

## Using Markers for the Greater Good



**September 8, 2014**

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

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

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

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

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

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

## Document & preserve real places and real stories



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

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

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

between three types.

## Historic resources survey



TEXAS HISTORICAL COMMISSION				
HISTORIC RESOURCES SURVEY FORM				
PROJECT # _____	Lead by _____			
Date _____	City _____			
<b>SECTION 1</b>				
<b>Architectural Description</b>				
General Architectural Description:				
<input type="checkbox"/> Additions, modifications, specify dates. <input type="checkbox"/> Relocated, specify date, former location and information of element.				
<b>Stylistic Influences</b>				
<input type="checkbox"/> Colonial Revival <input type="checkbox"/> Queen Anne <input type="checkbox"/> Second Empire <input type="checkbox"/> Colonial Revival <input type="checkbox"/> Renaissance Revival <input type="checkbox"/> Queen Anne	<input type="checkbox"/> Shingle <input type="checkbox"/> Romanesque Revival <input type="checkbox"/> Folk Victorian <input type="checkbox"/> Colonial Revival <input type="checkbox"/> Renaissance Revival <input type="checkbox"/> Gothic Revival	<input type="checkbox"/> Gothic Revival <input type="checkbox"/> New Classical <input type="checkbox"/> Beaux Arts <input type="checkbox"/> Mission <input type="checkbox"/> Monterey	<input type="checkbox"/> Pueblo Revival <input type="checkbox"/> Spanish Colonial <input type="checkbox"/> Prairie <input type="checkbox"/> Craftsman <input type="checkbox"/> Old West <input type="checkbox"/> Modern	<input type="checkbox"/> International <input type="checkbox"/> Post-war Modern <input type="checkbox"/> Colonial Style <input type="checkbox"/> Other
<b>Structural Details</b>				
<b>Roof Form</b>				
<input type="checkbox"/> Gable <input type="checkbox"/> Shed <input type="checkbox"/> Gambrel <input type="checkbox"/> Flat w/ parapet <input type="checkbox"/> Mansard <input type="checkbox"/> Pyramid <input type="checkbox"/> Other				
<b>Roof Materials</b>				
<input type="checkbox"/> Wood shingles <input type="checkbox"/> Tile <input type="checkbox"/> Composition Shingles <input type="checkbox"/> Metal <input type="checkbox"/> Other				
<b>Wall Materials</b>				
<input type="checkbox"/> Brick <input type="checkbox"/> Stone <input type="checkbox"/> Wood siding <input type="checkbox"/> Stucco <input type="checkbox"/> Concrete <input type="checkbox"/> Terra Cotta <input type="checkbox"/> Other				
<b>Windows</b>				
<input type="checkbox"/> Single hung <input type="checkbox"/> Double hung <input type="checkbox"/> Casement <input type="checkbox"/> Metal sash <input type="checkbox"/> Decorative Stormwork <input type="checkbox"/> Other				
<b>Doors (Primary Entrance)</b>				
<input type="checkbox"/> Single door <input type="checkbox"/> Double door <input type="checkbox"/> With transom <input type="checkbox"/> With sidelights <input type="checkbox"/> Other				
<b>Pan</b>				
<input type="checkbox"/> Plain <input type="checkbox"/> Plain <input type="checkbox"/> Modified Lujan <input type="checkbox"/> Room <input type="checkbox"/> Open <input type="checkbox"/> Center Passage <input type="checkbox"/> Bungalow <input type="checkbox"/> Shotgun <input type="checkbox"/> Other				
<b>Chimneys</b>				
<input type="checkbox"/> Brick <input type="checkbox"/> Stone <input type="checkbox"/> Concrete <input type="checkbox"/> Exterior <input type="checkbox"/> Other				
<b>PORCHES/CANOPIES</b>				
<b>Form</b>				
<input type="checkbox"/> Shed roof <input type="checkbox"/> Flat roof <input type="checkbox"/> Gable roof <input type="checkbox"/> Hip roof <input type="checkbox"/> Other				
<b>Support</b>				
<input type="checkbox"/> Wood posts (open) <input type="checkbox"/> Wood posts (braced) <input type="checkbox"/> Masonry pier <input type="checkbox"/> Fabricated metal <input type="checkbox"/> Steel columns <input type="checkbox"/> Tapered box supports <input type="checkbox"/> Suspended cables <input type="checkbox"/> Suspension cables <input type="checkbox"/> Other				
<b>Materials</b>				
<input type="checkbox"/> Metal <input type="checkbox"/> Wood <input type="checkbox"/> Fabric <input type="checkbox"/> Other				
<b>Other</b>				
<input type="checkbox"/> None <input type="checkbox"/> Other				
<b>Auxiliary Buildings (Specify # and type)</b>				
<input type="checkbox"/> Garage <input type="checkbox"/> Shed <input type="checkbox"/> Other				
<b>Landscape/Site Features</b>				
<input type="checkbox"/> Retaining <input type="checkbox"/> Drives <input type="checkbox"/> Walkways <input type="checkbox"/> Gardens <input type="checkbox"/> Other				
<input type="checkbox"/> Stone <input type="checkbox"/> Brick <input type="checkbox"/> Concrete <input type="checkbox"/> Other materials				
Landscape Notes:				

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

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

## Oral history project



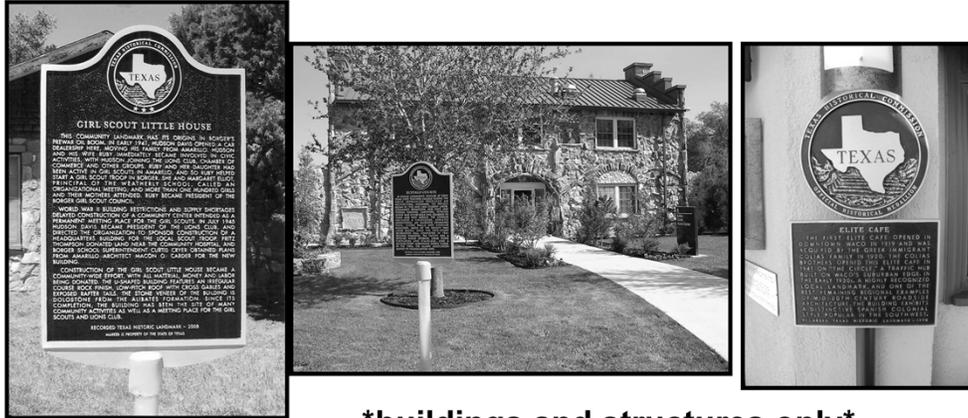
<http://www.thc.state.tx.us/public/upload/publications/OralHistory.pdf>

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

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

## TEXAS HISTORICAL COMMISSION

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



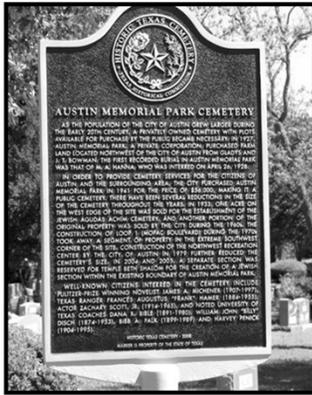
**\*buildings and structures only\***

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

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

## TEXAS HISTORICAL COMMISSION

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



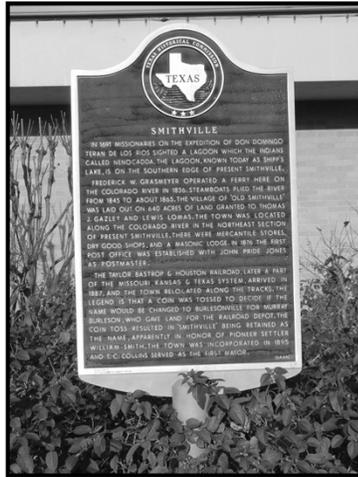
**\*HTC designation is a prerequisite\***

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

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

## TEXAS HISTORICAL COMMISSION

- **Subject Markers**



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

## **Undertold/Marker Application Funds Program**

### **Undertold Marker Program**

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

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

## Undertold examples



Sabine Farms, Harrison County (2008)



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



Juan Seguin School, Guadalupe County (2010)

Sabine Farms in Harrison County – New Deal Resettlement Community

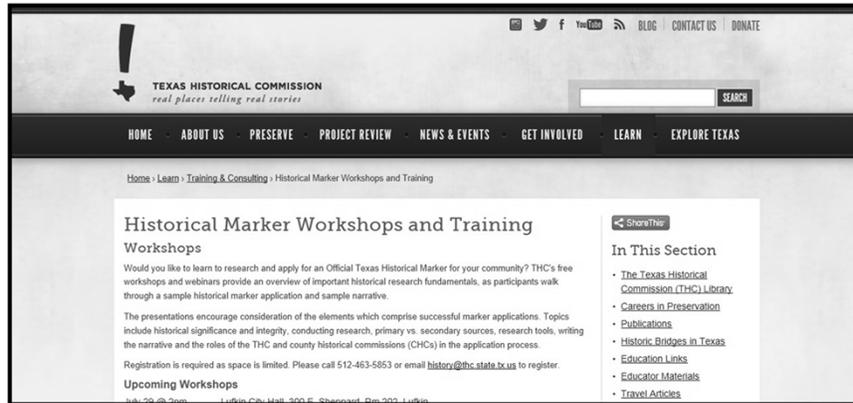
Juan Seguin School in Guadalupe County – 1903 segregated urban school for Hispanic students

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

## Tips for writing the narrative

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

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



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

# Marker Toolkit

## How to Apply for a Historical Marker

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

### Official Texas Historical Marker fact sheet

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

### 1. Make contact

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

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

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

#### PLEASE KEEP IN MIND:

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

### 2. Research and write the story

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

#### Tools for research

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



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

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

#### Tools for writing the narrative history

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

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

### 3. Fill out the application form

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

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





## Historical Marker webpage



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

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

# Atlas

**TEXAS HISTORICAL COMMISSION**

**TEXAS Historic Sites Atlas**  
History on your doorstep

Welcome to the Texas Historic Sites Atlas!

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

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

[Home](#)

[Atlas Data](#) | [Atlas Maps](#) | [Site Report](#) | [Tour Us](#) | [Download Data](#)

Search by:

- Keyword
- County
- Address
- Designation
- Site Name

**TEXAS HISTORICAL COMMISSION**

Atlas Home Comment Keyword County Map Address

**Caldwell County**  
County map

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

**Bethel Primitive Baptist Church**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

**Brock, Andrew Lee**

- [Historical marker \(Brief\)](#)

**Caldwell County**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

**Caldwell County Courthouse**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

**Caldwell County Jail**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

**Cardwell Home**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

**Cementerio Navarro Historico**

- [Historical marker \(Brief\)](#)

**Cementerio Navarro Historico**

- [Historical marker \(Brief\)](#)
- [Location Map](#)

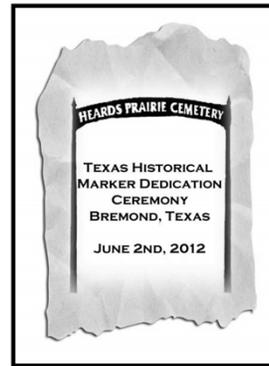
**Cardwell Home**  
@ [Print this page](#) [Report Error](#)

Cardwell Home (RTHL)

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

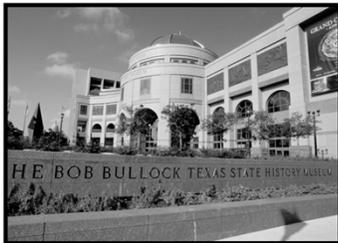
Also on our website is a tool called the Atlas. I mentioned it briefly earlier when talking about the marker and research process. The Atlas is a searchable database that has markers, National Register properties, museums, cemeteries, courthouses, military sites, and survey information. You can search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

## Publicize & promote real stories and real places



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

## Heritage tourism



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

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

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

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

## Social Media

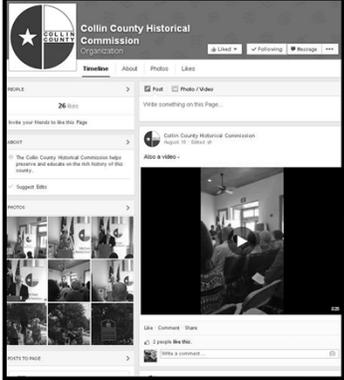
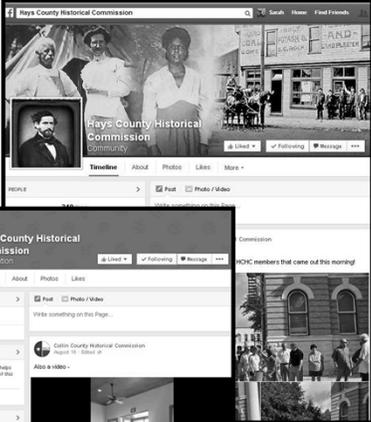
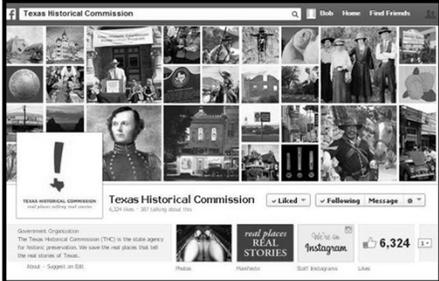
**Social Media Tips from CHCs**

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

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

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

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



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

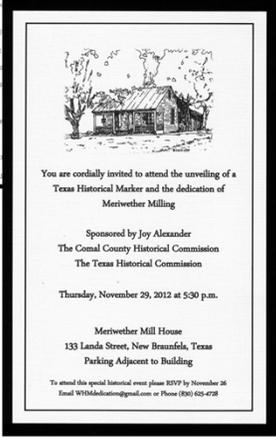
## Historical Marker Dedications



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



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



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

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

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

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

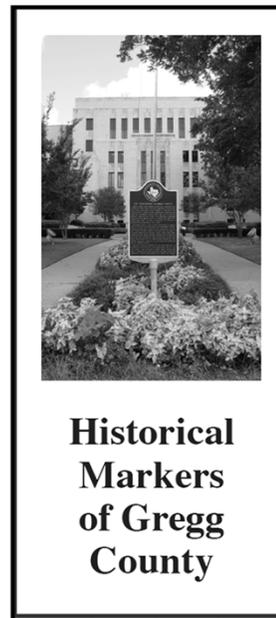
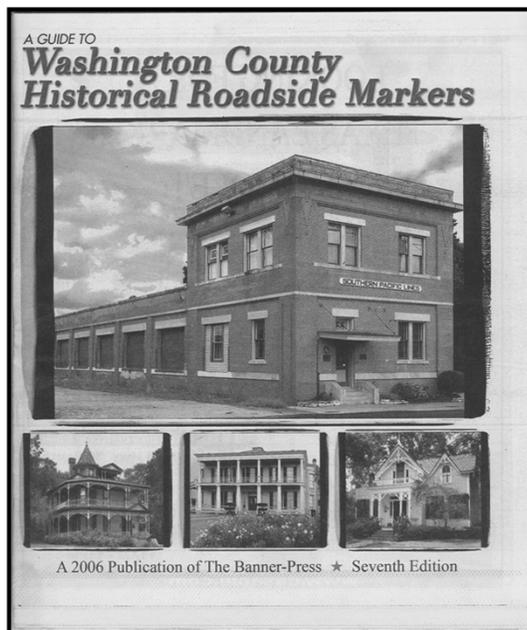
To attend this special historical event please RSVP by November 26  
Email WHMdedication@gmail.com or Phone (512) 625-4728



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

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

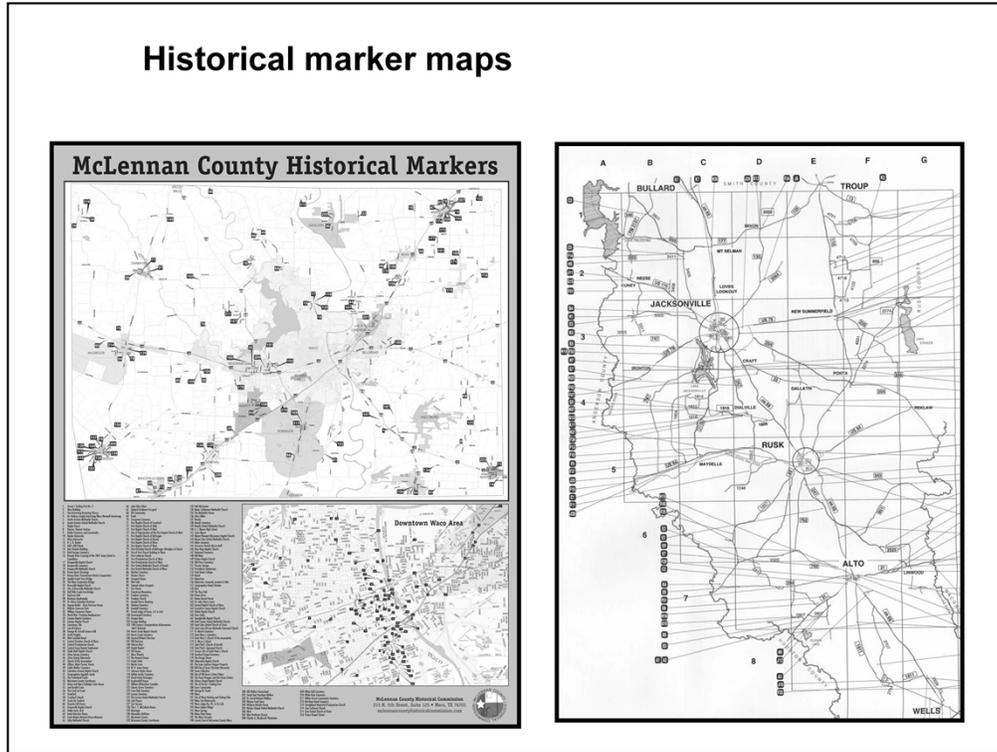
## Historical marker brochures and pamphlets



**Historical  
Markers  
of Gregg  
County**

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

## Historical marker maps



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

## Historical marker online inventories

The screenshot displays the Harris County Historical Commission website. At the top, there is a navigation menu with links for Home, San Jacinto 178th Anniversary, Natural Heritage, Heritage Tourism, Museums, Courthouse, and History. Below the navigation is the 'Historical Marker Inventory' section, which includes a table of markers. The table has the following columns: Marker Number, Description, City, Address, Zip Code, and Pct. Number. The table lists 20 markers, including '1840 Houston City Cemetery', 'Academy of the Incarnate Word, Site', 'Aces Homes Community', 'Advance under General Rusk', 'Airplane Flight Over Texas, First', 'Aldine [Community]', 'Alief Cemetery', 'Alief Cemetery', 'Allen Ranch', 'Allen, Augustus Chapman', 'Allen, Charlotte Marie Baldwin', 'Allen, George, gravesite', 'Allen, John Kirby, (1810 - 1838) Co-Ft', 'Allen, John Kirby, gravesite', 'Allen, Sally Chapman', 'Allen, Site of the Home of A. C. and C', 'Allen's Landing: Main Street', 'Alameda, City of', 'Almonde Captured', and 'Ancient Order of Pilgrims'. At the bottom of the table, there is a search bar and pagination information: 'Records per page: 20', 'Search Inventory', 'Records: 1 - 20 of 510 - Pages: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1040 1041 1042 1043 1044 1045 1046 1047 1048 1049 1050 1051 1052 1053 1054 1055 1056 1057 1058 1059 1060 1061 1062 1063 1064 1065 1066 1067 1068 1069 1070 1071 1072 1073 1074 1075 1076 1077 1078 1079 1080 1081 1082 1083 1084 1085 1086 1087 1088 1089 1090 1091 1092 1093 1094 1095 1096 1097 1098 1099 1100 1101 1102 1103 1104 1105 1106 1107 1108 1109 1110 1111 1112 1113 1114 1115 1116 1117 1118 1119 1120 1121 1122 1123 1124 1125 1126 1127 1128 1129 1130 1131 1132 1133 1134 1135 1136 1137 1138 1139 1140 1141 1142 1143 1144 1145 1146 1147 1148 1149 1150 1151 1152 1153 1154 1155 1156 1157 1158 1159 1160 1161 1162 1163 1164 1165 1166 1167 1168 1169 1170 1171 1172 1173 1174 1175 1176 1177 1178 1179 1180 1181 1182 1183 1184 1185 1186 1187 1188 1189 1190 1191 1192 1193 1194 1195 1196 1197 1198 1199 1200 1201 1202 1203 1204 1205 1206 1207 1208 1209 1210 1211 1212 1213 1214 1215 1216 1217 1218 1219 1220 1221 1222 1223 1224 1225 1226 1227 1228 1229 1230 1231 1232 1233 1234 1235 1236 1237 1238 1239 1240 1241 1242 1243 1244 1245 1246 1247 1248 1249 1250 1251 1252 1253 1254 1255 1256 1257 1258 1259 1260 1261 1262 1263 1264 1265 1266 1267 1268 1269 1270 1271 1272 1273 1274 1275 1276 1277 1278 1279 1280 1281 1282 1283 1284 1285 1286 1287 1288 1289 1290 1291 1292 1293 1294 1295 1296 1297 1298 1299 1300 1301 1302 1303 1304 1305 1306 1307 1308 1309 1310 1311 1312 1313 1314 1315 1316 1317 1318 1319 1320 1321 1322 1323 1324 1325 1326 1327 1328 1329 1330 1331 1332 1333 1334 1335 1336 1337 1338 1339 1340 1341 1342 1343 1344 1345 1346 1347 1348 1349 1350 1351 1352 1353 1354 1355 1356 1357 1358 1359 1360 1361 1362 1363 1364 1365 1366 1367 1368 1369 1370 1371 1372 1373 1374 1375 1376 1377 1378 1379 1380 1381 1382 1383 1384 1385 1386 1387 1388 1389 1390 1391 1392 1393 1394 1395 1396 1397 1398 1399 1400 1401 1402 1403 1404 1405 1406 1407 1408 1409 1410 1411 1412 1413 1414 1415 1416 1417 1418 1419 1420 1421 1422 1423 1424 1425 1426 1427 1428 1429 1430 1431 1432 1433 1434 1435 1436 1437 1438 1439 1440 1441 1442 1443 1444 1445 1446 1447 1448 1449 1450 1451 1452 1453 1454 1455 1456 1457 1458 1459 1460 1461 1462 1463 1464 1465 1466 1467 1468 1469 1470 1471 1472 1473 1474 1475 1476 1477 1478 1479 1480 1481 1482 1483 1484 1485 1486 1487 1488 1489 1490 1491 1492 1493 1494 1495 1496 1497 1498 1499 1500 1501 1502 1503 1504 1505 1506 1507 1508 1509 1510 1511 1512 1513 1514 1515 1516 1517 1518 1519 1520 1521 1522 1523 1524 1525 1526 1527 1528 1529 1530 1531 1532 1533 1534 1535 1536 1537 1538 1539 1540 1541 1542 1543 1544 1545 1546 1547 1548 1549 1550 1551 1552 1553 1554 1555 1556 1557 1558 1559 1560 1561 1562 1563 1564 1565 1566 1567 1568 1569 1570 1571 1572 1573 1574 1575 1576 1577 1578 1579 1580 1581 1582 1583 1584 1585 1586 1587 1588 1589 1590 1591 1592 1593 1594 1595 1596 1597 1598 1599 1600 1601 1602 1603 1604 1605 1606 1607 1608 1609 1610 1611 1612 1613 1614 1615 1616 1617 1618 1619 1620 1621 1622 1623 1624 1625 1626 1627 1628 1629 1630 1631 1632 1633 1634 1635 1636 1637 1638 1639 1640 1641 1642 1643 1644 1645 1646 1647 1648 1649 1650 1651 1652 1653 1654 1655 1656 1657 1658 1659 1660 1661 1662 1663 1664 1665 1666 1667 1668 1669 1670 1671 1672 1673 1674 1675 1676 1677 1678 1679 1680 1681 1682 1683 1684 1685 1686 1687 1688 1689 1690 1691 1692 1693 1694 1695 1696 1697 1698 1699 1700 1701 1702 1703 1704 1705 1706 1707 1708 1709 1710 1711 1712 1713 1714 1715 1716 1717 1718 1719 1720 1721 1722 1723 1724 1725 1726 1727 1728 1729 1730 1731 1732 1733 1734 1735 1736 1737 1738 1739 1740 1741 1742 1743 1744 1745 1746 1747 1748 1749 1750 1751 1752 1753 1754 1755 1756 1757 1758 1759 1760 1761 1762 1763 1764 1765 1766 1767 1768 1769 1770 1771 1772 1773 1774 1775 1776 1777 1778 1779 1780 1781 1782 1783 1784 1785 1786 1787 1788 1789 1790 1791 1792 1793 1794 1795 1796 1797 1798 1799 1800 1801 1802 1803 1804 1805 1806 1807 1808 1809 1810 1811 1812 1813 1814 1815 1816 1817 1818 1819 1820 1821 1822 1823 1824 1825 1826 1827 1828 1829 1830 1831 1832 1833 1834 1835 1836 1837 1838 1839 1840 1841 1842 1843 1844 1845 1846 1847 1848 1849 1850 1851 1852 1853 1854 1855 1856 1857 1858 1859 1860 1861 1862 1863 1864 1865 1866 1867 1868 1869 1870 1871 1872 1873 1874 1875 1876 1877 1878 1879 1880 1881 1882 1883 1884 1885 1886 1887 1888 1889 1890 1891 1892 1893 1894 1895 1896 1897 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 261

## Historical marker online inventories

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

Available Photos (click to enlarge):



Photographs by J. Fisher

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

**Corrections and New Research:**  
No data available

**Marker Type:**  
Medallion & Plaque

**Historical Organization:**  
Texas Historical Commission (THC)

**Key Time Period:**  
1866 - 1876 Reconstruction

**Marker Address:**  
2850 Ferry Road Cedar Bayou 77522

**Key Map:**  
502 P

**GPS Coordinates:**  
29 45.047, 94 55.852

**Precinct:**  
02

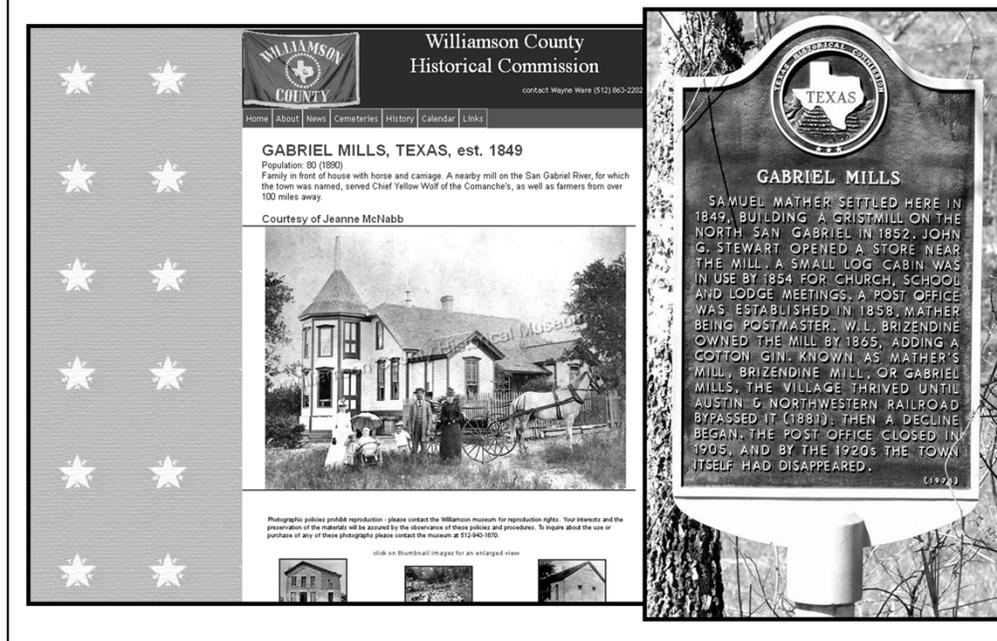
**Directions:**  
From Hwy 146 eastbound, right on N. Alexander, one block and then right on Ferry road, approx. 2 tenths of the building entrance

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



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

## Historical marker online inventories



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

## Historical marker tours

**THE DALLAS COUNTY CHRONICLE**  
VOLUME 39, ISSUE 2      JANUARY 2014

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

**CONTENTS**  
HISTORY 2.0      P.1  
HISTORICAL MARKER RESTORATION      P.4  
FEATURED MEMBER PROFILES  
DALLAS COUNTY HISTORICAL COMMISSION MEMBERS  
DON BAYNHAM, Chairman—Garland

Graphic with QR code printed on signs

The John F. Kennedy Memorial

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

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

## Historical marker tours



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

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

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

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

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

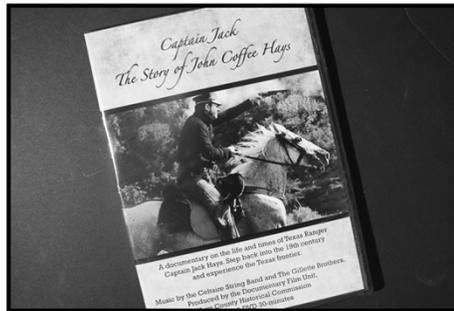
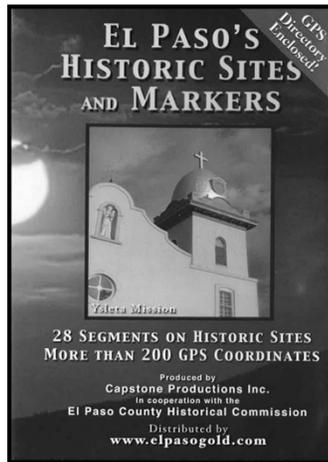
## Historical marker apps

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

- |   |  |
|---|--|
| <p>Astrodantastic Software</p> <p>Dzine Apps, LLC</p> <p>Groundspeak Inc.</p> <p>Baby Toga Software</p> <p>Plasma Computing Group</p> <p>“my GeoReader”</p> | <p>Historical Markers</p> <p>iMarkers</p> <p>Historic Places</p> <p>Historic Sites</p> <p>Texas Historical Markers</p> |
|---|--|

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

## Videos and DVDs



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

## Refinishing historical markers



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

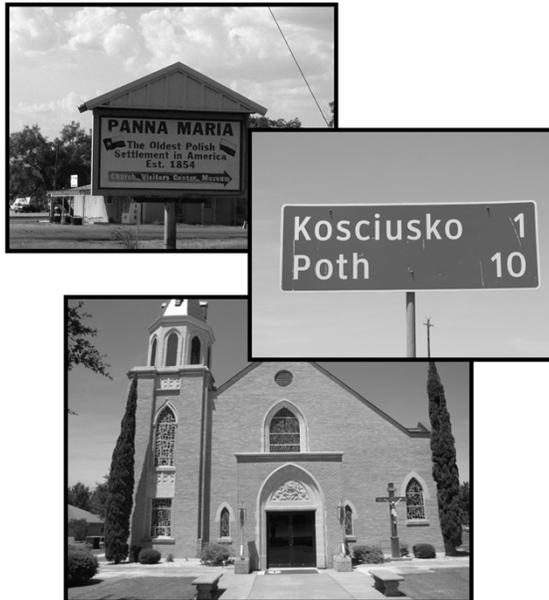
Another way to use markers in your community is to pick one or more markers to refinish. Refinishing markers is a great (and fairly easy) way to contribute your community. First, you need to contact the CHC in your area to see if they already have a list of markers that need to be refinished. Next, you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

## History road rally or scavenger hunt



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

## Community contests

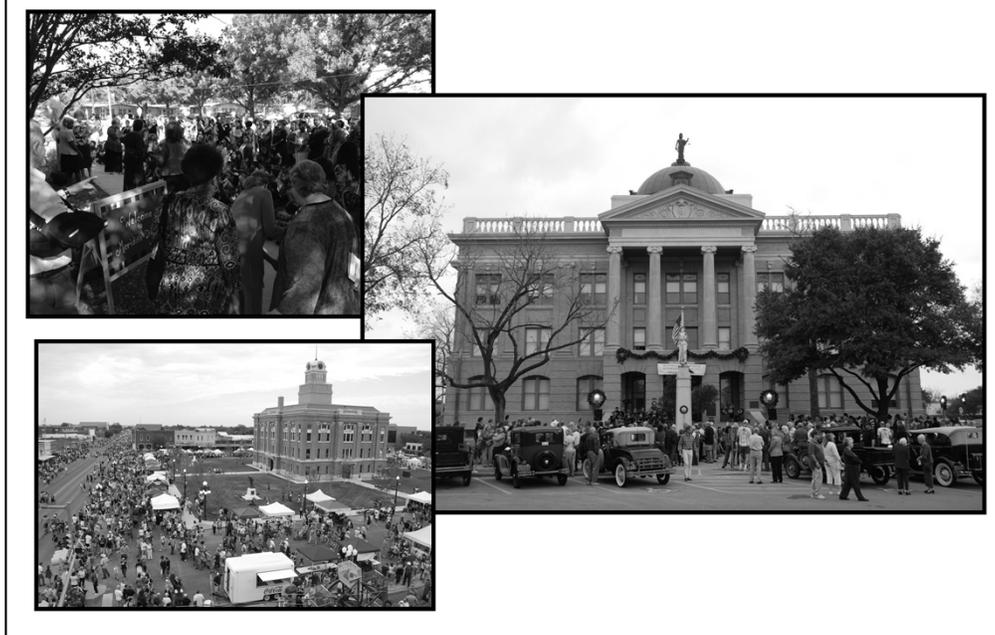


## Social media trivia contest



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

## Community celebrations and events



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

**THC Marker Staff**

**Bob Brinkman**

**Coordinator**

**512/463-8769**

[bob.brinkman@thc.state.tx.us](mailto:bob.brinkman@thc.state.tx.us)

**Sarah McCleskey**

**Historian**

**512/463-4149**

[sarah.mccleskey@thc.state.tx.us](mailto:sarah.mccleskey@thc.state.tx.us)

**Ana Clark**

**Program Specialist**

**512/463-6063**

[ana.clark@thc.state.tx.us](mailto:ana.clark@thc.state.tx.us)

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

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