

Community Heritage Development Committee

October 26, 2023



TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

The National Museum of the Pacific War
Admiral Nimitz Historic Ballroom
340 E. Main Street
Fredericksburg, TX 78624
October 26, 2023
2:00 p.m.

(or upon adjournment of the 1:00 p.m. Communications Committee, whichever occurs later)

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

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

2. **Consider approval of the July 20, 2023, committee meeting minutes** – *Committee Chair Peterson*

3. **Consider approval of Certified Local Government grant awards for training (item 11.2)** – *Committee Chair Peterson*

4. **Community Heritage Development Division update and committee discussion** – *Patterson*
 - A. Update on the Texas Main Street Program activities including staffing, out of compliance communities, 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

5. **Adjournment**

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Paige Neumann at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

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MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

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

Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6100.

1. Call to Order

The meeting of the Texas Historical Commission's Community Heritage Development Committee was called to order by Committee Chair Pete Peterson at 11:25 a.m.

A. Committee member introductions

Chair Pete Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Donna Bahorich, Monica Zárate Burdette, Garrett Donnelly, and Daisy Sloan White.

B. Establish quorum

Chair Peterson noted a quorum was present.

C. Recognize and/or excuse absences

Commissioners Renee Dutia and Lilia Garcia were excused.

2. Consider approval of the April 27, 2023 committee meeting minutes—*Committee Chair Peterson*

Commissioner White moved, Commissioner Donnelly seconded, and the committee voted unanimously to approve the April 27, 2023, Community Heritage Development Committee meeting minutes.

3. Consider approval of the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program (item 10.2)—*Committee Chair Peterson*

Mr. Patterson discussed the FY 2024-25 biennial funding plan included in the meeting packet, outlining financial support for the ten trail regions of the Texas Heritage Trails Program. The 88th Texas Legislature appropriated \$1,000,000 each year of the FY 2024-2025 biennium, the same amount that was received for the FY 2022-2023 biennium. The committee was shown the history of amounts provided to the regions since 2008 and planned expenditures and use of funds for the upcoming fiscal year. It was proposed that the total maximum amount of \$81,500 of funds will continue to be available annually to each region. Funding is shown to be distributed into a base funding of \$60,000, divided quarterly, with up to an additional \$21,500 earned with matching contributions. Commissioner White moved, Commissioner Burdette seconded, and

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the committee voted unanimously to send forward to the commission and recommend approval the FY 2024-25 biennial funding plan for the Texas Heritage Trails Program.

4. Consider approval of the allocation plan for remaining FY 2022 and 2023 Certified Local Government grant funds (item 10.3)—*Committee Chair Peterson*

In FY 2023, just over \$197,000 in federal funds were received towards Certified Local Government grants which exceeds the amount of grant awards approved by the commission. There is also a small amount of remaining funds from FY 22. Therefore, remaining balances for FY 22 and FY 23 need to be allocated by the end of September 2023 per federal requirements. The allocation plan calls for these balances to be utilized for grants to support training. Specific grant awards to individual Certified Local Government applicants will be brought to the commission at a future date for approval. Commissioner Donnelly moved that the committee send forward to the commission and recommend approval of the allocation plan of approximately \$20,300 of remaining fiscal year 2022 and 2023 Certified Local Government grant funds towards CLG training. Commissioner White seconded, and the committee voted unanimously to approve the motion.

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

Mr. Patterson discussed division updates. The newest staff member, Dr. Chris Moore was announced as the new assistant state coordinator for the Texas Main Street Program. It was noted that June professional development for local managers and boards was conducted in Denison with strong turnout and participation including a presentation and hosting from Eisenhower Birthplace State Historic Site staff. In conjunction with the meetings the new Texas Main Street Leadership Council was convened.

Application for the heritage tourism partnership with the Smithsonian Institute's Museum on Main Street initiative closed with more than 50 community applications received to host. Rather than the planned six tour slots, the Smithsonian Institute has allowed the THC to add an additional host community. Tentative exhibition dates were shared with the committee with tours lasting six weeks in each community.

The newest Certified Local Government (CLG) staff member, Ericca Espindola was acknowledged as the program specialist. Three CLG Workshops were conducted back in June in conjunction with the Texas Department of Transportation. These workshops were held in Grapevine, Mission, and San Marcos with more than 90 combined registrants representing more than 30 communities.

The Real Places 2024 Conference will be held April 3-5, 2024 in Austin at a new larger hotel venue as well as in a hybrid format again. It was noted to the committee that these dates do not correspond with the quarterly meeting that month.

Mr. Patterson notified commissioners that a recent list of Texas Treasure Business Award recipients was included in their packet.

6. Adjournment

The meeting was adjourned at 11:50 a.m.

Quarterly Report

Community Heritage Development (CHD) Division
July–September 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 July and August, staff provided measurable assistance to all 10 trail regions and 38 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Abilene, Austin, Bandera, Buffalo Gap, Brenham, Canton, Clarksville, Clifton, Corpus Christi, Corsicana, Denton, Freeport, Gonzales, Gonzales County, Hamilton, Hillsboro, La Grange, Levelland, Linden, Llano, Mason, McKinney, Mineola, Mineral Wells, Mount Pleasant, New Braunfels, Plainview, Pilot Point, Rockport, Round Rock, San Augustine, San Elizario, Sealy, Seguin, Texarkana, Uvalde, Waco, and Weatherford.**

The Certified Local Government program participated in a regional meeting for Preservation Texas held in September in **San Marcos**. Kelly Little presented on the benefits of the CLG program to the audience.

DOWNTOWNTX.ORG IMAGINE THE POSSIBILITIES TOURS

Seven local communities plan to host fall 2023 Imagine the Possibilities Tours this October. Participating cities are **Amarillo, Hamilton, Marshall, Pilot Point, San Augustine, Sherman, and Texarkana**. All are presenting their first 2023 tour this year except for Amarillo.

The Main Street design team supported the fall tours with conceptual designs for projects in Amarillo, Marshall, Pilot Point, and Sherman.

HERITAGE TOURISM: HISTORIC OVERNIGHTS WORKSHOP

In August, Mallory Laurel delivered a Historic Overnights workshop for historic property owners from Mason and Llano counties.

Attendees learned how to research the history of their property with the help of the local archival resources; tips and tricks for when the archive is thin; how to turn this research into captivating stories for potential guests; and finally, how to protect and honor a property through historic designations. This last section was led by colleague, Kelly Little, the Certified Local Government coordinator.

The team is grateful to the Seaquist House in Mason for hosting the workshop, to Scott and Amelia Zesch for catering lunch for participants, and to CHC and tourism partners from Mason and Llano for providing their in-person support.

The property pages on [TexasTimeTravel.com](https://www.texas-timetravel.com) are expected to debut in November.

HERITAGE TOURISM: MUSEUM ON MAIN STREET

A partnership with the Smithsonian Institution kicked off in August with an orientation workshop. Representatives from the seven participating communities gathered in Austin for the two-day session. Held at the historic Neill-Cochran House Museum and the Dolph Briscoe Center for American History, Carol Harsh, program director at the Smithsonian, joined the workshop along with the directors of represented heritage trail regions. The initiative’s logistics, goals, and connections to heritage tourism were all discussed, along with opportunities for participants and staff to get to know each other. The themes of the national exhibit and its relationship to rural identity and community revitalization were explored, along with a little capacity-building as staff

led them through a prioritization exercise meant to help organizations work smarter, not harder.

Day two included the curatorial team from the Briscoe taking participants through the steps of their in-progress exhibition to illuminate the journey from concept to design to execution. The center also gathered archival materials about each of the communities and permitted attendees to examine the materials and conceptualize how these or similar can be incorporated into an exhibit.

In addition to a thank you to our two facility hosts, appreciation goes out to Texas Treasure Business Award recipient, Scholz Garten for sponsoring a tasty German lunch and tour of the century-old social club and bowling alley, the Austin Saengerrunde.

CONSUMER DATA SNAPSHOT

Data from the consumer research dashboard shows the following heritage tourism statistics for the fourth quarter of FY 23 (June 1–August 5):

- 5,463,352 total trips were taken to heritage sites and attractions for a total of 8,181,327 visitor days spent in Texas
- Heritage traveler demographics:
 - Caucasian (68 percent)
 - Hispanic (23 percent)
 - Black (5 percent)
 - Asian (3 percent)
 - 36 percent have a Bachelor’s degree
 - 32 percent are between the ages of 45-64
 - 31 percent have an income in excess of \$100,000
 - 40 percent have 3-5 people in the household
- **Most interesting visitor statistics of the period:**
 - Age ranges for visitors to state historic sites were evenly distributed:
 - Ages 45-64 (30 percent)
 - Ages 65+ (29 percent)
 - Ages 25-44 (28 percent)
 - Luling was the most-visited Main Street District with 483,725 trips
 - The Mountain Trail Region’s average length of stay was 2.2 days, the longest of any of the regions. Heritage travelers also had the highest percentage of 6+

day trips in this region at nearly 15 percent.

TEXAS TIME TRAVEL TRAFFIC

During the fourth quarter of the fiscal year, 93,069 users visited the TexasTimeTravel.com website. Female users held a slight majority over males at 52.6 percent, and the largest age group at 23 percent was 35-44 years of age. Users’ origins were primarily major metro areas, with Dallas, Austin, and Houston at the top of the list. As seen in every quarter since the redesign, users primarily access the website on a mobile device. This quarter, fully two-thirds (66.4 percent) of users used mobile devices to browse through our heritage travel content. Website visitors used our integrated translation service 652 times and downloaded a digital version of the *Texas Heritage Travel Guide* 691 times.

TEXAS HERITAGE TRAVELER NEWSLETTER RESULTS

The latest edition of the Texas Heritage Traveler e-newsletter was distributed in July. This issue highlighted heritage trees and the lore behind them, Texas heritage-related podcasts, and the historic heatwave being experienced statewide.

This edition reached nearly 39,000 subscribers successfully, with an open rate of 27 percent or 10,412 readers opening the email one or more times. Only 16 readers opted to unsubscribe after this issue while more than 1,700 links were clicked.

HERITAGE TRAVEL PUBLICATIONS

The effort to revise and restock the agency’s heritage travel publications has begun. Several thousand of the *Texas Heritage Travel Guide* have been printed for distribution at the State Fair of Texas this year. A new cover has been introduced, but additional changes and updates will come later this year. The *Chisholm Trail* travel guide has been sent to the printer with modest updates, revisions, and improvements. 75,000 copies are being produced.

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Item 11.2

Texas Historical Commission
Quarterly Meeting
October 26-27, 2023

Consider approval of Certified Local Government grant awards for training

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.

Reallocation of FY22 and 23 Grant Funds

This July, the Commission approved a plan to reallocate approximately \$20,300 in unexpended CLG grant funds from FY 2022 and FY 2023 for Commission Assistance and Mentoring Program (CAMP) training from the National Alliance of Preservation Commissions (NAPC). An additional \$801 of CLG grant funds have since been relinquished by a grantee and will also be applied to the trainings, bringing the total to approximately \$21,100. The CLG program requires that Historic Preservation Officers, members of preservation commissions, and CLG committee members regularly attend preservation-related training; access to regular training opportunities is a benefit available to communities participating in the CLG program. CAMP provide high-quality training to preservation related boards and commissions through presentation, hands-on exercises, group discussions, and networking opportunities. Trainers include commissioners, local, state, and national staff members, attorneys, and commission partners. In conformance with the reallocation, approval is now sought for the specific grant recipients.

A special call for grant applications was announced in August, seeking communities to host regional and/or virtual training sessions. Six applications were received by potential host communities, which were then reviewed and scored by CLG program staff. The scoring results and recommended funding are shown below. Staff recommends funding a mix of both in-person regional as well as virtual training sessions to allow for broad participation by CLG communities. With approval, the City of Fort Worth will host a virtual CAMP training, available to CLGs throughout the state, covering the essential fundamentals of serving on a preservation commission. The City of Fort Worth will also host a later, in-person, full-day CAMP providing a deeper dive into more focused and advanced topics relevant to their region. With approval, the City of New Braunfels will host one in-person, full-day regional training. All sessions would be open to commissioners and staff from other CLG communities. The two hosts are geographically dispersed enough to reach a reasonable audience and are the two highest scoring applicants.

No matching funds will be required of the host CLGs, and the Friends of the Texas Historical Commission will act as the fiscal agent to process the funds and contract for the training on behalf of the host communities. The host CLGs will receive several complimentary registrations and provide input on the training content. Should the selected communities not be able to host, staff will work with the next highest scoring applicants while ensuring wide geographic distribution of trainings.

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**Certified Local Government Program
Special Call for CLG Grant Applications – NAPC CAMP Training
(Utilizing available FY 2022 and 2023 funds)**

CLG	Score	Recommended Funding
Fort Worth	59	\$12,101
New Braunfels	59	\$9,000
Comal County	52	N/A
Houston	49	N/A
Burnet County	48	N/A
Socorro	40	N/A

Suggested motion:

Recommended motion (Committee):

Move that the committee send forward to the Commission and recommend approval of CLG grants for training in the amount \$12,101 to the City of Fort Worth and \$9,000 to the City of New Braunfels, while waiving the match requirements.

Suggested motion (Commission):

Move to approve CLG grants for training in the amount \$12,101 to the City of Fort Worth and \$9,000 to the City of New Braunfels, while waiving the match requirements.