

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE
Videoconference Meeting

February 2, 2021

10:45 a.m.

(or upon the adjournment of the 10:00 a.m. History Programs Committee, whichever occurs later)

Pursuant to the Governor's March 16, 2020 suspension of certain provisions of the Texas Open Meetings Act due to the Coronavirus (COVID-19), the February 2, 2021 meeting of the Community Heritage Development Committee will be held by videoconference as authorized under Texas Government Code section 551.127. Zoom meeting access link (registration required): <http://bit.ly/feb2021committees> or audio only access via telephone at 1-346-248-7799; Webinar ID 918 0036 1390. Agenda and meeting materials will be available at www.thc.texas.gov/videoconferences after January 27, 2021. 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. Roll call for committee members
 - B. Roll call for other participants
 - C. Establish quorum
 - D. Recognize and/or excuse absences
2. Consider approval of the October 27, 2020 committee meeting minutes —*Committee Chairman Peterson*
3. Consider approval of the application ranking and funding recommendations for the FY 2021 Certified Local Government Grants and reallocation of available FY 2019 grant funds (item 11.2) —*Committee Chairman Peterson*
4. Consider approval of a waiver for Texas Main Street Program training fees during the pandemic (item 11.3) —*Committee Chairman Peterson*
5. Community Heritage Development Division update and committee discussion —*Patterson*
 - A. Update on Real Places 2021 online conference
 - B. Update on the Texas Main Street Program activities including staffing, and DowntownTX.org
 - C. Update on heritage tourism activities including Texas Heritage Trails Program
 - D. Update on the Certified Local Government activities including grants, training, and prospective CLGs
6. 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 Brinckley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

MINUTES

TEXAS HISTORICAL COMMISSION

MINUTES
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE
Teleconference Meeting
October 27, 2020

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 10:59 a.m.

A. Roll call for committee members

Chairman Peterson welcomed everyone. Members in attendance in addition to the Chair, included Commissioners Monica Burdette, Renee Dutia, Garrett Donnelly, and Daisy White.

B. Roll call for other participants

Other participants available on the call included Mark Wolfe, Executive Director, Debra Dresher, Texas Main Street Program State Coordinator, and Brad Patterson, Division Director.

C. Establish Quorum

Chairman Peterson noted a quorum was present.

D. Recognize and/or excuse absences

Chairman Peterson noted that Commissioner Jefferson and Commissioner Garcia were absent. Commissioner Burdette moved to excuse their absence seconded by Commissioner White. Motion passed unanimously.

2. Consider approval of the June 16, 2020 committee meeting minutes — *Committee Chairman Peterson*

Commissioner White moved, Commissioner Donnelly seconded, and the commission voted unanimously to approve the June 16, 2020 Community Heritage Development (CHD) committee meeting minutes.

3. Consider approval of designations of 2021 Texas Main Street Cities (item 11.2) — *Committee Chairman Peterson*

Mr. Patterson reminded the committee that every year the Interagency Council (IAC) which is comprised of individuals from the Office of the Governor, Texas Department of Agriculture, Legislative Budget Board and division staff, meet and rank Main Street applications. The ranking is based on five categories; commercial fabric and historic identity, organizational capacity, support and financial capacity, physical capacity, demonstrated need, and lastly geographic distribution. This year two applications were received; Freeport and Stephenville. Mr. Patterson shared information on each applicant and showed photo examples of historic fabric as well as the IAC Scores. The highest score was given to Stephenville at 87.3 followed by Freeport at 67. Freeport was a Main Street city from 2000-2012. During this time frame they were a relatively inactive and ineffective participant in the program before withdrawing in 2012. There has since

been a complete change in local leadership. Stephenville would be new to the program if accepted. In 2017, the Commission adopted a policy to not accept city applications with IAC scores of 70 or below. Freeport is below that minimum score. Staff is supportive of the IAC recommendation of accepting Stephenville into the Main Street Program and continuing to work with Freeport to develop the support they need to submit a stronger application in the future. Commissioner White expressed her pleasure that Main Street staff was willing to offer Freeport the guidance they need even though they do not currently qualify for the program.

Commissioner White moved that the committee send forward to the Commission and recommend approval of Stephenville as an official 2021 Texas Main Street City. Seconded by Commissioner Burdette. Motion passed unanimously.

4. Report and discussion on the Main Street designation signs —*Division Director Patterson*

Mr. Patterson stated that per Chairman Nau's request, the report on the Main Street designation signs would be addressed at the full commission meeting the following day.

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

A. Update on Real Places 2021 online conference

Real Places 2021 will be hosted in an online format on February 3-5, 2021, immediately following the quarterly Commission Meeting. The agenda is being finalized and staff is continuing to confirm approximately 46 speakers and 32 sessions. Chairman Peterson asked if the fees for the virtual conference would be low enough that a larger and more diverse audience will be attracted. Mr. Patterson stated that after talking to other organizations that have held virtual conferences, the consensus has been that attendance has been higher and that registration costs have been significantly lower. Last year there were about 600 participants, many paying over \$400 each and though the current costs have not been finalized it is anticipated to be around \$99 - \$125. Mr. Patterson further stated that he was expecting more than 600 participants, including staff, but with virtual conferences people tend to wait until the last minute to register. The conference has been priced very aggressive with lower price points for students and courthouse stewards. It is the agency's hope that exposure will be increased, and it will subsequently lead to higher attendance for the in-person conference in 2022. When asked if the conference would be live or pre-recorded and posted on YouTube, Mr. Patterson explained that it would be a live event utilizing the platform licensed through C-Vent and Zoom. Attendees will be directed to a site and proceed to view sessions and materials. Many of the sessions may be pre-recorded with live Q & A, because by prerecording the sessions both the quality of the presentation and of the broadcast will be improved. All sessions will be recorded and available to any registrant for at least 90 days after the conference. The sessions may at a future date be placed on YouTube if that meets agency goals. Commissioner Dutia asked if there would be sponsors and how they would be advertised. Mr. Patterson stated there would be sponsors and that the software used allows for sponsorships, the display of logo's and virtual booths. The Friends of the Texas Historical Commission has received some funds from the Texas Land Title Association and are in talks with others. Chairman Peterson asked how the conference was being marketed and to what audience. Mr. Patterson explained that the target audience is the same as in past years and that much of the marketing is still being developed but will be primarily digital. Staff recognizes that the quality of the content and speakers has the potential to appeal to audiences nationwide.

B. Update on the Texas Main Street Program activities including staffing, DowntownTX.org

Mr. Patterson directed the committee to the economic statistics and reinvestment figures included in their written division report to review. Every year Texas Main Street participates in the Texas Downtown Association conference. This year the conference being held November 9-12, 2020 has shifted to online and

Main Street staff will be taking an active role in both presentations and programming. The conference will include a virtual exhibit booth for the agency. DowntownTX.org has over 19,000 parcels and 56 cities are live on the site. Commissioner Donnelly asked if data were available on the number of sales or real estate transactions that had taken place as a direct result of DowntownTX.org. Mr. Patterson stated that he did not have those numbers, but they were being tracked by Kylie Woodlock, project manager, and more specific information could be provided. Kylie is in the process, working through the Friends of the Texas Historical Commission, of completing some legal work regarding word-marking and terms of agreement as they relate to DowntownTX.org. Since March program staff has been unable to do onsite training or site visits but are continuing to keep in touch virtually and local programs are moving forward. Mr. Patterson stated that there was a list of all the cities that staff had worked with during the quarter included in the packet. This year staff conducted its first virtual Resource Team with Hamilton and feedback was overwhelmingly positive. The Resource Team for Mineral Wells has not taken place, but they recently hired a manager and staff expects things to begin moving forward.

C. Update on heritage tourism activities including Texas Heritage Trails Program

The Texas Time Travel website redesign RFP is out, and staff hopes to receive proposals within the budget and from organizations with experience marketing travel and tourism through websites. Every year the Texas Heritage Trail Regions host an exhibit in the Go Texas Pavilion during the Texas State Fair. This year, the State Fair was cancelled and in response the Department of Agriculture launched a virtual pavilion. The trail regions had a virtual booth with a promotional video created by the Communications Division.

D. Update on Certified Local Government Program activities including grants, training, and prospective CLGs.

Certified Local Government (CLG) staff has obtained an extension from the National Park Service allowing some FY19 grants to have an additional year to finish up their grant as they were unable to complete the necessary work because of the pandemic. This extension also allows the agency to reallocate some grant funds that will be returned. Preservation Bootcamp online education is moving forward and has entered its testing phase. The Bootcamp will provide an online training module system to help local historic preservation officers, planners, and volunteers interested in learning or increasing their knowledge of preservation.

6. Adjournment

At 11:39 a.m. the committee meeting was adjourned.

Quarterly Report

Community Heritage Development (CHD) Division
October–December 2020

WORK IN COMMUNITIES

The communities participating in CHD's programs rely heavily on our staff expertise and guidance, which normally must be delivered onsite. In response to the pandemic, all CHD staff have been exclusively teleworking since March 2020 with travel restrictions also in place. In a typical two- or three-month period, division staff would be expected to have visited 18–30 communities. Assistance from the division's programs is being delivered remotely and online, with a scope and quantity comparable to traditional methods.

In October and November, staff provided measurable assistance to all 10 trail regions and 22 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Austin, Blanco, Carthage, Elgin, Ennis, Fort Worth, Hamilton, Houston, Kingsville, McAllen, Mesquite, Milam County, Mineral Wells, Mount Pleasant, Palestine, Pilot Point, San Antonio, Seguin, Stephenville, Texarkana, Weatherford, and Winnsboro.**

MAIN STREET CITIES AND CONSTITUENTS WIN PRESTIGIOUS AWARDS

Congratulations to the following projects, organizations, and individuals in Main Street cities that were named Texas Downtown Association 2020 President's Award winners.

Best Commercial Interior under 50K population

- Copper Shot Distillery, **Bastrop**

Best Renovation/Rehabilitation/Restoration

- Conrad Lofts, **Plainview**
- Baxter Lofts, **Harlingen**
- Alton Plaza/Petroleum Building, **Longview** (People's Choice)

Best Public Improvement

- Dallas Street, **Ennis**
- Santa Fe Plaza and Santa Fe Market Trail, **Temple**
- Park Yourself in Uvalde, **Uvalde** (People's Choice)

Best New Construction

- Huddleston Building, **Celina**

Best Promotional Event

- Main Street Uvalde 4 Square Friday, **Uvalde**
- Downtown Mesquite, **Mesquite**
- Front Street Station Groundbreaking, **Mesquite** (People's Choice)

Best Promotion by Digital Campaign

- Downtown Bastrop Curbside, Bastrop Main Street Program, **Bastrop**

Best Downtown Business

- The Hub, Joe Shepperd and Holley Gosh, **Temple**
- Neighbor's Kitchen & Yard, **Bastrop** (People's Choice)

Best Economic Game Changer

- Hodgetown Minor League AA Baseball Stadium, **Amarillo**
- Plaza Tower, **Tyler** (People's Choice)

Best Downtown Partner

- Wallace Theater, **Levelland**
- Fitzpatrick Architects, **Tyler**

Resiliency Award

- #HachieHeart Windows, **Waxahachie**

Downtowner of the Year

- Glee Emmite, **Paris**

HERITAGE TOURISM

Representatives from the 10 trail regions convened online this December for business meetings. In addition to sharing best practices and a session about nonprofit governance, the staff and representatives heard from THC's Historic Sites Division staff about their work and the most effective methods of collaborating with programs.

The Texas Heritage Trail Regions normally operate a tourism promotion area within the Food and Fiber Pavilion at the State Fair of Texas. Funding for the exhibit space is provided by the THC. The regions and their partners provide the staffing for the 24-day run, with agency staff filling in for a few days along the way. This year, the pandemic forced the cancellation of the fair, but the Texas Department of Agriculture created a virtual Food and Fiber Pavilion. Communications created a short heritage travel promotional video, viewable by visitors to the online booth. The booth linked to the trail regions and many of the regions undertook social media promotions to counter the fair's absence.

REAL PLACES 2021 VIRTUAL EVENT IS APPROACHING

The online Real Places 2021 Conference for February 2021 will continue to provide training and networking opportunities for a broad array of our constituents and programs, but in a condensed and streamlined format. The event will continue to incorporate specialized training and education for courthouse stewards.

For 2021, we're proud to present three renowned keynote speakers from across the country—Linda Norris of New York, Robert Stanton of Virginia, and Ron Anthony of Colorado.

Linda Norris is the Senior Specialist, Methodology and Practice, at the International Coalition of Sites of Conscience, a network of more than 300 historic sites, museums, and memorials in 65 countries that works to preserve difficult histories and connect them with current human rights issues.

In her opening keynote address, "More than Words—Rethinking our Work and our World in Times of Change," Norris will discuss how times of change—like we've seen in the past year—provide new

opportunities to use historic places to create community connections, deep engagement, and a more just future. On Friday, she will present a breakout session, "Getting Comfortable with Being Uncomfortable," about how organizations can navigate change.

A native of Fort Worth, Robert Stanton had a 35-year career with the National Park Service that culminated as director of the agency from 1997 to 2001, the first African American to serve in that role. Later, he taught at Texas A&M, Howard, and Yale universities, and was Deputy Assistant Secretary and then Senior Advisor to the Secretary of the U.S. Department of the Interior. He is nationally recognized for outstanding public service and leadership in conservation, historic preservation, youth programs, public and government relations, and diversity in employment and public programs.

Stanton's keynote address, "Rethinking Historic Preservation for the 21st Century," will provide an overview of the historic preservation movement in the U.S. before offering perspectives and recommendations for improving and sustaining the movement for this century.

Back by popular demand, Ron "the Wood Guy" Anthony returns to Real Places with a keynote session and three technical breakout sessions on the use and maintenance of wood in historic structures. Anthony conducts research and consults on wood properties and the use of wood in construction applications, focusing on nondestructive evaluation and materials testing to better understand how wood interacts with other materials and performs over time. He has authored over 125 publications and consulted across the world.

Anthony's closing keynote session on Friday, "Preserving Historic Wood Structures," will follow three breakout sessions on preceding days: "Wood Condition Assessment," "Historic Preservation: Extending Useful Life of Existing Wood Structures," and "Understanding Moisture Performance of Wood: Introduction to Durable Design and Construction."

Item 3

TEXAS HISTORICAL COMMISSION

Item 11.2
Texas Historical Commission
Quarterly Meeting
February 2-3, 2021

Consider Approval of the Application Ranking and Funding Recommendations for the FY 2021 Certified Local Government Grants and Reallocation of Available FY 2019 Grant Funds

Background:

The THC annually assists local historic preservation programs of Certified Local Governments (CLGs) through the administration of subgrants funded by the Historic Preservation Fund (HPF) allocation of the National Park Service to the agency. The THC must set at least ten percent (10%) of this annual figure aside for distribution to the CLGs. In FY 2020, we received \$154,674.00 to allocate as subgrants and we anticipate a similar appropriation for FY 2021. These funds are contingent upon a resolution of the federal budget and notification from the National Park Service.

In addition to the regular CLG grant round, one additional call for applications was announced: Hosting of an online C.A.M.P. Training from National Alliance of Preservation Commissions (NAPC) to utilize unexpended FY 2019 grant funds.

Reallocation of FY19 Grant Funds

The City of Dallas cancelled their FY19 CLG Grant award of \$45,000 and those funds were available to be reallocated. The Commission approved the reallocation of these funds in actions taken January 2020 and June 2020. However, there remains a small amount of unexpended funds that can be best utilized for a virtual NAPC CAMP training that multiple CLGs will be able to attend. Three applications were received for host cities, reviewed and scored by the CLG program staff. The results of those scores are below. No matching funds will be required of the host CLG and the Friends of the Texas Historical Commission will act as the fiscal agent to process the funds and contract for the training on behalf of the host community. The host CLG will receive several complimentary registrations and provide input on the training content. The grant award amount is \$4,000 to cover the training expenses and the initial proposed host CLG is the City of Mansfield in Tarrant County. Should Mansfield not be able to host, staff will work with the next highest scoring applicant.

Regular FY21 Grant Round

Eligible projects include surveys of historic resources, nominations to the National Register of Historic Places, implementation of preservation plans, development of educational programming, and development/restoration projects. Special consideration is given to projects and programs that directly support the goals of the Texas Statewide Preservation Plan and those projects and programs that encourage diversity and inclusion in the preservation community.

Eleven CLGs applied for a regular FY21 CLG Grant and an interdisciplinary committee of THC staff evaluated the grant requests against established criteria, considering previous grant distribution, viability of proposed projects and coordination with statewide preservation goals and objectives. The attachment details the results of this evaluation, as well as recommended funding levels.

TEXAS HISTORICAL COMMISSION

Additional Information:

Through authority previously granted by the Commission, the Executive Director is permitted to redirect any FY 2021 grant funds from one recipient to another in the event a grant award is fully or partially forfeited, unexpended, or relinquished during the FY 2021 grant period. The purpose of this authority is to ensure that the maximum amounts of funds are utilized by Texas communities rather than being returned unexpended to the federal agency.

Upon acceptance of the ranking and funding recommendations, staff will fund viable projects in the order of the rankings as federal funds become available. Funds may not be available to fund all the recommended projects.

Suggested motion:

Move to accept the reallocation of Fiscal Year 2019 grant funds along with the application ranking and funding recommendations for the Fiscal Year 2021 Certified Local Government grants based on the availability of federal funds, waiving the match requirement for hosting the online training. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds.

TEXAS HISTORICAL COMMISSION

Item 11.2
Texas Historical Commission
Quarterly Meeting
February 2-3, 2021

**Certified Local Government Program
Fiscal Year 2021 CLG Grant Applications**

Grant Applicant	Project Description	Final Score	Grant Request	Recommended Funding	Running Total
Victoria Co	Survey Plan for City of Victoria	74.89	\$ 12,499.75	\$ 12,499.75	\$ 12,499.75
Bryan	Survey of Grandview Cemetery and Freedman’s Burying Grounds	74.39	\$ 10,807.00	\$ 10,807.00	\$ 23,306.75
Paris	Pine Bluff/Fitzhugh Neighborhood Survey Update	73.56	\$ 5,000.00	\$ 5,000.00	\$ 28,306.75
Houston 1	Freedmen’s Town Preservation Incentive Plan	72.17	\$ 20,000.00	\$ 20,000.00	\$ 48,306.75
San Antonio	Strategic Plan for Cultural Statements	68.89	\$ 30,000.00	\$ 30,000.00	\$ 78,306.75
Austin	Historic Preservation Plan with Equity Focus	68.22	\$ 30,000.00	\$ 30,000.00	\$ 108,306.75
Socorro	Rio Vista Farm 360 Site Tour/Oral History	65.56	\$ 7,500.00	\$ 7,500.00	\$ 115,806.75
Travis Co	Hayden Springs Educational/ Oral History Prject	64.94	\$ 17,500.00	\$ 17,500.00	\$ 133,306.75
Tyler	Downtown Tyler Survey/NR Nomination	64.56	\$ 13,600.00	\$ 13,600.00	\$ 146,906.75
Houston2	<i>City of Houston Historic Resource Survey-Phase One</i>	62.50	\$ 12,000.00	\$ 12,000.00	\$ 158,906.75
Arlington	<i>Historic Arlington Cemetery Educational Experience; Wayfinding Phase</i>	55.33	\$ 6,028.00	\$ 1,890.00	\$ 160,796.75
Total Request			\$ 164,934.75	\$ 160,796.75	

Should additional funds become available for grants, additional awards up to the maximum grant requests will be made in descending order of scores, beginning with the second Houston proposal.

**Certified Local Government Program
Fiscal Year 2021 CLG Grant Applications – NAPC CAMP Training
(Utilizing available FY 2019 funds)**

CLG	Score	Recommended Funding
Mansfield	20.5	\$4,000.00
Burnet County	15.5	
Galveston	14	

Item 4

TEXAS HISTORICAL COMMISSION

Item 11.3
Texas Historical Commission
Quarterly Meeting
February 2-3, 2021

Consider approval of a waiver for Texas Main Street Program training fees during the pandemic

Background:

Participation in the Texas Main Street Program is voluntary, and communities apply to the Commission to become an official Texas Main Street City. Currently there are 88 officially designated cities participating in the program. The pandemic has disrupted the program's traditional training schedule and opportunities during 2020. This disruption is likely to continue through at least part of 2021.

Section 442.014(d) of the Texas Government Code states, "The commission by rule shall prescribe a fee schedule for participation in the program under Subsection (c). The commission shall collect fees from the participating municipalities to recover the costs of participation in the program." More generally, Section 442.0051 FEES states, "The commission by rule may establish reasonable fees for commission purposes under this chapter, including an admission fee appropriate to a historic site under its jurisdiction."

In 2012 Commission action formally approved the current fee schedule for participating local programs. In 2018, at the recommendation of legal counsel, that fee schedule was incorporated into the Texas Administrative Code relevant to the program so the fees are now established by rule as directed by the Government Code. The fee section of Rule 19.5 reads as follows with relevant language bolded and/or underlined for emphasis:

*(d) Fees. Participants in the Texas Main Street Program will pay a fee for participation in the program. **The amount of the fee is determined by the Commission.** After a city's acceptance into the program, any subsequent fees based on population shall be based on the most recent decennial census. The Commission may waive the fee for a Texas Main Street Small City in their first three years of participation.*

(1) A Texas Main Street Small City shall pay an annual fee of \$535.

(2) A Texas Main Street Urban City shall pay an annual fee of \$3,500 for each of its first five years of participation.

(3) A Texas Main Street Urban City shall pay an annual fee of \$2,600 after its first five years of participation.

(4) A Texas Main Street Provisional City shall pay the annual fee of a Texas Main Street Small City or Texas Main Street Urban City that corresponds to the provisional city's population at the most recent decennial census. A provisional city with a population equivalent to a Texas Main Street Urban City shall be subject to the fee specified in paragraph (2) of this subsection during their first five years of designation. Years accrued as a provisional city shall count towards the first five years in regard to the annual fee.

(5) A Texas Main Street Small City reclassified per subsection (f) of this section shall pay an annual fee of \$700 in the first year after reclassification; \$1,600 in year two; and \$2,600 in year three and thereafter.

(6) A \$500 Training Fee may be assessed to any participating city, with the exception of newly designated cities in their first year, that employs a new local manager without significant Main Street knowledge and experience.

TEXAS HISTORICAL COMMISSION

It is estimated that the commission will collect \$85,785 in annual participation fees for calendar year 2021, not including training fees. Without the proposed waiver 14 or more participating programs would be assessed the \$500 Training Fee on their 2021 contracts for an additional \$7,000. This figure would increase with future local manager transitions. The Legislature has budgeted for \$80,000 total appropriated receipts.

Additional Information:

Since mid-March 2020, Texas Main Street Program staff have been working remotely from their respective homes and prohibited from non-essential travel. The staff have continued to actively support the local programs including providing trainings, consultations, and services via email, telephone and video conferencing. However, the typical, in-person, slate of multi-day trainings provided to new managers twice annually has not been provided in 2020 nor is it anticipated for the first half of 2021. While new managers have been provided orientations both collectively and individually, as well as personalized support, staff does not consider this to be an equal substitution. Additionally, the 2020 hosting of the national Main Street Now Conference was to supplement or replace some of the training opportunities but was ultimately cancelled due to the pandemic.

The local program transitions are often not planned or budgeted for in advance. Therefore, the training fees are assessed in arrears during the contracting process the year following staff changes. Deferring fees until after the pandemic would result in a long delay and less relevance since many of the managers would no longer need “new manager” or basic training by the time staff could fully provide it.

Suggested motion:

Move to waive Main Street Training Fees for the duration of the current pandemic.