

# Community Heritage Development Committee

July 20, 2023



TEXAS HISTORICAL COMMISSION

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**AGENDA**  
**COMMUNITY HERITAGE DEVELOPMENT COMMITTEE**

Saint George Hall  
113 E. El Paso  
Marfa, TX 79843  
July 20, 2023  
11:15 a.m.

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*This meeting of the THC Community Heritage Development Committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.*

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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 27, 2023, committee meeting minutes** – *Committee Chair Peterson*
  
3. **Consider approval of the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program (item 10.2)** — *Committee Chairman Peterson*
  
4. **Consider approval of the allocation plan for remaining FY 2022 and 2023 Certified Local Government grant funds (item 10.3)** – *Committee Chair Peterson*
  
5. **Community Heritage Development Division update and committee discussion** – *Patterson*
  - 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 Conferences
  
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 Paige Neumann at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

# TEXAS HISTORICAL COMMISSION

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## MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Embassy Suites Austin Central  
Agave A-B  
5901 N. Interstate Hwy 35  
Austin, TX 78723  
April 27, 2023  
1:00 p.m.

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*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.*

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### 1. Call to Order

The meeting of the Texas Historical Commission (THC) Community Heritage Development Committee was called to order by Committee Chair Pete Peterson at 1:32 p.m.

#### A. Committee member introductions

Chair Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Donna Bahorich, Monica Zárata Burdette, Renee Dutia, and Daisy Sloan White.

#### B. Establish Quorum

Chair Peterson noted a quorum was present.

#### C. Recognize and excuse absences

Commissioners Garrett Donnelly and Lilia Garcia were excused.

### 2. Consider approval of the January 31, 2023 committee meeting minutes—*Committee Chair Peterson*

Commissioner White moved, Commissioner Dutia seconded, and the committee voted unanimously to approve the January 31, 2023 Community Heritage Development Committee meeting minutes.

### 3. Consider adoption of rule review for Texas Administrative Code, Title 13, Part 2, Chapter 30, related to the Texas Heritage Trails Program, as published in the February 17, 2023 Texas Register (48 TexReg 969) (Item 7.5)—*Committee Chair Peterson*

Division director Patterson cited that no comments were received after publication of the intent to review the rule. Commissioner Bahorich moved, Commissioner White seconded, and the Committee voted unanimously to send forward to the Commission and recommend adoption of the review of Texas Administrative Code, Title 13, Part 2, Chapter 30, related to the Texas Heritage Trails Program, as published in the February 17, 2023 Texas Register (48 TexReg 969) without changes to the text.

## TEXAS HISTORICAL COMMISSION

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#### 4. Consider changes to the schedule, criteria, and process for the designation of Texas Main Street Cities and other program participants (item 11.2)—*Committee Chair Peterson*

Mr. Patterson outlined proposed revisions to the current Texas Main Street Program application process. The current application process, materials, and schedule will be revised to have communities first participate in the Texas Associate Network. Those seeking designation as Texas Main Street Cities will work gradually over time to achieve required benchmarks —based on recently revised accreditation standards, preservation, and revitalization best practices—before being presented to the commission for formal designation.

Commissioner White moved, Commissioner Burdette seconded that the committee send forward to the Commission and recommend adoption of the new Texas Main Street entry process with applications brought to the Commission for consideration once staff has determined a city participating in the Texas Associate Network has met the required benchmarks. The Committee approved the motion unanimously.

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

Mr. Patterson discussed updates on the Texas Main Street Program. The newest staff members, Sebastian Whelan and Jamie Teich were introduced as the new community liaisons within the program, which still has one vacancy. Professional development for local managers and boards will be conducted this June in Denison, and staff are coordinating with the Eisenhower Birthplace State Historic Site. Development of the leadership council continues. DowntownTX has received funds for the Georgia license, and staff are currently seeking a new maintenance and support vendor. Imagine the Possibilities tours are scheduled for May.

An update was given on the Heritage Tourism Program. The partnership with the Smithsonian Institute's Museum on Main Street initiative is receiving positive feedback, and community application submittals are occurring until mid-May. The Texas Time Travel website redesign has been successful, resulting in increased analytic metrics. The summer statewide Texas Heritage Trails Program business meeting will be held during July in Abilene.

Mr. Patterson discussed the progress towards filling the Certified Local Government vacancy, and recent Texas Treasure Business Award recipients were acknowledged.

Despite the Real Places 2023 Conference aligning with bad weather, Mr. Patterson reported that the conference was very successful in its hybrid format. Currently negotiations are underway with a new Austin host hotel for the Real Places 2024 conference. Dates are anticipated to be April 3-5 of 2024, which will not coincide with a THC quarterly meeting.

#### 6. Adjournment

The meeting was adjourned at 2:04 p.m.

## Quarterly Report

Community Heritage Development (CHD) Division  
April–June 2023

### WORK IN COMMUNITIES

The communities participating in CHD’s programs rely heavily on our staff expertise and guidance, which often must be delivered onsite. In April and May, staff provided measurable assistance to all 10 trail regions and 42 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Alpine, Amarillo, Bandera, Brenham, Beaumont, Borger, Caldwell, Canton, Clifton, Cotulla, Denison, Denton, Elgin, Ennis, Georgetown, Gonzales, Greenville, Hamilton, Harlingen, Henderson, Longview, Marathon, McKinney, Mesquite, Mineral Wells, Monahans, Mount Pleasant, Nacogdoches, Palestine, Paris, Pilot Point, Royse City, San Angelo, San Marcos, Seguin, Strawn, Tarrant County, Temple, Vernon, Waco, Weatherford, and Winnsboro.**

The Certified Local Government program conducted June regional workshops in **Grapevine, Mission, and San Marcos.** Combined, 93 people registered to attend the workshops, representing 32 different communities. Existing program communities were the target audience, but several prospective CLG cities participated as well as **Weatherford**, the most recent community certified by the THC and the National Park Service in May. TxDOT and History Programs Division staff members collaborated on these trainings.

### REAL PLACES 2024 CONFERENCE

The Friends have executed a contract to host the next conference at the Renaissance Austin Hotel in the Arboretum, April 3–5, 2024. In addition to the dates potentially avoiding winter weather, this hotel offers increased flexibility of meeting spaces and room for continued conference growth. Inflation, the Austin hospitality market, spring dates, and a more upscale venue will combine to increase conference costs. Planners will work to make the conference as accessible as feasible for attendees. Phoenix I

Restoration and Construction, LLC continues as the title partner for the 2024 event, and Friends also has secured a sponsorship grant from the City of Austin.

### DOWNTOWNTX.ORG IMAGINE THE POSSIBILITIES TOURS

Eleven local communities hosted spring 2023 Imagine the Possibilities Tours this May: **Amarillo, Beaumont, Caldwell, Elgin, Palestine, Paris, San Angelo, San Marcos, Temple, Vernon, and Winnsboro.** Communications calculated that the combined reach of tour promotion across four social media channels was more than 380,000 people and nearly 20,000 engagements. Facebook provided the largest reach and impressions; however, LinkedIn as a network of professionals provided the best percentage of engagement. More than 500 participants were recorded participating in the local tours.

### HERITAGE TOURISM: MUSEUM ON MAIN STREET

More than 50 community applications arrived for the heritage tourism initiative, Museum on Main Street. This partnership with the Smithsonian Institution will reach underserved rural communities and assist them in reflecting on their history, culture, and people.

Seven communities have been selected to host the Smithsonian’s traveling exhibit called “Crossroads: Change in Rural America” beginning in 2024. The following exhibition dates are tentative and subject to change.

August 24–October 6, 2024	San Augustine
October 12–December 1, 2024	Clifton
December 7–January 19, 2025	Brenham
January 25–March 9, 2025	Rockport
March 15–April 27, 2025	Buffalo Gap
May 3–June 15, 2025	San Elizario
June 21–August 2, 2025	Bandera

The overarching goal of the selection process was to assemble a diverse but complementary group of host organizations that bring a range of abilities to the table. Collaboration and mentorship among hosts are important parts of the experience, so the final selections include one “home run” community that could be a resource to other communities with more limited capacity, several middle-range communities that may excel in one regard but need improvement in another, and finally, a few communities that are in the early stages of development but show creative promise as well as an enthusiasm to learn and grow.

Among the final selections, staff sought geographic diversity, thematic variance when connecting local history to the national exhibit, innovative approaches to programming and events, and the potential for long-term impact.

Tour planning typically begins well before the exhibit arrives. This allows plenty of time to work with each host community to build project-planning skills, form organizational partnerships, develop local assets, and create visitor experiences that will not only ensure a successful Museum on Main Street exhibit, but also create sustainable change in each location’s heritage tourism landscape.

### **NEW STAFF MEMBERS JOIN THE DIVISION**

As announced at the prior quarterly meeting, the division welcomed two new specialists to the Texas Main Street Program in April. Jamie Teich was promoted from within the division. Sebastian Whelan, most recently with the Texas Parks and Wildlife Department joins Jamie as community liaisons for the program.

The Texas Main Street Program also welcomed Dr. Chris Moore as the new assistant state coordinator in June. Dr. Moore served as the successful Main Street manager of Hillsboro from 2015 to January 2023 and is excited to be returning to the downtown revitalization field after a short hiatus. Dr. Moore has a bachelor’s degree in religion from Baylor University and master’s and doctoral degrees from Liberty Baptist Theological Seminary. His experience with the Texas Main Street Program at the local level gives him credibility with our Texas network, as well as perspective on the local, state, and national programs along with the revitalization and management

challenges faced. He will be the only member of our current staff to work in the program at the local level, and his training and professional ministry experiences should also be relevant from a secular approach to empathy and mentorship of managers within our network.

Ericca Espindola joined the Certified Local Government Program as the new local government specialist in June. She earned a master’s degree in historic preservation from the University of Texas at San Antonio this past December. She was previously with The Conservation Society of San Antonio, where she served as membership and development assistant. While attending graduate school, Espindola was employed part-time as a customer service representative at Casa Navarro State Historic Site, working with patrons, giving workshops on preservation practices, and creating content for the site’s social media platforms. Her master’s thesis studied how local historic district designation can be a catalyst for change, focusing on three residential areas in San Antonio. This involved research into zoning, development codes, and the designation process for local districts and sites.

### **TEXAS TIME TRAVEL TRAFFIC**

During the third quarter of FY 2023, 116,235 users visited the TexasTimeTravel.com website. This represents a 34 percent increase over the previous quarter. The users were majority female (54 percent) and the largest age group of users are 35-44 years of age (21 percent). In fact, 40 percent of the users in the third quarter were between the ages of 35 and 54. As seen in every quarter since the redesign, users mainly access the website on a mobile device. This quarter was no exception with 61.4 percent of users using mobile devices to browse through our heritage travel content. Website visitors used our built-in translation service 1,224 times and downloaded a digital version of the *Texas Heritage Travel Guide* 890 times.

COMMISSION REPORT

# TEXAS TREASURE BUSINESS AWARD PROGRAM

JULY 2023  
MALLORY LAUREL  
SPECIAL PROJECTS COORDINATOR


TEXAS  
HISTORICAL  
COMMISSION   
REAL PLACES TELLING REAL STORIES



Photo: Shipley Do-Nuts in 1936. From left to right: Lawrence Shipley Sr., Lillie Shipley, Helen Shipley, Jimmy (Speedball) Williams, Bill Mueller, Joe (Decker) Rosleir, Sam Taylor.

# RECENT AWARDEES

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## Business Name

## City

Shipley Donuts (1936)	Houston
Little Red Nursery LLC (1959)	Lubbock
The Cammack Family Sullivan Funeral Home (1931)	Marshall
Flores Funeral Home (1913)	Mission
Wilcox Drug Store (1948)	Anahuac
Boots Burgers (1968)	Rockwall
DB&E Co (1947)	Dalhart
Dalhart Federal Savings & Loan Association (1934)	Dalhart
Mission Auto Supply (1957)	Dalhart
Legend Bank (1890)	Bowie
Progress Times (1972)	Mission
KXIT Radio (1948)	Dalhart
Felix Studio (1949)	Mission
El Fenix Café (1950)	Mercedes
Spikes Motor Company (1937)	Mission
The Benton Lutrell Company (1896)	Van Alstyne
Monte Carlo Café (1960)	Donna
City Drug (1890)	Van Alstyne
Scoggins Funeral Home (1885)	Van Alstyne
Chambers County Abstract Company, Inc (1875)	Anahuac
Halamicek Auto Supply (1928)	Gonzales
Fort Stockton Insurance Agency (1911)	Fort Stockton
Furniture Fashions (1965)	Dalhart
Gibson's Discount Center (1968)	Kerrville
Texas Farm Products (1930)	Nacogdoches
Sammy's Restaurant (1948)	Castroville
Central Texas BBQ (1969)	Pearland



# BUSINESS SPOTLIGHTS\*

## El Fenix Café, est. 1950

"This restaurant has seen many significant disasters come through the city; for instance, Hurricane Beulah and Dolly, floods, and Covid-19, but we continued the legacy my parents left and worked so hard for: 'The American Dream.' My father was an immigrant and he would mention that when you own a part of America and are able to pass that on to your kids, it makes life worth living."

## Furniture Fashions, est. 1965

"Our community believes that nothing is unattainable. If the big cities can have it, so can we. If you can experience it in larger venues, you can experience it here as well. Furniture Fashions has the same mindset. They try to provide quality merchandise for all customers. They maintain an outstanding stock of goods that rivals much larger stores in larger cities."

## Monte Carlo Café, est. 1960

In the 1920s or 1930s, Fermina Torres Rodriguez owned a little fonda, or inn, where people in the area could get a warm meal. Fermina's daughter, Cipriana "Cipi" Rodriguez, learned the business from her mother; unfortunately, Fermina died when Cipi was only 16 or 17 years old and the fonda closed down... She married a foreman in the Bracero Program and began preparing meals for them, which was the unofficial duty of a Bracero wife... in those days, they wouldn't sell property to a woman. Her brother, Lorenzo Rodriguez, helped her purchase a parcel of land with a house on Miller Avenue under her father's name. In 1960, Lorenzo converted the house into a restaurant, which he named the Monte Carlo Café.

## Flores Funeral Home, est. 1913

Flores Funeral Home got its start in 1913 when Epitacio Flores and his son, Jose R. Flores, founded "Agencia de Inhumaciones, E. Flores y Cia" which translates to "Burial Agency, E. Flores and Co." Epitacio was originally a cabinet maker who began using his carpentry skills to make wooden caskets.



Photo: A funeral procession arranged by the business that would later become Flores Funeral Home. Date unknown..



Photo: The exterior of Sammy's Restaurant in Donna. Date unknown.



Photo: From the 1965 Anahuac High School yearbook, "Teens at soda fountain," featuring Wilcox Drug Store.

\*All quotations and narrative above were sourced from the awardee's responses to questions in the award nomination form.

# TEXAS HISTORICAL COMMISSION

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**Item 10.2**  
Texas Historical Commission  
Quarterly Meeting  
July 20-21, 2023

## **Consider approval of the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program**

### **Background:**

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The Texas Heritage Trails Program has been the primary vehicle for providing heritage tourism leadership and assistance to the state. The 88<sup>th</sup> Texas Legislature appropriated \$1,000,000 each year of the FY 2024-25 biennium to support the Texas Heritage Trails Program (THTP). The amount appropriated has remained flat at \$1,000,000 annually since fiscal year 2020. The balance of the funding not provided directly to the regions is utilized to support the THTP program work.

Staff recommends continuing the prior funding plan approved, without changes. This total \$81,500 maximum of state funds made available to each region remains unchanged and the regional matching requirements are unchanged. The base amount provided to each region for their services will be \$60,000 and the amount requiring a direct match will remain \$21,500, keeping the total funding level unchanged. The proposed plan keeps the ratio of state funds to cash match steady for the biennium at 2:1.

There remains a reasonable expectation in the plan's design that each region will be able to achieve \$81,500 annually in state financial support.

More details are shown on the attached Texas Heritage Trails Funding Plan for Fiscal Years 2024 & 2025.

### **Suggested motion:**

#### **Recommended motion (Committee):**

Move that the committee send forward to the Commission and recommend approval of the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program.

#### **Recommended motion (Commission):**

Move to approve the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program.

**Base Contract Amount**

- The \$60,000 base amount per region will be distributed quarterly, \$15,000 on or about September 15; \$15,000 on or about December 15; \$15,000 on or about March 15; \$15,000 on or about June 15.

**Additional Amount Eligible to be Earned Through Matching**

- Each region is permitted to earn an additional \$21,500 annually by documenting allowable cash and in-kind matches from a variety of sources.
- Unclaimed portions of the match may be rolled over to the following fiscal year for the same region to request reimbursement at the discretion of the THC and only as permissible by any restrictions on appropriations. THC does not guarantee that unclaimed funds will be available to be claimed in subsequent years and regions leaving balances do so at their own risk.
- Regions are encouraged to cite the match requirement when soliciting local support.

**Additional Amount Eligible to be Earned Through Cash Matching**

- Cash will be matched at \$2 state funds for each documented \$1 from the region until the total additional \$21,500 is achieved by the region.
- Cash may be donations, memberships, payments for services or participation in projects, or other similar gross revenue approved by THC. Local match can come from both public and private sources including governmental entities, individuals, corporate etc. and may be local or regional in nature.
- Revenue earned by the Trails LLC during the period may be counted as cash match by LLC participants at the time it is earned.
  - LLC will need to report earnings attributed to each region periodically and the region will submit the documentation to THC in their match request.
- Regions with unusual revenue sources or unique arrangements may be evaluated to determine the appropriate matching method and calculation.
- Funds provided by THC may not be used for matching purposes.

**Additional Amount Eligible to be Earned Through In-kind Matching**

- Up to \$8,250 of in-kind support may be used as match at 1:1 ratio in lieu of cash revenue or other financial support. In-kind matching is not required, and a region may choose to claim the full maximum available via cash matching.
- Allowable in-kind expenses include donated goods or services as well as documented volunteer time or travel of board members and partners necessary to fulfill the region's mission.
- Maximum In-kind hourly rates may be set by THC and shall not exceed IRS or state limits.
- Goods or services provided by other THTP regions or that may otherwise have been funded by THC may not be utilized as match.

**(continued)**

### **Reimbursement Requests for Matching**

- Requests for reimbursement based on regional matching may be submitted between September 1 and June 30 of the fiscal year. This cutoff is necessary for year-end processing at THC. However:
  - Funds or in-kind raised between July 1, 2023 and August 31, 2023 may be used as match in fiscal year 2024
  - Funds or in-kind raised between July 1, 2024 and August 31, 2024 may be used as match in fiscal year 2025
  - The same funds or in-kind may not be claimed as match for more than one fiscal year.
- Reimbursement may not be requested more frequently than monthly.
- Requests must be received by the first business day of the month to be paid the following month.
- Except for the final request of the year, requests shall not be for amounts less than \$1,000 in funds to be reimbursed.

### **Other Funding Requirements**

- Regions must expend the state funds and any required local match to provide heritage tourism services. No more than 20 percent of the combined state funds may be carried over from year to year or otherwise held in reserve without agency approval.
- Financial penalties may be imposed upon a region for non-performance, including for non-compliance with reporting requirements.

## TEXAS HISTORICAL COMMISSION

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### Item 10.3

Texas Historical Commission  
Quarterly Meeting  
July 20-21, 2023

### **Consider Approval of the Allocation Plan for Remaining FY 2022 and 2023 Certified Local Government 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 (NPS) to the agency. The THC must set at least ten percent (10%) of this annual figure aside for distribution to the CLGs.

In February 2023, the Commission awarded \$178,612 in regular grant funds to six CLGs that applied through the competitive grant application process. Subsequently NPS implemented a new state apportionment formula, resulting in Texas receiving an unexpectedly large amount of grant funding to award for the year – \$197,066. This leaves \$18,454 in FY 2023 grant funds still to be allocated. The THC also has a small amount of unused FY 2022 grant funds remaining to allocate after awarding \$167,750 in grant funds to seven CLGs. The program ultimately received \$173,095 to award, or \$5,345 more than already awarded. With the executive director's approval, staff utilized \$3,500 to fully fund one applicant's grant request, thereby leaving \$1,845. The total amount of funding remaining to award from FY 2022 and 2023 is approximately \$20,300. Based on the application evaluations, the lowest scoring projects from each grant cycle are not viable candidates for the remaining grant funds.

#### **Allocation of FY2022 and 2023 Grant Funds for CLG Training**

The agency will open a special application call for CLG grants host Commission Assistance and Mentoring Programs (CAMP) trainings offered by the National Alliance of Preservation Commissions (NAPC). All CLGs in good standing with the program will be eligible to apply and their applications will be evaluated by program staff. Staff anticipates a mix of regional and virtual training to allow for broad participation by CLG communities. Individual funding recommendations for each host CLG will be brought to the Commission for future approval. However, allocating these funds collectively now to CLG hosted CAMP training fulfills HPF deadlines.

Access to regular training opportunities is a benefit for participating CLGs and it is a requirement that historic preservation officers and members of the local commissions or committees regularly attend preservation-related training. The specific goal of CAMP trainings is to provide high-quality, engaging, and informative training to preservation related boards and commissions of all types through presentation, hands-on exercises, group discussions and networking (mentoring) opportunities. Trainers include commissioners, local, state, and national staff members, attorneys, and commission partners. For in-person regional trainings, the CAMP would be hosted by the selected CLG but all individuals who play an active role in a Texas CLG will be invited to register. CAMP trainings will allow recipients to receive specific preservation training that will result in a widespread benefit for communities in the state.

## TEXAS HISTORICAL COMMISSION

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**Suggested motion:**

**Recommended motion (Committee):**

Move that the committee send forward to the Commission and recommend approval of the allocation plan for remaining Fiscal Year 2022 and 2023 Certified Local Government grant funds.

**Suggested motion (Commission):**

Move to approve the allocation plan for remaining Fiscal Year 2022 and 2023 Certified Local Government grant funds.