

Using Markers for the Greater Good



September 8, 2014

Thank you and welcome to one of the afternoon sessions: “How to Use Markers for the Greater Good.” Again, my name is Sarah McCleskey and I am a Historian in the Historical Marker Program with the THC. I have worked on every single step of the historical marker process, including research, writing, developing web materials, grant funding, administrative procedures and more. So, if, after this workshop, you have any questions, please contact me. My business cards are at the back of the room and will also be available at the discussion group session later this afternoon.

So, before we get started, I would like everyone who has stopped or read a historical marker to raise your hand.

Now, I would like everyone who has assisted with an application or completed an application for a historical marker to raise your hand.

Has anyone completed more than 10? 20? 30? 50?

I want to give some attention and applause to those folks who have helped document their area’s history because documenting history is the first step and the most important step.

On that note, we will begin our first section of today’s presentation: documenting real places and real stories.

Document & preserve real places and real stories



Why would I include documenting stories and places as a way to use markers for the greater good? Well, because documenting a story is the first and, in my opinion, the most important step. When you document a topic or resource, you are, in a way, preserving it for future generations. One way to do this is through the historical marker program with the THC. Through the marker program, the topic or resource will not only have an aluminum historical marker placed at or near the site for educational and tourism purposes but the research and documentation on the resource will be available for researchers. The research process can be a community or group effort. We have seen youth groups utilize many aspects of the marker program, including the application process, as a major project.

Now, this afternoon, I will not go into depth about the application process because that is a different presentation for a different day. But, I do want to quickly mention that THC accepts marker applications once a year, typically in the fall. It is a year-long process with many steps along the way. For anyone who is interested in applying for a marker, they can visit our website, talk to your CHC, email us, or wait until the information session at the end of the day and speak with marker staff.

So, when an applicant applies for a historical marker, they need to choose

between three types.

Historic resources survey



TEXAS HISTORICAL COMMISSION	
HISTORIC RESOURCES SURVEY FORM	
PROJECT # _____	Lead by _____
Date _____	City _____
SECTION 1	
Architectural Description	
General Architectural Description:	
<input type="checkbox"/> Additions, modifications, specify dates. <input type="checkbox"/> Relocated, specify date, former location and information of element.	
Stylistic Influences <input type="checkbox"/> Colonial Revival <input type="checkbox"/> Shingle <input type="checkbox"/> Gothic Revival <input type="checkbox"/> Pueblo Revival <input type="checkbox"/> International <input type="checkbox"/> Queen Anne <input type="checkbox"/> Romanesque Revival <input type="checkbox"/> Tudor Revival <input type="checkbox"/> Spanish Colonial <input type="checkbox"/> Post-war Modern <input type="checkbox"/> Chateauesque <input type="checkbox"/> Craftsmanship <input type="checkbox"/> Neo-Classical <input type="checkbox"/> Prairie <input type="checkbox"/> Beach <input type="checkbox"/> Second Empire <input type="checkbox"/> Colonial Revival <input type="checkbox"/> Beaux Arts <input type="checkbox"/> Craftsman <input type="checkbox"/> Commercial Style <input type="checkbox"/> Eclectic <input type="checkbox"/> Renaissance Revival <input type="checkbox"/> Mission <input type="checkbox"/> Old West <input type="checkbox"/> Arts and Crafts <input type="checkbox"/> Bungalow <input type="checkbox"/> Queen Anne <input type="checkbox"/> Exotic Revival <input type="checkbox"/> Monterey <input type="checkbox"/> Modern <input type="checkbox"/> Other	
Structural Details Roof Form <input type="checkbox"/> Gable <input type="checkbox"/> Hipped <input type="checkbox"/> Gambrel <input type="checkbox"/> Shed <input type="checkbox"/> Flat w/ parapet <input type="checkbox"/> Mansard <input type="checkbox"/> Pyramid <input type="checkbox"/> Other Roof Materials <input type="checkbox"/> Wood shingles <input type="checkbox"/> Tile <input type="checkbox"/> Composition Shingles <input type="checkbox"/> Metal <input type="checkbox"/> Other	
Wall Materials <input type="checkbox"/> Brick <input type="checkbox"/> Stone <input type="checkbox"/> Concrete <input type="checkbox"/> Terra Cotta <input type="checkbox"/> Concrete <input type="checkbox"/> Plaster <input type="checkbox"/> Wood Siding <input type="checkbox"/> Stucco <input type="checkbox"/> Other	
Windows <input type="checkbox"/> Single <input type="checkbox"/> Wood sash <input type="checkbox"/> Double hung <input type="checkbox"/> Casement <input type="checkbox"/> Metal sash <input type="checkbox"/> Decorative Stormwork <input type="checkbox"/> Other	
Doors (Primary Entrance) <input type="checkbox"/> Single door <input type="checkbox"/> Double door <input type="checkbox"/> With transom <input type="checkbox"/> With sidelights <input type="checkbox"/> Other	
Pan <input type="checkbox"/> Plain <input type="checkbox"/> Arched <input type="checkbox"/> Modified L-pan <input type="checkbox"/> Room <input type="checkbox"/> Open <input type="checkbox"/> Center Passage <input type="checkbox"/> Bungalow <input type="checkbox"/> Shotgun	
Chimneys <input type="checkbox"/> Brick <input type="checkbox"/> Stone <input type="checkbox"/> Cast Iron <input type="checkbox"/> Other	
PORCHES/CANOPIES Form: <input type="checkbox"/> Shed roof <input type="checkbox"/> Flat roof <input type="checkbox"/> Hipped roof <input type="checkbox"/> Gable roof <input type="checkbox"/> Street <input type="checkbox"/> Other <input type="checkbox"/> Tuscan columns <input type="checkbox"/> Wood posts (braced) <input type="checkbox"/> Wood posts (turned) <input type="checkbox"/> Masonry pier <input type="checkbox"/> Fabricated metal <input type="checkbox"/> Square columns <input type="checkbox"/> Cast-iron columns <input type="checkbox"/> Tapered box supports <input type="checkbox"/> Suspension cables	
Materials: <input type="checkbox"/> Metal <input type="checkbox"/> Wood <input type="checkbox"/> Fabric <input type="checkbox"/> Other	
Auxiliary Buildings (Specify # and type) <input type="checkbox"/> Garage <input type="checkbox"/> Shed <input type="checkbox"/> Other	
Landscape/Site Features <input type="checkbox"/> Retaining wall <input type="checkbox"/> Drives <input type="checkbox"/> Walkways <input type="checkbox"/> Gardens <input type="checkbox"/> Other <input type="checkbox"/> Stone <input type="checkbox"/> Brick <input type="checkbox"/> Concrete <input type="checkbox"/> Other materials	
Landscape Notes: _____	

<http://www.thc.state.tx.us/preserve/projects-and-programs/historic-resources-survey>

One way to document historic resources in your area is through a Historic Resources Survey. A survey project can lead to historical designations and markers OR you can use designated or marked resources to survey. For CHCs, you may want to conduct a survey of the known historic properties in your county every few years to record and report condition and more. If you are a private organization, be sure to contact the CHC and let them know! Detailed information is available from our Survey Coordinator, Leslie Wolfenden, on how to conduct a survey. You can also visit our website for survey information.

Oral history project



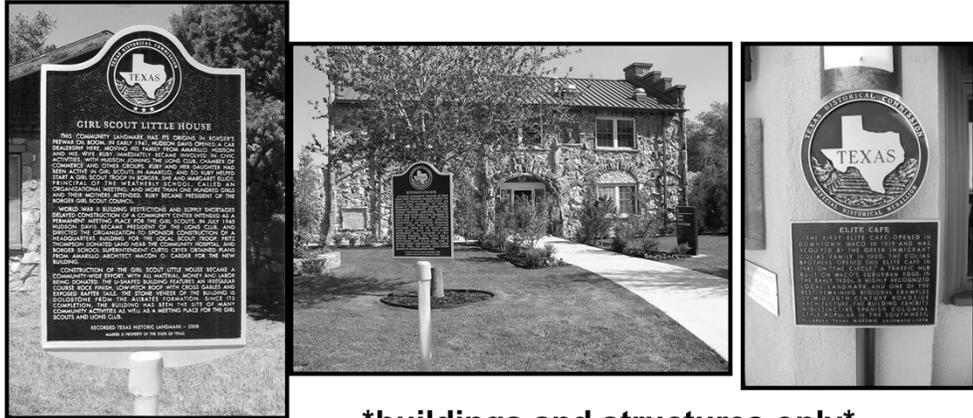
<http://www.thc.state.tx.us/public/upload/publications/OralHistory.pdf>

And, another cool project to document history is through oral history projects. Oral histories are guided interviews focused on a topic within the life experiences of the interviewee. They should also be recorded, preserved (transcriptions are recommended) and readily accessible to the public. There are many facets to oral history, but its true value in research is in adding personal perspectives to the story.

An oral history project would be an excellent way for the youth in a community to learn about other generations. Also, when partnered with the CHC or another local organization, these oral histories can be used at the local library or museum for research, or may lead to a marker application. Follow the THC's oral history guidelines and file the transcript with the CHC or local historical group. Information on how to conduct oral histories can be found on our website

TEXAS HISTORICAL COMMISSION

- **Recorded Texas Historic Landmark (RTHL) Markers**



buildings and structures only

The first type are Recorded Texas Historic Landmark markers, or RTHLs. These mark buildings and structures in Texas that have historical AND architectural significance. There are approximately 3,600 RTHL markers in the state. The RTHL designation is a legal designation and, therefore, RTHL properties have a level of protection over them. Property owners of an RTHL property are required to notify the THC 60 days prior to any work done to the exterior of the building. There are several advantages to having the RTHL designation. RTHL properties may qualify for economic incentives such as local tax breaks or for the Federal Tax Credit for income-producing properties and RTHL property owners have access to free architectural technical assistance from THC staff.

The RTHL designation was created to save those historically significant buildings in Texas that add to our history, heritage, and tourism of our great state. Over the last 50 years, less than 5% have been destroyed, which is a pretty high number.

TEXAS HISTORICAL COMMISSION

- **Historic Texas Cemetery (HTC) Markers**



HTC designation is a prerequisite

Another type of marker is the Historic Texas Cemetery marker, or HTC marker. HTC markers have a different seal on the top of the marker made especially for designated Historic Texas Cemeteries (see the photo on the left). Cemeteries that have the Historic Texas Cemetery marker have gone through the designation process which is a separate program. So, the designation for a cemetery and a marker for a cemetery are two different processes with different requirements and deadlines. The designation is a prerequisite for a marker.

The Historic Texas Cemetery designation was created in 1998 in an effort to record historic cemeteries in county deed records, and, therefore, preserving them. When the designation was created, a separate type of marker was also created with a different seal. Some cemeteries were marked prior to the 1998 program with subject markers (see the photo on the right). These cemetery subject markers have the standard state of Texas seal and do not say "Historic Texas Cemetery" on the bottom. THC will not replace a cemetery subject marker until the cemetery goes through the designation process.

TEXAS HISTORICAL COMMISSION

- **Subject Markers**



Subject markers are basically for all other types of markers: communities, events, individuals, schools (unless they qualify for an RTHL), sites, church congregations, etc. Subject markers differ from RTHLs and HTC markers in that they do not carry any type of designation or protection over the site. They are placed for educational and tourism reasons. Sometimes, subject markers are placed on the roadside in coordination with TxDOT. THC organizes the placement of these markers directly with TxDOT engineers and district offices.

Undertold/Marker Application Funds Program

Undertold Marker Program

- Intended to address historical or geographical gaps in marker program
- Applications accepted May 1 – June 15
- Funded topics receive a FREE 27” x 42” marker or the equivalent in historical research
- Check the THC website marker page:
<http://www.thc.state.tx.us/preserve/projects-and-programs/state-historical-markers>

In addition to the regular marker program, we also have the Undertold or Marker Application Funds Program. This program was established in 2006 when the Sunset Review Committee and the Historical Marker Task Force recommended that we establish a \$100 application fee for all markers. The \$100 is put into an account that THC uses each year to pay for markers that address gaps in the program. Funds are intended to promote diversity of topics, and proactively document significant undertold or untold stories. Applications are accepted every May through mid-June. Funded topics receive a free 27” x 42” large marker or the equivalent to conduct research on the topic. Since 2008, we have funded over 90 markers with this program.

Undertold examples



Sabine Farms, Harrison County (2008)



St. Paul United Methodist Church (RTHL), Dallas County (2013)



Juan Seguin School, Guadalupe County (2010)

Sabine Farms in Harrison County – New Deal Resettlement Community

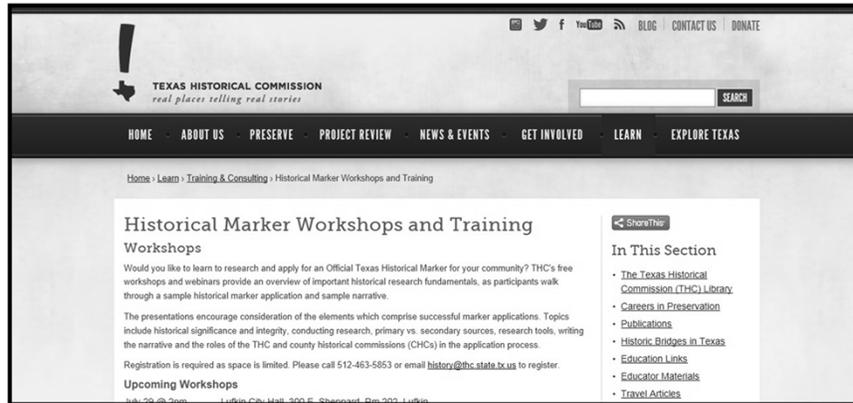
Juan Seguin School in Guadalupe County – 1903 segregated urban school for Hispanic students

St. Paul United Methodist Church (RTHL) in Dallas County – home to one of the oldest black congregations in Dallas in a 1920s building that also served as a school for African American students

Tips for writing the narrative

For information and tips for writing the narrative history, visit:

<http://www.thc.state.tx.us/learn/training-consulting/historical-marker-workshops-and-training>



For any marker application, the main piece of the puzzle is the narrative history. Now, we normally expand upon historical research tips and tools in our regular workshop but, for today, I am going to direct you to our website and the Historical Marker Tool-kit. And, for those of you who attended Bob Brinkman's session, I'm sure you picked up some great research tips.

Marker Toolkit

How to Apply for a Historical Marker

The Texas Historical Commission (THC) accepts historical marker applications each fall for the following calendar year. The next application period will be from **September 1 to November 15, 2014** for 2015 markers.

Official Texas Historical Marker fact sheet

Here are the **three major steps** to complete a THC historical marker application.

1. Make contact

The first step in the historical marker process is contacting the county historical commission (CHC) in your area. The marker application process begins at the county level with CHCs providing review and comment for all applications. Once approved, CHCs submit completed marker applications to the THC for consideration at the state level. If you are interested in submitting a marker application, it is best to get in touch with your CHC sooner rather than later.

At times, CHCs can assist you with research and completing the marker application process, but more importantly, CHCs need time to review your marker application before the THC application deadline. CHCs receive anywhere from one to 30 marker applications each year depending on the size and interest-level of their county. Applications are due to the THC from September 1 - November 15; however, **we suggest sending completed applications to the CHC no later than August 15** to allow time for the CHC to review the application and even gather additional documentation when necessary. An even better suggestion would be to contact the CHC in the spring to find out if there is a county-level review timeline for which you should plan.

In order for your marker application to be considered complete, an applicant must contact the owner of the property where the marker will be placed. **Property owner consent is required for all marker**

PLEASE KEEP IN MIND:

- The marker process is a year-long process.
- Property owner consent is required for all markers.
- The Historic Texas Cemetery designation is a prerequisite for a marker associated with a cemetery.
- CHCs must approve and send the application to the THC.

2. Research and write the story

The most important section of a historical marker application is the narrative history. A narrative history is simply a research paper that documents the significance of the property or topic. This research paper must be complete, orderly, concise and fully documented with endnotes or footnotes. Composing narrative histories takes time, so use the 10 months prior to the application deadline to research, document, and write your marker application narrative.

Tools for research

THC staff have written several "how-to" guides to help the public with research projects. Guide topics include how to access and use Sanborn Fire Insurance Maps, photographic collections, oral history, and census records, as well as other source materials. We strongly suggest reviewing these guides to help ensure a balanced and well-researched narrative history. We also recommend using multiple types of sources during the course of research and, whenever possible, consulting primary source material.



THC Marker "How-to" Guides may be found on the Marker Tools webpage.

Some source material is accessible online. Please download our handy website list to view websites that may assist in your research.

Tools for writing the narrative history

The THC also created guides to help CHCs and applicants develop a strong narrative history for a historical marker application. These guides cover researching and preparing a narrative history and include a breakdown of each suggested section of the narrative (context, overview, significance, and documentation). They also include a checklist, suggested sources that may be examined, and a sample narrative history. The information will help you prepare a narrative for a variety of topics, including structures (RTHLs), cemeteries, individuals, events, churches, communities, World War II topics, and institutions.

To view the guides, visit the Marker Research Guides webpage.

3. Fill out the application form

<http://www.thc.state.tx.us/preserve/toolkits/how-apply-historical-marker>

This is a screen shot of the tool-kit that includes a step-by-step process and links to How-To guides and research guides.

Marker Research Guides

TEXAS HISTORICAL COMMISSION

MARKER RESEARCH GUIDE FOR CEMETERIES

The Texas Historical Commission created this guide to help county historical commissions and marker sponsors develop a strong application for a marker to a spot for a historical site. It is a guide to researching and preparing the marker history.

MARKER HISTORY: This is the story which historical context and significance are a necessary part of the marker. The marker is a physical object that is placed in a public place. It is a physical object that is placed in a public place. It is a physical object that is placed in a public place.

I. CONTEXT: The historical context of the cemetery is important. This is the story of the cemetery's development and its significance to the community. This is the story of the cemetery's development and its significance to the community.

II. OVERVIEW: This is the main body of the guide. The overview should be a brief, but detailed, overview of the cemetery's history and its significance to the community. This is the story of the cemetery's development and its significance to the community.

III. HISTORICAL/CULTURAL SIGNIFICANCE: This is the story of the cemetery's development and its significance to the community. This is the story of the cemetery's development and its significance to the community.

IV. DOCUMENTATION: This is the story of the cemetery's development and its significance to the community. This is the story of the cemetery's development and its significance to the community.

TYPES OF SOURCES FOR CEMETERY RESEARCH: This is the story of the cemetery's development and its significance to the community. This is the story of the cemetery's development and its significance to the community.

CEMETERY RESEARCH CHECKLIST

Name of cemetery submitted to the THC in support of marker application for cemetery should include, but not necessarily be limited to, the following information: Name Only: cemetery designated by the THC as Historic Texas Cemetery are eligible for cemetery markers. For more information on the Historic Texas Cemetery designation and the requirements, see the THC web site website on cemeteries at <http://www.thc.texas.gov/cecemeteries/cecemeteries.html>.

Current owner or other known names of the cemetery, with background information on the origin of the name

Current location, including relation to community, street or natural features

Historical information on surrounding community and region

Information, with relevant background information, including date established, cemetery of applicable county or religious association

Other information (e.g. birth or death records, or other records)

Other information (e.g. birth or death records, or other records)

Other information (e.g. birth or death records, or other records)

SAMPLE HISTORY: Community

Name: This sample history, composed of factual information, represents in broad terms of cemetery documentation and length the type of narrative history required for a historical marker application. It is presented as a general guide for developing a narrative of a historic cemetery, whether part of a road, town or religious setting.

GILCHRIST CEMETERY

I. CONTEXT

The Gilchrist Cemetery is located 1.7 miles west of the Post Oak County Courthouse, Joplingen, on the north side of US 190. It began as part of a small community known as Tolbert Prairie, but it now serves the growing community of Joplingen, as well as much of the rural area of western Post Oak County.

The Tolbert Prairie settlement dates to 1874, when Jeremiah Tolbert was blacksmith and in the years following the Civil War he began moving south from his native Illinois, seeking on contracts for the U.S. Army. In Cape Girardeau, Missouri, he met Hannah's folk. The couple with the 1871 and had five children by the time of their migration to Texas. Four more children were born to the couple in Texas. Attracted by the abundance of water and the availability of inexpensive land, the Tolberts established a farm along Tolbert Creek. They were soon joined by family and friends from their neighbors, and the agricultural community that developed around their farm was named for them. Tolbert Prairie was soon recognized as a town, but maintained a dependent settlement within Joplingen's economic sphere of influence. Today, the name survives through the Tolbert Prairie Post Office and the Tolbert Elementary School, part of the Joplingen Independent School District.

II. OVERVIEW

In 1873, Missouri native John Clark Gilchrist and Lucinda Mann Murray Gilchrist settled in Tolbert Prairie, joining their friends from the Cape Girardeau area. They became successful farmers and acquired a 300-acre land that eventually contained more than 1,000 acres. Generous people, the Gilchrist's donated an acre of land in 1878 for a Methodist church (Gilchrist Memorial Methodist Church), school (Tolbert Prairie School) and what became the Gilchrist Cemetery. Their donation provided a focus for the community, and the church and

Research guides on our website or by request are also helpful. The guides include a breakdown of the suggested format of the narrative, suggested sources, a checklist for research and a sample narrative. The guides cover cemeteries, buildings and structures, churches, communities, institutions, WWII topics, and events.

Historical Marker webpage



<http://www.thc.state.tx.us/preserve/projects-and-programs/state-historical-markers>

As I said, you can visit our website for forms, guidelines, tips, tools and news.

Atlas



TEXAS HISTORICAL COMMISSION

TEXAS HISTORIC SITES ATLAS
History on your doorstep

Welcome to the Texas Historic Sites Atlas!
The Atlas features nearly 300,000 site records, including data on Official Texas Historical Markers and National Register of Historic Places properties in Texas. Also included are museums, landmarks, and specially sited sites. You can search by historic designation, keyword, County, Address, or Site Name to get instant access to detailed historical descriptions, historic photographs, and interactive maps. To find the marker you're looking for, use our Atlas of Interest or map. For information on Texas archeology, please visit our partner site Texas Beyond History.

To begin, you may enter the Atlas by clicking the Enter link below. If you come across a problem, please contact us, and we will resolve the issue as quickly as possible.

Atlas Home | Atlas Maps | Site Page | Textiles | Download Data

Search by:

- Keyword
- County
- Address
- Designation
- Site Name



TEXAS HISTORICAL COMMISSION

Atlas Home | Comment | Keyword | County | Map Address

Caldwell County
County map

58 records match your search criteria.
<<Print all results>>
Choose results page: 1 2 3 Next

Bethel Primitive Baptist Church
• Historical marker [Brief]
• Location Map

Brock, Andrew Lee
• Historical marker [Brief]

Caldwell County
• Historical marker [Brief]
• Location Map

Caldwell County Courthouse
• Historical marker [Brief]
• Location Map

Caldwell County Jail
• Historical marker [Brief]
• Location Map

Caldwell Home
• Historical marker [Brief]
• Location Map

Cementerio Navarro Historico
• Historical marker [Brief]

Cementerio Navarro Historico
• Historical marker [Brief]
• Location Map

Cardwell Home
@ Print this page Report Error

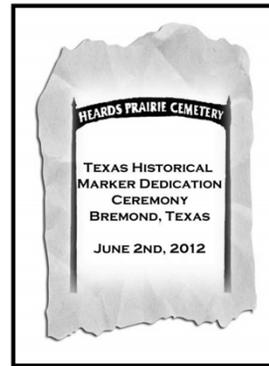


Cardwell Home (RTHL)

Marker #762
Number:
Marker Title: Cardwell Home
Index Entry: Cardwell Home
Address: 505 S. Main
City: Lockhart
County: Caldwell
UTM Zone: 14
UTM Easting: 638227
UTM Northing: 4306332

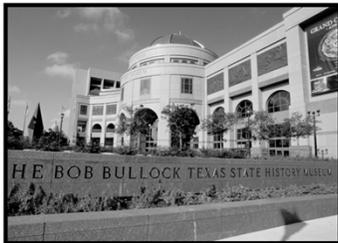
Also on our website is a tool called the Atlas. I mentioned it briefly earlier when talking about the marker and research process. The Atlas is a searchable database that has markers, National Register properties, museums, cemeteries, courthouses, military sites, and survey information. You can search by keyword, county, city, designation, or address. The Atlas is one way that the THC promotes markers and historic properties.

Publicize & promote real stories and real places



So, now on to how to publicize and promote history in your community using historical markers. Now, this is not a comprehensive example of projects done around the state. These are merely a few of the outstanding ways that CHCs and communities have used historical markers to educate and promote history and historic sites in their area.

Heritage tourism



So, why should we promote history and historic sites? **HERITAGE TOURISM**

Heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past. So, that basically includes people, places, and things that tell the stories of community, state, and nation.

In Texas, billions of dollars are spent each year on travel. Travel and tourism supports over 500,000 jobs in the state and helps support small businesses, increases retail sales, creates jobs, and supports community amenities.

Historic sites are a large part of this travel with around 15% of all travelers visiting historic sites, especially non-Texans.

Social Media

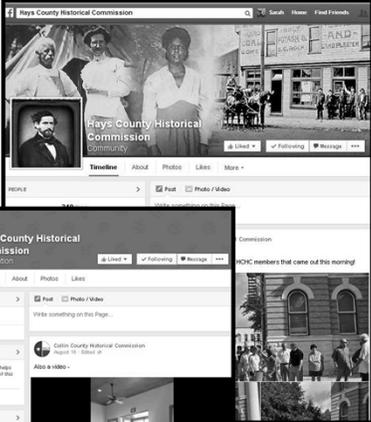
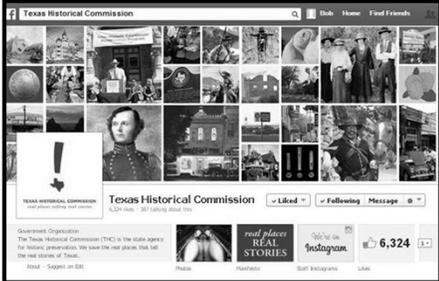
Social Media Tips from CHCs

To learn how CHCs use social media, we asked the Chambers CHC and the Collin CHC a few questions about their online outreach methods. Chambers County has used social media for over a year, while Collin County just recently set up an account with Facebook.

Marilyn Chiles (MHC): Why did your CHC decide to create a Facebook page?

Sheryl Shaw, Chambers CHC Chair (SS): There were three main reasons we decided to utilize Facebook. First, it offers an immediate and continual opportunity for exposure. Prompting discussion reminds people of the value of our heritage, and hopefully inspires people to protect it. Secondly, using Facebook vastly increases our audience. Finally, by reaching such a vast audience we can encourage support for our projects. *Photo at left: (from the right) Sheryl Shaw, Chambers CHC Chair; her mother, Anahne Kurr, her granddaughter, Scarlett; and her daughter, Lauren Morice, at the San Jacinto Battleground State Historic Site.*

Paula Ross, Collin CHC Chair (PR): We wanted a better way to connect with our "location" of county groups. We are listed on the county website, but we can't add anything and it's difficult to get the county to add or change information there. We figured everyone, or at least almost everyone is on Facebook, so we all could connect with information and our members could add info about their group activities as well. I still send notices, but we're hoping this Facebook page becomes a very active site! Also, we felt we needed to stay current. We understand that our youth need to be connected with, and learn about, the past in a fun way.



One way that many groups are getting their message out to the public is through social media. Social media can include Facebook, twitter, Instagram, blogs and more. Social media is a faster, easier way to connect with people and communicate and share information. Some CHCs have their own Facebook page and update followers with event information, historical facts, training opportunities and more. Social media offers more flexibility for content, is easier to update than a website and is an opportunity to expand your audience. Also, it gives the public an opportunity to conduct a conversation with the group and other interested parties about something they love.

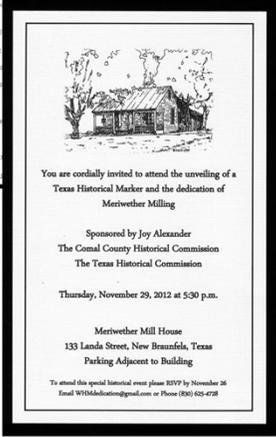
Historical Marker Dedications



The screenshot shows the Texas Historical Commission website. The main heading is "Marker Dedication Ceremony Information". Below this, there are several links and images: "Planning a Marker Dedication Ceremony", "Sample Marker Dedication Press Release", "Sample Marker Dedication Program", and "Publication Instructions for Marker Plaques". There is also a "Share" button and "Admin Links".



A photograph showing four people (three women and one man) standing in front of a historical marker. The marker is a dark plaque with a circular emblem at the top and text below. The people are dressed in professional attire.



You are cordially invited to attend the unveiling of a Texas Historical Marker and the dedication of Meriwether Milling

Sponsored by Joy Alexander
The Comal County Historical Commission
The Texas Historical Commission

Thursday, November 29, 2012 at 5:30 p.m.

Meriwether Mill House
133 Landa Street, New Braunfels, Texas
Parking Adjacent to Building

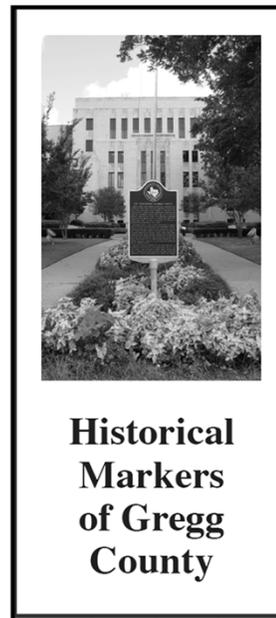
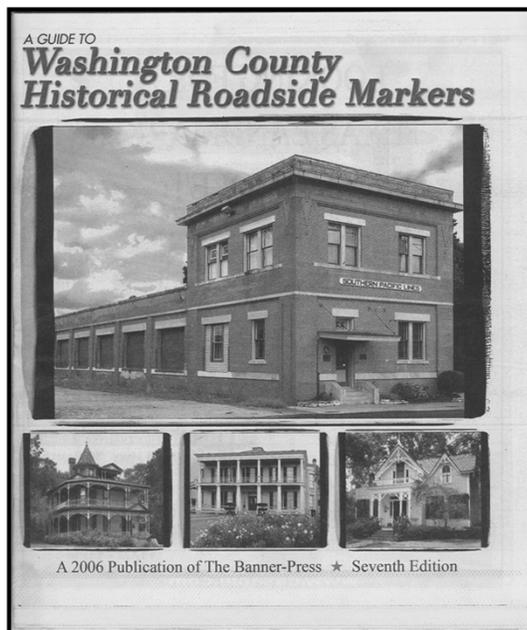
To attend this special historical event please RSVP by November 26
Email WHMdedication@gmail.com or Phone (512) 625-4728



A photograph showing a group of people at a marker dedication ceremony. A person in the foreground is holding a flag, and other people are visible in the background, some looking towards the camera.

Historical marker dedications for a new or replacement historical marker can attract people from outside the community and can bring people together to celebrate a common interest. THC has a variety of tools on the website and by request to assist you in planning the marker dedication ceremony. We have sample press releases to distribute to local and regional newspapers, program and speech templates, proclamation templates, and more. We have seen hundreds of people attend a marker dedication so make it BIG! Be sure to send out invitations and be sure to invite your state representative and local officials!

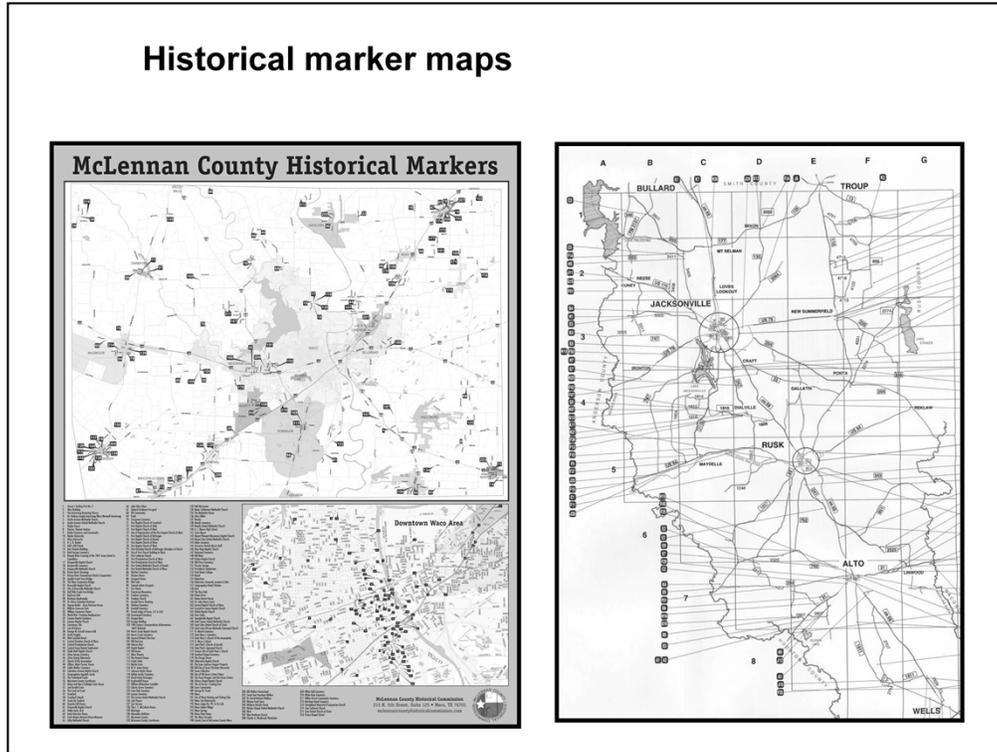
Historical marker brochures and pamphlets



Historical Markers of Gregg County

Another way to promote the historical markers and other historic resources in your community is through a local guide that may be distributed through the visitor's center, Chamber of Commerce or other local establishments. Some CHCs and communities partnered with other local organizations to print guides, while others created simple pamphlets and online guides. These guides can not only include historical markers in the area for visitors, but also other historic properties, historic districts, cemeteries and other attractions. Most have a map pinpointing the locations of historical markers, while others are very detailed with photos, a description and more.

Historical marker maps



Printed maps are a great way to promote heritage tourism in your region. These maps may be placed at the city's tourism office, restaurants, and other local businesses for travelers. We have seen CHCs partner with city departments and groups to fund a city or county map of historic sites, including historical markers.

Historical marker online inventories

The screenshot shows the Harris County Historical Commission website. At the top, there is a navigation menu with links: Home, San Jacinto 178th Anniversary, Natural Heritage, Heritage Tourism, Museums, Courthouse, and History. Below the navigation is the title 'Historical Marker Inventory' with a sub-note 'Last update: February 15, 2011'. The main content is a table with the following columns: Marker Number, Description, City, Address, Zip Code, and Pct. Number. The table lists 20 markers, including '1840 Houston City Cemetery', 'Academy of the Incarnate Word, Site', 'Aces Homes Community', 'Advance under General Rusk', 'Airplane Flight Over Texas, First', 'Aldine [Community]', 'Alief Cemetery', 'Alief Cemetery', 'Allen Ranch', 'Allen, Augustus Chapman', 'Allen, Charlotte Marie Baldwin', 'Allen, George, gravesite', 'Allen, John Kirby, (1810 - 1838) Co-Ft', 'Allen, John Kirby, gravesite', 'Allen, Sally Chapman', 'Allen, Site of the Home of A. C. and C', 'Allen's Landing: Main Street', 'Alameda, City of', 'Almonde Captured', and 'Ancient Order of Pilgrims'. At the bottom of the table, there is a search bar and pagination information: 'Records per page: 20', 'Search Inventory', 'Records: 1 - 20 of 510 - Pages: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 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Historical marker online inventories

Historical Marker Detail for Cedar Bayou Masonic Lodge No. 321 A. F. and A. M., Hall of PRINT

Available Photos (click to enlarge):



Photographs by J. Fisher

Marker Text:
Built 1875-1876, largely by labor of members. Lumber, cut to order in Florida, arrived here by schooner in nick of time to escape havoc of 1875 hurricane. The 1883 Worshipful Master, J. H. Kipp, made and gave (1889) the carved and inlaid altar and some other appointments. Oldest Eastern Star chapter in Texas (Cedar Bayou Chapter No. 11, O. E. S.), organized in 1884, has always met in this hall. Recorded Texas Historic Landmark - 1970

Corrections and New Research:
No data available

Marker Type:
Medallion & Plaque

Historical Organization:
Texas Historical Commission (THC)

Key Time Period:
1866 - 1876 Reconstruction

Marker Address:
2850 Ferry Road Cedar Bayou 77522

Key Map:
502 P

GPS Coordinates:
29 45.047, 94 55.852

Precinct:
02

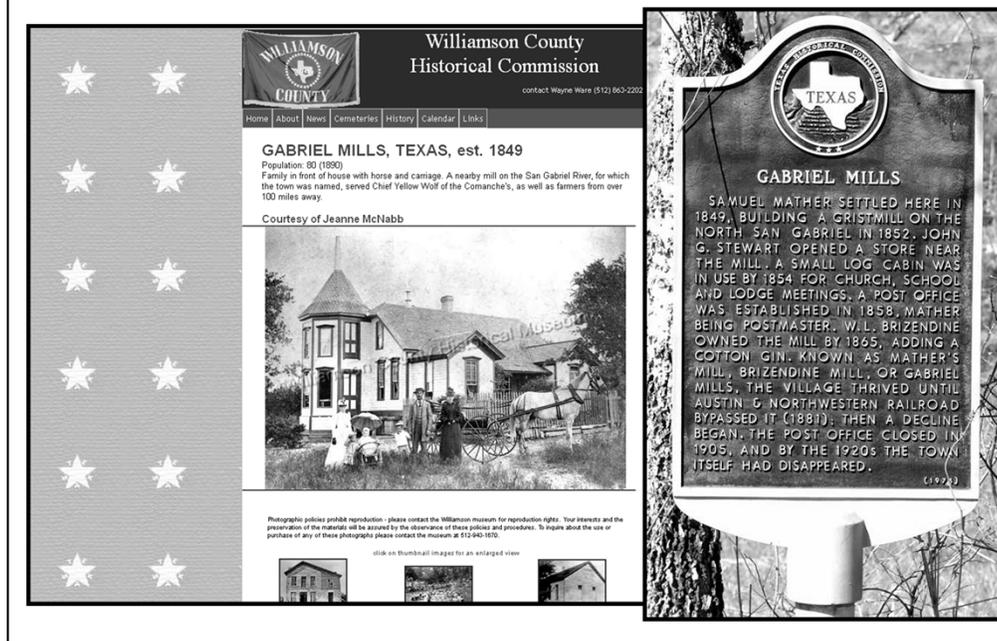
Directions:
From Hwy 146 eastbound, right on N. Alexander, one block and then right on Ferry road, approx. 2 tenths of the building entrance

Notes:
Three markers at this location, Lodge, Lodge building & grave marker in cemetery behind building



The Harris CHC has done an excellent job uploading multiple photos of the site and recorded GPS coordinates of the marker as well as detailed directions. This is truly a historical marker online inventory and focuses mainly on markers.

Historical marker online inventories



The Williamson CHC has done something very similar but with minor differences. They focus on historic photos and documents and then tie them to historical markers. There are really so many options for your group to develop an interactive tool for history and historical markers.

Historical marker tours

THE DALLAS COUNTY CHRONICLE
VOLUME 39, ISSUE 2 JANUARY 2014

History 2.0: Augmenting Dallas County History with a Cell Phone Web App Audio Tour
By Charles Stokes

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DON BAYNHAM, Chairman—Garland

Graphic with QR code printed on signs

The John F. Kennedy Memorial

The Dallas County Administration Building, formerly the Texas School Book Depository Building

While online inventories are great, there are some organizations that want something more interactive. In Dallas, the CHC has launched an interactive virtual tour of its historic resources in the downtown area. Users can walk around downtown and scan the QR codes posted next to historical markers. The QR code takes you to a website that will play audio about the site. You can also view additional information and photos of the site through the QR code.

Historical marker tours



“Place is about what happened here, what will happen here...
This is where the story of place gets interesting...”

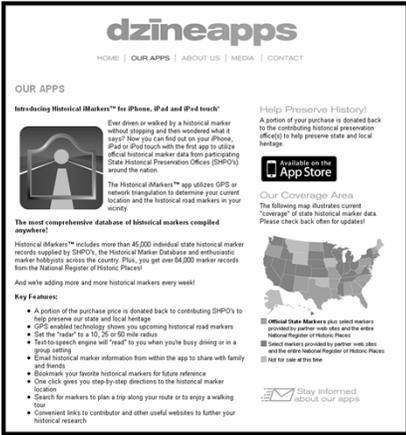
And the cool thing is, give the experience away to visitors and you still get to keep it for yourself. Win-win.”

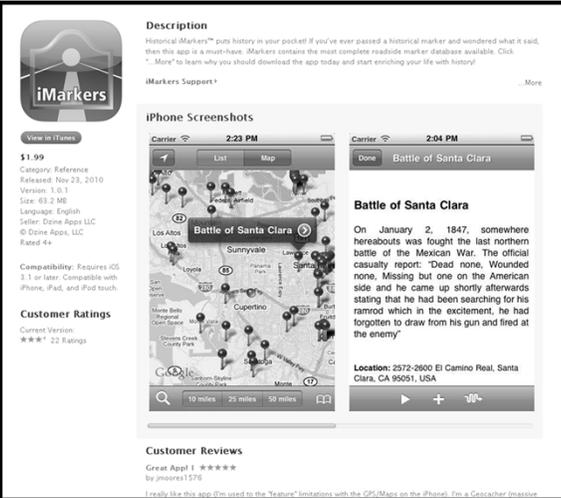
Dan Shilling, Author
Civic Tourism; the Poetry and Politics of Place

Historical markers share the heritage experience with visitors in a way that shares the values and history while enhancing the qualities of place that residents want to keep and pass on to the next generation.

That’s what makes projects like the *Aransas Pathways* walking trail and mobile app a success – using the already available 45 birding sites, 50 historic sites (many with state and national markers) connected by 64 miles of trail a success, it creates a visitor experience while enriching the lives of residents with education and recreation, communicating history and pride of place through outdoor experiences with friends and family...that’s what we want to keep, (along with the 64 billion in tourist spending) that’s the win-win.

Historical marker apps





For those of you that use smart phones and are interested in one for markers...there is an app for that! There are a few choices for iPhone:

Astrodantastic Software

Historical Markers

Dzine Apps, LLC

iMarkers

Groundspeak Inc.

Historic Places

Baby Toga Software

Historic Sites

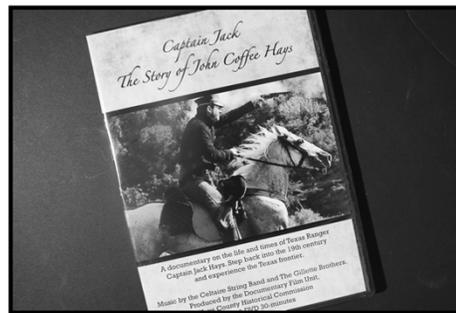
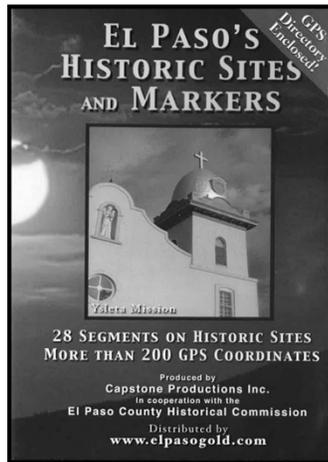
Plasma Computing Group

Texas Historical Markers

“my GeoReader”

For android phones, you can search for “historical markers” or “georeader”

Videos and DVDs



Videos and DVDs may be the right medium for you. Maybe there is a professional or amateur photographer or videographer in your CHC that would be willing to help. Maybe the film class at the local high school or college would be interested in helping produce a video about the county's history or a specific person, place or event. Historical markers may be used in these videos in the form of photography, content or just to get an idea of where to start. Some counties have also completed oral histories and put those interviews on DVDs for sale.

Refinishing historical markers



<http://www.thc.state.tx.us/preserve/projects-and-programs/state-historical-markers/refinishing-official-texas-historical>

Another way to use markers in your community is to pick one or more markers to refinish. Refinishing markers is a great (and fairly easy) way to contribute your community. First, you need to contact the CHC in your area to see if they already have a list of markers that need to be refinished. Next, you need to choose your marker or markers and purchase the supplies. A list of supplies and the instructions can be found on our website at the link on this slide. The process takes about 2 hours total and most of the supplies may be reused for another marker. We have had church groups, CHCs, boy scout troops, girl scout troops, ROTC groups, and school groups refinish markers. Remember to take before and after photos for publication or to post to social media. Also, THC would love images as well for our records and publications.

History road rally or scavenger hunt



A unique project and event that was held at the beginning of 2014 was the Montgomery County History Road Rally. The events included the unveiling of a statue in town and a road rally/scavenger hunt. Each team of two to five participants was given a list of clues to historic places and persons in Montgomery and its surrounding area. They had two hours to answer the clues as they drive around to various historic sites. The use of a smart phone or a computer tablet may be helpful but not required. This was a fun family event for all ages and was well received. It encouraged people in the community get out of the house and learn about the area through history and historical markers.

Community contests

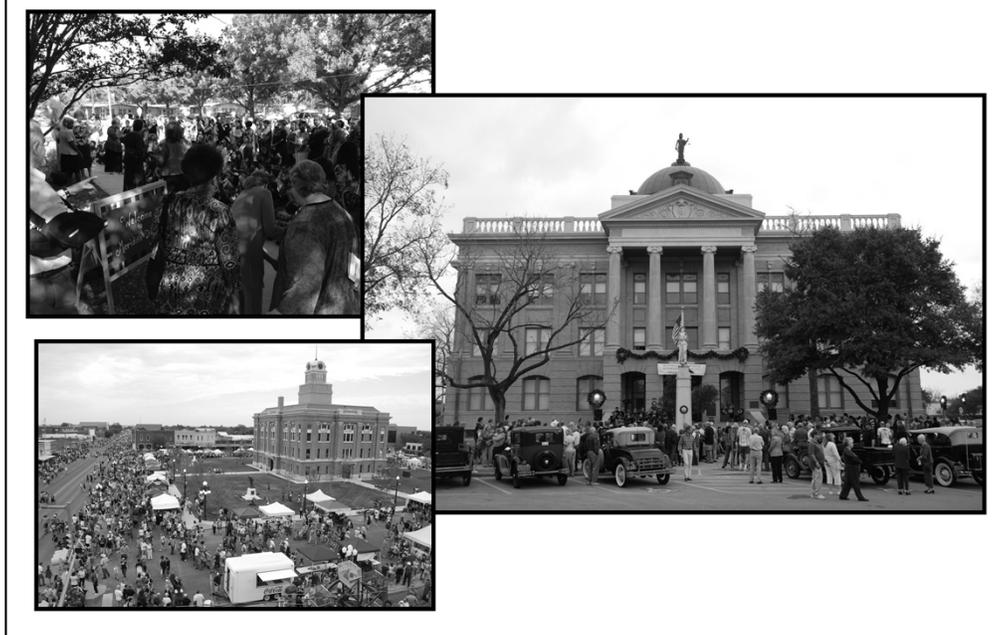


Social media trivia contest



Another fun project is to hold a trivia contests. It could be through the local newspaper, online or through social media. Last July, THC held a trivia contest related to historical markers. Folks had to guess the marker based on clues. You may want to use contests to spur interest in local history.

Community celebrations and events



You can also plan marker events in coordination with community events. For example, planning marker dedications to coincide with local celebrations. Sometimes this can dramatically increase the turnout at these events.

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And, finally, here is our contact information. Feel free to call or email us with questions about historical markers.

I hope you enjoyed the historical marker webinar! Thank you so much for your time!