

Community Heritage Development Committee

January 31, 2023



TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

DoubleTree by Hilton Hotel Austin
Phoenix Ballroom South
6505 N. Interstate 35
Austin, TX 78752
January 31, 2023
11:00 a.m.

(or upon adjournment of the 10:30 a.m. History Programs committee meeting, whichever occurs later)

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

1. **Call to Order** — *Committee Chairman Peterson*
 - A. Committee member introductions
 - B. Establish quorum
 - C. Recognize and/or excuse absences
2. **Consider approval of the October 17, 2022 committee meeting minutes** — *Committee Chairman Peterson*
3. **Consider approval of the application ranking and funding recommendations for the FY 2023 Certified Local Government Grants** (item 11.2) — *Committee Chairman Peterson*
4. **Consider filing authorization of intent to review and consider for re-adoption, revision or repeal, Texas Administrative Code, Title 13, Part 2, Chapter 30 Texas Heritage Trails Program for publication in the *Texas Register*** (item 11.3) — *Committee Chairman Peterson*
5. **Community Heritage Development Division update and committee discussion** — *Patterson*
 - A. Update on Real Places Conferences
 - B. Update on the Texas Main Street Program activities including staffing, and DowntownTX.org
 - C. Update on heritage tourism activities including Texas Heritage Trails Program and new partnership with the Smithsonian
 - D. Update on the Certified Local Government activities including grants, training, and prospective CLGs
 - E. Update on the Texas Treasures Business Award
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 Esther Brinkley 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

The Stella Hotel
Celeste Ballroom
4100 Lake Atlas Dr
Bryan, TX 77807
October 17, 2022
10:00 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 (THC) Community Heritage Development Committee was called to order by Committee Chairman Pete Peterson at 10:01 a.m.

A. Committee member introductions

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

B. Establish Quorum

Chairman Peterson noted a quorum was present.

C. Recognize and excuse absences

There were no absences.

2. Consider approval of the July 25, 2022 committee meeting minutes—*Committee Chairman Peterson*

Commissioner White moved, Commissioner Burdette seconded, and the committee voted unanimously to approve the July 25, 2022 Community Heritage Development Committee meeting minutes.

3. Consider approval of designations of 2023 Texas Main Street Cities (item 12.2)—*Committee Chairman Peterson*

Community Heritage Development division director Bradford Patterson introduced the 2023 applicants for the Texas Main Street Program, Borger and Dalhart. The scores from the Interagency Council were introduced along with the scoring criteria. The committee was shown images of the communities.

Staff concerns over the current lack of readiness of both communities for the program was discussed. Mr. Patterson expressed that although both applications had weaknesses, reflected in the scoring, Borger could

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be considered as a provisional city. After a year of very limited and targeted assistance from the staff towards better preparation and a stronger application, Borger would be eligible to reapply. Dalhart would also be eligible to reapply in the future and both will receive feedback on their submission and local planning for the program.

Mr. Patterson highlighted the need to reconsider the future process for admitting cities into the Main Street program. The already approved concept for an Associate Network could accommodate a new entrance process where interested communities worked closely with the staff in advance of being considered for acceptance into the program.

Commissioner White motioned, Commissioner Garcia seconded, and the committee voted unanimously to recommend acceptance of Borger as a 2023 Texas Main Street Provisional City to the Commission.

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

Mr. Patterson introduced Max Hall, formerly with the Archeology Division, as the new Main Street special projects coordinator. Three staff departed within the last quarter, and one already posted position remains unfilled.

It was noted that the quarterly commission packet will now regularly include an overview of the latest Texas Treasure Business Award (TTBA) recipients. November's Texas Monthly BBQ Festival was cited, where THC will have a presence related to the approximately 50 historic barbecue restaurants being nominated for TTBA recognition. The committee was also shown the new, more dynamic TTBA logo developed in collaboration with Communications.

In August the Main Street Program hosted their annual manager's retreat successfully in Victoria with more than 60 attendees. Mr. Patterson thanked Vice-Chair McKnight and Secretary Donnelly for their attendance at October's First Lady's Tour of new Main Streets Hamilton and Stephenville.

Mr. Patterson noted that he and the heritage tourism coordinator, Sarah Page, had presented on the agency's heritage tourism work to the large industry audience of the Texas Travel Alliance Travel Summit in Galveston. Included in the highlighted topics was the agency's Legislative Appropriation Request items related to travel and tourism support. THC provided a booth at the State Fair of Texas staffed by the ten trail regions and stakeholders. Many of the agency's travel materials are out of print and reprinting quotes have been astronomical and unaffordable, though just enough were located to stock the fair.

Mr. Patterson reminded the committee that the Real Places conference will be February 1-3, 2023, in conjunction with the next quarterly meeting in Austin. He listed some of the keynote speakers and mentioned that there were about 100 speakers, 50 sessions, and over 300 people already registered. In response to the committee's questions, Mr. Patterson suggested that the percentage of returning attendees would be high, perhaps over 60 percent. He also explained that the long-term goal is a self-sustaining conference. While the current conference generates significant revenue through registrations and sponsorships, it is still financially subsidized by the agency.

5. Adjournment

The meeting was adjourned at 10:42 a.m.

Quarterly Report

Community Heritage Development (CHD) Division
October–December 2022

WORK IN COMMUNITIES

The communities participating in CHD's programs rely heavily on our staff expertise and guidance. Assistance from the division's programs is being delivered in person and online.

In October and November, staff provided measurable assistance to all 10 trail regions and 33 communities. Assistance, or in some cases multiple incidences of assistance, was provided to: **Austin, Bridgeport, Collin County, Conroe, Corsicana, Cuero, Dalhart, Denton, Elgin, Ennis, Farmersville, Freeport, Frisco, Georgetown, Goliad, Gonzales, Hamilton, Huntsville, Laredo, Llano, McKinney, Paris, Princeton, San Augustine, San Marcos, Stephenville, Taylor, Temple, Tyler, Victoria, Waco, Weston, and Wylie.**

MAIN STREET CITIES AND CONSTITUENTS WIN PRESTIGIOUS AWARDS

Congratulations to the following projects, organizations, and individuals in Main Street cities that were named Texas Downtown Association 2022 President's Award winners.

Best Promotional Event

- Bluebonnet Trails Festival, **Ennis**

Best Promotion by Digital Campaign

- Small Business Saturday, **Mesquite**

Best Downtown Business

- The Golden Rule, **Georgetown**

Best Downtown Partner

- Ennis Garden Club, **Ennis**

HERITAGE TOURISM

TexasTimeTravel.com continues to be a popular and helpful site for heritage travelers. Site analytics from October 1, 2022 to date include the following highlights:

- Users: 61,941
- thc.texas.gov and traveltexas.com were among the top referring sites to TexasTimeTravel.com
- 59 percent of total visitors accessed the site using a mobile device
- More of the visitors to the site were male (52 percent vs. 48 percent)
- The most common age group for site visitors was ages 35–44 years old. The next highest age group was 25–34 year-olds.
- The Spanish translation button was clicked 279 times

The historic accommodations project is set to debut on TexasTimeTravel.com near the end of February. The project includes historic hotels, inns, and short-term rentals that are listed on a variety of lodging platforms. More than 15 historic properties in Galveston will be featured on our website along with history about the property, the previous owners, and other behind-the-scenes details that help enhance the visitor's overall experience and appreciation for local history. THC staff brought together property owners with archivists and historians at the Rosenberg Library and the Galveston Historical Foundation to research their property's history and create interpretive elements in the house that could illuminate said history in person.

We're excited to launch this project with our partners at Visit Galveston and have already received inquiries from other cities who are interested in being the next community we spotlight. We're hopeful that this program will not only boost tourism in towns and regions with a high density of historic overnight accommodations, but it will also provide new

opportunities to educate proprietors of such businesses on the proper care for and interpretation of their historic properties. The next community we spotlight will be announced in the coming months.

The regional in-kind and cash contributions from the Texas Heritage Trails Program (THTP) for FY 22 have been calculated. Collectively, the regions contributed \$173,049 of in-kind, \$342,635 in other cash revenue (above the funding received from the THC), and 4,238 volunteer hours. For the life of the program, \$5.6 million of in-kind, \$4.5 million in other revenue, and more than 138,000 volunteer hours have been contributed.

Data from the consumer research dashboard shows the following tentative heritage tourism statistics for the first quarter of FY 23:

- 1,817,493 total unique visitors to heritage sites and attractions
- 5,996,928 total visitor days spent
- Heritage traveler demographics
 - Caucasian (69.5 percent)
 - Hispanic (21 percent)
 - African American (5.7 percent)
 - 33 percent are between 45–64 years of age, and visitors aged 25–44 at 28.7 percent
 - 35.5 percent have a bachelor’s degree
- **Most interesting visitor statistics of the period:**
 - State Historic Sites attract the highest percentage of African American visitors (8.2 percent)
 - The top household size was 1–2 people (52 percent), which is indicative of school being back in session. This is consistent across all clusters (State Historic Sites, Main Streets, and Museums).
 - The Hill Country Trail Region saw the highest number of unique visitors during this time at 493,509 visitors.

CERTIFIED LOCAL GOVERNMENT

The Certified Local Government (CLG) program received 10 applications for the annual CLG grant round. The applications were reviewed and scored by an interdisciplinary committee of THC staff for the Commission’s upcoming meeting. CLG staff also

conducted several trainings, including a workshop about the CLG program for interested communities in Collin County and a training on design review for Corsicana’s Heritage Preservation Commission.

REAL PLACES 2023

Conference planning continues for the 7th Annual Real Places Preserving Historic Texas Conference to be hosted by the Friends of the Texas Historical Commission, the THC, and in partnership with Phoenix I Restoration and Construction, LLC on February 1–3, 2023. During this quarter, total sponsorships have been secured in the amount of \$116,000 and continue to grow with interest from various companies and organizations.

Seven keynote speakers have been confirmed, and we are looking forward to a diverse and a broad range of topics for our attendees to enjoy during the conference. The [conference website](#) features details and offers the various options available to attendees, including single day, full conference, and virtual options. Additional marketing efforts have influenced strong registration throughout the quarter, with registration through December currently including more than 540 attendees.

NEW STAFF MEMBER JOINS THE DIVISION

In October, the Texas Main Street Program welcomed Maximilian Hall, who transferred from the Archeology Division. As special projects coordinator, he will be managing our building inventory site, DowntownTX, and the statewide Imagine the Possibilities Tours. He has a graduate public history degree along with undergraduate work in history and German, all from Texas State University.

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Item 11.2
Texas Historical Commission
Quarterly Meeting
January 31–February 1, 2023

Consider Approval of the Application Ranking and Funding Recommendations for the FY 2023 Certified Local Government Grants

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 to the agency. The THC must set aside at least ten percent (10%) of this annual figure for distribution to the CLGs. In FY 2022, we received \$173,095 to allocate as subgrants and we anticipate a similar appropriation for FY 2023. These funds are contingent upon a resolution of the federal budget and notification from the National Park Service.

FY 2023 Grant Round

Eligible projects include surveys of historic resources, nominations to the National Register of Historic Places, implementation of preservation plans, development of educational programming, and development/restoration projects. Special consideration is given to projects and programs that directly support the goals of the Texas Statewide Preservation Plan and those projects and programs that encourage diversity and inclusion in the preservation community.

Ten CLGs applied for a FY 2023 CLG Grant and an interdisciplinary committee of THC staff evaluated the grant requests against established criteria, considering previous grant distribution, viability of proposed projects and coordination with statewide preservation goals and objectives. The attachment details the results of this evaluation, as well as recommended funding levels.

Additional Information:

Through authority previously granted by the Commission, the Executive Director is permitted to redirect any FY 2023 grant funds from one recipient to another in the event a grant award is fully or partially forfeited, unexpended, or relinquished during the FY 2023 grant period. The purpose of this authority is to ensure that the maximum amounts of funds are utilized by Texas communities rather than being returned unexpended to the federal agency.

Upon acceptance of the ranking and funding recommendations, staff will fund viable projects in the order of the rankings as federal funds become available. Funds may not be available to fund all the recommended projects.

Recommended motion (Committee):

Move that the committee send forward to the Commission and recommend acceptance of the ranking as presented and funding recommendations for the Fiscal Year 2023 Certified Local Government grants based on the availability of federal funds. Funds will be committed in the order of commission staff rankings as federal funds become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds.

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Recommended motion (Commission):

Move acceptance of the ranking as presented and funding recommendations for the Fiscal Year 2023 Certified Local Government grants based on the availability of federal funds. Funds will be committed in the order of commission staff rankings as federal funds become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds.

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**Certified Local Government Program
Fiscal Year 2023 CLG Grant Applications**

Grant Applicant	Project Description	Score	Grant Request	Rec. Funding	Running Total
Bryan	National Register Nomination and Survey of Downtown Bryan	76.29	\$ 21,600	\$ 21,600	\$ 21,600
Dallas	City of Dallas Historic Resources Survey Update (Phases 1a, b, c)	74.57	\$ 50,000	\$ 50,000	\$ 71,600
Comal County	National Register Nomination for New Braunfels Downtown Historic District	73.00	\$ 20,000	\$ 20,000	\$ 91,600
Family Service Association of San Antonio, Inc.	Living Heritage Trades Academy	70.43	\$ 32,012	\$ 32,012	\$123,612
Socorro	Construction Documents for Rio Vista Farm Rehabilitation – Library	68.71	\$ 30,000	\$ 30,000	\$153,612
Corpus Christi	Upper Westside Historic Resources Survey	66.86	\$ 25,000	\$ 25,000	\$178,612
Tyler	National Register Nomination for the Mayfair Building	65.71	\$ 6,650	\$ -	
Mansfield Cemetery Association	Historic Cemetery District Ground Penetrating Radar Survey	60.29	\$ 19,400	\$ -	
Flower Hill Foundation	Construction Documents for Foundation and Floor Improvements	55.57	\$ 33,075	\$ -	
San Antonio	City of San Antonio Strategic Historic Preservation Plan Update	54.29	\$ 25,000	\$ -	
Totals			\$262,737	\$178,612	

Should additional funds become available for grants, additional awards up to the maximum grant requests will be made in descending order of scores, beginning with the Tyler proposal.

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Item 11.3

Texas Historical Commission
Quarterly Meeting
January 31-February 1, 2023

Consider filing authorization of intent to review and consider for re-adoption, revision or repeal, Texas Administrative Code, Title 13, Part 2, Chapter 30 Texas Heritage Trails Program for publication in the *Texas Register*

Background:

Each state agency is required by Texas Government Code, Section 2001.39 to review and consider for re-adoption their rules in the Texas Administrative Code every four years. A notice (proposed rule review) must be filed with the *Texas Register* to inform the public that THC will start reviewing its chapters/rules. This gives the public an opportunity to submit comments regarding the review.

The Commission will accept comments for 30 days following publication of the notice in the *Texas Register* as to whether the reasons for adoption of these rules continue to exist. Any additional changes to the rules resulting from the review will be published in the Proposed Rules Section of the *Texas Register* and will be open for an additional 30-day public comment period prior to final adoption of any repeal, amendment, or re-adoption.

Recommended motion (Committee):

Move that the committee send forward to the Commission and recommend approval of the filing authorization of the intent to review and consider for re-adoption, revision or repeal, Texas Administrative Code, Title 13, Part 2, Chapter 30 Texas Heritage Trails Program for publication in the *Texas Register*.

Recommended motion (Commission):

Move to approve the filing authorization of THC's intent to review and consider for re-adoption, revision or repeal, Texas Administrative Code, Title 13, Part 2, Chapter 30 Texas Heritage Trails Program for publication in the *Texas Register*.

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Proposed Preamble Form

The Texas Historical Commission files this notice of intent to review and consider for re-adoption, revision or repeal, Texas Administrative Code, Title 13, Part 2, Chapter 30 Texas Heritage Trails Program.

Pursuant to Texas Government Code 2001.039, the Texas Historical Commission will assess whether the reason(s) for initially adopting these rules continue to exist. The rules will be reviewed to determine whether it is obsolete, reflects current legal and policy considerations, reflects current general provisions in the governance of the Commission and/or whether it is in compliance with Chapter 2001 of the Texas Government Code (Administrative Procedures Act).

The Commission will accept written comments received on or before 5:00 p.m. central time on the 31st day after the date this notice is published in the *Texas Register*. Comments as to whether the reasons for initially adopting these rules continue to exist may be submitted to Bradford Patterson, Director, Community Heritage Development Division, Texas Historical Commission, P.O. Box 12276, Austin, Texas 78711-2276, or by email to brad.patterson@thc.texas.gov. Any additional changes to the rules resulting from the review will be published in the Proposed Rules Section of the *Texas Register* and will be open for an additional 30-day public comment period prior to final adoption of any repeal, amendment, or re-adoption.