

**HISTORIC RESOURCES COMMITTEE  
TOWN OF CAMDEN  
November 9, 2010**

**Present:** Chair: Kit Parker  
Volunteer: Ann Sziklas  
Guests: Camden Chamber of Commerce Director, Dan Bookham; Elm Street Graphics, Peter Palermo; Judy Mcguirk, Dorothea Graham

There was no quorum, but the meeting commenced at 4:10 p.m.

**New Business:**

Kit had invited Dan Bookman and Peter Palermo to explain QR (for Quick Response) technology that uses two-dimensional bar codes. This could be used to extend information far beyond signs and billboards. It would make historic information available to visitors in Camden who carried smart phones having the easily downloaded software. It would be a 21st century version of a tour, but serve the same purpose as the "Museum in the Streets" signs in Rockport and Thomaston or the "Blue Plaques" on the sides of historic buildings in Europe.

The process works when a cell phone (any smart phone that has a camera) scans a QR code discreetly placed, for example, on the side of an historic building. The code is a two-dimensional design and brings up information about that building on the cell phone's screen. The codes could be any size, only an inch square if it were placed on an historic map, such as the town map at the corner of Elm and Mechanic Streets. Bookman and Palermo insisted it is a fast growing technology and, although only about 20-40% of Americans have phones with this capability now, it is widely used in other countries. It is already being used in advertising and on packaging.

Discussion ensued covering the possibilities of this new technology in Camden, its allowance by town ordinances, sponsors, funding, type of information included, consistency of the display placement, etc. Judy Mcguirk suggested that the Village Green might have a QR code on one of the benches and when scanned would not only bring up historical information about the Green, but also carry a link to the Camden Garden Club.

Dorothea Graham suggested that this new technology should not replace Dave Jackson's walking tours, which should be available for the "technologically impaired" or anyone without his cell phone.

Dan Bookham will also make a presentation on this new technology and its possibilities to The Camden Economic Development Advisory Committee (CEDAC) this week.

**Old Business:**

Kit reported that she had met with Richard Householder, but he needed more information from Maine Preservation. She will know more at the next meeting of our committee.

Deb Dodge was pleased to note that Article 7, requiring non-binding Site Plan Review of design standards for certain types of exterior renovations of non-residential and multi-family buildings in the B-1, B-TH and B-TR zones passed on November 2nd.

Our next meeting will be December 14, 2010 at the Washington St. conference room.

Respectfully submitted,  
Ann Sziklas

References:

**"What is a QR code & why you should know"**

<http://www.tourismkeys.ca/blog/2009/01/what-is-a-2d-bar-code/>

**Wikipedia Entry for QR Code:**

[http://en.wikipedia.org/wiki/QR\\_Code](http://en.wikipedia.org/wiki/QR_Code)

Sample:

QR Code for the [URL](#) of the English Wikipedia Mobile main page.

