Historic Intensive Survey Report will assist in this step.	Summer 2021 – Summer 2022	City staff
Following stakeholder meetings, City staff begins writing the Historic Preservation Plan. Consultation with other applicable departments and the Commission should occur.	Summer 2022 – Winter 2023	City staff
Once produced, the Historic Preservation Plan will require the review and approval by the following entities: - HPDRC - City Plan Commission - Common Council	Winter 2023	City staff
Implementation – City staff places the plan on file and begins implementing the provisions described within.	Winter 2023 and ongoing	City staff

Challenges:

- 1) Some of the guideline criteria to use in a historic preservation plan relates to Zoning Code requirements (e.g., height restrictions on structures, density requirements, etc.) Discussions on some guideline criteria may be better suited during the Zoning Code re-write.
- 2) City staff and the Commission should be mindful of the varying stakeholders impacted by creating a historic preservation plan. For example, the desires of property owners within the Mathias Mitchell Public Square Historic District (predominately commercial uses) is likely to be different than property owners within the Clark Street Historic District (predominately residential uses).
- 3) Chapter 22 highlights that a cultural and architectural analysis supporting the significance of the City's Historic Districts is preferred in a City Historic Preservation Plan. While the 2011 Historic Intensive Survey Report can assist in some of this analysis, some analyses may be better suited by a contracted consultant.
- 4) Some guidelines sought in a historic preservation plan may be at odds with requirements in Wisconsin Statutes or from the Department of Interior. Extensive research on historic preservation requirements on the state and federal level, along with consulting with the City Attorney, is necessary before stakeholder meetings occur.

Goal 9: Create and implement a strategic plan for areas to be locally designated as a historic district and nominated to the State and National Register of Historic Places.

Goal 9 aligns with Ch. 22.05(a) and (d) under the powers and duties assigned to the Commission.

Steps to Completion	Timeline	Who
City staff and the Commission discuss which proposed historic districts outlined in the 2011 Historic Intensive Survey Report should be prioritized as part of future local historic districts and nominations to the State and National Register of Historic Places.	Spring 2021	City staff and HPDRC
Once a prioritization model is established, City staff reviews each proposed district to ensure it meets the standards for local, state and federal designation. After a proposed local historic district nomination application is received, stakeholder meetings should occur prior to the Commission and Common Council reviewing and voting on the request.	Spring 2021 – Fall 2021	City staff
Once it is determined which proposed district should be next nominated to the State and National Register of Historic Places, City staff begins preparations for submitting a Request for Proposal to have a contracted consultant prepare and submit nomination papers. Since there will be a cost for seeking out a contracted consultant, City staff should begin allocating dollars in the Fiscal Year 2022 budget and seek out other funding opportunities (e.g., Certified Local Government grants). Once sufficient funds are accumulated, the RFP should be released	Summer – Fall 2021 (potentially ongoing)	City staff

and a contract subsequently entered in to with a consultant.		
After an agreement is entered in to with a consultant, City staff and the consultant should work on determining the appropriate steps for district nomination. The following were the steps used during the Clark Street nomination: - Staff meets with the Wisconsin State Historic Preservation Office to determine eligibility of a district nomination. - Conduct historic district workshops. - Create a letter of intent to apply for Certified Local Government Funds. Sufficient stakeholder meetings should occur with property owners located in the proposed historic district, along with any additional stakeholders determined by staff and the consultant.	Fall 2021 – Summer 2022	City staff and contracted consultant
Conduct stakeholder meetings. The focus of these meetings should be not only the ‘ask’ (nominating an area to the State and National Register of Historic Places), but also state ways in which property owners within the selected area will benefit.	Summer 2022 – Winter 2022	City staff and contracted consultant
Following all stakeholder meetings, City staff and the consultant should discuss their findings and ways to incorporate stakeholder comments within the nomination papers.	Winter 2022 – Spring 2023	City staff and contracted consultant
The contracted consultant begins completing the district nomination application. Consultation between the consultant, City	Spring 2023 – Winter 2023	Contracted consultant

staff and the Commission is expected during this process.		
The district nomination application is submitted. A review of the City's application on the state level will occur first, with a federal review occurring thereafter. The review process on the state and federal level is anticipated to take several months and may extend beyond one year.	Spring 2024. Results ongoing.	Contracted consultant

Challenges:

- 1) City staff will need to allocate funds for hiring a contracted consultant. Depending on the availability of secondary funding sources (e.g., grants) and how much funds can be allocated in subsequent City budgets, the timeline for submitting a district nomination application may be extended beyond what is stated above.
- 2) A significant amount of stakeholder engagement is needed for both the local historic district designation and submitting the nomination papers to the State and National Register of Historic Places. Since the City's proposed historic districts were determined several years ago (2011), outreach is likely needed to remind stakeholders the purpose of the Historic Intensive Survey Report and how City staff and the Commission utilizes it in their work.
- 3) The nomination papers for the Clark Street Historic District were submitted in 2019. While the City received feedback on the state level, staff is still waiting to hear back from the federal level. While there may be some unique variables that could account for a prolonged timeframe of review (e.g., COVID-19 pandemic), City staff and the Commission should anticipate not receiving word on our nomination papers for several months.