



# Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

JUNE 2015 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P. O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

## PRESERVATION MONTH

Each year during May, Preservation Month is celebrated across the United States. Preservation Month, initiated by the National Trust for Historic Preservation, was designed to raise awareness about the social, cultural, and economic power of historic preservation. The intent is to broaden awareness of local historic assets by holding events and activities that reach out to the general public. Many preservation organizations hold activities at sites they care for or own, ranging from historic museums, houses, churches, forts, missions, commercial establishments, courthouses, and other public and private buildings and places. In 2008, the Trust launched the This Place Matters campaign as part of this overall effort. This Place Matters encouraged people nationwide to tell stories about any place "... large or small, nationally significant or personally priceless, historic or maybe just old—that played a role in your life." That campaign continues today nationwide. In 2011, the Texas Main Street office traveled the state with a "This Place Matters. Texas Main Street Matters" sign to celebrate our 30th anniversary. Managers and board

members across the state were photographed in their downtowns with the signs. The sign's year-long trip began with a group shot at Main Street Professional Development in Paris in late February. (The sign still has a place of honor in the Main Street State Coordinator's office in Austin!)

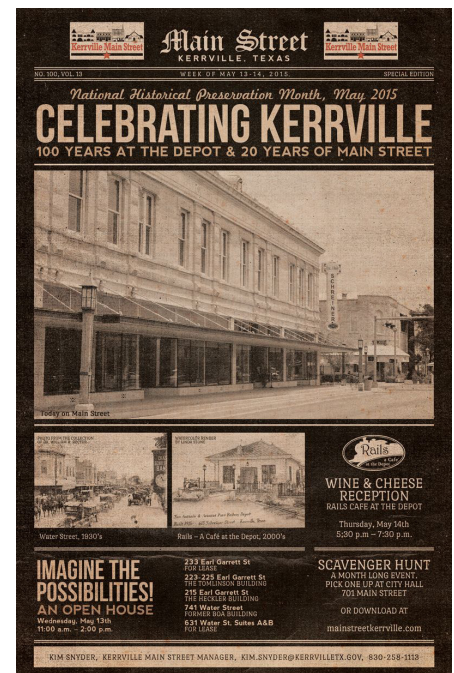
Recognition of Preservation Month and the concept of This Place Matters continues to be widely celebrated in Texas Main Street communities. We are dedicating this issue of Main Street Matters to share some of the many interesting and impactful National Preservation Month activities that Texas Main Street programs undertook in their communities last month. To name a few, activities included Georgetown's inaugural foodie event; a "celebration" of Bonnie and Clyde in Winnsboro; 20- and 100-year anniversaries in Kerrville; events to welcome new businesses in downtown Caldwell; and a celebration of a long-time business in San Augustine with a THC Texas Treasure Business Award. Read on for those stories and more.

## KERRVILLE

Kerrville held a series of activities during May and used Preservation

Month as the stage to celebrate the 100th anniversary of its Depot and the 20th anniversary of Main Street designation. The busy month also included a wine and cheese reception at the Rails Café at the Depot; an "Imagine the Possibilities" open house at several properties with available spaces; a month-long scavenger hunt; and a mayoral proclamation.

Properties that were open for tour included The Tomlinson Building (223-225 Earl Garrett Street – for sale), The Heckler Building (215 Earl Garrett Street – for sale), the



Preservation Month set the stage for numerous Main Street events in Kerrville

former Bank of America building (741 Water Street – for lease), and 631 Water Street (for lease). Refreshments were provided courtesy of five downtown food merchants. Part of the event also included cutting a cake celebrating 20 years of Kerrville Main Street! “On event day, the rain poured, however the turnout was still significant. We do plan on hosting more open houses in the future, as we can see how these tours are beneficial for our downtown economic development,” said Kim Snyder, Main Street manager.

The events provided an opportunity to share many stories about the community and downtown’s heritage. The original wooden Depot, for instance, was destroyed by fire in 1912 and replaced by a brick structure in 1915. The end of the line for the San Antonio and Aransas Pass train line, local children would run to the turnaround to help turn the train around. The lucky ones caught one of the coins the conductor would toss out to them. These are the sorts of stories that make a community authentic and an example of “Real Places Telling Real Stories”—the Texas Historical Commission’s tagline. Today, the restored 1915 Depot is home to a restaurant called Rails...a Café at the Depot, which won a statewide award in 2004 from the Texas Downtown Association. All month long, the restaurant featured special dishes inspired by the history of the Depot. As a 20-year Main Street city, more than \$77 million has been reinvested into downtown, 92 businesses, and 330 jobs created.

The *Kerrville Daily Times* also ran

an editorial May 12 in their How We See It column under the heading “Heritage Matters” that recognized and listed 29 historic buildings in Kerrville as “a visual reminder of the city’s rich heritage.”

This campaign helped build appreciation and support for downtown businesses, as well as encouraging business owners to promote their local roots. Increasing awareness about the importance of shopping locally was one of the main goals and is imperative for keeping the downtown district relevant and thriving.

## HARLINGEN

Downtown Harlingen undertook two Preservation Month projects this year. The first project was the May 1st Historic Preservation and Rehabilitation Tax Credits for South Texas Symposium organized by Downtown Harlingen, the Texas Historical Commission, Texas Southmost College, and the City of Brownsville Heritage Office, along with many local sponsors. The event was a huge success, with attendance by more than 125 participants from throughout the Rio Grande Valley and as far away as Bexar, Burnet, Harris, and Kleberg counties. Stories on the event were published in the Brownsville Herald, The McAllen Monitor, and the Valley Morning Star, and in the Valley Business Report. This symposium, which brought together city administrators and elected officials, architects, developers, realtors, property owners, educators, media, preservationists, and others, is being hailed as a milestone event for the Valley, and hopefully will spur more historic preservation projects in the region.

The second project was organizing and co-sponsoring an exhibit of 75 historic photos in Downtown Harlingen entitled *Gone But Not Forgotten: Historic Photos of Harlingen’s Lost Heritage*. The exhibit opened at D’Arte Centre, 115 E. Jackson, on Friday, May 29th, in conjunction with Harlingen Art Night. The show is free and open to the public (Tue-Sat), until June 27th. The exhibit includes photos of buildings that were torn down due to hurricane or fire damage, or to make way for new developments and parking lots.



Gone But Not Forgotten: Historic Photos of Harlingen’s Lost Heritage promotional poster.

It features images of early frame buildings in Harlingen’s central business district as well as train depots, military facilities, churches, schools, hotels, theatres, and more. According to local historian Norman Rozeff, this exhibit makes a strong case for preservation by illustrating how many unique and iconic buildings have been lost over the years. “That makes it even more important to preserve and adapt those that remain,” he said. This is the third year that Downtown Harlingen and the nonprofit Harlingen Art Forum, which runs D’Arte Centre, have collaborated on a Preservation Month exhibit.

# GEORGETOWN

As part of its recognition of Preservation Month, Georgetown launched a fundraising event “for foodies” called The Table on Main. Originally designed to be alfresco, weather threats forced the event indoors. Nonetheless, it sold out with 160 participants dining on “cuisine flights” personally introduced by downtown’s chefs and restaurant owners. Flights included drinks, hors d’oeuvres, sit-down appetizers, salads, vegetables, and “savory protein” concluding with desserts. Six restaurants and two wineries participated.



Food was the star of Georgetown Main Street’s inaugural Table on Main fundraising event. (Images courtesy of Todd White Photography )

Proceeds from the event will benefit Main Street’s Downtown Beautification and Public Art projects. Shelly Hargrove, Georgetown Main Street manager, says she saw photos of Downtown Fort Worth’s Main Table event two years ago on Facebook and was fascinated by the concept. “I thought we could adapt it and make it work for the Georgetown square to help showcase all our great downtown restaurants and chefs. So one of my board members Cindy Harrington, and

I attended last September to scout it out, and we made plans to adapt it as a fundraiser for downtown public arts and beautification projects and to help celebrate National Preservation Month”. A photo album from the successful event can be found here: <https://www.facebook.com/media/set/?set=a.895888367124124.1073741837.109034472476188&type=3>



In Georgetown, the county and city did proclamations for Preservation Month in partnership with The Williamson Museum, Southwestern University, the Georgetown Heritage Society, the Downtown Georgetown Association, the city’s Historic and Architectural Review Commission and Main Street.



Supporters of Georgetown’s Table on Main event included (left to right) David Kellerman, Main Street Advisory Board Chair; Mayor Dale Ross, Vicki Jackimiec, Main Street Advisory Board Vice-Chair; City Manager David Morgan; Executive Director of Williamson Museum Mickie Ross; Amanda Parr, Main Street Advisory Board Member. Images courtesy of Todd White Photography .

## SAN AUGUSTINE

*Article written by Tracy Cox, San Augustine Main Street manager*

The day was warm, sunny, and laid back for the first Main Street Texas Treasure Heritage Festival. I should say the first in a series! Not being a native to San Augustine



San Augustine Main Street celebrated Preservation Month with a Heritage Festival on the courthouse grounds and downtown square that included dutch oven cooking, the Native American flute and the Apaphe Dance group.

puts me at a disadvantage to know all of the many activities, events, and possible heritage festivals have been held in years past! I’m sure there have been some!

Not only was it a day to reflect on the historical “days gone by,” but to anxiously look to the future with its prospects of growth and development.

For those of you that don’t know, the City of San Augustine Main

Street program is a city/state program that is dependent on support from local individuals, businesses, organizations, and volunteers. Support comes by way of financial donations, volunteering time, and all other “in-kind” support. This year’s festival drew at least 100 volunteers to put together such an event. Various civic and religious organizations along with its members banded together to do raffles, sales, demonstrations, and more. Individuals within the community participated in the entertainment phase by telling stories and recalling good memories of the past. Food vendors were invited to come and give festival goers a taste of yesteryear. Historical and cultural demonstrations were held on Heritage Row. The gathering was also entertained by various local and out of town musicians. Besides great shopping and dining experiences, the event also offered the Pinto Bean Cooking Contest, Car Show, and Main Street Junk in the Trunk. This event was fortunate to have both the opening day of Farmers Market and Sale on the Trail the same day. A major highlight was the noon presentation of the Texas Historical Commission’s Texas Treasure Business award to San Augustine Drug Company. The Jackson and Bridges family were present to accept the award. They were nominated by Texas State Representative Trent Ashby. On hand to do the presentation were Mayor Leroy Hughes, County Judge Samye Johnson, Marshall McMillan, Betty Oglesbee, and Linda Goller.

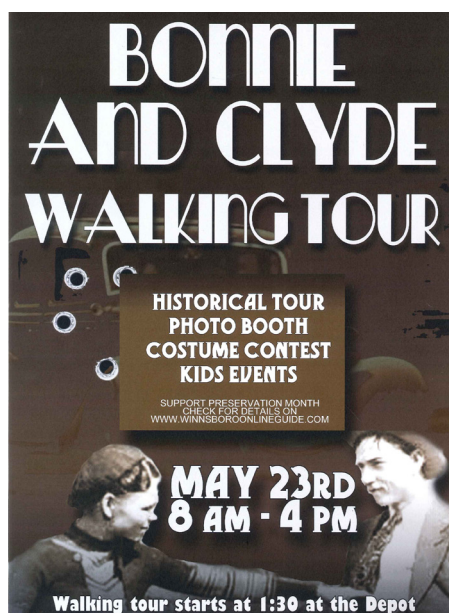


During the heritage festival, a Texas Treasure Business Award was presented to the San Augustine Drug Co. Representing the company at the ceremony included (left to right): Dottie Jones, Dr. Gordon Jones, Virginia Bridges, Debbie Jackson, Mike Jackson, along with other supporters and friends.

We had a great day and are looking forward to next year! The festival expenses were paid for by donations to the San Augustine Main Street Patrons and Loyal Supporters, a 501C3 organization.

## WINNSBORO

Winnsboro held a new event for Preservation Month that focused on a piece of infamy in Winnsboro’s history—the time notorious gangsters Bonnie and Clyde spent in their town. “This



Some famous visitors were part of Winnsboro’s Preservation Month activities.

was the first year for the event and it was a big success. There were old cars downtown, Bonnie and Clyde were downtown, our historian Bill Jones gave a one hour walking tour of places B&C frequented in



Young and old were interested in Winnsboro historian Bill Jones’ historical walking tour downtown.

Winnsboro, stores had posters about B&C in their windows—all in all it was a fun and educational day for everyone,” says Denise Miranda, Main Street manager. “They used to hang out here quite often,” says Miranda of Bonnie & Clyde.

## PALESTINE

*Article written by Laura Westgate, Palestine Main Street manager*

Palestine Main Street hosted a “Historic Wooden Window Workshop” which brought together experts in the field of wooden window restoration, locally sourced products for the repair, and hands-on examples of restored and in progress windows. Historic Preservation Officer Jacob Morris rescued a number of historic windows from a recent demo. He refurbished the windows and had them on display as interactive displays. Conversation also covered appropriate replacement parts, what the components of a wood window are and why they play a pivotal role in the design, and what not to do.

For Preservation Month 2015, Main Street Supports rallied around the places downtown and in the supporting neighborhoods that matter to them. Armed with an orange tear-drop sign, they snapped pictures in historic places and shared why it mattered to them. I then shared it on Facebook, Twitter, and Instagram over the course of the day. We had children up to senior adults that participated. The local paper loved the story and ran a front page feature on why historic preservation matters and how Main Street is the repository of our history. The campaign translated from the online success to print to web. It was a snowball of goodness that just grew. Telling your story is the most important thing you can do!



Anderson County District Attorney Allyson Mitchell participated in Palestine Main Street's This Place Matters campaign.



Heather Calhoun, who rehabilitated the old Bratton Drug Building for her O'Sweet Pea store in the Palestine Main Street district, told her story during Preservation Month: "These old buildings tell us a story and they preserve our history."

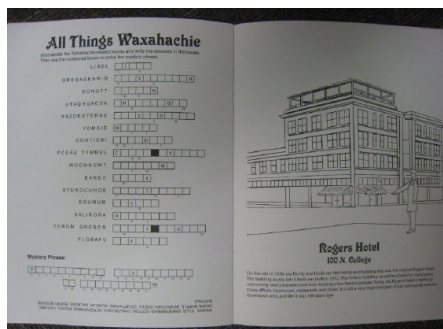
## WAXAHACHIE

*Article written by Anita Brown, Downtown Development Director*

The Waxahachie City Council issued a proclamation designating May as Preservation Month in Waxahachie at their meeting on May 4, 2015. A Resolution from



Waxahachie Mayor Kevin Strength and Downtown Development Director Anita Brown with Preservation Month resolutions.



Peggy Spalding Crabtree, descendant of a family that helped settle Waxahachie, spoke to elementary students during Preservation Month and delivered a historic preservation coloring book.

State Representative John Wray, District 10, lauding Waxahachie's achievements in preservation and downtown revitalization was also presented.

Members of the Waxahachie Heritage Preservation Commission distributed historic property coloring books to second graders in the Waxahachie Independent School District and spoke to them about the importance of preservation during the month of May. Peggy Spalding Crabtree addressed the second grade students and teachers at Clift Elementary. Mrs. Crabtree's ancestors were some of the first settlers in Waxahachie. Her cousin, Robert Benton, wrote and directed the Academy Award winning film "Places in the Heart", which was filmed in Waxahachie and is based on several of her family member lives.

## CALDWELL

Under the leadership of Caldwell Main Street's brand-new Main Street Manager Michelle Mahfouz and the Advisory Board, a Meet



Event flyer for the National Historic Preservation month evening event.

and Greet was held May 28 to get to know business owners, Caldwell history, and the Main Street program. About 75 people attended and by all counts, the event was highly successful. Attendees included the mayor and council members, city manager, advisory board members, and the county judge, along with many members of the public. Both businesses that hosted Meet and Greet events in their locations reported strong business sales that evening. The event also provided an opportunity to introduce a new business to the Main Street district.



Images from Caldwell's National Historic Preservation Month event. Approximately 75 people were in attendance.

## MAIN STREET EVENTS

### BASTROP

#### Juneteenth Parade

**June 20, 2015**

See <http://business.bastropchamber.com/events/details/bastrop-juneteenth-parade-7419> for more information.

### CARTHAGE

#### John Ritter Tribute Showcase Auditions

**June 27, 2015**

**8 a.m.–3 p.m.**

**Texas Country Music Hall of Fame**

Auditions for the John Ritter Tribute Showcase. 30 talented singers will move on to compete in the show in August. Information and sign-up form: [www.carthagetexas.us](http://www.carthagetexas.us)

#### Evening in the Round

**June 27, 2015**

**6:30 p.m.**

Starring Linda Davis, Lang Scott, and Bill Whyte, Texas Country Music Hall of Fame, three of Nashville's most talented singer/songwriters bring a little taste of Music City to Carthage when they perform an "Evening in the Round." Tickets by calling 903.693.6634. Visit [www.carthagetexas.us](http://www.carthagetexas.us) for more information.

### ELECTRA

#### Grand Theatre Fundraiser

**June 20, 2015**

**6 p.m.**

Dinner, Auction, Raffle Drawing

### ELGIN

#### Sip, Shop & Stroll

**June 11, 2015**

**5–8 p.m.**

**Historical Downtown Elgin**

#### Juneteenth Street Dance

**June 12, 2015**

**8 p.m.–12 a.m.**

**Depot Street, Downtown**

#### Juneteenth Parade & Celebration

**June 13, 2015**

**10 a.m.–6 p.m.**

**Veterans' Memorial Park, Downtown**

#### Music in the Park–Damn Torpedoes

**June 19, 2015**

**8 p.m.**

**Veterans' Memorial Park**

#### Western Days

**June 22–June 27, 2015**

**Elgin Memorial Park & Downtown**

Visit [www.elgintxchamber.com](http://www.elgintxchamber.com) to learn more

### ENNIS

#### Unity One Summer Music Festival

**June 13, 2015**

### FARMERSVILLE

**June 27, 2015**

**16th Annual Audie Murphy Day**

Military flyover and parade at 10 a.m., program for veterans

at 11 a.m. Reception for veterans before and after program at the First Baptist Church: Info: 972.784.6846 <https://www.facebook.com/AudieMurphyDay> [http://farmersvilletx.com/main\\_street\\_2/audie\\_murphy\\_day/index.php](http://farmersvilletx.com/main_street_2/audie_murphy_day/index.php)

## GONZALES

**Main Street Concert Series  
Confederate Square, Downtown  
Gonzales**

**June 12, 2015  
Jason Roberts**

**June 19, 2015  
Vince Vance and the Valiants**

**June 26, 2015  
David Lee Garza y Los Musicales**

## GRAPEVINE

**Grapevine's Tower Gallery Presents  
"The Wonderful Wizard of Oz"  
May 8–August 21, 2015**  
Follow the yellow brick road and step into the pages of an interactive exhibition open in Grapevine's Tower Gallery. For more information about Grapevine, please visit [www.GrapevineTexasUSA.com](http://www.GrapevineTexasUSA.com) or call 817.410.3185.

## KINGSVILLE

**Farmer's Market  
June 27, 2015  
9 a.m.–Noon  
City Square Pavillion, 315 N. 6th  
Street**

Local food and crafts for sale.

## LA GRANGE

**Flag Day Ceremony  
June 13, 2015  
9–10 a.m.  
Fayette County Courthouse Lawn –  
151 N. Washington Street**

The annual La Grange Main Street Flag Day Ceremony is like something out of a Norman Rockwell painting complete with Boy Scouts, Veterans, and a true patriotic spirit. Visit [www.visitlagrangentx.com](http://www.visitlagrangentx.com) for more information.

## MOUNT PLEASANT

**Hot Night Cool Music - Free Outdoor  
Concert / Car Cruise - The David  
Whitman Band  
June 19, 2015  
Downtown Square**

## SEGUIN

**Central Park Summer Concert Series  
in Central Park  
7 p.m.–8:30 p.m.  
201 South Austin Street**

**June 14, 2015 – Natalie Rose  
June 21, 2015 – Street People  
June 28, 2015 – San Antonio Sym-  
phonic Band**

**Fiestas Juan Seguin  
June 20, 2015  
Central Park**

The event is hosted by the Seguin Guadalupe County Hispanic Chamber of Commerce and includes the famous Chihuahua races.

## WAXAHACHIE

**Summer Moonlight Movies**

**June 12, 2015  
9 p.m.  
Franklin Street between College  
and Jackson**

Bring your lawn chairs or blankets and join us for movies under the stars in downtown Waxahachie

**Big Hero 6, Trucks 'n Tunes  
June 13, 2015  
5–9 p.m.**

Come feast on gourmet food brought to downtown Waxahachie via Dallas-area food trucks and participate in karaoke on the square! Fun activities and great food! College Street and around the courthouse square.

*Editors note: Once again, a big thank you to those communities who provided us with images and what you did during the month of May to recognize national Preservation Month. Remember to continually protect and celebrate your community's unique history, places, buildings, etc, and all that matters, not just in the month of May, but all year through. Remember to check out <http://savingplaces.org/thisplacematters>, to see what is happening not only in Texas, but nationwide.*



From our memory book: Managers celebrate Texas Main Street's 30th anniversary in Paris, Texas in 2011 by kicking off the statewide Main Street 'This Place Matters' campaign.

---

## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)

African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)

(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)

(The ) American Institute of Architects: [www.aia.org](http://www.aia.org)

American Planning Association: [www.planning.org](http://www.planning.org)

American Society of Landscape Architects: [www.asla.org](http://www.asla.org)

(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)

(The) Handbook of Texas Online: [www.tshaonline.org/handbook/online](http://www.tshaonline.org/handbook/online)

Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)

League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)

National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)

National Park Service: [www.nps.gov](http://www.nps.gov)

National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)

Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)

Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)

PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)

Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)

Project for Public Spaces: [www.pps.org](http://www.pps.org)

Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)

Scenic America: [www.scenic.org](http://www.scenic.org)

Texas Department of Agriculture: [www.TexasAgriculture.gov](http://www.TexasAgriculture.gov)

Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)

Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)

Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)

Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)

Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)

Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)

Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)

Urban Land Institute: [www.uli.org](http://www.uli.org)

---

Texas Historical Commission  
P.O. Box 12276  
Austin, TX 78711-2276  
512.463.6100  
fax 512.475.4872  
[thc.@thc.state.tx.us](mailto:thc.@thc.state.tx.us)



**TEXAS HISTORICAL COMMISSION**  
*real places telling real stories*

---

[www.thc.state.tx.us](http://www.thc.state.tx.us)