

# Community Heritage Development Committee

July 25, 2022



**TEXAS HISTORICAL COMMISSION**

---

**AGENDA  
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE**

DoubleTree Suites by Hilton Hotel

Houston Room

2<sup>nd</sup> Floor

303 W 15<sup>th</sup> Street

Austin, TX 78701

July 25, 2022

11:15 a.m.

*(or upon the adjournment of the 10:30 a.m. Architecture committee meeting, whichever occurs later)*

---

*This meeting of the THC Community Heritage Development 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 — Committee Chairman Peterson**

- A. Committee member introductions
- B. Establish quorum
- C. Recognize and/or excuse absences

**2. Consider approval of the April 28, 2022 committee meeting minutes —Committee Chairman Peterson**

**3. Community Heritage Development Division update and committee discussion —Patterson**

- A. Update on division staffing
- B. Update on TexasTimeTravel.com
- C. Status of Texas Treasures Business Award improvements
- D. Update on the Texas Main Street Program activities including DowntownTX.org
- E. Update on heritage tourism activities including Texas Heritage Trails Program
- F. Update on the Certified Local Government activities including grants, training, and prospective CLGs
- G. Update on the Real Places Conference

**4. 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 Brinkley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

## **TEXAS HISTORICAL COMMISSION**

---

### **MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE**

Alamo Complex  
Alamo Hall  
300 Alamo Plaza  
San Antonio, TX 78205  
April 28, 2022  
11:00 a.m.

---

*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.*

---

#### **1. Call to Order**

The meeting of the Texas Historical Commission (THC) Community Heritage Development Committee was called to order by Committee Chairman Pete Peterson at 11:30 a.m.

##### **A. Committee member introductions**

Chairman Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Garrett Donnelly, Lilia Garcia, Donna Bahorich, and Renee Dutia.

##### **B. Establish Quorum**

Chairman Peterson noted a quorum was present.

##### **C. Recognize and excuse absences**

Chairman Peterson noted that Commissioners Daisy Sloan White and Monica Zárate Burdette were absent. Commissioner Garcia moved to excuse their absences, seconded by Commissioner Bahorich. Motion passed unanimously.

#### **2. Consider approval of the February 1, 2021 committee meeting minutes—*Committee Chairman Peterson***

Commissioner Bahorich moved, Commissioner Garcia seconded, and the committee voted unanimously to approve the February 1, 2021 Community Heritage Development Committee meeting minutes.

#### **3. Consider approval of the FY 2023 funding plan for the Texas Heritage Trails Program—*Committee Chairman Peterson***

Division director Bradford Patterson discussed the recurring plan for financial support for the 10 trail regions. The funding available is \$1,000,000 for each year of the biennium, which is the same amount as 2021 and 2022.

## TEXAS HISTORICAL COMMISSION

---

Last year, in July, the Commission only approved fiscal year 2022 and requested that the division return for FY 2023 after considering whether to increase funds directed to the heritage trail regions.

Mr. Patterson proposes no changes in the funding plan wherein a base funding of \$60,000, divided quarterly, is provided to each of the regions. They also can earn up to \$21,500 in matching contributions. Referring to expenditure line items, Mr. Patterson explained that increasing the funding directly to the regions is not a viable option due to the portions of the funds already needed for activities that support the program.

Chairman Peterson moved to approve the FY 2023 funding plan. Commissioner Bahorich seconded.

Chairman Peterson requested explanation how the trail regions report their usage of the funding. Mr. Patterson cited the contract that each region submits at the beginning of the year. This includes a scope of work and a proposed budget with an explanation for how funding, both from the THC and their own fundraising, will be used. At the end of the year, each region provides a revised budget detailing more accurately how their funding was used.

Motion passed unanimously.

**4. Presentation and discussion of the heritage tourism consumer data dashboard—*Sarah Page, Heritage Tourism Program coordinator, and Justin Minsker, historic sites communications coordinator***

Mr. Patterson introduced Sarah Page and Justin Minsker to discuss their ongoing collection of anonymous consumer data. To accrue relevant details on heritage travelers, cell phones are tracked, as they cross through digital geofences, around historic sites, museums, and trail regions across Texas. For this evaluation of the data, a heritage traveler is someone that lives at least 50 miles from the attraction. These details are organized in a web-based dashboard which will then be used to create reports for the historic sites and the trail regions. This project will help update the varying profiles of today's heritage tourist and ultimately shape more nuanced marketing strategies. Programming will likely also be influenced by this collection of consumer data. The Texas Main Street Program and Museum Services will be receiving these updates for their communities so that they may modernize and grow their outreach efforts in response to the changing demographic in Texas.

Ms. Page confirmed that the data is truly anonymous, we are unable to match data to a specific cell phone or user. Further we do not know the names of the cell phone users in general either.

Commissioner Bahorich suggested that the Agency offer education support toward the increased inclusion of Texas history in public school curriculum.

Commissioner Garcia commented that the Hispanic population is not monolithic, there is in fact a lot of diversity, as the data shows. She looks forward to promoting the diversity within that group in Texas.

**5. Community Heritage Development Division update and committee discussion—*Division director Patterson***

Mr. Patterson provided an update on staff changes. Since the last meeting, three vacancies have developed within the Community Heritage Development Division: event planner, Certified Local Government

## **TEXAS HISTORICAL COMMISSION**

---

coordinator, and Main Street special projects coordinator. One position has been filled by current Architecture Division staffer, Kelly Little. She has been working with Lisa Hart as a project reviewer, has a wealth of prior experience, and will start as the Certified Local Government coordinator in mid-May.

The Real Places Conference 2023 planning is underway. Partial refunds have been offered for those attendees that could not join the 2022 conference due to weather, though many have opted to generously donate those funds back to the Friends of the Texas Historical Commission.

May is Preservation Month and the beginning of the Downtown,TX series of local tours, Imagine the Possibilities. Local Main Street programs plan and oversee the events while the agency provides promotional support, including graphics, social media posts, and technical assistance.

This year's statewide Texas Heritage Trails Program meeting will take place on June 23rd and 24th in either New Braunfels or Waco.

### **6. Adjournment**

The meeting was adjourned at 12:05 p.m.

## Quarterly Report

Community Heritage Development (CHD) Division  
April–June 2022

---

### WORK IN COMMUNITIES

The communities participating in CHD's programs rely heavily on our staff expertise and guidance, which often must be delivered onsite.

Throughout March, April, and May, staff provided measurable assistance to all 10 trail regions and 41 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Bay City, Beeville, Canton, Carthage, Castroville, Comstock, Conroe, Corsicana, Cuero, Denison, Denton, Elgin, Farmersville, Fort Griffin, Freeport, Galveston, Goliad, Gonzales, Kerrville, Kingsville, La Grange, Laredo, Levelland, Llano, Marfa, McKinney, Mesquite, Montgomery, Mount Pleasant, Nacogdoches, New Braunfels, Paris, Pilot Point, Plainview, San Angelo, San Augustine, San Marcos, Taylor, Uvalde, Waco, Weatherford.**

### REAL PLACES 2023 CONFERENCE

The seventh annual Real Places Conference will take place on February 1-3, 2023, at the Doubletree by Hilton Austin Hotel.

The staff and public are responding positively with more than 80 session proposals submitted for 30 available spots. The evaluation and selection process is underway, as is the identification of keynote speakers. The budget and technology to permit a fully hybrid conference with both in-person and online participants is being investigated. We are cautiously optimistic that the conference can make this leap with the 2023 event to expand the audience by reaching students and others who cannot make the trip, as well as to recapture the out-of-state participants from the 2021 virtual conference.

### DOWNTOWNTX.ORG LICENSING EFFORT WITH GEORGIA

The Georgia Department of Community Affairs has completed its due diligence and federal procurement requirements. They are preparing the initial project submission that includes a Letter of Intent necessary to fund the drafting of the legal agreements, which will then be approved by Georgia and the Friends of the Texas Historical Commission Board of Trustees. Software development will not begin until the legal and contractual steps are completed.

### HERITAGE TOURISM

The Heritage Tourism Team successfully soft launched the redesigned TexasTimeTravel.com on June 1. Immediately following the launch, the team distributed a user feedback survey. The survey was accessible from the website itself, as well as through emails to targeted THC constituencies. According to early survey results, nearly 60 percent of the respondents were seeking travel information and roughly 40 percent sought information on Texas history. Almost 90 percent of respondents were satisfied or very satisfied with the site's design and appearance, and nearly 85 percent were satisfied or very satisfied with the site's options for navigation. Specific recommendations from the user feedback survey will be used to continue to improve the website.

The team is utilizing the consumer research dashboard to influence the messaging on TexasTimeTravel.com, the direction of new travel publications, and to assist the heritage trail regions in specific marketing efforts. We have developed a series of standardized quarterly reports for each region that contains information about the previous quarter's visitors, including demographics, length of stay, visitor origin, and much more. The regions can use this information to better understand their visitors and improve their consumer marketing and outreach.

Data from the consumer research dashboard shows the following heritage tourism statistics from calendar year 2022 to date:

### The State of Heritage Tourism in Texas in 2022

- 2,372,814 total visitors to heritage sites and attractions
- 15,189,370 total visitor days
- Average trip length is 2 days
  - 44 percent are day trips
  - 30.5 percent are 5+ days
- 7,441,106 total number of trips
- Friday–Sunday are the biggest travel days
- The top origin markets are:
  - Texas (63 percent)
  - Oklahoma
  - California
  - Louisiana
  - Arkansas
  - Florida
- Demographics
  - Caucasian (70-72 percent)
  - Hispanic (18-22 percent)
  - African American (2-3 percent)
  - 32-37 percent are between 45-64 years of age
  - 19-23 percent have a household income between \$100,000 and \$150,000 annually

### TEXAS TREASURE BUSINESS AWARD IMPROVEMENTS

The Texas Treasure Business Award (TTBA) is halfway through the first year of a strategic improvement plan that introduces several promotional and administrative strategies, including new quarterly nomination deadlines. The result of these and other efforts to market TTBA and engage more of our constituencies, has been a substantial increase in nominations. As of this quarter, we have already surpassed the total number of nominations we received in all of 2021 at 22 total nominations. At this pace, we hope to double if not triple prior year numbers.

We are also processing an additional 56 nominations thanks to our partnership with Daniel Vaughn, barbecue editor at *Texas Monthly*, who helped compile a list of TTBA-eligible barbecue businesses across Texas. The awarded businesses will be honored at a

special event during *Texas Monthly's* BBQ Fest in Lockhart this November.

We're launching a similar effort on the THC's social media channels this summer to identify historic *taquerias* and *tortillerias* across the state. This initiative—along with another project to turn the business histories and their many remarkable stories into a digital archive—will be spearheaded by our 2022 Preservation Scholars, Nati Roman and Deborah Hill.

### NEW STAFF MEMBERS JOIN THE DIVISION

Kelly Little started as the Certified Local Government coordinator on May 16. She was previously with the Division of Architecture team administering disaster grants, planning, and recovery projects. Little has been with the agency in various roles and with a few breaks since 2009. She started as a project reviewer in Architecture, but also worked as a FEMA and GLO employee embedded within the THC. In those roles, she reviewed and facilitated disaster recovery projects sponsored by those agencies, handling both eligibility and effect determinations. Little has also worked on the private sector side of preservation as a consultant with McDoux Preservation working on resource surveys and other projects for public and private clients.

Little has a master's degree in historic preservation from the School of the Art Institute of Chicago, with a bachelor's degree in journalism and mass communication with a focus on advertising and a minor in Spanish.

The agency welcomed Audrey Butera as the new event planner on June 1. Prior to joining the agency, she spent over a decade as an event planner for an international asset management firm, managing more than 200 events annually.

Butera has a bachelor's degree in English, with an emphasis on creative writing from the California State University, Northridge, and a graphic design (Design Communication Arts) certification from the University of California, Los Angeles.