

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Hilton Garden Inn
Ballroom
220 E. Grande Blvd.
Tyler, TX 75703
July 25, 2024
10:30 a.m.*

*(*or upon adjournment of the 9:45 a.m. Agency Services & Communications 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 on the agenda.

1. **Call to Order** – *Committee Chair Peterson*
 - A. Committee member introductions
 - B. Establish quorum
 - C. Recognize and/or excuse absences

2. **Consider approval of the April 2, 2024, committee meeting minutes** – *Committee Chair Peterson*

3. **Community Heritage Development Division update and committee discussion** – *Henderson*
 - A. Update on the Texas Main Street Program activities including staffing and DowntownTX.org
 - B. Update on heritage tourism activities including Texas Heritage Trails Program
 - C. Update on the Certified Local Government activities including grants, training, and prospective CLGs
 - D. Update on the Texas Treasures Business Award
 - E. Update on Real Places 2024 and 2025 Conferences

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

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MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Renaissance Austin Hotel
Bluebonnet Room
9721 Arboretum Boulevard
Austin, TX 78759
April 2, 2024
10:30 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's Community Heritage Development Committee was called to order by Committee Chair Peter Peterson at 10:45 a.m.

A. Committee member introductions

Chair Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Donna Bahorich, Fritz Duda, and Garrett Donnelly.

B. Establish quorum

Chair Peterson noted a quorum was present.

C. Recognize and/or excuse absences

Commissioners Monica Zarate Burdette, and Renee Dutia were excused.

2. Consider approval of the January 30, 2024, minutes – *Committee Chair Peterson*

Without objection the committee voted unanimously to approve the January 30, 2024, Community Heritage Development Committee meeting minutes.

3. Discussion regarding future Texas Main Street First Lady's Tours and other opportunities to engage with agency programs or events – *Committee Chair Peterson*

Chair Peterson turned the meeting to acting division director Patterson. The traditional tour to new Main Streets has been irregular due to the pandemic and the limited number of new communities entering the program. With the commission-approved changes to the entry process for new cities without a single annual application process, there is not currently a set schedule and no new cities have been approved yet since the change. Mr. Patterson expressed that the Associate Network should provide future opportunities for a First Lady event. He discussed the past obstacles of taking the First Lady for a visit of the Main Streets cities which have been challenging but workable. The most notable challenges are the cost of private planes rather than the fleet maintained by TxDOT, the local logistics and scheduling with the First Lady and VIPs, safety,

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and reliability concerns. The private pilots must be secured and approved in advance by the Department of Public Safety, whose approval or disapproval takes place within days of the scheduled flight. Private planes are also subject to last-minute cancellation, which significantly can be very costly, and they must be secured through private sources without state funds or contracts. Mr. Patterson emphasized how major rallying points such as state historic sites openings, Main Street manager retreats, rededications at historic courthouses, the Texas Heritage Trails Program meetings, can provide opportunities to engage the First Lady in lieu of the traditional tour. Committee feedback was invited.

Commissioners suggested investigation of donated aircraft flights as a possibility with reference to knowing a few relevant individuals that may be available to assist. Other suggestions included seeking pre-existing gubernatorial events when THC might be able to extend the existing trip or event to incorporate and coordinate a THC opportunity for the First Lady. Some commissioners expressed that they had not been aware of some of the common obstacles. Chair Peterson identified that the current challenge is to find an interim substitution for the tour until we can sequence the Associate Network and new city entry for the future.

Community Heritage Development Division update and committee discussion – *Patterson*

Mr. Patterson provided updates on the Real Places Conference with 820 registrants and 470 of those being paid attendees. Phoenix I Restoration and Construction was thanked for being in their second year as a Title Partner and longtime financial supporter. With the date and hotel change as well as inflation, it was noted that the costs for the conference have increased significantly.

Mr. Patterson provided a status update on Texas Main Street Cities entering or exiting probationary status. Meredith Johnson was hired with the Texas Main Street Program as a community liaison and will be helping to steer the Associate Network.

DowntownTX.org has new a software developer on board to host and support the site. The licensing agreement through the Friends with Georgia is proceeding. As part of the site promotion, Imagine Possibility Tours will be held during May in several communities. These locally organized tours are intended to inspire investors or rehabilitation efforts.

The Texas Heritage Trails statewide meeting is scheduled from July 31 - August 2, 2024, in the Texas Mountain Trail Region, with the exact schedule depending on the final venue. Regional workshops and on-site assessments were conducted by heritage tourism staff for Museum on Main Street participants in Rockport, Buffalo Gap, San Elizario, and Bandera. The Historic Overnights project for Mason should go live on Texas Time Travel in 30-45 days. The travel guide procurement for re-designs and eventual reprints is underway with four bidders currently being evaluated.

The Certified Local Government activities included conducting a virtual workshop on March 20, 2024, with the National Alliance of Preservation Commissions.

The Texas Treasure Business Award is between cycles and does not have any activity to report.

5. Adjournment

The meeting was adjourned at 11:15 a.m.

Quarterly Report

Community Heritage Development (CHD) Division
April–June 2024

WORK IN COMMUNITIES

The communities participating in CHD’s programs rely heavily on our staff expertise and guidance, which often is delivered onsite. In April and May, staff provided measurable assistance to all 10 trail regions and more than 50 communities, including Alamo Heights, Amarillo, Arlington, Austin, Beaumont, Beeville, Belton, Brenham, Buda, Buffalo Gap, Burnet County, Canyon, Castroville, Clifton, Comal County, Corpus Christi, Cotulla, Cuero, Dallas, Del Rio, Denison, Denton, Fort Worth, Fredericksburg, Glen Rose, Gonzales County, Granbury, Grapevine, Hamilton, Hays County, Kingsville, Mansfield, McKinney, Mercedes, Nacogdoches, New Braunfels, Palacios, Palestine, Pharr, Rockport, Round Rock, San Angelo, San Antonio, San Augustine County, San Elizario, San Marcos, Seguin, Socorro, Taylor, Texarkana, Tyler, Uvalde, Waco, Waxahachie, Weatherford, and Wellington.

TEXAS MAIN STREET

In June, the Texas Main Street Program (TMSP) team planned and facilitated the annual educational retreat for managers and board members from local Main Street programs. Held in San Angelo, team members provided presentations, facilitated panel discussions, and managed small group discussion with attendees. Staff worked with Angelo State’s Small Business Development Center, Art in Uncommon Places, Fort Concho, and Downtown San Angelo (the host organization) to deliver educational content.

May’s Imagine the Possibilities tour highlighted vacant and underutilized properties from six Main Street communities. As initially envisioned, these tours direct attendees to DowntownTX.org, drawing attention to vacant and for-lease properties in Main Street and Certified Local Government communities. Staff assist Main Street managers in tour planning and provide photos and renderings for use on-site during the events.

TMSP provided the first formal accreditation site visit to Brenham in accordance with Main Street America, which requires that the team visit all accredited communities on a biennial basis. Brenham also served as the location for the most recent regional design workshop for Main Street stakeholders. The team provided several presentations for the Real Places conference, including a day-long downtown revitalization workshop that provided interactive content to representatives from 11 communities interested in becoming Main Street participants.

HERITAGE TOURISM: MUSEUM ON MAIN STREET

The Heritage Tourism (HT) team just wrapped up the last of seven Visitor Experience Workshops held across the state in conjunction with the Museum on Main Street program. The workshops, which are part of the program’s multi-faceted capacity-building training offered to all Museum on Main Street host communities, invited regional partners from area museums, county historical commissions, convention and visitors’ bureaus, chambers of commerce, and others to learn more about our approach to creating memorable experiences for heritage travelers. More than 220 total participants attended workshops we hosted in San Augustine, Brenham, Clifton, Rockport, San Elizario, Buffalo Gap, and Bandera.

The HT team also conducted Heritage Tourism Site Assessments of each host community in conjunction with the workshops. Each community receives a feedback report that summarizes the assessment and provides both short- and long-term recommendations for improvements to the local heritage tourism landscape.

The Museum on Main Street tour of the Smithsonian’s traveling exhibit, “Crossroads: Change in Rural America,” opens in San Augustine on August 24, 2024.

REAL PLACES CONFERENCE

The Friends of the THC and the THC hosted the eighth annual Real Places Preserving Historic Texas Conference April 3–5, 2024. Every CHD team contributed to conference content and event logistics, with Audrey Butera keeping the entire conference running smoothly.

Held at the Renaissance Austin Hotel, the conference featured approximately 120 speakers. Topics included public archeology, site interpretation, museum programming and audience engagement, heritage tourism development, building preservation and upkeep, downtown revitalization, accessibility, abandoned cemeteries, managing change in historic districts, and more. All virtual and in-person registrants had access to livestreamed keynote and breakout sessions during and for 90 days after the conference, which allowed attendees to attend all sessions of interest to them.

Overall, 827 participants registered, with 88 of those being virtual only. The post-conference survey results demonstrated the high value of the programming to the audience, with 100 percent of respondents rating the conference quality positively overall and 81 percent rating it “excellent.”

Next year’s conference dates have been set for the same venue: Renaissance Austin Hotel, April 23 through April 25. The Call for Proposals for session and workshop content opened on June 24.

CERTIFIED LOCAL GOVERNMENT

The Certified Local Government (CLG) program completed three Commission Assistance and Mentorship Program (CAMP) trainings with the National Alliance of Preservation Commissions. They held CAMP workshops in Fort Worth and New Braunfels, as well as virtually, to reach a broad audience. Combined, more than 150 people registered to attend the workshops, representing more than 40 different CLG communities. Landmarks commissioners and preservation program staff received training specifically designed to address the issues local preservation commissions are facing including legal basics, standards and guidelines for design review, and public-meeting procedures.

CLG Coordinator Kelly Little represented the agency in Socorro at an event to celebrate Rio Vista Farm’s

designation as a National Historic Landmark. Speakers honoring the site’s history included representatives from the National Park Service, the National Trust for Historic Preservation, Latinos in Heritage Conservation, and the Consulate General of Mexico, as well as state representatives and El Paso County officials.

DIVISION STAFFING

CHD welcomed two new staff members this past quarter. Rosita Patterson, the division’s new office manager, started in May. Linda Henderson, the new division director, started in June. Both Rosi and Linda look forward to working with CHD’s programs as they learn their new roles.

Growing up in a small rural town between San Antonio and Corpus Christi, Rosi understands the differences and complexities of small town and city life in Texas. With a Criminal Justice degree (emphasis in Legal Studies), she has seen throughout her career how collaboration with a variety of stakeholders is vital for any organization’s success. Rosi has two adult daughters and half a dozen grandchildren who keep her young and active.

Linda spent the first 20 years of her career at the THC before working for the last six years at the Texas Department of Transportation. With degrees in architecture, English, and public affairs, she enjoys working across historic preservation program areas, such as historical designations and markers, historic courthouses, education and outreach, state and federal regulations and funding programs, and national research of best practices in transportation planning and historic preservation issues.

CHD hopes to fill three open positions over the next several months, including a Main Street community liaison and someone to support the DowntownTX website. Maxmillian Hall, previously in the DowntownTX role, left the THC in May.

Hispanic Texans: Journey From Empire to Democracy
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0	1	0		5			1		65		
Newspaper												
Monitor Mailroom												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	51	16	9	19	3	18	6	10	10	11		
Subtotal	51	17	9	19	8	18	6	11	10	76	0	0

Box Requests (90 per box)	2	5	1	1		4		3				
Total	231	467	99	109	8	378	6	281	10	76	0	0

1,665

Brochure launched on April 29, 2015

public 5.4.15

Media and Legislators



Texas Hispano-Viaje Desde El Imperio Hasta La Democracia
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0	0	0	0	3			1		40		
Newspaper												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	14	6	1	4		5	2	6	5	7		
Subtotal	14	6	1	4	3	5	2	7	5	47	0	0

904

Box Requests (90 per box)	0	1	0	1	1	4	0	2				
Total	14	96	1	94	93	365	2	187	5	47	0	0

904

Brochure launched in September 2015



Texas Chisholm Trail
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests			0		4			1		135		
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site			7	101	8	37	10	8	16	16		
Subtotal	0	0	7	101	12	37	10	9	16	151	0	0

Box Requests (180 per box)			4		2	7		1		2		
Total	0	0	727	101	372	1,297	10	189	16	511	0	0

3,223

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17



Texas Heritage Trails Program: Regional and Thematic Brochures

TRAIL REGION BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>Texas Heritage Travel Guide</i>	500,000	(12/9/14)	50,000	(8/10/15)	35,000	(9/24/21)	N/A	N/A	N/A	N/A	585,000	300,751.44	63,605.25	73,510.92	N/A	N/A	\$437,868	Out of Stock
<i>Texas Forts Trail Region</i>	250,000	(9/30/98)	250,000	(10/01)	100,000	(07/06)	500,000	(4/10)	N/A	N/A	1,100,000	\$69,889	\$55,280	\$24,491	\$75,984	N/A	\$225,644	Out of Stock
<i>Texas Independence Trail Region</i>	300,000	(9/00)	350,000	(1/31/02)	450,000	(1/31/05)	N/A	N/A	N/A	N/A	1,100,000	\$69,768	\$57,395	N/A	N/A	N/A	\$127,163	Out of Stock
<i>Texas Forest Trail Region</i>	400,000	(4/02)	250,000	(6/2005)	250,000	(05/11)	N/A	N/A	N/A	N/A	900,000	\$68,000	\$49,565	\$88,372	N/A	N/A	\$205,937	Out of Stock
<i>Texas Lakes Trail Region</i>	450,000	(10/03)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$85,966	N/A	N/A	N/A	N/A	\$85,966	Out of Stock
<i>Texas Brazos Trail Region</i>	450,000	(8/04)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$82,481	N/A	N/A	N/A	N/A	\$82,481	Out of Stock
<i>Texas Plains Trail Region</i>	450,000	(3/06)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$84,647	N/A	N/A	N/A	N/A	\$84,647	Out of Stock
<i>Texas Mountain Trail Region</i>	550,000	(2/07)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$92,431	N/A	N/A	N/A	N/A	\$92,431	Out of Stock
<i>Texas Tropical Trail Region</i>	500,000	(1/08)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	500,000	\$90,000	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Pecos Trail Region</i>	550,000	(5/09)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$91,375	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Hill Country Trail Region</i>	550,000	(4/10)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$83,480	N/A	N/A	N/A	N/A	\$83,480	Out of Stock
Total	4,950,000		900,000		835,000		500,000		0		7,185,000	\$1,118,788	\$225,845	\$186,374	\$75,984	\$0	\$1,605,617	0

THEMATIC BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>African Americans in Texas</i>	150,000	3.1.99	125,000	8.1.99	200,000	11.10.10	200,000	5.11.11	200,000	10.12.16	875,000	\$59,757	\$53,526	\$83,541	\$83,256	\$128,057	\$408,137	Out of Stock
<i>Hispanic Texans: Journey From Empire to Democracy-English</i>	350,000	4.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	350,000	\$267,767	N/A	N/A	N/A	N/A	\$267,767	28,530
<i>Texas Hispano: Spanish</i>	109,310	8.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	109,310	\$110,574	N/A	N/A	N/A	N/A	\$110,574	6,480
<i>Texas in the Civil War</i>	200,000	5.1.99	125,000	12.1.10	450,000	1.3.10	N/A	N/A	N/A	N/A	775,000	\$35,471	\$122,955	N/A	N/A	N/A	\$158,426	Out of Stock
<i>The Great War WWI</i>	125,000	10.24.17									125,000	\$41,186					\$41,186	Out of Stock
<i>Chisholm Trail</i>	550,000	7.2.02	250,000	6.1.17	75,000	11.6.2023	N/A	N/A	N/A	N/A	800,000	\$88,574	\$58,420	\$34,854	N/A	N/A	\$146,994	69,300
<i>Texas In WWII</i>	200,000	8.5.05	N/A		N/A		N/A	N/A	N/A	N/A	200,000	\$42,970	N/A	N/A	N/A	N/A	\$42,970	Out of Stock
Total	1,684,310		500,000		725,000		200,000		200,000		3,234,310	\$646,299	\$234,901	\$118,395	\$83,256	\$128,057	\$1,176,054	104,310