

# Community Heritage Development Committee

October 17, 2022



TEXAS HISTORICAL COMMISSION

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

The Stella Hotel  
Celeste Ballroom  
4100 Lake Atlas Dr  
Bryan, TX 77807  
October 17, 2022  
10:00 a.m.

*(or upon the adjournment of the 9:30 a.m. Architecture committee meeting, whichever occurs later)*

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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 Chairman Peterson*
  - A. Committee member introductions
  - B. Establish quorum
  - C. Recognize and/or excuse absences
2. **Consider approval of the July 25, 2022 committee meeting minutes** — *Committee Chairman Peterson*
3. **Consider approval of designations of 2023 Texas Main Street Cities** (item 12.2) — *Committee Chairman Peterson*
4. **Community Heritage Development Division update and committee discussion** — *Patterson*
  - A. Update on division staffing
  - B. Update on the Texas Treasures Business Award
  - C. Update on the Texas Main Street Program activities including DowntownTX.org
  - D. Update on heritage tourism activities including Texas Heritage Trails Program
  - E. Update on the Certified Local Government activities including grants, training, and prospective CLGs
  - F. Update on the Real Places Conference
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 Esther Brinkley 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

DoubleTree Suites by Hilton Hotel  
Houston Room  
2nd Floor  
303 W. 15th Street  
Austin, TX 78701  
July 25, 2022  
11:15 a.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 Chairman Pete Peterson at 11:15 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, and Renee Dutia.

#### B. Establish Quorum

Chairman Peterson noted a quorum was present.

#### C. Recognize and excuse absences

Chairman Peterson noted that Commissioners Garrett Donnelly, Lilia Garcia, and Daisy Sloan White were absent. Commissioner Bahorich moved to excuse their absences, seconded by Commissioner Burdette. The motion passed unanimously.

### 2. Consider approval of the April 28, 2022 committee meeting minutes—*Committee Chairman Peterson*

Commissioner Burdette moved, Commissioner Dutia seconded, and the committee voted unanimously to approve the April 28, 2022 Community Heritage Development Committee meeting minutes.

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

Mr. Patterson identified two new division staff, Audrey Butera, event planner, and Kelly Little, the Certified Local Government (CLG) coordinator. He stated that Ms. Butera had ten years of experience in the field, and Ms. Little had worked with the agency previously. Mr. Patterson explained that two vacancies remained, the Main Street special projects coordinator and a Certified Local Government specialist.

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Mr. Patterson detailed the June launch of Texas Time Travel website, with a series of graphics from the site and user statistics and comparisons. New features and technologies for the site were described including mobile responsiveness, user-saved favorites, and language translation. Commissioners expressed interest in seeing resources for educators integrated into the website and the agency logo included in the pop-up menu block. The committee commented that the website was meant to be a pass-through that connected travelers to a more direct resource, including educational materials. Commissioners complimented the streamlined look of the new site and the lack of clutter.

Mr. Patterson discussed the changes and improvements to the Texas Treasure Business Award including implementation of a quarterly deadline, streamlined nomination process, centralized management, and the encouragement of storytelling. He explained that these improvements were meant to make the experience more user-friendly and engaging. He stated an ongoing collaboration with *Texas Monthly* magazine would yield over 60 awards to Texas barbecue businesses and culminate with a November 2022 event to recognize the historic restaurants. Patterson answered committee questions about the number and rate of awards to date. The committee expressed the desire to be informed of scheduled events in their vicinity, while acknowledging that staff wouldn't always know themselves.

Mr. Patterson briefed the committee on the upcoming Main Street manager retreat in Victoria as well as the First Lady's Tour in Hamilton and Stephenville. An update was provided on the licensing effort with Georgia for DowntownTX.org as well as the upcoming application deadline for new 2023 Main Streets.

Mr. Patterson explained the status and postponement of implementing the Main Street associate network, in part to consider the implications of upcoming changes to the state programs that will be required by the national organization.

Mr. Patterson discussed the heritage traveler demographics noted in the quarterly report and the committee discussed the importance of marketing to diverse cultural groups including African American, Hispanic, and Asian travelers.

The June statewide meeting of the Texas Heritage Trails was discussed including the progress of creating new digital guides for each of the regions, beginning with the Texas Plains Trail Region.

It was noted that Weatherford had a pending application as a Certified Local Government.

Mr. Patterson reminded the Committee that the Real Places conference would be on February 1-3, 2023 in conjunction with the Austin quarterly meeting.

#### 4. Adjournment

The meeting was adjourned at 11:58 a.m.

## Quarterly Report

Community Heritage Development (CHD) Division  
July–September 2022

### 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 34 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Amarillo, Beeville, Borger, Brownsville, Canyon, Conroe, Corpus Christi, Cotulla, Cuero, Dalhart, Decatur, Denison, Elgin, Fort Davis, Fulton, Galveston, Goliad, Gonzales, Hamilton, Linden, Llano, Kerrville, Kingsville, Levelland, Marshall, Mesquite, Mount Pleasant, Mount Vernon, Palestine, Pearland, San Marcos, Stephenville, Victoria, and Waco.**

In addition, the Texas Main Street Program organized a retreat for statewide participants in August. Hosted by Victoria, Goliad, and Cuero, 43 Main Street communities attended and 58 staff were provided training at the retreat.

### ANNUAL MAIN STREET REINVESTMENTS REPORTED

The Texas Main Street Program (TMSP) revitalizes Texas’ historic downtowns and neighborhood commercial districts through economic development and historic preservation. The program provides personalized outreach and assistance with planning, economic and small business development, and architectural, urban, and graphic design services, as well as organizational expertise.

This year marks the 41st anniversary of the program, with the initial cities entering in 1981. Since its inception, the TMSP has helped generate more than \$5.2 billion in reinvestment in Texas downtowns and urban neighborhood commercial districts, created

nearly 47,000 jobs, and established more than 11,000 new businesses across 182 communities.

Currently, there are 90 official Texas Main Street communities, including urban and rural programs, serving more than 3.6 million Texans. The focus of the Texas program is smaller, rural communities, with 78 percent of the participating communities having populations below 50,000 and a median population of 16,267.

In total, more than \$209 million of private funds were reinvested in TMSP communities during the period roughly equivalent to the fiscal year. Other totals reported by the local programs and tracked by the agency for the 2022 period include: 945 rehabilitation projects worth over \$88 million; nearly \$30 million in new downtown construction; the sale and purchase of \$91 million of downtown real estate; net gains of 500 business starts and over 2,100 new jobs in Main Street districts; and a gain of approximately 1,100 downtown residents and 1,000 housing units. Local Main Street communities also reported more than 65,000 volunteer hours committed to historic Texas downtowns during the biennium, a value of \$1.6 million.

These figures point to a clear recovery from the pandemic. For example, the total private reinvestment in Texas Main Street downtowns has only exceeded \$200 million one other time in 2017, making 2022 the second highest year on record, without adjusting for inflation. Sales of downtown real estate, which were triple the average annual value of the previous five years, were the primary driver for the increased investment. Even so, the dollars spent on the rehabilitation of downtown buildings doubled last year’s amount and rebounded to approximate reinvestments the prior two years. While volunteer hours remain somewhat suppressed due to lingering impacts from the pandemic, they increased by 64 percent, a significant rise from the previous year.

## HERITAGE TOURISM

Following the successful soft launch of the redesigned TexasTimeTravel.com in June, the heritage tourism team has been tracking the marked improvements in site analytics. Some highlights for the final quarter of the 2022 fiscal year include:

- Users: 98,176 (a 377.5 percent increase over Q3)
- Pageviews: 165,599 (a 361 percent increase over Q3)
- 67 percent of visitors accessed the site via a mobile device (a 49 percent increase over Q3)
- The Spanish translation button was clicked 173 times

The team completed the 2021 Compensation Survey for the Texas Heritage Trails Program. The last study was done in 2017. The results were presented to the regional boards and executive directors to provide them with benchmarks on salaries, benefits, and other forms of compensation to help them stay competitive in the marketplace. The report was well-received by regional boards and staff.

Although just prior to this official reporting period, the heritage tourism team, representatives from the Texas Heritage Trails Program, and other THC staff met in Waco on June 23–24 for the semi-annual statewide meeting. These meetings provide opportunities for regional staff and board members to interact with THC staff from multiple divisions. Professional development is typically provided, and this time featured sessions on collaboration opportunities between tourism and economic development, partnering with our state historic sites, and how the TxDOT Travel Division can aid in regional marketing efforts. The meeting was well attended and received high praise in the post-meeting survey. The last statewide meeting that was held outside of the Austin area was in June 2018 in Midland.

Data from the consumer research dashboard shows the following heritage tourism statistics from Q4 of the 2022 fiscal year:

- 20,137 total unique visitors to heritage sites and attractions
- 66,085 total visitor days spent
- Heritage traveler demographics
  - Caucasian (70–73 percent)
  - Hispanic (20–25 percent)
  - African American (1–3 percent)

- 34–38 percent are between 46–64 years of age, with visitors aged 25–44 at 18–27 percent
- 36–37 percent have a bachelor's degree

- **Most interesting visitor statistic of the period:** 27 percent of visitors to state historic sites earn over \$150,000 annually, and 56 percent have 3–5 people in the household. These numbers are considerably higher than for museums or Main Street cities.

## REAL PLACES

Real Places 2023 will have over 70 external speakers and 40 sessions.

The conference is highlighted by several keynote speakers and opens Wednesday evening with a reception that will include recognition of the Friends Alliance Awards and a multi-media performance by Montopolis, a project funded by the Texas Commission on the Arts and the National Endowment for the Arts. Thursday morning, Caroline Klibanoff, managing director of Made by Us will discuss empowering informed civic participation among young adults. Tourism experience expert Joe Veneto will provide the Thursday lunchtime program, while nominee to chair the U.S. Advisory Council on Historic Preservation, Sara Bronin, will speak at Thursday evening's Awards Banquet. Attendees will wake up Friday with a panel including *Texas Monthly* contributors discussing the relationship between journalism and the historical record and close the conference with architect and preservationist Jeff Greene of Evergreen Architectural Arts.

## CERTIFIED LOCAL GOVERNMENT

The Certified Local Government (CLG) program grant cycle opened for fiscal year 2023 CLG grants, with applications due in November. CLG grants provide funding to participating cities and counties governments to develop and sustain effective local preservation programs. In July, the CLG grant program provided travel stipends for attendees from seven CLG communities to attend the National Alliance for Preservation Commissions' FORUM Conference in July. Staff also attended FORUM and hosted a meet and greet for Texas conference attendees.

QUARTERLY REPORT

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# TEXAS TREASURE BUSINESS AWARD PROGRAM

SEPTEMBER 2022  
MALLORY LAUREL  
SPECIAL PROJECTS COORDINATOR

TEXAS  
HISTORICAL  
COMMISSION 



Photo: Opening day of 2022 Texas Treasure Business Bird Kultgen Ford, April 7, 1947.



# SUMMARY OF PROGRESS

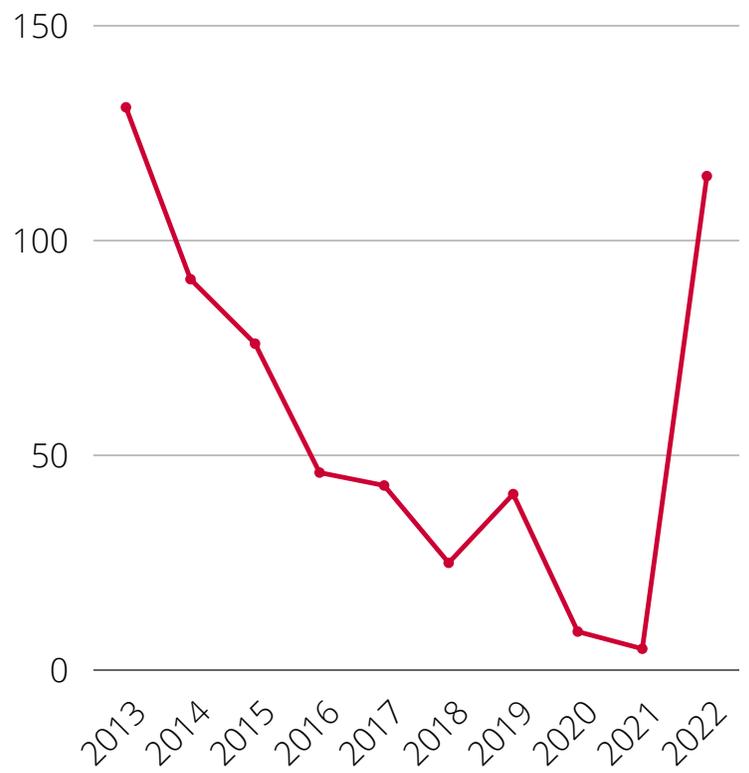
Photo: The Interior of 2022 Texas Treasure Business, Hamilton Jewelers, circa 1920.

Since updating our nomination procedures and revitalizing the public profile of TTBA through media partnerships and outreach campaigns, we are happy to report that, with one quarterly deadline left in the calendar year, total nominations this year are on track to exceed 2013, our most successful year to date.

A partnership with *Texas Monthly* BBQ Editor, Daniel Vaughn, led to the documentation of over 50 historic BBQ businesses. These businesses will be honored at *Texas Monthly's* BBQ Fest, to be held in Lockhart, Texas on November 5, 2022.

This summer, our Preservation Scholar, Natividad Roman, conducted a social media campaign to crowdsource nominations of historic tortillerias and taquerias across the state. In the next few months, we plan to honor over thirty historic tortillerias and taquerias as a result.

## Annual Submission Total, 1/2013 - 8/2022



# RECENT AWARDEES

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## Business Name

## City

|   |                |
|---|----------------|
| Soileau's Tire Pros. (1962)               | Angleton       |
| Marsha Woody Academy of Dance (1956)      | Beaumont       |
| Nance International (1955)                | Beaumont       |
| Henry Insurance Agency (1951)             | Bowie          |
| Blue Bell Creameries (1907)               | Brenham        |
| Hermann G. Furniture Company (1876)       | Brenham        |
| Comanche Tortilla & Tamale Factory (1947) | Fort Stockton  |
| Sisters Beauty Salon (1963)               | Fort Stockton  |
| Fidel's Grocery and Market (1948)         | Fort Stockton  |
| Terrazas Furniture Co. (1953)             | Fort Stockton  |
| Hamilton Floral and Gifts (1928)          | Hamilton       |
| Electric Motor Service (1959)             | La Grange      |
| Lindemann Real Estate (1958)              | La Grange      |
| Reeder's AC & Heating Inc. (1970)         | La Grange      |
| Lubbock Lock & Key (1971)                 | Lubbock        |
| Hamilton Jewelers (1904)                  | Mount Pleasant |
| New Braunfels Herald-Zeitung (1852)       | New Braunfels  |
| Warren's Barber Shop (1903)               | Palestine      |
| Turbyfill's Machine Shop (1901)           | Palestine      |
| City Shoe Shop (1943)                     | Palestine      |
| First Federal Community Bank, SSB (1922)  | Paris          |
| Plestex Movie Theater (1949)              | Pleasanton     |
| Roy's Nursery (1942)                      | Poteet         |
| Monarch Trophy Studio (1972)              | San Antonio    |
| McLemore Laundry (1961)                   | San Augustine  |
| Bird Kultgen Ford (1936)                  | Waco           |
| Bellmead Radiator Shop, Inc. (1963)       | Waco           |
| Casa De Castillo (1921)                   | Waco           |
| Furniture Center (1960)                   | Waco           |
| Kim's Diner (1956)                        | Waco           |
| Kindler's Gem Jewelers (1972)             | Waco           |
| Lone Star Tavern and Steakhouse (1953)    | Waco           |
| Mazanec Construction Company, Inc. (1969) | Waco           |
| Sykora Family Ford, Inc. (1952)           | West           |

# BUSINESS SPOTLIGHTS

## Electric Motor Service

"I have Antonio working behind the counter when someone comes in and says to him, 'Hey boss, I need to talk to you about some of your scrap motors.' And Antonio goes, 'You need to talk to her,' and the guy's jaw just dropped. He was not expecting to talk to a woman! I just love that, because this is a male-dominated business. Going out to job sites...and growing the same respect that people had for my father is just very important to me." --Wendy McDaniels, 2nd generation Owner

## Lubbock Lock & Key

"Most locksmiths in the early 1970s were still named after the locksmith that ran the shop (Deckelman's, Clark's, Pangburn's, etc.) Others were beginning to name their business starting with A, AA, AAA, etc. to get the first listing in the yellow pages. But I wanted a name that reflected the city I had grown to love, so I named it Lubbock Lock & Key. It seemed to have a nice ring to it. Had I known that we would be as involved in the safe business as we are, I might have worked in the word 'safe,' maybe 'Lubbock Lock And Safe,' but after 50 years I wouldn't think of changing it now." --Larry Viaille, Founder and Owner

## Monarch Trophy Studio

Former owner, Sandra Bradley's mother opened the original Monarch Trophy Studio in Houston in 1968 when, as a frustrated junior bowling instructor, she couldn't find trophies for her students. After failing to locate awards at shops that wouldn't quote a reasonable price, her tool and die-maker husband suggested she create her own. So, she did, and Monarch Trophy Studio was born, named simply because her Mom thought Monarch sounded "classy."

## Terrazas Furniture

Most of Pete Terrazas' customers were denied credit elsewhere and so he built a business model on trust that kept credit lines over several generations. Several of these lines date back to the 1950s when the Bracero program brought many new migrant farm workers to the area.



Photo: The original furniture wagon of 2022 Texas Treasure Business, Hermann G. Furniture, in Brenham.



Photo: The Castillo family, owners of 2022 Texas Treasure Business, Casa de Castillo, a restaurant in Waco.

**KIMS TUESDAY SPECIAL!**

Hickory Smoked **HAM on RYE**

Oodles of Hickory Smoked Ham, Special Ham Sauce and Pickle Wedge

**49¢**

Regular **65¢**

**REMEMBER**  
With Hamburger Orders 1 thru 6 You Get Twice as Much and French Fries Too!

*Kim's*

Photo: A 1968 newspaper advertisement for 2022 Texas Treasure Business, Kim's Diner, in Waco.

# TEXAS HISTORICAL COMMISSION

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**Item 12.2**  
Texas Historical Commission  
Quarterly Meeting  
October 17-18, 2022

## Consider approval of designations of 2023 Texas Main Street Cities

### **Background:**

Currently 90 designated cities receive services from the Texas Main Street Program, which was begun under the Texas Historical Commission in 1981. In accordance with Texas Administrative Code, Title 13, Part 2, Chapter 19, §19.4 (a): “Applications to the program are due annually on the last working day of July or other dates established by the Commission”. By July 31, 2022, applications were received from two communities for official Main Street designation: Borger (Hutchinson County) and Dalhart (Dallam County). Neither community has participated in the Texas Main Street Program previously. Census data for Borger shows a 5.3% (700 person) decline in population from 2000 (13,251) to 2020 (12,551). Dalhart shows a 6.5% (517 person) increase in population from 2000 (7,930) to 2020 (8,447).

The Texas Historical Commission may designate up to five new or recertified official *Texas Main Street Cities* (§19.4(f)). Upon acceptance, new and recertified programs receive access to all Main Street services. Provisional programs may be accepted that attend Main Street training and receive limited assistance, but do not receive design services. They agree to apply again the following year.

Agency staff is required to visit each of the applicant cities between receipt of letters of intent and the first meeting of the Interagency Council. The state coordinator visited each city after both applications were submitted on July 29, 2022, and the Interagency Council meeting on September 9, 2022.

The Main Street Interagency Council (IAC) convened and reviewed applications for designation as official Texas Main Street Cities (§19.4(e)). Scoring members of the seven-person council is comprised of two staff members of the Texas Main Street program; the Community Heritage Development Director; one staff member from the Budget, Planning and Policy Division of the Office of the Governor; one from the Texas Economic Development and Tourism division of the Office of the Governor; and one staff member from the Texas Department of Agriculture Rural Affairs program. There is also one non-voting member of the Legislative Budget Board who was unable to participate this year.

The criteria currently in use is as follows and is published in the application:

### **Evaluation Criteria:** (110 Total Possible Points)

1. **Historic commercial fabric and historic identity:** The historic significance of the proposed Main Street area and the interest in and commitment to historic preservation. (35 Points)
2. **Organizational capacity:** Demonstrates community and private sector support for the program as well as the capability of the applicant to successfully implement the Main Street Program. (25 Points)
3. **Support and financial capacity:** Demonstrates the financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects. (24 Points)

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4. **Physical capacity:** The cohesiveness, distinctiveness and variety of business activity conducted in the proposed Main Street Program area. (10 Points)
5. **Demonstrated need:** The need for the Main Street Program in the city and its expected impact on the city. (10 Points)
6. **Geographic distribution & discretionary:** (6 Points)

The council ranks applicants as to their merit based on the evaluation criteria. Following individual scoring by council members, a collective average score is developed for each applicant. Staff of Main Street and the Community Heritage Development division director meet to discuss available resources as permitted by §19.4(f). The average scores of all 6 voting Council members were as follows:

Borger 74.0  
Dalhart 69.5

In January 2017, the Commission adopted a policy to not accept future Main Street Cities that score 70 or below in the evaluation. The Commission still has discretion to not approve those with scores above 70.

The Main Street Interagency Council deferred to the judgement of Texas Main Street staff due to the scoring and concerns that led to scores given that hover immediately above and below the minimum acceptance score of 70. **Dalhart is not recommended** for admittance as a Main Street local program, as the application scored below 70. **Borger is recommended as a Texas Main Street Provisional City**, which enables a city of any size that is not accepted upon first application submittal to participate provisionally in the Texas Main Street Program, upon invitation, while an application is improved and submitted for the next application cycle. This participation status will allow Borger to address aspects of its proposed district, programmatic priorities, and organizational structure to ready the community for possible future entry as a Texas Main Street small city. Provisional status provides Borger with limited access to services and amenities afforded communities within the Texas Main Street network. If the city agrees to this stipulation, Borger's provisional status will begin formally on January 1, 2023.

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

Move that the committee send forward to the Commission and recommend acceptance of Borger as a 2023 Texas Main Street Provisional City.

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

Move to accept Borger as a 2023 Texas Main Street Provisional City.