

Historic Sites Committee

April 28, 2022



TEXAS HISTORICAL COMMISSION

AGENDA HISTORIC SITES COMMITTEE

Alamo Hall
300 Alamo Plaza
San Antonio, TX 78205
April 28, 2022
1:30 p.m.

(or upon the adjournment of the 1:00 p.m. preceding History Programs Committee, whichever occurs later)

This meeting of the THC Historic Sites committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.

1. Call to Order
 - A. Committee member introductions
 - B. Establish quorum
 - C. Recognize and/or excuse absences
2. Consider approval of the February 1, 2022, Historic Sites Committee meeting minutes
3. Consider approval of Phase II Assessment for the G. W. Bush Childhood Home – (Item 13.2)
4. Consider filing authorization to the repeal of section 16.7 of the TAC, Title 13, Part 2, Chapter 16, related to Historic Sites, Friends Organizations, for first publication and public comment in the *Texas Register* – (Item 13.3)
5. Consider filing authorization of new section 16.7 of the TAC, Title 13, Part 2, Chapter 16, related to Historic Sites, Supporting Nonprofit Partners, for first publication and public comment in the *Texas Register* – (Item 13.4)
6. Historic Sites Facilities Report
7. Casa Navarro Site Development Overview
8. Levi Jordan Plantation Project update
9. San Jacinto Development Overview
10. Washington-on-the-Brazos Project Overview
11. E-commerce report and suggested next steps
12. Joint agency facility and database report
13. Deputy Executive Director of Historic Sites Update
14. Adjournment

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Esther Brickley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

TEXAS HISTORICAL COMMISSION

HISTORIC SITES COMMITTEE MINUTES

Hilton Austin
Room 400/402
500 East 4th Street
Austin, TX 78701
February 1, 2022

*Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6100. * All agenda items were discussed, although not necessarily in the order presented below.*

Commissioners in attendance: John Crain (Chair), Monica Zárate Burdette, David Gravelle, Laurie Limbacher, Catherine McKnight, and Pete Peterson.

1. Call to Order

The meeting was called to order by Chairman John Crain at 9:45 am on February 1, 2022. The meeting had been posted to the *Texas Register*, was being held in conformance with the Texas Open Meetings Act, Texas Government Code, Chapter 551 and that notice had been properly posted with the Secretary of State's Office as required.

A. Committee member introductions

Chairman Crain welcomed all present and conducted roll call.

B. Establish quorum

Chairman Crain reported that a quorum was present and declared the meeting open.

C. Recognize and/or excuse absences

Absences: Chairman Crain noted that Commissioner Jim Bruseth was absent and called for a motion to excuse his absence. Motion to excuse the absence was made by Commissioner Pete Peterson and was seconded by Commissioner Laurie Limbacher. Chairman Crain called for a vote. Vote to approve was unanimous.

2. Consider approval of the October 28, 2021, Historic Sites Committee meeting minutes

Chairman Crain asked if anyone had any comments regarding the minutes. There being none, he called for a motion. Commissioner Peterson moved to approve the October 28, 2021 minutes and the motion was seconded by Commissioner Monica Zárate Burdette. Chairman Crain called for a vote. Vote to approve was unanimous.

3. Consider approval of Phase I Assessment for G. W. Bush Childhood Home – (Item 15.2)

Deputy Executive Director of Historic Sites Joseph Bell introduced Ellen Cone Busch, Director of Historic Sites Operations to provide background on the assessment of the George W. Bush Childhood Home. Busch noted that in September 2021 THC was approached by the board of directors of the George W. Bush Childhood Home with a request to evaluate the property for possible inclusion in the Historic Sites network of sites. She continued with an overview of the assessment and described the photos being shown on the slides. Busch noted that the home was built in 1939 and is still in good shape. It was occupied by the Bush family from 1951 to 1955. She said that included in the assessment was the 2004 National Register submission completed by Greg Smith of the History Programs Division. She continued noting that the site could expand on THC's story of Texas' significance to the political life of the nation, particularly in the latter 20th century. She noted that the Eisenhower Birthplace and the Sam Rayburn House tell the story covering the early 20th century. Busch said the campus consists of the family house, a visitor center with staff offices, and a rental property.

Busch provided operating costs of \$603,500 noting a more fully detailed explanation can be found in the appendices of the assessment report. She noted that the costs could be pared down during the phase II assessment if authorized. Busch continued noting that the development plan could be upwards of \$1.6M, which could include an interpretive master plan, some exhibit and furnishing updates, and some facility renovations. Chairman Crain then called for a motion. Commissioner Peterson moved to send forward to the full commission and recommend that the Phase I Evaluation of the G. W. Bush Childhood Home be accepted with the recommendation that the site be authorized for a Phase II evaluation. The motion was seconded by Commissioner Burdette. Chairman Crain called for a vote. Vote to approve was unanimous.

4. Consider approval of Phase II Assessment for Presidio La Bahia – (Item 15.3)

Bell then introduced Bill Irwin, Director of Historic Sites Operations to provide background on the assessment of Presidio La Bahia. Irwin stated that in October 2021 the commission authorized the Phase II evaluation of Presidio La Bahia. He said that the Presidio is a defining place in Texas history with connections to Spanish missions, the Filibustering Movement, Mexico's independence movement from Spain, and Texas' independence from Mexico during the Texas Revolution as Fort Defiance. He continued noting that the Phase II evaluation establishes that the site does meet the criteria to become a tier IV state historic site. He briefly explained that a ranking in the tiering system is based on complexity, visitor attendance, and budget. He further noted that as a tier IV site, it would be combined with Fannin Battleground. The complex would have a combined total of eight FTE's and have an operating budget of \$206,600.

Irwin stated that it has been 60 years since the restoration of the Presidio and that about \$3.8M in capital expenditures would be necessary to provide necessary upgrades to accessibility and both the electrical and plumbing systems.

Irwin noted that an operational agreement with the Diocese of Victoria would be required to run the site. He said that it will be a phased operations transfer with the diocese providing staffing until the remaining staff can be requested in the next Legislative Appropriations Request. After some brief discussion about the Zaragoza House and Monument, Irwin explained that the Texas Parks and Wildlife Department may be interested in discussing the possibility of transfer. Commissioner Gravelle asked about the chapel and if it would still be an active church and what is to become of the massacre site. Bell noted that the church would be used by the Diocese with THC only having access to it when it is not being used for religious purposes. Irwin noted that the Diocese would also have an active role in the interpretation of the site. Chairman Crain then called for a motion. Commissioner David Gravelle moved to send forward to the commission and recommend approval of the Phase II Evaluation and the staff recommendation that Presidio La Bahia be added to the Historic Sites network of properties. The motion was seconded by Commissioner Peterson. After some brief discussion, Chairman Crain called for a vote. Vote to approve was unanimous.

5. Consider approval to deaccession items from the Starr Family Home and Varner-Hogg Plantation State Historic Sites – (Item 15.4)

Bell noted that there were 116 items up for deaccession from the Starr Family Home and Varner-Hogg Plantation State Historic Sites. He noted that most of the items are being considered for one of the following reasons: item is outside the period of significance, item is noted as missing in inventory, or the item is deteriorated beyond program usefulness. After some brief discussion on the disposition of deaccessioned items Chairman Crain moved to send forward to the full commission and recommend approval to deaccession items from the Starr Family Home and Varner-Hogg Plantation State Historic Sites. The motion was seconded by Commissioner Catherine McKnight. Chairman Crain called for a vote. Vote to approve was unanimous.

- 6. Consider approval of the update to the Historic Sites Fee Structure. – (Item 15.5)**
Bell stated that the new fees on the list were for sites added since the last update and some were adding new ticketing prices for complexed sites. He also noted that some sites were getting their fees in line with the current market rates. After some brief discussion on upgrades to the RV pad sites at Mission Dolores, Chairman Crain asked for a motion. Commissioner McKnight moved to send forward to the full commission and recommend approval of the changes to the Historic Sites Fee Structure. The motion was seconded by Commissioner Limbacher. Chairman Crain called for a vote. Vote to approve was unanimous.
- 7. Consider approval to request capital authority for Palmito Ranch Tower, San Felipe de Austin archeology lab/maintenance facility, acquisition of land at the Levi Jordan Plantation State Historic Site, and the acquisition of the Almonte Surrender Site at San Jacinto Battleground State Historic Site – (Item 15.3)**
Bell said that the following four projects needed capital authority before they could proceed: Palmito Ranch Viewing Platform, budgeted at \$400,000; San Felipe Archeology Lab and maintenance facility, budgeted at \$1.5M; acquisition of land at Levi Jordan Plantation for two focus areas, land with slave quarters and land with a cemetery, budgeted at \$500,000; and purchase of the Almonte Surrender Site at San Jacinto Battleground budgeted at \$1M. He said that THC has funds available to address. Staff is requesting approval to move forward to request capital authority from the Legislative Budget Board. After some discussion regarding the Levi Jordan land acquisition, Chairman Crain asked for a motion. Commissioner Laurie Limbacher moved to send forward to the full commission and recommend approval to request capital authority from the Legislative Budget Board. The motion was seconded by Commissioner Burdette. Chairman Crain called for a vote. Vote to approve was unanimous.
- 8. Consider acceptance of donation of real property adjacent to the French Legation State Historic Site, Travis County – (Item 15.7)**
Bell noted that in July 2021 the Commission approved acceptance of the transfer of the lot as part of the agreement THC entered into with Aquila Commercial, LLC. He said that the transfer of land is part of a multistep process noted in the agreement. Acceptance of the donation must be acquired now. As per the agreement the lot will be used by Aquila for construction staging until June 2023 at a lease rate and then will be improved for additional surface parking for the French Legation. Bell stated that this motion is to recognize it as a donation to the THC. Chairman Crain asked for a motion. Commissioner Burdette moved to send forward to the full commission and recommend approval to accept the donation of real property adjacent to the French Legation State Historic Site. The motion was seconded by Commissioner Peterson. Chairman Crain called for a vote. Vote to approve was unanimous.

9. Historic Sites Facilities Report

Bell introduced Chief Architect Glenn Reed to give the facilities update. Reed said that on the screen is the graph showing the progress of the major architectural projects from planning through construction. He stated that among our 34 sites, the THC is responsible for 347 buildings and that the projects depicted on this graph are only the largest and longest duration projects. The architecture team is working concurrently on numerous other projects. He said they are generally shorter-term projects but are nevertheless quite significant, including HVAC, fire alarm, and roof projects as well as interior renovations and TXDOT site maintenance projects. He explained that because architectural staff can only work on a certain number of projects at a time, we prioritize based on preservation needs, operational considerations, and visitor impact. He further noted that staff deal with emergency projects as they arise.

Referring to the slides, Reed said that the Levi Jordan Plantation Learning Center Complex project is 99 percent complete. The Archeology Building will serve as the temporary Visitor Center until we construct the larger museum that is currently in the planning phase. He noted that the next photo was the lobby of that

building with the main entrance to the right and that staff is in the process of designing the visitor reception, retail, and exhibit components that will be installed in this space. Reed continued going through the slides noting what each was depicting.

Reed stated that progress on the Caddo Mounds visitor center project is once again being delayed by supply chain issues, in this case the delayed delivery of the structural steel. He said that the construction manager and the architect are doing all they can to keep the project moving forward. He noted that the next slide showed the rendering of the finished building and covered plaza. Reed said that the covered plaza was added back to the Phase I of the project as having this covered outdoor program space will enhance the visitor experience.

The ruins stabilization projects at Fort Griffin and Fort Lancaster are moving forward. Reed said that the work at Fort Griffin is complete. He noted that the work at Fort Lancaster is focused on masonry and adobe restoration at Barracks Company H. He said that the next several slides show the condition of that structure prior to the project and the proposed masonry and adobe work, which includes stabilizing the existing masonry by repointing the mortar joints and using salvaged stone to build up the walls to better define the building corners. Reed explained that buildings at Fort Lancaster were constructed using a combination of stone and adobe. Stone was used to build wall foundations, fireplaces and chimneys, and door and window openings. Adobe was then used to infill between the stone portions to complete the walls.

Reed said that the Varner-Hogg Plantation House project has been on hold for a few months as we work on more urgent projects, mainly the Levi Jordan complex, Magoffin Home visitor center, and the forts ruins stabilization projects that are approaching completion.

At Sabine Pass Battleground, Reed stated that the engineers have completed the construction documents for the seawall repair project, and staff plan to post this project for bids in February.

Reed said that the structural repairs to the 1901 Visitor Center building at the Magoffin Home are continuing and will be completed this spring.

At Landmark Inn, Reed noted that the engineers are moving into the design phase for the preservation of the dam. He said that the 8 feet tall and about 250-foot-long dam was built in 1854 across Medina River.

Reed stated that the preservation project at the Fanthorp Inn has also been on hold for a few months, but staff have now resumed work on the design documents.

At San Felipe de Austin, Reed said staff have begun programming and schematic design work on proposed new buildings to house archeological processing, retail operations, and site maintenance functions.

Reed concluded noting that Chanin Engineering has completed the construction documents for the battlefield viewing platform at Palmito Ranch Battlefield. Staff is now working to secure capital authority for the construction funds.

10. Report on Retail Development

Bell noted that the photo on the screen contained examples of Christmas product development. He said that the focus was on San Jacinto and that the items were well received. Bell continued noting that the e-commerce vendor, Museum Revenue Partners, had visited a number of sites during November, December, and January. He noted that they had also met with commissioners, IT staff, and the Marketing and Promotional Materials Subcommittee. Bell said that the first draft of the e-commerce report is due in February.

11. Update on Casa Navarro

Bell said that Chairman John Nau is working with Bexar County on a long-term lease on the land surrounding Casa Navarro. He noted that Historic Sites staff met with staff from the University of Texas at San Antonio to discuss university development around the historic site. He noted that topics of interest were easements, fire and emergency access, and parking location on the abandoned right-of-way.

12. Update on the San Jacinto Operating Agreement and Management Plan

Bell stated that work continues to finalize an operating agreement and management plan for the property with the board of the San Jacinto Museum and Battlefield Association. Remaining items that need clarification are the board liability under that agreement and what insurance needs THC requires and what the management structure will be. Bell introduced Amy Rogers, Executive Director at San Jacinto to provide an overview of the management plan.

Rogers stated that the Museum Association had recently changed their name and revised their branding. They are now called the San Jacinto Museum and Battlefield Association. She noted that with the new branding will come a new updated website, which should roll out in April. Rogers provided some insight on the last three years' visitation challenges and explained that the paid admission is museum admissions and that the site admissions use the car counter. She noted that they have changed their ticketing system to an all-inclusive ticket.

Rogers continued noting that their programs have increased from one or two per month to four or five per month. She said that they have introduced virtual programming as well. Rogers said that they have hired a curator to give the collections much needed attention and a development director to focus on volunteers, membership, and fundraising. She said they hope to diversify their revenue streams by renting the facility for private events and developing programs, like nature programs, that are not directly related to history.

Rogers noted that as part of her 2022 projects and goals, having the elevator, HVAC, and wastewater treatment plant all brought back to good working order was top of the list. She added that they are developing a mobile app in both English and Spanish that will provide interesting things to know about San Jacinto Battleground State Historic Site. Rogers stated that they would also be upgrading the wayfinding signage across the site. She concluded by sharing some information on the Illumination event that was held last November. She said that 1,200 volunteers were utilized to make, place, and retrieve the 21,000 luminaries for the event, which turned out to be a great success.

13. Update on the National Museum of the Pacific War Management Plan

Bell noted that Karen Stevenson, Museum Director and Chief Operating Officer of the National Museum of the Pacific War was supposed to attend and provide the update but could not. Bell provided the update instead. He said that staff finalized the annual management plan and are currently working to update the five-year strategic plan. He noted the major accomplishments throughout the last fiscal year, two of which were the completion of the Nimitz Hotel ballroom restoration and phase I of the Bush Gallery HVAC project. Concerning visitation, Bell stated that they are seeing a rebound in most admission categories.

Bell stated that the museum has been receiving many items accepted into the collection. He said they have processed over 400 linear feet of archival donations, are developing two temporary exhibits, and building a research collection on prisoners of war.

Bell detailed the list of projects and programs planned for 2022. He concluded noting several of the affiliations and partnerships the museum is proud to have.

14. Deputy Executive Director of Historic Sites update

Bell began with an update of the Levi Jordan Plantation Advisory Committee noting that they are currently reviewing the mission and vision statements for the project. He said that they are also working on an appropriate name for the facility. Bell said that the committee strongly feels that interpretation built around the personal experiences of individuals and enhanced by art and material culture will engage a diverse group of visitors. Bell stated that the committee strongly feels that the story should be told from the colonial period through today.

At San Felipe de Austin, Bell stated that the Eidman House closing should happen this week and site staff are moving forward with detailing renovation plans. He said that Mr. David Hill is considering a donation of 14-plus acres of land that was once home to important town lots in San Felipe that could include Peyton's Tavern, Celia Allen's brick oven, and Santa Anna's occupation camp.

Bell stated that the committee has been assembled for the Washington-on-the-Brazos/Star of the Republic Museum project. The WOB Foundation and Senator Lois Kolkhorst are on board with the project that is expected to be around \$42.8M. Bell noted that with current funding of \$33.4M a capital campaign for the remaining \$9.4M will be needed. He said that the project is expected to conclude in 2025.

Bell said that at Caddo Mounds the official grass house rebuilding kickoff occurred January 22. He said that the materials gathering is well underway. He noted that to date staff and volunteers have collected a half-acre of switch grass and another half-acre is needed. Bell continued by noting that 3,900 linear feet of willow has been harvested thus far. He said that the target of 5,000 linear feet should be reached with the two additional cuttings scheduled for February and March. Bell noted that the Caddo Nation has been engaged in the project.

Bell stated that the Port Isabel Lighthouse lens fabrication is underway. He noted that a structural assessment associated with the lens installation had been completed. He continued noting that in late December, the FAA released an updated draft programmatic agreement with SpaceX which included an updated Vibration Monitoring Plan. After reviewing the plan, staff was satisfied that if the requirements laid out in the plan are fully enforced, it will be sufficient to protect the lighthouse. Bell described the slide showing pictures of the lens, noting that the design is based on its historic configuration and said that the acrylic type three lens is tentatively scheduled for installation in April/May 2022.

Bell said that the next slide was an example of collection restoration. He noted that this is a portrait of Lily Starr that was painted around 1873, near the time of her death. He said that of particular interest is the frame restoration showing the rose medallion and gilding.

Bell noted that Jeff Harris, Site Manager at Magoffin Home in El Paso, passed away in December. A memorial was held at the site on January 16.

Bell noted that Barbara Judkins and her staff hosted the Texas Living History Association conference at the Starr Family Home. At the conference, several awards were presented:

- San Felipe de Austin received the Texas Star Award for outstanding contributions to living history in Texas for the opening of the Villa de Austin.
- Chandler Wahrmund received the Founders Award for outstanding contributions to living history in Texas through his new programming and events at Fanthorp Inn.

Bell further noted that three THC staff member have been installed on the TLHA Board:

- Rhett Kearns from Fort McKavett is the new Mountains/Pecos regional representative
- Barb King from Washington-on-the-Brazos is the new the Independence Lakes/Brazos regional representative
- Jordan Anderson from San Felipe is the new Independence/Coastal regional representative.

Bell stated that the 2023 Texas Living History Association Annual Conference will be hosted by San Felipe de Austin State Historic Site.

Bell stated that the Blinn College WOB/Star of the Republic Museum Advisory Committee met January 27 to review charter, budget, projects, and next steps. Commissioner Crain said that the partnership could result in an infusion of funds for the project.

Bell noted that the Multi-Agency Task Force working on the Joint Collection Storage Facility and the searchable database analysis meet regularly. The task force consists of staff from the following agencies:

- Texas Park and Wildlife Department
- State Preservation Board
- Texas State Library and Archives Commission
- Facilities Commission
- General Land Office
- Texas Historical Commission

Bell said that the report completion target date is early summer.

He mentioned the 3-D printed models produced in a project with the Stillwater Foundation to be used in fundraising efforts.

15. Adjournment

At 11:15 am, Chairman Crain asked for any other business to be brought before the committee. There being none, he stated without objection that the Historic Sites Committee meeting was adjourned.

Quarterly Report

Historic Sites Division
January–March 2022

OPERATIONS

Visitation and outreach at the sites this quarter was 150,304—44.89 percent higher than this time last year.

The French Legation SHS had a very successful lawn party hosted by the French Ambassador to the U. S.

The Eidman House is now part of San Felipe de Austin SHS.

Property insurance coverage is in place for San Jacinto, Washington-on-the-Brazos, and San Felipe to get all SHS properties close to the coast covered. The addition of these properties has significantly increased the asset value covered and the annual cost of insurance.

The San Jacinto Museum and Battlefield Association operating agreement was finalized and is in place. Work is underway to finalize the management agreement.

Discussions with Blinn College concluded with an agreement that the Blinn College Foundation funds would be managed by the Star of the Republic Museum Advisory Committee. Staff will submit requests to the committee for approval.

The Port Isabel Lighthouse lens and Caddo Mounds exhibit schedules are delayed due to supply chain delivery issues.

The Levi Jordan Plantation Learning Center lobby finish-out for retail and exhibits is moving forward. An open house is scheduled for April 30.

Discussions continue with UTSA on the university's development of the lots around Casa Navarro SHS and issues concerning site access and parking.

The Battleship Texas Foundation opened the ship to the public for two weekends, March 12-13 and 26-27, prior to its move out of San Jacinto SHS. Work

preparing the ship for departure is continuing, including asbestos and lead abatement. Maintenance dredging of the berth is scheduled for April and May, with departure anticipated mid- to late-June.

There are ongoing discussions with the Hill family about donation of land next to San Felipe de Austin SHS. The property is a valued archeological area associated with the town.

FRIENDS GROUPS AND COMMUNITY ENGAGEMENT

Site visits are scheduled for all sites this spring and summer to meet with friends groups and their site staff counterparts to ensure awareness of, and compliance with, the terms of the MOA, as well as to discuss community engagement needs. Regular correspondence to friends group board members and site staff continues through the monthly e-newsletter, *First Friday News for Friends*.

Meetings were held with the Presidio La Bahia Foundation and the George W. Bush Childhood Home Foundation to orient them to their future potential roles as friends groups if the sites are transferred.

Staff has attended stakeholder meetings with the Washington-on-the-Brazos Foundation and citizen advisory meetings for Levi Jordan Plantation, as well as with the San Pedro Creek project for Casa Navarro. Each of these projects involve community input and communication between participants and the THC. They are important to be aware of as sites seek to form new friends groups and maintain mission alignment between the site, the THC, and existing friends groups.

The coordinator continues to partner with the Friends of the THC through their Friends Alliance Program, facilitating new and existing fiscally sponsored friends groups, administrating the Friends Alliance Awards, co-facilitating development seminars, and serving on the Liaison Committee of the FTHC's board.

CONSTRUCTION PROJECTS

Caddo Mounds: As of March, construction progress for the Caddo Cultural Center Phase I is proceeding well after experiencing supply chain and weather delays earlier in the project.

Fort Griffin and Fort Lancaster: The ruins stabilization work at Fort Griffin has been completed, and work at Fort Lancaster will be completed this summer.

Levi Jordan Plantation: The architectural and exhibit design work for the larger museum and visitors center project is progressing, with active collaboration with the African American Advisory Committee.

Magoffin Home: Structural repairs to the visitors center will be completed in early summer.

Palmito Ranch Battlefield: The engineering design for the proposed elevated viewing platform is complete. The cost estimate exceeds the budget and the engineers have been asked to develop cost-reduction measures before the project is put out for bids.

Sabine Pass: The pre-bid conference for the seawall repair project conducted in late March was well attended. Construction bids will be due in mid-April.

Varner-Hogg Plantation: The Plantation House stabilization project continues, with the contracted engineers developing the foundation drawings, THC architectural staff developing the door and window preservation scope documents, and all parties working with the Archeology Division to define the required archeological clearance activities and sequencing.

INTERPRETATION

The Fulton Mansion Interpretive Master Plan has been completed and the final reports received.

An RFP for the contracting of an interpretive master plan for the Charles and Mary Ann Goodnight Ranch SHS has been submitted to Staff Services for posting.

The Levi Jordan Advisory Committee continues to meet to advise the contract team and give input on the schematic museum design process.

The major exhibit and interpretative re-envisioning/redesign project at Washington-on-the-Brazos/Star of the Republic Museum is proceeding. Work

Authorization 2 has been received and is being reviewed by HSD staff.

The fabrication of the Caddo Mounds exhibit refabrication is well underway, and the majority of replicas created by Caddo tribal artisans have been received and will be ready for mount making when the exhibit fabricators visit the site in May.

The first drafts of sections for the French Legation guidebook are currently being reviewed by HSD staff.

COLLECTIONS

The Austin curatorial team and a multi-agency cultural collections task force held a focus group with Division of Information Resources to discuss potential database software, hardware, and data ingestion methods. Consensus for both the collections facility and database reports has been reached and updates are in progress.

TPWD continues to transfer infrastructure and collections records to the THC's Austin collections facility. This archives transfer will increase the need for archival collections space by 30 percent by 2023.

The Austin curatorial team is working closely with San Jacinto Battleground SHS staff and the San Jacinto Museum and Battlefield Association toward the completion of a physical inventory and general condition assessment of important museum collections.

Amanda Cagle has been hired as the Regional Collections Manager for independence sites. This position is hosted at the Star of the Republic Museum.

Archeology Collections Manager Jamie Ross continues to work with the Archeology Division on an NPS Save America's Treasures grant for \$101,673 for the processing, preservation, and reanalysis of the archeological collection at Mission Dolores SHS. The grant funds two graduate student summer internships.

Staff is working closely with Levi Jordan Plantation SHS staff toward the installation of a temporary exhibit in the visitors center and transfer of collections to the site.

Varner-Hogg Plantation SHS artifacts are currently on loan to Rice University for spring semester study.

Since January, 66 artifacts have been conserved under the HSD contract with Texas A&M's Conservation Research Lab.

HISTORIC SITES - VISITATION / OUTREACH - FY2022

	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	TOTAL
Acton													0
Caddo Mounds	441	520	327	190	153	198	0	0	0	0	0	0	1,829
Casa Navarro	209	467	845	87	297	256	0	0	0	0	0	0	2,161
Confederate Reunion Grounds	67	48	66	38	30	58	0	0	0	0	0	0	307
Eisenhower Birthplace	711	1,700	991	598	540	717	0	0	0	0	0	0	5,257
Fannin Battleground	33	136	142	67	129	139	0	0	0	0	0	0	646
Fanthorp Inn	105	151	0	59	81	65	0	0	0	0	0	0	461
Fort Griffin	1,130	2,535	3,599	15,348	298	203	0	0	0	0	0	0	23,113
Fort Lancaster	135	151	143	102	118	112	0	0	0	0	0	0	761
Fort McKavett	358	676	939	357	238	904	0	0	0	0	0	0	3,472
French Legation	0	0	0	234	307	247	0	0	0	0	0	0	788
Fulton Mansion	847	971	767	1,185	1,242	1,182	0	0	0	0	0	0	6,194
Goodnight Ranch	293	201	134	88	67	74	0	0	0	0	0	0	857
Landmark Inn	472	298	373	445	261	593	0	0	0	0	0	0	2,442
Levi Jordan	26	0	0	0	0	0	0	0	0	0	0	0	26
Lipantitlan	0	0	0	0	0	0	0	0	0	0	0	0	0
Magoffin Home	330	373	284	275	124	188	0	0	0	0	0	0	1,574
Mission Dolores	74	352	213	56	64	50	0	0	0	0	0	0	809
Kreische Brewery/Monument Hill	1,008	2,690	1,026	3,413	809	646	0	0	0	0	0	0	9,592
Ntl Museum of the Pacific	7,058	9,495	11,318	10,185	7,480	8,985	0	0	0	0	0	0	54,521
Port Isabel Lighthouse	3,269	0	0	3,883	2,128	2,380	0	0	0	0	0	0	11,660
Sabine Pass Battleground	1,328	0	1,236	0	0	279	0	0	0	0	0	0	2,843
Sam Bell Maxey	139	651	95	94	55	60	0	0	0	0	0	0	1,094
Sam Rayburn House	169	67	216	120	52	93	0	0	0	0	0	0	717
San Felipe de Austin	402	965	1,851	746	979	1,028	0	0	0	0	0	0	5,971
San Jacinto Battleground	17,062	19,074	24,009	23,008	15,979	14,409	0	0	0	0	0	0	113,541
San Jacinto Monument	2,435	2,091	1,984	2,988	1,431	1,849	0	0	0	0	0	0	12,778
Starr Family Home	566	183	193	131	154	82	0	0	0	0	0	0	1,309
Varner-Hogg Plantation	243	304	274	123	332	200	0	0	0	0	0	0	1,476
Washington-on-the-Brazos Complex*	5,105	2,182	7,653	4,443	5,366	8,330	0	0	0	0	0	0	33,079
Monthly totals	44,015	46,281	58,678	68,263	38,714	43,327	0	0	0	0	0	0	299,278
Quarterly totals			148,974		150,304			0			0		0

* The WOB Complex consists of Washington-on-the-Brazos, Star of the Republic Museum, Independence Hall, and Barrington Plantation.

Historic Sites Division
Architectural Capital Project Status

4/13/2022

Site	Project	Budget (incl. design fees & const.) projected or actual	Consultant selected	Design contract executed	Consultant	Schematic Design	Design Dev.	Const. Docs.	Bidding	Contractor selected	Contractor	Const. contract executed	Construction (% complete)
Levi Jordan Plantation	Learning Center Complex	\$2,400,000	✓	✓	Broaddus Construction	✓	✓	✓	✓	✓	Broaddus Construction	✓	100%

TEXAS HISTORICAL COMMISSION

Item 13.2

Texas Historical Commission
Quarterly Meeting
April 28-29, 2022

Consider approval of Phase II Assessment for the G. W. Bush Childhood Home

Background:

The board of the George W. Bush Childhood Home has requested that THC incorporate the property into the network of THC State Historic Sites. Staff has done a preliminary assessment of the property and determined it to be eligible for a Phase I assessment. Historic Sites staff have met with staff and board members of the Bush Home and crafted the Phase I evaluation for the commission's consideration on February 4, 2022. Commission approved the Phase I recommendations. Staff has moved forward in crafting the Phase II evaluation and based on the feedback from the three heritage tourism subject experts have determined that the site does meet criteria to be added as a State Historic Site.

Suggested Motion (Committee):

Move that the committee send forward to the Commission and recommend acceptance of the Phase II recommendation that the George W. Bush Childhood Home become a Texas Historical Commission State Historic Site.

Suggested Motion (Commission):

Move to accept the Phase II recommendation that the George W. Bush Childhood Home become a Texas Historical Commission State Historic Site.



Phase II Assessment of the George W. Bush Childhood Home

**Midland, Texas
For Addition to the Texas Historical Commission's
Historic Sites Program**

April 2022
Texas Historical Commission

Phase II Assessment of the George W. Bush Childhood Home

**Midland, Texas
For Addition to the Texas Historical Commission's
Historic Sites Program**

Assessment Team:

Ellen Cone Busch, Director of Historic Sites Operations
H. Glenn Reed, Chief Architect
Sam Childers, Operations Director, LBJ National Historical Park
Melissa Hagins, Texas Pecos Trail Executive Director
Kathy Shannon, Permian Basin Petroleum Museum Executive Director

April 2022

**Texas Historical Commission
P.O. Box 12276
Austin, TX 78711**

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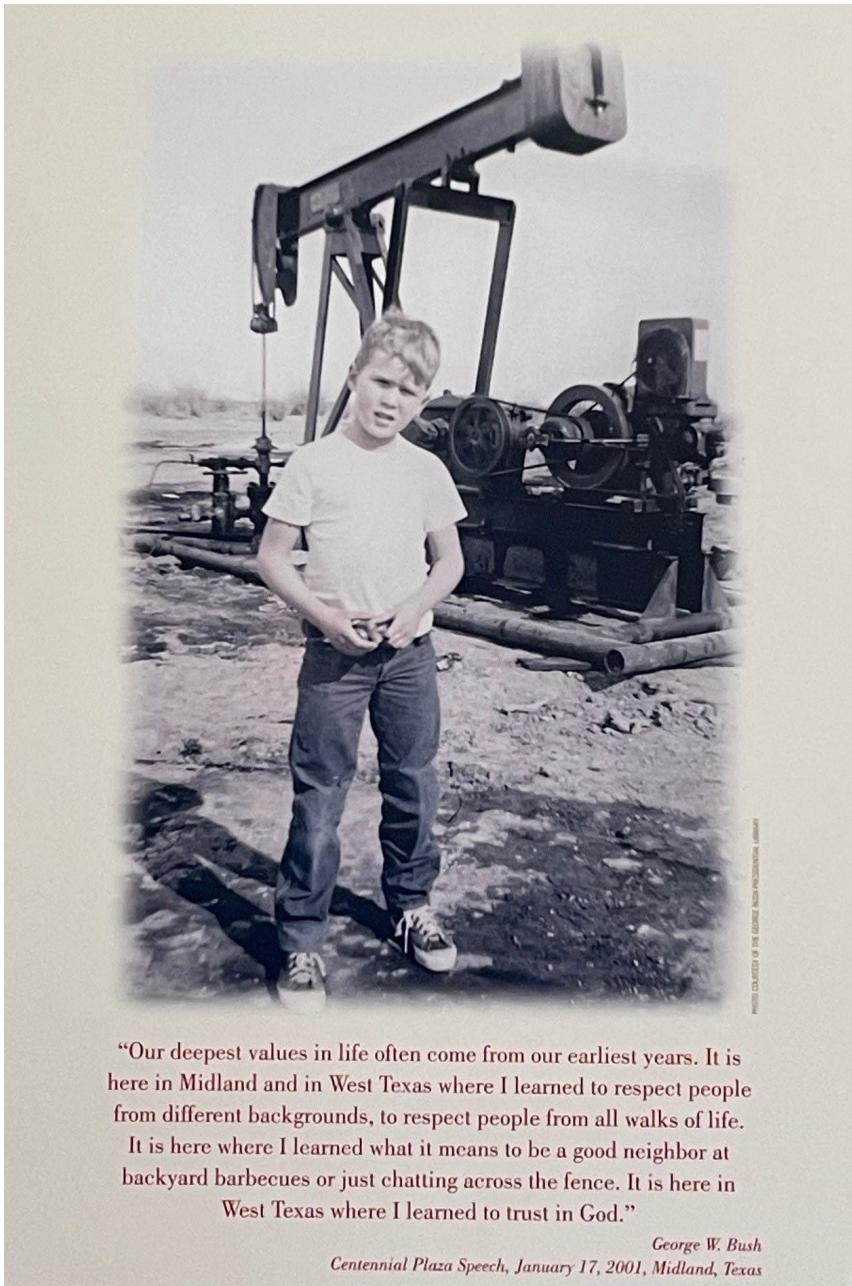
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"Our deepest values in life often come from our earliest years. It is here in Midland and in West Texas where I learned to respect people from different backgrounds, to respect people from all walks of life."

It is here where I learned what it means to be a good neighbor at backyard barbecues or just chatting across the fence. It is here in West Texas where I learned to trust in God."

*George W. Bush
Centennial Plaza Speech, January 17, 2001, Midland, Texas*

Exhibit panel at the George W. Bush Childhood Home Visitor Center

INTRODUCTION

In a letter dated September 29, 2021, the Board of Directors of The George W. Bush Childhood Home Inc. requested that the Texas Historical Commission (THC) consider receiving the George W. Bush Childhood Home (GWBCH) into its historic sites program.

As put forward in the THC rules (Title 13, Part 2, Chapter 16 Rule §16.3), potential THC historic sites must meet specific criteria. To make this determination, the candidate site undergoes two phases of evaluation and assessment conducted by THC staff.

This report represents the Phase II assessment of the GWBCH. The report discusses each of the evaluation requirements as established in the THC rules. The candidate site met the requirements set forth by the THC rules, the Commission authorized a more detailed “Phase II” study that comprehensively evaluates the context and interpretive potential of the site and provides specific details regarding how the site would be developed and operated, as well as the funding needed to make that plan a reality.

This report also contains a conclusions section that addresses what is presently known about the GHC relative to the Chapter §16.3 rules criteria, which are the overarching conditions a site must meet to be considered for the THC’s historic sites program.

Based on this Phase II assessment, the Assessment Team and THC staff finds that the George W. Bush Childhood Home meets the criteria for acceptance and recommends that it become a State Historical Site.

PROPERTY DESCRIPTION

The George W. Bush Childhood Home (GWBCH) is in the city of Midland in Midland County in Texas' Permian Basin (Figure 1). The closest THC state historic sites to the GWBCH are Fort McKavett and Fort Griffin, which are located approximately 182 miles to the southeast and 196 miles to the northeast, respectively.

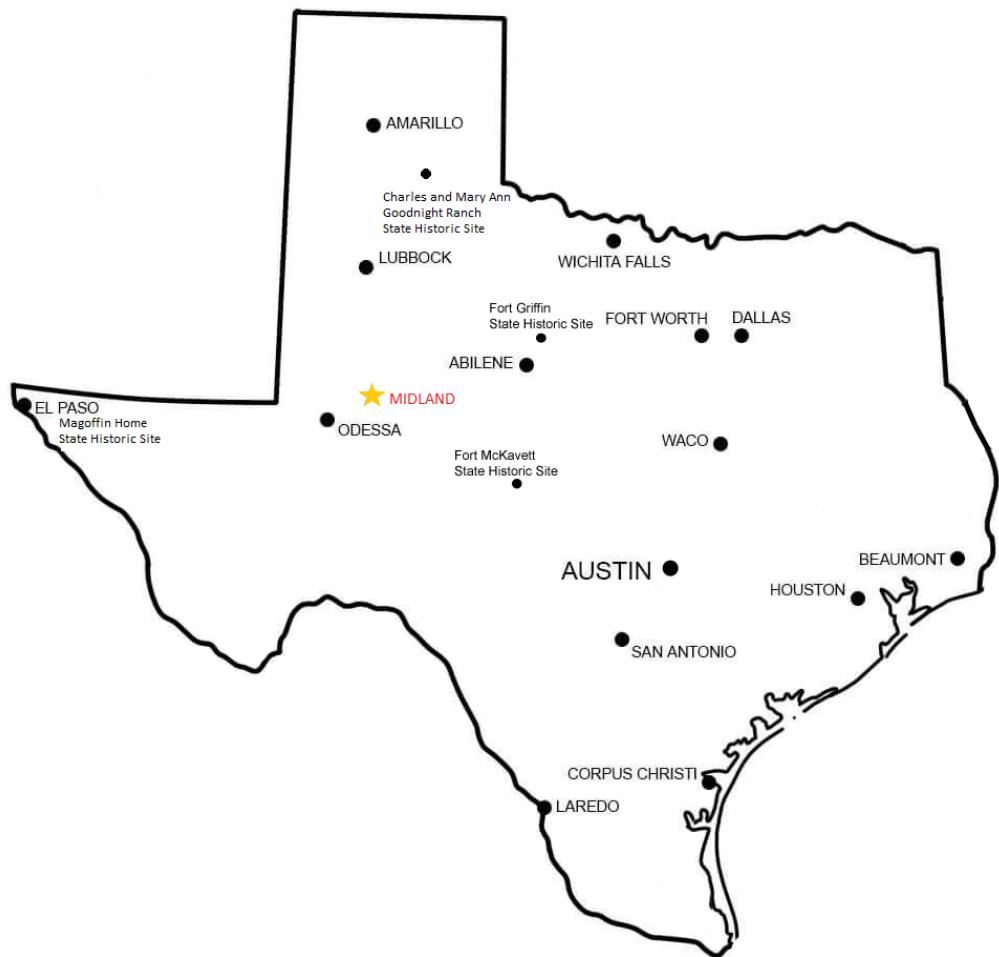


Figure 1. Location of Midland within the state of Texas.

The GWBCH is located at 1412 West Ohio Avenue at the corner of North H Street and consists of a single-family wood frame home and detached garage. The museum campus contains three other buildings of similar construction that were former neighborhood residences. The former residence directly across North H Street from the GWBCH is used as the museum's visitor center and staff offices, and the dwelling behind it at 400 East Broadway is used as a rental property.

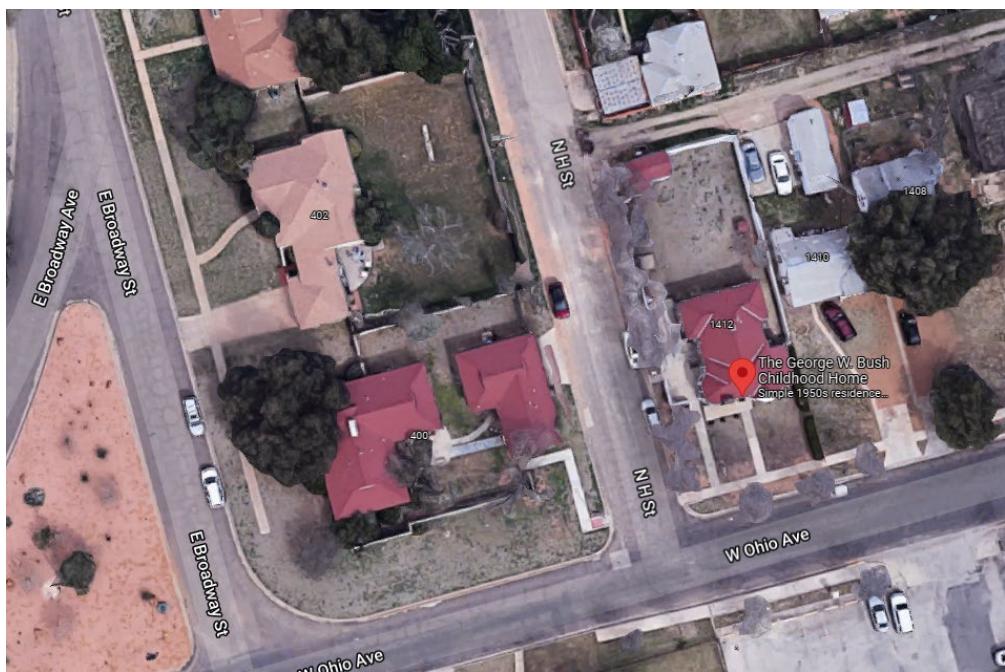


Figure 2. Satellite view of the George W. Bush Childhood Home campus.



Figure 3. The George W. Bush Childhood Home

The George W. Bush Childhood Home (1412 West Ohio Avenue)

The George W. Bush Childhood Home draws its significance from its association with the Bush family, rather than from its design or construction. The 1,655 square foot, one-story house is clad in horizontal wood siding and features an oriel window that admits light to the living room. The remaining windows are two-over-two double hung units. The rather complex hipped roof is clad in red composition shingles. A brick chimney located on the front façade serves a modest fireplace in the dining room. A one-car garage located along the east side of the house was enclosed in the period 1948-50 to provide additional living space. On the west side, a concrete ramp provides access to the side door for the disabled.

The detached one-car garage on a concrete slab, built in 1948-50, is clad in the same siding as the house and includes two storage closets that face the backyard, which is enclosed by a white picket fence. The shingles on the gabled garage roof match those of the house.

The house interior has been restored to the finishes that were in place during the Bush occupancy. This includes wood floors throughout, except for the linoleum in the two bathrooms, the kitchen and the converted garage living space. The living room features a wood paneled wainscot, with upper walls and ceiling of painted sheetrock joined by a modest crown molding. The dining room walls feature full height wood paneling and a wood paneled ceiling, punctuated by a stone fireplace and flush hearth. Most of the windows are protected by Venetian blinds, with some having curtains and valences.

The bedrooms and hallway are finished in flat sheetrock walls and ceilings with simple baseboards and crown molding.

Porcelain ceramic, gas-fired wall heaters have been retained, but have been disconnected from gas supply for safety. The original floor furnace is present in the hallway but is likewise disconnected. The house is conditioned by a modern Unico small duct, high-velocity HVAC system and has modern electrical and plumbing systems.

The house is generally in very good and stable condition, with no issues that would require immediate attention. The wood siding and trim exhibits several areas of minor rot that should be repaired, and the entire exterior should be repainted within three years.

The GWBCH Visitor Center and Staff Annex (400 East Broadway Street)

The detached garage of the residence located at 400 East Broadway Street serves as a Visitor Center for the George W. Bush Childhood Home. The building is a single-story, slab-on-grade structure of approximately 1,000 square feet with painted CMU exterior walls, wood roof framing, and a hipped composition shingle roof.

A gate accessed from the sidewalk on North H Street admits visitors to a walled courtyard. Visitors then enter a reception room and gift shop via a door on the west side of the building. The pedestrian route from the street and into this space is generally TAS compliant. The space is well-lit and the interior finishes are in good condition. A wall-mounted ductless air handling unit conditions the space. A unisex accessible restroom opens to the reception space.

The garage bay located to the north of the reception area is accessed via a personnel door within the courtyard and by two overhead segmented garage doors facing North H Street. The space is unfinished, with a concrete floor, CMU walls, and exposed roof framing. It is used for storage.

The building exterior is generally in good condition and has no issues that would require immediate attention. A gas meter is located immediately adjacent to the driveway that serves the garage bays. It is vulnerable to vehicular impact and should be protected with bollards.

The residence located at 400 East Broadway Street contains staff offices as well as a reading room used for programs. The building is a one-story, slab-on-grade house of approximately 1,700 square feet, with painted CMU exterior walls, wood roof framing, aluminum windows, and a hipped composition shingle roof with exposed rafter tails. A central fireplace is served by a brick chimney.

Visitors enter this building via a pair of French doors facing the patio in the courtyard. The doors are served by a temporary ramp that provides an accessible route. Immediately inside the doors is Robyn's Reading Room, where community reading programs are held. This room is contained in a former porch, clad in simulated board-and-batten siding.

The original kitchen is intact and is used as such. The three bedrooms and one of the two bathrooms are used for offices and storage, with the remaining bathroom serving the staff and visitors.

The building exterior is in generally good condition. The exposed rafter tails and soffits need to be painted. The brick chimney should be inspected and capped if necessary.

The building interior is in fair condition. A flooring replacement project was underway during our November 2021 visit to the site. The sheetrock walls and ceilings are in fair to good condition. The HVAC, electrical and plumbing systems are reportedly in good condition.



Figure 4. Staff office building from East Broadway Street.



Figure 5. Visitor Center building from the GWBCH across the street.



Figure 6. Staff office building from the courtyard.



Figure 7. Staff office building entrance from inside.



Figure 8. 400 East Broadway Rental Property.



Figure 9. 1400 West Ohio Avenue Parking Lot

400 East Broadway Rental Property

The residence located at 400 East Broadway Street is used as an income-generating rental property. It was vacant during the time of our visit in November 2021.

The building is a one-story, pier-and-beam house of approximately 1,675 square feet with an adjacent 275 square foot slab-on-grade garage. The two structures were connected at some point by a fully enclosed and conditioned addition. The house is clad in painted, wire-cut brick with double-hung, divided-lite wood windows and a combination hipped and gabled composition shingle roof. Fascia and rake trim are wood. Gable cladding is composite lapped siding. The front façade features two large plate glass windows. One side of the garage retains an operable overhead door, while the other garage door has been infilled with framing and wood siding to allow that bay to be used as storage. The HVAC system is reportedly recent and features ducted supply through the attic and ducted return through the crawlspace.

Overall, the building is in good condition. Some interior finishes, appliances, and window treatments are in need of replacement. A semi-circular concrete patio behind the garage exhibits several large, displaced cracks and should be removed and reconstructed. The crawlspace ductwork should be inspected and sealed to prevent intrusion from rodents and insects. The electrical panel, weatherhead, and associated accessories are being impacted by overgrown plantings. These should be removed, and all electrical components inspected for damage.

1400 West Ohio Avenue Parking Lot

This property is located at 1400 West Ohio Avenue at the opposite end of the same block that the GWBCH is located on. This property is currently being leased by the George W. Busch Childhood Home, Inc. organization from the Holy Trinity Episcopal Church across the street who currently owns the property.



Figure 10. Restored George W. Bush bedroom with period furnishings.

BACKGROUND, SIGNIFICANCE, AND INTEGRITY

The George W. Bush Childhood Home is on the National Register of Historic Places as the home of an exceptional political family who shaped state and national politics in the late 20th and early 21st centuries. This place was home to two U.S. Presidents, a First Lady, a Vice President, a Second Lady and two State Governors:

- George Herbert Walker Bush (June 12, 1924–November 30, 2018) served two terms as Vice President under President Ronald Reagan from 1981–1989, and later as the 41st President of the United States from 1989 to 1993. Born in Massachusetts.
- Barbara Pierce Bush (June 8, 1925 – April 17, 2018) was Second Lady of the United States from 1981 to 1989 and First Lady from 1989 to 1993.
- George Walker Bush (July 6, 1946) served as the Governor of the State of Texas from 1995 to 2000, and then two terms as the 43rd President of the United States from 2001 to 2009. Born in Connecticut, raised in Midland.
- John Ellis “Jeb” Bush (February 1953) served as the Governor of the State of Florida from 1999 to 2007.

The family's memories of their time in this home would be noted by each of them as influential to the rest of their lives.

The site's National Register of Historic Places nomination was completed in 2004 by the THC's National Register Coordinator, Gregory W. Smith. It documents very thoroughly the background, significance, and integrity of the GWBCH and was included as an appendix to the Phase I report.



Figure 12. President George H.W. Bush and First Lady Barbara Pierce Bush, 1989-1993.



Figure 13. President George W. Bush and First Lady Laura Welch Bush, 1995-2000.

STATEMENT OF WILLINGNESS TO TRANSFER

Below is a copy of the letter received from the George W. Bush Childhood Home, Inc. Interim Executive Director Jaclyn Woolf expressing the Board of Directors' desire for a Phase I assessment be conducted for the George W. Bush Childhood Home to become a THC historic site.



Mark Wolfe, Executive Director
Texas Historical Commission
P.O. Box 12276
Austin, TX 78711

September 29, 2021

Re: Addition of The George W. Bush Childhood Home to the Texas Historical Commission
Historic Sites Program

Dear Mr. Wolfe and Members of the Texas Historical Commission:

On behalf of The George W. Bush Childhood Home, Inc., the Board of Directors submits this letter of intent to request addition of our site to the Texas Historical Commission Historic Sites Program. The Bush Childhood Home is an official Presidential Site and the only historic home of two presidents, two governors, and a first lady. Currently the site is privately owned and operated by a nonprofit board of directors.

Recently, the National Parks Service commissioned a resource study to analyze the site's suitability as a federal Parks addition. However, this study may take up to five years, and then legislation must be passed to officially add the Childhood Home, which may take several more, with no guarantees of success. It has always been the ultimate goal of the Bush Home founders and directors to see the Childhood Home established permanently under federal or state governance, in order to guarantee its longevity and historical preservation. With the uncertainty of the National Parks Service option, our Board of Directors has voted to seek the site's addition to the Texas Historical Commission.

It is our understanding that even if THC takes over our site, that does not preclude the possibility of the NPS partnering with THC or adopting the site in the future. However, even if that future does not occur, it is nevertheless our desire to transfer the George W. Bush Childhood Home to the Texas Historical Commission.

Please let me know as soon as possible what the next steps in the process will be. We will cooperate fully to make the process as quick and efficient as possible. If you have any questions for me, please feel free to call the office at (432) 685-1112 or email me at gwbhome@bushchildhoodhome.org. Thank you so much for your time and attention, and I look forward to speaking with you soon.

Kindest regards,



Jaclyn E. Woolf
Executive Director-Interim, The George W. Bush Childhood Home

COMMUNITY SUPPORT

Historic Sites staff has met with the Board of Directors of the George W. Bush Childhood Home, Inc., the 501(c)3 nonprofit that currently operates the site. The board confirmed their support of the transfer to the THC and stated their intention to continue as a supporting nonprofit (friends group) for the site after its transfer to the THC. The executive director of the GWBCH, Inc. estimates that they can reasonably expect to earn an approximate \$75,000 annually through grants, donations, and the oil and gas lease. That amount does not include revenue from special events, programs, or other incidental grant opportunities that may arise throughout the year.

Midland is a very philanthropic community and there is good potential for building more support in the future. Fluctuations in the oil and gas industry will impact this future philanthropic planning.



Figure 14. George H.W. Bush with Pauline Robinson “Robin” Bush in Texas, 1953.

EDUCATIONAL & INTERPRETIVE POTENTIAL

The George W. Bush Childhood Home in Midland, TX has very good, but unrealized, interpretive and educational potential. Extant programs are very limited, changing interpretation and exhibits do not occur often, and special events are nonexistent. Currently the site has no Interpretive Planning documents, no formalized Mission Statement nor Vision Statement, all of which will be necessary to create should the site transfer to the Texas Historical Commission.

As covered in the Phase I Assessment report, the current interpretation of the site is currently limited to an emphasis on George W. Bush himself, and the time in which he lived in the house as a child but there is tremendous potential to broaden this story for both interpretive and educational programming. The site could tell a much more comprehensive story about the Bush Family, the middle-class lifestyle early in George H W Bush's career in the booming oil industry while living in this home and in their various moves in the Midland-Odessa area. That would serve to highlight the success that each member of the family created and grew into, and how their experiences in West Texas helped influence their ideals and provide impetus for their future roles within the late 20th Century history of the United States.

While the interpretive emphasis of this property is not and should not primarily be the later political positions or stances which the members of the family held, it could help set the stage for an understanding of their later careers and influence. An interpretive story more inclusive of the entire family who lived on site might serve the visiting public better. In addition to expanding the interpretative programs to include both Laura Bush's and Barbara Bush's literacy programs, the story could include the philanthropic legacies of both generations of the family. Expanding the interpretive story to provide more information about the nature of the oil industry and how it changed West Texas, the post-World War II growth of the region, and the impact of various communities on that growth would provide more entry points into the narrative with a variety of points of interest.

This expanded story would open the potential for a large number of possible special events and seasonal exhibit programs that focus on holidays and anniversaries, as well as cultural programming and teaching civics. It would also open the potential for expanded educational

programming for school field trips. Current educational program offerings at the GWBCH are creative, fun, and responsive to teacher needs but are limited by existing staffing levels and do not all tie closely to the many potential interpretive themes of the site.

The Texas Essential Knowledge and Skills (TEKS) for Texas public schools detail the curriculum requirements for every course, and State-mandated standardized tests measure students' acquisition of the specific knowledge and skills outlined in this curriculum. Successful field trips at historic sites tie their curriculum to the TEKS to ensure schools that the field trip experience will further their teaching goals and students' success. The importance of good citizenship, the function of government in American life, and the role of the free-market economic system are themes that run through the Texas Essential Knowledge and Skills (TEKS) for Texas public schools for all grade levels, though the most relevant to the site are in the elementary and high school levels. Similarly, "the age of oil" is defined in the TEKS as a major era in Texas history, and the site is well positioned to tell the 20th century story of Texas' oil industry and its continuing impact on the region's economy and development. The very current nature of the content can also be of special interest to contemporary audiences and students in particular.

While not a presidential birthplace, the George W. Bush Childhood home is still a place of significance in the lives of multiple Bush family members, many of whom had a dramatic influence on late 20th century American politics and culture. It is also an excellent representation of middle-class life in a West Texas oil town in the mid-20th century. These stories expand the THC portfolio have great potential interest for schools and the general public.

The interpretive and educational potential of the current George W. Bush Childhood Home far exceeds the ability of the current nonprofit to achieve due to its limited resources, but that potential could be stretched under the management of the Texas Historical Commission.

NEEDED AND AVAILABLE FUNDING

Currently, there is available funding and one FTE to operate the GWBCH as a THC state historic site. Additional FTE and funding is needed to expand staff. Needed funding for annual

operations has been revised down from the Phase I Assessment report to \$514,500. Funding for development, repairs, and improvements to the GWBCH is estimated to be \$3,085,879, which is an increase from the Phase I Assessment report reflecting the addition of a maintenance facility and an addition to the visitor center for expanded program function. These estimates are for planning purposes only and should not be used as final costs.

OPERATING AND DEVELOPMENT COSTS

To operate the GWBCH as a state historic site open six days a week would require hiring a staff of five full-time employees (FTEs). These would include a site manager, an administrative assistant, an educator, a public programs coordinator or outreach specialist, and a maintenance supervisor. Additional annual operating costs would include utilities for the buildings, consumable supplies, fuels, gift store merchandise, marketing, annual maintenance and repairs, and other operating costs. Staff have refined the estimated operating costs from the initial estimates in the Phase I Assessment (\$603,500) down to \$514,500.

The largest difference is the adjustment in the salary estimates, which still include the recommended 5 FTE and based on the staff complement at Eisenhower Birthplace and the LAR request of \$80,000 per FTE, which includes agency paid benefits. The marketing budget has also been revised downward from the Phase I Assessment estimate, which had it at \$19,000 based on current site expenditure. Under THC management, this cost would be largely rolled into the central marketing budget for the division. Though this central marketing budget would need to increase, there are efficiencies that can be gained to benefit the entire system. An example is the current initiative to market the GWBCH at the Midland International Air and Space Port, which is a significant portion of the current site expenditure. This cost can be pulled into the central marketing budget and the marketing effort can promote the entire system including the GWBCH. The retail budget, which may be modest for a stand-alone site, is likely to be complemented and supported by the central retail budget that is currently in place but would need some increase.

ANNUAL OPERATING COSTS

Salaries and Benefits for 5 FTEs	\$400,000
Utilities & Telecommunications	\$16,500

Supplies	\$15,000
Gift Store Merchandise	\$12,000
Travel	\$4,000
Fuel	\$2,000
Marketing	\$5,000
Maintenance & Repairs	\$35,000
Other Operating Expenses	\$25,000
<i>Total</i>	<u>\$514,500</u>

The GWBCH development costs include repairs and renovations, the addition of a maintenance facility and expansion to the visitor center, interpretive enhancements, and the acquisition of site vehicles. In total, staff estimate the site development and improvement costs would be \$3,085,879 as shown on the table below. This is an increase from the Phase I Assessment report estimate of \$1,597,636 that reflects a much more thorough detailing of necessary work, and the inclusion of a new maintenance structure and significant addition to the Visitor Center for increased functionality as detailed in Appendix B of this document.

DEVELOPMENT COSTS

Site Work, General Repairs & Improvements	
Irrigation & Lawn Repairs	\$50,000
Signage Replacement & Additions	\$30,000
New Sidewalks for Continuous Connections	\$3,960
Flag Illumination	\$7,500
Hazardous Materials Testing	\$4,000
Tree Maintenance	\$20,000
<i>Subtotal</i>	<i>(\$115,460)</i>
Bush Home & Garage Repairs	
Replace & Relocate Historical Marker	\$5,000
Exterior Carpentry Repairs	\$5,000
Exterior Paint	\$60,362
Door Hardware	\$750
Reconstruct Door to Robyn's Room	\$3,500
Inspect Chimney	\$500
Re-lamp Light Fixtures	\$400
Relocate Thermostat	\$500
Improve Attic Access	\$3,000
<i>Subtotal</i>	<i>(\$79,012)</i>
Visitor Center Renovation & Addition	
Door Hardware	\$250
Install Protective Bollards at Gas Meter	\$2,000
Renovate Garage as Visitor Center	\$172,500
Construct Addition for Expanded Functionality	\$1,093,625
<i>Subtotal</i>	<i>(\$1,268,375)</i>
Staff Office Renovation & Repair	
Chimney	\$800
Door Hardware	\$250
Exterior Paint	\$7,500

Concrete Access Ramp	\$4,000
Interior Renovation	\$440,000
	<i>Subtotal</i>
Construct New Maintenance Building	(\$452,550)
Rental Property Renovation & Repair	(\$90,000)
Door Hardware	\$250
Interior Floors	\$2,800
Window Coverings	\$500
Sliding Glass Door	\$2,500
Replace Dishwasher	\$1,000
HVAC Inspect, Clean, Repair	\$1,500
Window Repair, Reglaze	\$5,000
Smoke & CO Detectors	\$500
Electrical System	\$25,000
Dryer Vent	\$100
Patio Demo & Reconstruction	\$5,000
Exterior Wood Repair & Paint	\$5,000
Landscape / Tree Maintenance	\$4,000
Gutters	\$5,000
Remove Gas Fireplace	\$2,000
	<i>Subtotal</i>
	(\$60,150)
<i>Overall Subtotal</i>	\$2,065,547
Contingency 15%	(\$309,832)

Total for Repairs & Improvements	\$2,375,379
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Interpretive Enhancements	
Interpretive Master Plan	\$48,000
Furnishings Enhancements	\$175,000
Visitor Center Exhibits	\$402,500
Outdoor Interpretive Panels	\$10,000

Total for Interpretive Enhancements	\$635,500
Site Vehicles	\$75,000

Grand Total for Development Costs	\$3,085,879
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BUSINESS PLAN

The average visitation of the GWBCH was about 6000 per year with average annual earned revenue in admissions and retail revenue totaling about \$102,596 for the two years prior to the start of the pandemic in March 2020. In the same period, average affinity funding through grants and donations averaged \$133,711. With additional marketing, staff, programs and enhancements

to the visitor experience, these visitation numbers could approach 10,000.

There is good potential for growth of onsite field trip programs. In 2020, there were 26,393 students in the Midland Independent School District (ISD) and an additional 33,707 students in

nearby Ector County ISD that covers the city of Odessa. The Midland-Odessa metropolitan area also has over 13,000 college students. Despite the impact of the pandemic in the last few years, the cities of Midland and nearby Odessa have been growing, with the oil and gas industry attracting families from across the country. The city of Midland alone is sustaining a 2.5% growth rate and is expected to reach over 230,000 people by 2030. The site already draws visitors from outside the state as it is a Presidential site of national interest. Working with other museums and businesses could increase the potential growth of the site as a destination.

The local market for field trips would allow for significant increase in the site's program attendance, while a broader marketing initiative could pull in more tour traffic from the West Texas, as the Midland-Odessa area is growing as a regional destination for tourism.

The George W. Bush Childhood Home, Inc. currently provides the site with over \$100,000 annually in grant and other affinity funding, which would continue to support the site as well as their limited staff who produce these grants. In addition, the organization maintains an oil and gas lease also contributes to the support of the staff and group's activities. It is possible that the group may choose to form a membership arm that could further contribute to the organization's income and support of the site.

The THC would need to provide the third leg of the proverbial "three-legged stool" funding model with financial and in-kind support during an interim transitional period and into the future. The site is best operated with a state appropriation to cover its development and annual operating costs beyond the next legislative session.

ACCEPTANCE MANAGEMENT AND OPERATIONAL OBJECTIVES

Vision

The establishment of an operational vision for the site is important to assess opportunities to attract the largest visitor base and grow revenue to support the site and the agency as a whole. Texas is rich in cultural differences. This is evident in each historic site's local economic focus, history and customs. The Bush family has had a significant impact on the politics and economy both nationally and in both Texas and Florida during the late 20th century and early 21st century. The oil and gas industry's role in Texas history has contributed to defining West Texas'

economy as well as its sense of place and lifeways, particularly during the Bush family's residency in the post-World War II era.

At the property, the THC would strive to preserve not only its standing resources and to celebrate the achievements and legacy of the Bush family, but also to preserve and share the unique cultural expressions of a post-World War II West Texas oil town. This can be achieved through artistic expression and good stewardship practices. It is through the active use and programming of the site that we are able to share what is authentic and unique about West Texas.

Operational Focuses

The following are important focus areas for the THC's Historic Sites Division:

- **Innovation and Growth**

The development of innovative approaches to attract new visitors and grow the site's revenue is a business objective. This can be done with new business practices, methods to increase operational efficiencies, and new entrepreneurial efforts to enhance the visitor experience and increase market exposure. In addition, the utilization of technology is another tool to enhance the site's business objectives, market position and name recognition.

- **Preservation/Stewardship**

One primary focus is the overall care and maintenance of the property, and on-site conservation and care of the museum and archive collections. This includes innovative approaches to implement industry best practices in the stewardship of historic sites and collections; efforts in place or planned to promote public interest in historic preservation, archeology, and museum/archival collections; and the establishment of best practices to safeguard the site collections as well as the general public.

- **Educational Programming**

The development of innovative educational and interpretive programming that attracts visitors to the site is vital to success. This includes garnering positive responses from local schools and districts on the value of the site in meeting the school's needs through programs that meet the core state curriculum standards, and resources for students and

teachers that augment classroom learning. This also includes innovative public programs that attract a broad spectrum of ages and interests that center on Texas history.

- **Community Engagement**

The growth of local support for the historic site within an established Friends Group, if applicable, and also the community at large is vital. This may include a strong volunteer force that supplements the site's ability to meet business objectives, onsite events, and outreach programs. The active support of the local community in meeting overall business objectives is critical. Community engagement also includes the active participation of the site manager in local groups to represent the Texas Historical Commission, contribute to the community, and build strong relationships with both public and private organizations. Through these efforts, the end result is a positive reputation of the Texas Historical Commission within the community it serves and reciprocated support that expands the site's capacity to grow in its mission.

Create a Learning Environment

The GWBCH provides an opportunity to create an engaging, fun and dynamic environment for learning for any age. The site provides an opportunity to expand the historic site's interest group and market. Today, Americans are purchasing experiences as opposed to goods. The events and programs at property can assist in expanding its outreach. Marketed experiences ranging from Western art and traditions, archeology, ranching history and customs, plants and nature and other programming opportunities could be developed for the site. Such an experience provides families an opportunity to vacation together with defined fun learning objectives.

There are also opportunities for the site to provide field schools and camps. These can be scheduled during the year as schools schedule and opportunities arise. These can range in age from elementary to college.

Similar programs have proven successful at historic sites, which also manages on-site programs that supports the site's mission. The opportunities to have events that are popular with the general public and expands the audience for learning about the site's development and role in West Texas history.

Revenue Growth Potential

A new operational model for the site can assist in growing additional revenue to assist in supporting the historic site.

- **Museum Retail Store**

An upgraded and remodeled museum store will assist in creating more visitor interest and assist in enhancing an amenity that the general public looks for at cultural institutions. The stories told at the site range from oil, politics, civics, and post-World War II history. This provides an opportunity to stock the store with items that illustrate and enhance the stories told on-site.

It is important to establish a museum quality product line consistent with site and agency missions, maintain consistent inventory levels to maintain interest, obtain the lowest cost and highest profit margin, and establish a per visitor sale goal at the historic site to monitor success both in revenue objective and general public engagement and interest. The following are important objectives for the museum store:

- Define signature item/items for the historic site;
- Cultivate vendors to provide product/branding consistency;
- Coordinate with Austin management for overall retail plan coordination within the system of sites;
- Coordinate brand development with selected vendors;
- Development of product lines with emphasis on proprietary items with a variety of price points, including possible licensing of products;
- Develop online retail avenues (centralized through Austin) for some product lines and coordinated bulk purchases to increase profit margins;
- Develop “portable” retail opportunities to support large-scale annual events.

As part of this initiative, a graphic design could be created to capture the essence of place and define a brand image for the historic site. This image could be used to highlight the site identity and provide a graphic for product placement. This would be coordinated under the agency’s Brand Identify Guidelines.

- **Admission Fees**

A fee structure needs to be established for the historic site. The financial analysis in the report provides an average admission at \$10. This is a realistic assumption based on the existing fee structure at the site and other Texas Historical Commission historic sites. The fee structure will be assessed further. Based on market analysis of the existing fee structure, fees at some sites may change. Not all sites merit an increase in fees but those that have had significant investment in facility improvements and exhibit installations may warrant an increase. It is anticipated that as improvements are invested in the site the fee may need to be adjusted. Fees are approved by the Executive Director based on The Texas Administrative Code.

- Tours and Treks

It is important to strongly connect the historic site with the Texas Heritage Trails Program and local heritage tourism efforts. To forge a stronger partnership, the Historic Sites can develop regional tours and treks centered on a historic site and, where possible, partners with the local Texas Heritage Trail. The tours and treks can be organized through themes and/or individual events. These can be walking tours, teas, nature walks, overnight treks, stargazing, cemetery tours, archeological excavations, courthouse tours, etc. These types of tours provide a means to market a number of activities, promote new events and expand market outreach.

- Market Analysis and Investment

An important need is to develop a new market strategy for the historic site. Having a strategic marketing plan to identify market areas for the investment is vital. Knowing the demographic make-up of an interested user group will help define areas of investment both outside as well as inside the state and target markets in specific areas for the best results. There is a broad menu of marketing options and knowing what is effective and what will produce the best results will require further analysis. The overall objective is to increase visitation and revenue at the site through targeted marketing efforts.

- Donations

There is an active philanthropic partnership in place at the GWBCH that can be developed further. The organization previously raised significant funds to assist in the preservation of the property. The site can identify its annual initiatives and can advertise for donations from visitors and community members. A project that could benefit from such an effort might be the Visitor

Center Project. The ability to raise significant funds by the local community illustrates the effectiveness of a well-organized and managed community effort.

Overall Business Goals for the Site can be Defined as:

- Relevant, realistic and achievable outcomes/assumptions;
- Quality visitor experience(s) driving growth;
- Establish compelling reasons to visit the site;
- Expand visitor base through effective programming;
- Strengthen value and support of local customer base;
- Set business goals with strategies;
- Invest in a Business Intelligence System that will work in a rural location;
- On-going market research;
- Testing of market, product quality and customer response;
- Link in and utilize local government support to meet economic, political and community development objectives;
- Utilize available resources to meet budget and operational needs in the most cost-effective way.

Support An Effective Friends Group

The George W. Bush Childhood Home, Inc. has stewarded and operated the site since its inception and is committed to supporting the site as a Friends Group should it transfer to the THC. The GWBCH, Inc. is interested in maintaining a part-time grant administrator to continue its fundraising efforts and may be interested in developing a membership arm, which it does not currently have.

The Friends Group provides important assistance in business support and growth through strong connections with successful and local public and private organizations. Within an established Friends Group there is a need for professional engagement in:

- Heritage Tourism
- Marketing
- Event Planning
- Retail
- Business Planning

These skills when in place will help provide support to a site manager. Having the local executive director of the Texas Heritage Trails program as a member of the Friends board can also be important to build stronger capacity and engagement. Recruiting qualified and talented board members who have the time, energy, vision, and persistence is a challenge. It is important

to detail the vision, mission, goals and work plan for an established Friends Group to meet the needs of the historic site.

Investment of Volunteer Time

The engagement and management in achieving mutual success takes time. Realistically, Friends Groups can assist in achieving specific planned objectives and events. The following are areas of focus for a Friends Group that should be assessed annually:

- *Community Engagement* - A Friends Group may have more access to the broad community itself as well as underserved sectors of the community.
- *Market Research and Awareness Building* - May have access to pro bono media and expertise. Can leverage or augment in-house staff capability. Can function as a liaison with the community and be a voice for the historic site.
- *Staff Support* - Friends staff can supplement the agency's in-house staff capability either by hiring staff or by supporting staff.
- *Program Delivery and Event Staging* - Can assist special programs and events.
- *Procure Equipment/Services* - Can acquire and donate equipment.
- *Recruit and Manage Volunteers* - Can recruit and manage their own volunteers or can help the public agency to manage its volunteer program.

Friends Group Operating Agreement

The following are considerations in drafting a Friends Group operating agreement that would be necessary in the interim before the state could assign a full budget and complement of FTE:

- Who will attend Friends board meetings?
- What support will the agency give the Friends for planning and operational support?
- How will the Friends Group be incorporated into the planning process?
- Are Friends authorized to spend their funds or agency funds on organizations, agencies, programs or projects that are not directly linked to the agency and, if so, under what conditions?
- Who monitors money spent for its use and other purposes which may adversely affect the Friend's 501 (c)3 status if significant funds are spent in areas outside the group's mission?

- Will the Friends Group engage in advocacy campaigns on behalf of the agency and, if so, who will be involved in the design and messaging of those campaigns?
- What role and authority, if any, will the Friends have for developing and implementing programs?
- How are the annual goals and work plans defined?

These and other questions will need to be addressed when the property becomes a Texas Historical Commission State Historic Site.

PROPOSED PHASING

The following are proposed steps required for the property to transition to a Texas Historical Commission State Historic Site:

Phase I

- Texas Historical Commission approves the acceptance of the site for inclusion as a Texas Historical Commission State Historic Site.
- If approved, Texas Historical Commission's Historic Sites staff will work with the Attorney General's Office on the legal documents to prepare for the property transfer from the George W. Bush Childhood Home, Inc. to the Texas Historical Commission.
- In the interim, but prior to the next legislative session, staff will work with the George W. Bush Childhood Home, Inc. on a management agreement and detail cost sharing to address maintenance and operational issues.
- The Texas Historical Commission's Historic Sites will work to have the property rebranded and work to install new signage and collateral material.
- A FTE will be assigned to the property to work through operational issues and coordinate the preparation of an operational, exhibit, marketing and business plan for the property.
- Texas Historical Commission will prepare all required budget documents to request operational and capital funds for the property for the next legislative session.
- Historic Sites staff will work with the George W. Bush Childhood Home, Inc. to plan for a transition to a Friends Group.
- Historic Sites staff will initiate local focus group discussions on updating exhibits and interpretation on site.
- Transfer of the property to the State's inventory of property.

Phase II

- If funds are appropriated by the legislature, hire additional staff (FTE) as assigned.
- Finalize operational, exhibit, marketing and business plan.
- Deferred maintenance addressed.
- Design and bid exhibit and capital work as approved with appropriated funding.
- Build partnership base with local private and public organizations including the local State Parks and cultural institutions.

Phase III

- GWBCH staff are in place and serving the community and general public needs.
- Continue to build business operations and programming.
- Capital investment to buildings, exhibits, and infrastructure completed with appropriated funding.
- Establish a capital campaign scope for site improvements if needed.

ACCEPTANCE CRITERIA CONCLUSIONS AND RECOMMENDATION

As put forward in THC rules (Title 13, Part 2, Chapter 16 Rule §16.3), consideration for accepting a historic property for development as a Texas Historical Commission historic site must be accomplished through addressing the specific criteria listed below.

- (1) The property must have recognized statewide or national significance based on the standards of the National Register of Historic Places.***

Conclusion: The George W. Bush Childhood Home was listed in the National Register of Historic Places in 2004 under Criterion B for its association with the lives of significant persons in politics and government on both the state and national level, primarily George W. Bush, 43rd President of the United States and Governor of Texas. The period of significance of the property aligned with the time George W. Bush lived in the Midland, Texas home with his family, which also included the 41st President of the United States George H.W. Bush and First Lady Barbara Pierce Bush, and Florida Governor John Ellis “Jeb” Bush.

- (2) The property should be able to provide interpretation of a significant theme or event of Texas history that is not fully represented by the Commission’s existing historic sites or other historic sites accessible to the public. The Commission will strive to maintain a geographic, cultural, and thematic balance in its program.***

Conclusion: The GWBCH provides an opportunity for the THC to tell a more complete story of Texas’ significant influence on the political life of the nation, particularly in the later 20th century. This would expand the story told at the Eisenhower Birthplace and the Sam Rayburn House State Historic Sites, which focus on the first half of the century. The GWBCH would not only provide a state historic site in a currently unrepresented era but also an underrepresented area of the state.

- (3) The property should have exceptional integrity of location (including surrounding environment), design, material, setting, feeling, and association.***

Conclusion: The integrity of the GWBCH is generally good. The house has not been significantly altered and what alterations were made were reversed in selective demolition and restoration efforts. The exterior features of other properties on the GWBCH campus retain much of their mid-20th century character, thereby lending authenticity to the cultural landscape of the historic GWBCH.

(4) The property should have appropriate collections (objects, manuscript material, artifacts) associated with the historic site or necessary artifacts related to the site's history and period of significance should be identified and available.

Conclusion: There is no archival material that is site provenanced, however, the site is inherently linked to several repositories of original materials including the George H.W. Bush Library and Museum in College Station, Texas and the George W. Bush Presidential Center in Dallas, Texas. With one exception, furnishings in the historic GWBCH are not family provenanced, however, given the later period of the site, it may be possible to cultivate artifact donations from the family in the future.

(5) The property must be appropriate for use as an interpretive museum or historic site, have high potential to attract and accommodate diverse and new audiences, and be accessible to travelers as well as to the local community.

Conclusion: The GWBCH already functions as a historic site with a visitor center, interpretive tours, exhibits, and educational programming operated by the George W. Bush Childhood Home, Inc. The site's location in Midland places it in a growing city along Interstate 20 halfway between Fort Worth and El Paso with an international airport, and active tourist destinations. Annual visitation prior to March 2020 was approximately 6,000. With enhanced marketing, expanded programming, and improvements to the visitor experience, this number has the potential to be significantly higher and reach more diverse and new audiences.

(6) The property must be available without restrictions that would limit the Commission's options for preservation and interpretation as a historic site (for example, a life estate retained by the grantor, restrictions against future sale or conveyance, or limits on alterations deemed

appropriate by Commission). The Commission encourages the use of easements or other restrictions to ensure the preservation of historic sites.

Conclusion: The GWBCH is owned by the George W. Bush Childhood Home, Inc. The board has indicated it will transfer the site to the THC without restrictions (see “Statement of Willingness to Transfer”).

(7) Financial resources must be available or assured, including an endowment fund where appropriate, or sources of funding must be identified in a comprehensive funding plan to ensure the restoration, interpretation, development, long-term operation and preservation of the site.

Conclusion: Operation of the GWBCH as a state historic site would require a commitment from the state for dedicated full-time employees and operating costs to be added to THC’s annual base operating budget. Additional one-time funds would also be necessary for needed repairs and improvements to the site.

(8) The property must have the potential for strong supporting partnerships including community support.

Conclusion: The current Board of Directors for the George W. Bush Childhood Home, Inc. have indicated their desire to continue to support the GWBCH if it becomes a state historic site, perhaps becoming the foundation of a Friends group for the site. There are existing and potential partnership opportunities with institutions in the area such as the Midland College Legacy Program, the Texas Pecos Trail, the Museum of the Southwest, the Permian Basin Petroleum Museum, the Midland Historical Society, the Midland Army Air Field Museum, and the Haley Memorial Library & History Center as well as the George W. Bush Presidential Center in Dallas and the George H.W. Bush Presidential Library & Museum in College Station

Recommendation

The George W. Bush Childhood Home is an important and historically significant site that can contribute to the public’s understanding of Texas’ significant influence on the political life of the

nation, particularly in the later 20th century. The GWBCH appears to meet all the Phase I and II assessment criteria to become a potential THC state historic site. As such, it is the recommendation of the staff and the review committee that the Commission accept the property as a State Historic Site.

APPENDIX A: REVIEW COMMITTEE RESPONSES

MELISSA HAGINS

TEXAS PECOS TRAIL, EXECUTIVE DIRECTOR

Evaluation Panel Review Questions

1. Does the property fit within a property type that illustrates the broad history of Texas or is not presently interpreted by the Texas Historical Commission? YES this site is unlike any others the THC currently has. It is unique in the fact that 2 Governors, 2 Presidents and a First Lady lived in this home.
2. Does the property enhance, expand, or add to the broader interpretive mission of the Texas Historical Commission? YES. This home will tell the visitors what it was like living in an oil town in the 1950's.
3. Is the property associated with people or events that have made a significant contribution to Texas history and is important in the following areas: YES. The family that lived in this home are important to the history of Texas and the US.
 - The connection of the property with persons significant in history; and/or
 - The property has distinctive characteristics of a type, period, method of construction, or artisan; and/or
 - The property has geographic importance.
4. Is the site's story important in the educational curricula of Texas's schools? YES. This home will tell the story of growing up in the 1950's in a town that was beginning to boom because of the oil business in the Permian Basin.
5. Is there a general public interest in the site's history? This home has had visitors from over 80 different countries and all 50 states. People make a trip to Midland just to visit this home.
6. Does the property possess the features and characteristics that make it marketable and able to generate earned revenue support through admissions, rentals, and store revenues? This site has many great qualities already but has the potential to become more with the right future outlook.
7. What market and location challenges and opportunities exist to increase public visitation or use? This site is land locked but has the potential to become improved. With the funding the story of the family can be shared and more stories told of the area and the history.
8. What local economic issues will influence the site's business? The only issues that I see would be the downturn in oil and the costs of goods increasing.
9. Can the site position itself to be a regionally important destination? Absolutely.
10. What opportunities exist to establish an effective Friends support organization? Midland is a very philanthropic community that has many boards of non-profit organizations that would help to make this site grow.

11. Is there community support or interest in the property to help build a strong partnership and donor support? YES
12. Is the proposed annual operating budget as presented in the Phase I assessment report adequate? YES
13. Is the plan set out in the Phase I Assessment for the property realistic based on local economic factors? YES
14. Are there other opportunities or issues that you foresee for the property? The building was originally built in 1939. There will be upkeep that will need to continue to keep it in great shape with the climate in west Texas.

KATHY SHANNON**PETROLEUM MUSEUM, EXECUTIVE DIRECTOR**Evaluation Panel Review Questions

1. Does the property fit within a property type that illustrates the broad history of Texas or is not presently interpreted by the Texas Historical Commission?

Yes, this property was the home of two presidents with deep roots in West Texas. It would be a unique property for the Commission to restore, interpret and preserve.

2. Does the property enhance, expand, or add to the broader interpretive mission of the Texas Historical Commission?

Yes, this childhood home of two presidents would certainly enhance the mission of the THC with its unique location and history. The THC is not widely understood in this community and the addition of this home would enhance the Commission's presence in the Permian Basin.

3. Is the property associated with people or events that have made a significant contribution to Texas history and is important in the following areas:
 - a. The connection of the property with persons significant in history; and/or
 - b. The property has distinctive characteristics of a type, period, method of construction, or artisan; and/or
 - c. The property has geographic importance.

This GWBCH is significant because of its association with the Bush family. The Bush family includes a Texas governor and two presidents. The home being located in Midland, Texas is also an opportunity to showcase the hard-working people who came to this West Texas town in search of a better life. The Permian Basin has been a significant area in the search for oil and gas for almost 100 years. The stories of the people who settled here are significant to the area and to Texas as a leader in the petroleum industry, which would influence both of the Bush leaders.

4. Is the site's story important in the educational curricula of Texas's schools?

Yes, it is important to teach students about service to our country and leadership. The Bush family exemplified these qualities. Students also benefit from learning the history of this area and the people who impacted it.

5. Is there a general public interest in the site's history?

I believe there is great interest in the Bush family. Few families have impacted American politics like the Bush family.

6. Does the property possess the features and characteristics that make it marketable and able to generate earned revenue support through admissions, rentals and store revenues?

I do believe that the GWHCH has the ability to generate income. Although the local school district has not historically been very supportive of field trips, school districts from all over West Texas do believe field trips to be valuable to students. Store income and rentals can also be attained for the home.

7. What market and location challenges and opportunities exist to increase public visitation or use?

Location of the home is somewhat hidden, tucked into an old Midland neighborhood making that a challenge. But the story the home can tell is unique, creating opportunities for both students and visitors. With two generations of stories, from WW II to 9-11, the home has a rich and exciting history.

8. What local economic issues will influence the site's business?

Midland and the Permian Basin have always existed in a “boom/bust” cycle. Our economy is very much impacted by the petroleum industry. But, with the amazing technology developed by the industry, and the need for petroleum reaching far into the future, this cycle should be less impactful to our community and our future, stabilizing our economy.

9. Can the site position itself to be a regionally important destination?

Although Midland will never be a destination, it can be an exciting regional one. With the combination of new hotels and restaurants, sites like this historic home are a great asset to our community. With its proximity to downtown Midland, the GWBCH is an important part of the fabric of Midland.

10. What opportunities exist to establish an effective Friends support organization?

Midlanders have always given back to their community. I believe with an expanded story, the home could increase its support.

11. Is there community support or interest in the property to help build a strong partnership and donor support?

Yes, I do believe that Midland is very willing to support the home and believe that this is a story that we all need to assure continues to be told. The patriotism and love for this country is an important part of this story and one that each of us needs to be reminded of on a regular basis.

12. Is the proposed annual operating budget as presented in the Phase I Assessment Report adequate?

I would be concerned that it will take more than \$603,500 annually to operate the home. We all know that older homes require constant maintenance. Utilities in Midland continue to escalate and constant updating of telecommunications, both hardware and software is expensive. Gift Store merchandise is only allotted \$1,000 per month which, even with 100% mark-up, would only generate \$2,000 per month, contributing only \$24,000 to the annual budget. An increase in rentals and programs will also necessitate an increase of staff to provide the quality of experience one would expect from GWBCH.

13. Is the plan set out in the Phase I Assessment for the property realistic based on local economic factors?

Yes, I do believe the plan set out in the assessment for the home is very realistic. Of course, construction costs are rising, so those numbers will be relevant for a short amount of time.

14. Are there other opportunities or issues that you foresee for the property?

I think it is a tough time for historic homes everywhere as they are trying to remain relevant. But I do believe that an expansion of the interpretive efforts can be very rewarding, understanding that more staff will be needed to provide new programs, events and rentals. Both Midland and Odessa are expecting continued growth for many years to come and I believe that is a wonderful opportunity for the home. If online learning could be added to the programs offered, that could also enhance both the opportunity to tell this historical story, but also increase awareness of the site. The combination of tours, on-site programming and online programming would increase the home's value to both Midland and area students.

SAM CHILDERS
LBJ NATIONAL HISTORICAL PARK, OPERATIONS DIRECTOR

Evaluation Panel Review Questions

1. Does the property fit within a property type that illustrates the broad history of Texas or is not presently interpreted by the Texas Historical Commission?

The story of the Bush family's Texas ties seventy years ago began in Midland. As the report notes, early twentieth century political history is well documented in THC sites the Sam Rayburn Home and the Eisenhower Birthplace. The National Park Service of course, interprets mid-20th century political history by preserving sites related to Lyndon B. Johnson. The GWBBH would fill in a need to tell the story of a political family in the mid to late-20th century. There are also broader opportunities to interpret mid-century middle class life in West Texas; how the oil and gas industry changed the region; post-war growth of Texas; and Mexican-American communities and influences in the region.

2. Does the property enhance, expand, or add to the broader interpretive mission of the Texas Historical Commission?

I would attest all three. It certainly adds to and expands the broader interpretive mission of the THC for reasons stated above.

3. Is the property associated with people or events that have made a significant contribution to Texas history and is important in the following areas:

- a. The connection of the property with persons significant in history; and/or
- b. The property has distinctive characteristics of a type, period, method of construction, or artisan; and/or
- c. The property has geographic importance.

The property certainly qualifies for association with three nationally significant persons (both Presidents Bush and Mrs. Barbara Bush. The geographic importance is tied to the Bush family's reasons to come to Texas (the oil and gas industry) and the structure itself is a well-preserved example of middle-class homes in the mid-twentieth century

4. Is the site's story important in the educational curricula of Texas's schools?

Yes.

5. Is there a general public interest in the site's history?

Yes. Particularly because most Texans are familiar with and recognize the Bush family and its ties to Texas. It is recent.

6. Does the property possess the features and characteristics that make it marketable and able to generate earned revenue support through admissions, rentals, and store revenues?

Yes

7. What market and location challenges and opportunities exist to increase public visitation or use?

The challenge is the site's location, which is somewhat remote. Opportunities exist as the site already has a very strong Friends support group. Other opportunities exist in that both President and Mrs. Bush are still living and could possibly participate in programming and events.

8. What local economic issues will influence the site's business?

Hard to say, but certainly fluctuations in the oil and gas industry have always affected the economy of the region.

9. Can the site position itself to be a regionally important destination?

Yes.

10. What opportunities exist to establish an effective Friends support organization?

The current friends group seems to have done a remarkable job at restoring and caring for the property.

11. Is there community support or interest in the property to help build a strong partnership and donor support?

As I am not personally knowledgeable about the local community, I could not ascertain that, BUT, as I stated above, it appears that there is a strong Friends support group which is certainly the foundation for other community-wide partnerships.

12. Is the proposed annual operating budget as presented in the Phase I assessment report adequate?

Yes

13. Is the plan set out in the Phase I Assessment for the property realistic based on local economic factors?

Yes

14. Are there other opportunities or issues that you foresee for the property?

I don't see any issues, but there are numerous opportunities for educational programing and community events at the site.

APPENDIX B: PROGRAM PLANNING DOCUMENT

March 2022

Staff Building:

Provide five offices for staff (some will have to be shared):

- Site Manager
- Educator
- Outreach Coordinator
- Maintenance Supervisor
- Administrator

Provide meeting space for the friends group board

Retain kitchen

Retain the larger bathroom and ensure that it is accessible

Provide shared storage (eliminate second bathroom?)

Visitor Center:

- Retail Space – size = Fulton + 15% = **475 square feet**
- Retail storage **100 square feet**
- Reception Desk that is a versatile workspace any staff person can staff while doing their work
- Exhibit gallery – size = Fulton = **850 square feet**
- Program space, flexible – size = Fulton (excluding kitchen) = **800 square feet**
- Reading program library space – **200 square feet**
- Program storage **200 square feet**
- Public restrooms (2 -3 seats each) **150 square feet x 2 = 300**

SUBTOTAL: 2,925

Mechanical + circulation 15% = **440**

TOTAL: 3,365

Maintenance Shop:

- Flammables storage cabinet
- Riding mower
- Mule
- Basic tools and shop space
- Restroom with shower
- No office



TEXAS HISTORICAL COMMISSION
real places telling real stories

TEXAS HISTORICAL COMMISSION

Item 13.3

Texas Historical Commission
Quarterly Meeting
April 28-29, 2022

**Consider filing authorization of the repeal of section 16.7 of the Texas Administrative Code,
Title 13, Part 2, Chapter 16, Historic Sites, related to Friends Organizations, for first
publication and public comment in the *Texas Register***

Background:

The Texas Historical Commission proposes the repeal of section 16.7, TAC, Title 13, Part 2, Chapter 16, Historic Sites, related to Friends Organizations to efficiently amend and replace these procedures. The existing rule does not address legal requirements nor industry best practice standards for nonprofits that partner with historic sites. Currently those requirements are promulgated through a Memorandum of Agreement (MOA) between the THC, the historic site, and the nonprofit.

The purpose of the repeal is proposed to implement a significantly revised rule on the same subject. In a separate action (Item 16.4) the THC contemporaneously proposes a new section 16.7 relating to Supporting Nonprofit Partners which will replace the repealed section.

Suggested Motion (Committee):

Move that the committee send forward to the Commission and recommend approval of filing authorization of the repeal of section 16.7 of the TAC, Title 13, Part 2, Chapter 16, Historic Sites, related to Friends Organizations, for first publication and public comment in the *Texas Register*

Suggested Motion (Commission):

Move to approve the filing authorization of the repeal of section 16.7 of the TAC, Title 13, Part 2, Chapter 16, Historic Sites, related to Friends Organizations, for first publication and public comment in the *Texas Register*

TEXAS HISTORICAL COMMISSION

Item 13.3

Texas Historical Commission
Quarterly Meeting
April 28-29, 2022

Texas Administrative Code

Title 13 Cultural Resources
Part 2 Texas Historical Commission
Chapter 16 Historic Sites
Rule §16.7 Friends Organizations

Proposed Preamble Form for REPEAL of existing rules

The Texas Historical Commission (hereafter referred to as the “Commission”) proposes the repeal of Section 16.7 of TAC, Title 13, Part 2, Chapter 16, Historic Sites, relating to Friends Organizations.

This rule repeal is needed as part of the Commission’s overall effort to clarify language in order to implement a significantly revised rule on the same subject. In a separate action (Item 16.4) the THC contemporaneously proposes a new section 16.7 relating to Supporting Nonprofit Partners which will replace the repealed section.

The proposed new rule will include minimum standards to include in a Memorandum of Agreement between supporting nonprofits to historic sites, the historic site, and THC. The standards are based on current IRS and Secretary of State requirements for nonprofits, as well as industry best practices to achieve public transparency. The new rule provides criteria to evaluate the efficacy of partnerships between supporting nonprofit partners and historic sites, to ensure legal compliance of supporting nonprofit partners, and to establish practices that facilitate mission alignment between the historic site and the supporting nonprofit.

FISCAL NOTE. There will be no fiscal impact. Mark Wolfe, Executive Director, has determined that for the first five-year period the repealed rule is in effect there will be no fiscal implications for state or local governments as a result of enforcing or administering the rules, as proposed.

PUBLIC BENEFIT/COST NOTE. The benefit to the public will be achieved by providing an improved and enhanced structured approach in establishing formal partnerships between supporting nonprofits and State Historic Sites. The proposed new rule will ensure that partnerships between supporting nonprofits and historic sites are efficient, effective, publicly transparent, and maintain legal legitimacy. Mr. Wolfe has also determined that for each year of the first five-year period the amended rules are in effect, the public benefit will be a clearer set of criteria to evaluate the efficacy of partnerships between supporting nonprofit partners and historic sites, to ensure legal compliance of supporting nonprofit partners, and to establish practices that facilitate mission alignment between the historic site and the supporting nonprofit.

ECONOMIC COSTS TO PERSONS AND IMPACT ON LOCAL EMPLOYMENT. There are no anticipated economic costs to persons who are required to comply with the new rule as proposed. There is no effect on the local economy for the first five years that the proposed new rule

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is in effect; therefore, no local employment impact statement is required under Texas Government Code, §2001.022 and 2001.024(a)(6).

COSTS TO REGULATED PERSONS. The proposed new rule does not impose a cost on regulated persons or entities; therefore, they are not subject to Texas Government Code, §2001.0045.

ECONOMIC IMPACT STATEMENT AND REGULATORY FLEXIBILITY ANALYSIS FOR SMALL BUSINESSES, MICROBUSINESSES, AND RURAL COMMUNITIES. The proposed new rule provides an opportunity for the historic sites division to assess efficacy of partnerships between nonprofit supporting partners and State Historic Sites. There is no anticipated economic impact of this new rule. Mr. Wolfe has also determined that there will be no negative impact on rural communities, small or micro-businesses because of implementing this new rule and therefore no regulatory flexibility analysis, as specified in Texas Government Code § 2006.002, is required. There are no anticipated economic costs to the public in compliance with this new rule, as proposed.

GOVERNMENT GROWTH IMPACT STATEMENT. During the first five years that the new rule would be in effect, the new rule: will not create or eliminate a government program; will not result in the addition or reduction of employees; will not require an increase or decrease in future legislative appropriations; will not lead to an increase or decrease in fees paid to a state agency; will not create a new regulation; will not repeal an existing regulation; and will not result in an increase or decrease in the number of individuals subject to the rule. During the first five years that the new rule would be in effect, the rule will not positively or adversely affect the Texas economy.

TAKINGS IMPACT ASSESSMENT. THC has determined that no private real property interests are affected by this proposal and the proposal does not restrict or limit an owner's right to his or her property that would otherwise exist in the absence of government action and, therefore, does not constitute a taking under Texas Government Code § 2007.043.

REQUEST FOR PUBLIC COMMENT. Comments on the proposes new rule may be submitted to Joseph Bell, Deputy Executive Director of Historic Sites, Texas Historical Commission, P.O. Box 12276, Austin, Texas 78711. Comments will be accepted for 30 days after publication in the *Texas Register*.

STATUTORY AUTHORITY. This new rule is proposed under the authority of Texas Government Code§ 442.005(q), which provides the Commission with the authority to promulgate rules to reasonably affect the purposes of the Commission; Texas Government Code §§ 442.0055 Affiliated Non-Profit Organizations; Rules; Guidelines; and 442.0052, Volunteer Services.

CROSS REFERENCE TO STATUTE. No other statutes, articles, or codes are affected by this new rule.

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TITLE 13
PART 2
CHAPTER 6
SECTION 16.7

CULTURAL RESOURCES
TEXAS HISTORICAL COMMISSION
HISTORIC SITES
Friends Organizations

- (a) The Executive Director or his/her designee of each historic site shall work with members of the public to establish and maintain an affiliated non-profit organization, or "Friends of the Historic Site" to support each historic site.
- (b) The relationship between the Commission, the historic site, and the affiliated non-profit organization is governed by this section and §11.9 of this title (relating to Donations and Relationship with Affiliated Non-Profit Organizations).
- (c) Only organizations that have executed an agreement with the Commission will be entitled to free admission or joint sponsorship of Historic Site events.

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Item 13.4

Texas Historical Commission
Quarterly Meeting
April 28-29, 2022

Consider filing authorization of new section 16.7, of the Texas Administrative Code, Title 13, Part 2, Chapter 16, related to Historic Sites, Supporting Nonprofit Partners, for first publication and public comment in the *Texas Register*

Background:

The Texas Historical Commission proposes new rule section 16.7 of Chapter 16 of the Texas Administrative Code, Title 13, Part 2 related to supporting nonprofit organizations created for the support of individual state historic sites.

The new rule being considered is intended to replace the one repealed as shown in item 16.3. The proposed rule establishes minimum criteria for the terms of the Memorandum of Agreement (MOA) between the THC, the historic site, and the nonprofit, reflecting IRS and Secretary of State law for nonprofits, as well as standards for transparency and mission alignment between the historic site and supporting nonprofit.

Suggested Motion (Committee):

Move that the committee send forward to the Commission and recommend approval of new section 16.7 of the TAC, Title 13, Part 2, Chapter 16, related to Historic Sites, Supporting Nonprofit Partners, for first publication and public comment in the *Texas Register*

Suggested Motion (Commission):

Move to approve new section 16.7 of the TAC, Title 13, Part 2, Chapter 16, related to Historic Sites, Supporting Nonprofit Partners, for first publication and public comment in the *Texas Register*

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Texas Administrative Code

Title 13 Cultural Resources
Part 2 Texas Historical Commission
Chapter 16 Historic Sites
Rule §16.7 Supporting Nonprofits Partners

Preamble Form for Proposed New Rule

The Texas Historical Commission (THC) proposes of new section 16.7, TAC, Title 13, Part 2, Chapter 16, Historic Sites, relating to Supporting Nonprofit Partners. In a separate action (item 16.3) the THC contemporaneously proposed repeal of section 16.7 relating to Friends Organizations, which this new section will replace.

Repeal of the section is proposed under Section 442.005 (q) Title 4 Subtitle D of the Texas Government Code, which provides the Texas Historical Commission with the authority to promulgate rules and conditions to reasonably effect the purposes of this chapter.

The purpose of the repeal is proposed to implement a significantly revised rule on the same subject.

No other statutes, articles, or codes are affected by this repeal.

FISCAL NOTE. Mark Wolfe, Executive Director, has determined that for the first five-year period the repeal of the rule is in effect there will be no fiscal implications for state or local governments.

PUBLIC BENEFIT/COST NOTE. Mr. Wolfe has also determined that for each year of the first five-year period the repeal of the rule is in effect, the public benefit will be a more clearly defined procedure to be followed by partner organizations.

ECONOMIC COSTS TO PERSONS AND IMPACT ON LOCAL EMPLOYMENT. There is no effect on the local economy for the first five-year period the repeal of the rule is in effect; therefore, no local employment impact statement is required under Texas Government Code, §2001.022 and 2001.024(a)(6).

COSTS TO REGULATED PERSONS. The proposed new rule does not impose a cost on regulated persons or entities; therefore, they are not subject to Texas Government Code, §2001.0045.

ECONOMIC IMPACT STATEMENT AND REGULATORY FLEXIBILITY ANALYSIS FOR SMALL BUSINESSES, MICROBUSINESSES, AND RURAL COMMUNITIES. Mr. Wolfe has also determined that there will be no negative impact on rural communities, small or micro-businesses because of the new rule and therefore no regulatory flexibility analysis, as specified in Texas Government Code § 2006.002, is required.

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GOVERNMENT GROWTH IMPACT STATEMENT. During the first five years that the new rule would be in effect will not create or eliminate a government program; will not result in the addition or reduction of employees; will not require an increase or decrease in future legislative appropriations; will not lead to an increase or decrease in fees paid to a state agency; will not create a new regulation; will not repeal an existing regulation; and will not result in an increase or decrease in the number of individuals subject to the rule. During the first five years that the new rule would be in effect, will not positively or adversely affect the Texas economy.

TAKINGS IMPACT ASSESSMENT. THC has determined that no private real property interests are affected by this proposal and the proposal does not restrict or limit an owner's right to his or her property that would otherwise exist in the absence of government action and, therefore, does not constitute a taking under Texas Government Code § 2007.043.

REQUEST FOR PUBLIC COMMENT. Comments on the proposal may be submitted to Joseph Bell, Deputy Executive Director of Historic Sites, Texas Historical Commission, P.O. Box 12276, Austin, Texas 78711. Comments will be accepted for 30 days after publication in the *Texas Register*.

STATUTORY AUTHORITY. This new rule is proposed under the authority of Texas Government Code§ 442.005(q), which provides the Commission with the authority to promulgate rules to reasonably affect the purposes of the Commission; Texas Government Code §§ 442.0055 Affiliated Non-Profit Organizations; Rules; Guidelines; and 442.0052, Volunteer Services.

CROSS REFERENCE TO STATUTE. No other statutes, articles, or codes are affected by this new rule.

The Commission hereby certifies that the repeal of the rule has been reviewed by legal counsel and found to be a valid exercise of the agency's authority.

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Texas Administrative Code

Title 13 Cultural Resources
Part 2 Texas Historical Commission
Chapter 16 Historic Sites
Rule §16.7 Supporting Nonprofits Partners

- (a) The Deputy Executive Director for State Historic Sites or that person's designee shall work with members of the public to establish and maintain Supporting Nonprofit Partners (SNPs) to assist the Texas Historical Commission (THC) in carrying out its mission through the preservation of, and programming at, State Historic Sites as appropriate to each site.
- (b) To be considered a SNP pursuant to this section, an entity must:
 - (1) Either receive a 501c3 designation from the Internal Revenue Service and be incorporated in accordance with the Texas Nonprofit Corporation Act (Business Organizations Code, Chapter 22), or be fiscally sponsored by the Friends of the Texas Historical Commission (FTHC); and
 - (2) Within 60 days of receiving an official 501c3 designation or notice of fiscal sponsorship by the FTCHC, enter into a Memorandum of Agreement with the THC, which agreement will detail the duties and responsibilities of both parties.
- (c) The SNP will promptly notify THC of any change to its legal or tax-exempt status.
- (d) If a SNP ceases to exist, any funds raised for the benefit of the State Historic Site will be paid to THC or to the FTCHC for use at that State Historic Site.
- (e) SNPs subject to these provisions:
 - (1) Will not hold or obligate THC funds.
 - (2) Will comply with all applicable rules, regulations, and laws, regarding discrimination based on race, color, national origin, sex, age, and disability.
 - (3) Will not use or permit the use of THC's intellectual property without the express written agreement of THC, including trademarks, logos, names and seals.
 - (4) Will not employ a THC employee in a paid position or provide compensation or any direct personal benefit to a THC employee.
 - (5) May use equipment, facilities, or services of employees of THC as long as such use follows a written agreement that provides for the payment of adequate compensation or identifies the way in which such use will benefit THC.
 - (6) Will prepare and send to the appropriate THC Site Manager and to the THC Community Engagement Coordinator an annual report including a list of the primary activities undertaken during the previous year, a summary of significant achievements and challenges over the

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previous year, and other information requested by the THC, and an annual plan of activities proposed for the following year, also making said report and plan publicly available.

- (7) Will complete their annual IRS 990, 990-EZ, 990-N, or 990-PF, depending on the amount of their income and type of nonprofit status, and provide THC with proof of IRS receipt. They will also make the IRS 990 available to the general public, upon request, regardless of whether or not a SNP is required to file an IRS 990 with the IRS.
 - (8) Will file their articles of incorporation, by-laws, most recent financial statements, and any updates to these documents with THC. These documents will be made available to the public upon request.
 - (9) Will not engage in activities that would require it or a person acting on its behalf to register as a lobbyist under Texas law, Texas Government Code, Chapter 305. However, SNPs may provide information to the legislature or to other elected or appointed officials.
 - (10) Will not donate funds to a political campaign or endorse a political candidate.
 - (11) Will notify the THC Site Manager of all meetings and allow a THC representative to attend all meetings. This includes, but is not limited to, meetings of its general membership, managing board, and committees. The Site Manager must be notified by letter, email, or telephone sufficiently in advance of the meeting to allow the THC representative to attend. A SNP should also notify other SNPs associated with the property, facility, or program of all meetings and allow a representative to attend.
 - (12) Will raise funds in support of their associated sites only for the specific purposes authorized in writing in advance by THC.
 - (13) Will undertake programs that support THC's mission as agreed to in writing in advance by THC.
 - (14) Will decline donations that require particular action to be taken by THC unless agreed to in writing in advance by THC.
 - (15) Will account for all funds acquired by using Generally Accepted Accounting Principles.
 - (16) Will use all donations received to benefit the facility, property, or program with which the SNP is associated or further the SNP's mission related to the facility, property, or program, including donations to defray operating costs.
 - (17) May make unrestricted cash donations to THC, which THC may choose to designate for use for a specific project or program.
- (f) The officers and directors of an SNP subject to these provisions:
- (1) Will adopt and maintain a conflict-of-interest policy. This policy must include safeguards to prevent board members or their families from benefiting financially from any business decision of the SNP.
 - (2) Will ensure that any compensation paid to executives or managers is reasonable.
 - (3) Will hold at least two regular meetings of the Board of Directors annually.

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- (4) Will ensure that each board member and/or director is duly informed of the SNP's activities, and will provide new board members with the following:
- a. A copy of the SNP's articles of incorporation and by-laws.
 - b. A copy of the SNP's most recent financial statements.
 - c. A copy of the THC's administrative rules on SNPs and sponsorship.
 - d. A copy of any current agreements between the SNP and THC.
- (g) The following provisions shall govern an SNP's ability to ask for and accept sponsorships for their, or THC's projects and programs:
- (1) For purposes of this section, a sponsorship is the payment of money, transfer of property, or performance of services in which there is no expectation of any substantial return benefit other than recognition or a non-substantial benefit.
 - (2) All sponsorship requests must have prior written approval of the THC Site Manager.
 - (3) All statewide sponsorships and their recognition must have prior written approval from the THC Executive Director.
 - (4) All local sponsorships and their recognition must have prior written approval from the THC Site Manager whose area of responsibility includes the facility, property or program to be supported by the local sponsorship.
 - (5) SNPs may not ask for or accept sponsorships from a person or entity in litigation with THC or determined by the THC to conflict with THC's mission or legislative mandates.
 - (6) Recognition for sponsors:
 - a. Is allowed only in the context of the particular THC program that the sponsor has supported with a financial or in-kind contribution.
 - b. Is allowed only if the contribution is greater than the cost of recognition.
 - c. Will not be in the form of signage on motor vehicles or trailers owned by the state that were purchased or maintained with THC funds.
 - d. Will not overshadow the project, purposes of the project, mission or branding of THC.
 - (7) In determining the type of recognition appropriate in each case, THC will consider:
 - a. The level of contribution in terms of percentage of funds required to complete the program, event, or material.
 - b. The level of contribution related to total sponsorship dollars received.
 - c. The scope of exposure (for example statewide, regional, local, or a single location).
 - d. The duration of exposure (for example one day, one month, one year).

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- e. The sponsor's name or logo and a reference to the sponsor's location may be broadcast or displayed. However, the recognition may not promote the sponsor's products, services, or facilities.
- f. THC officers and employees may not act as the agent for any SNP or donor in negotiating the terms or conditions of any agreement related to the donation of funds, services, or property to THC by the SNP or donor.

- (h) THC shall maintain a list of SNPs, which shall be made available to the public upon request.
- (i) THC will not hold or obligate funds or property belonging to an SNP.
- (j) THC may develop model policies and procedures for use by SNPs.
- (k) THC will provide a liaison to serve as a resource to SNPs and to administer the terms of an SNP's Memorandum of Agreement with THC.
- (l) THC employees may serve as non-voting members of the board of an SNP only in an ex-officio capacity.