

Community Heritage Development Committee

April 2, 2024



TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Renaissance Austin Hotel
Bluebonnet Room
9721 Arboretum Boulevard
Austin, TX 78759
April 2, 2024
10:30 a.m.

(or upon adjournment of the 10:00 a.m. Communications/Finance & Govt. Relations 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 January 30, 2024 committee meeting minutes** — *Committee Chairman Peterson*
3. **Discussion regarding future Texas Main Street First Lady's Tours and other opportunities to engage with agency programs or events.** — *Committee Chairman Peterson*
4. **Community Heritage Development Division update and committee discussion** — *Patterson*
 - A. Update on Real Places Conferences
 - B. Update on division staffing and leadership
 - C. Update on the Texas Main Street Program activities including the Texas Associates Network development, summer manager retreat and DowntownTX.org
 - D. Update on heritage tourism activities including the Texas Heritage Trails Program and Museum on Main Street initiative
 - E. Update on the Certified Local Government activities including grants, training, and prospective CLGs
 - F. Update on the Texas Treasures Business Award
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

MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Holiday Inn Austin Town Lake
20 N. IH-35
Austin, TX 78701
January 30, 2024
11:00 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's Community Heritage Development Committee was called to order by Committee Chair Pete Peterson at 11:07 a.m.

A. Committee member introductions

Chair Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Donna Bahorich, Fritz Duda, and Garrett Donnelly.

B. Establish quorum

Chair Peterson noted a quorum was present.

C. Recognize and/or excuse absences

Commissioners Monica Zarate Burdette and Renee Dutia were excused.

2. Consider approval of the October 26, 2023 committee meeting minutes—*Committee Chair Peterson*

Without objection the committee voted unanimously to approve the October 26, 2023, Community Heritage Development Committee meeting minutes.

3. Consider approval of the application ranking and funding recommendations for the FY 2024 Certified Local Government Grants (item 10.2) —*Committee Chair Peterson*

Mr. Patterson provided a summary of the Fiscal Year 2024 applications for consideration. Staff have ranked the applications according to scores along with corresponding funding recommendations which are contingent on the actual allotment by the federal government. The agency proposes \$179,595 in grants for traditional projects and \$30,411.54 for local CLG travel stipends associated with the national NAPC FORUM conference in the summer of 2024. Chair Peterson moved, Commissioner Bahorich seconded, and the committee voted unanimously to send forward to the commission and recommend acceptance of the ranking as presented and funding recommendations for the Fiscal Year 2024 Certified Local Government grants and travel stipends based on availability of federal funds. Funds will be committed in the ranked

TEXAS HISTORICAL COMMISSION

order as they become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds. The Commission waives the match requirements for travel stipends.

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

Mr. Patterson reported that The Real Places Conference will be April 3-5, 2024, in Austin. Separate commission action is anticipated to align the quarterly meeting with the conference. Registration is live with strong results to date. More than 80 sessions are being offered, and the keynote speakers include Douglass Brinkley, Sarah Miller, Brian Luallen, Sina Bahram, and Jhonny Langer. The Friends of the THC has helped raise conference sponsorships from a variety of sources with figures around \$126,000 at the time of the report.

An update was given on the division's activities. The status of several communities in the Texas Main Street Program (TMSP) was discussed. The update included citations of communities in probationary status; utilizing a leave of absence; leaving the program; and those that are back in compliance. Annual Self-assessments nationwide are due soon, and scoring is now submitted through a new, national, online platform.

The successful winter statewide meeting of the Texas Heritage Trails Program was held in Austin January 24-25. First quarter user statistics of the Texas Time Travel website were presented.

Mr. Patterson commended the Certified Local Government staff for all their day-to-day work, and a recent list of Texas Treasure Business Award recipients was acknowledged.

5. Adjournment

The meeting was adjourned at 11:29 a.m.

Quarterly Report

Community Heritage Development (CHD) Division
January–March 2024

WORK IN COMMUNITIES

The communities participating in CHD’s programs rely heavily on our staff expertise and guidance, which often is delivered onsite. In January and February, staff provided measurable assistance to all 10 trail regions and 43 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Alamo Heights, Amarillo, Bastrop, Brenham, Buda, Buffalo Gap, Castroville, Celina, Clarksville, Corpus Christi, Corsicana, Cuero, Del Rio, Denison, Denton, Eagle Pass, Ennis, Fort Worth, Freeport, Gonzales, Grand Saline, Greenville, Harlingen, Henderson, Houston (Emancipation Avenue), Kerrville, Laredo, Longview, McKinney, Mesquite, Mount Pleasant, Nacogdoches, Palestine, San Antonio, San Augustine, San Marcos, Seguin, Sherman, Stephenville, Tarrant County, Taylor, Tyler, and Waxahachie.**

HERITAGE TOURISM: MUSEUM ON MAIN STREET

This quarter, Heritage Tourism staff facilitated the second of its training initiatives for Museum on Main Street host communities and partners. CHD staff began leading our host sites through Visitor Experience Workshops and On-Site Tourism Assessments. This on-site phase started with San Augustine, Clifton, and Brenham and will continue through early spring with the remaining communities.

Contracting is in process with the Smithsonian Institution to secure the next traveling exhibit of this program entitled “Spark! Places of Innovation.” This exhibit is anticipated to tour Texas in 2025 and 2026.

TEXAS MAIN STREET

This quarter, our team is completing the review of the Main Street America self-assessments submitted by each participating Texas local program. Of the roughly 90 communities, 79 successfully completed

the self-assessment on time and submitted the required data.

A March webinar is scheduled with all the communities to provide an overview of the results and general comments related to common themes within the reported information. Site visits to each community, specific to accreditation, will begin later this year.

In January, our design team met with Main Street and community leaders from 10 cities to focus on preservation-based economic development at a regional design workshop hosted by Cuero Main Street. In February, the design team met with Main Street and community leaders from seven cities at a second regional design workshop hosted by San Marcos Main Street. Participants toured two completed historic tax credit projects and met with the owners of a project started with the design team and now pursuing historic tax credits. The March regional design workshop took place in Amarillo.

HERITAGE TRAVEL PUBLICATIONS

The effort to revise and restock the agency’s heritage travel publications has continued. The interim small supply of *Texas Heritage Travel Guide* reprints has been depleted. Revisions and a reprint will be complete later this fiscal year. The procurement process for a companion inspirational travel guide with more abbreviated information is underway. Similarly, the contracting process when complete will facilitate a reformatting and updating of the African American and Hispanic heritage travel guides.

The Chisholm Trail travel guide, with modest updates and improvements, has been reprinted with 75,000 copies. The product is available and distributed through various networks to traveler and museum locations.

REAL PLACES 2024 CONFERENCE

The 8th annual Real Places Preserving Historic Texas Conference hosted by the Friends of the Texas Historical Commission, the THC, and in partnership with Phoenix I Restoration and Construction, LLC, kicks off April 3–5. The Renaissance Austin Hotel in the Arboretum is the primary venue.

Through early March, total sponsorships have been secured in the amount of \$140,500 from various companies and organizations.

A slate of 10 pre-conference workshops and tours are available covering a wide range of technical and organizational sessions. Topics include cemeteries, masonry, storytelling, local preservation empowerment, fundraising, and disaster planning. Conference partner Phoenix I and the Texas State Preservation Board are teaming up to offer a Capitol tour focused on the roof replacement project, with rare access to the upper levels of the dome.

Five keynote speakers have been confirmed with another 85 public speakers for breakout and workshop sessions. Headline speakers include Brian Luallen, CEO of Fair Park First; Sarah Miller of the Florida Public Archeology Network; historian and author Douglas Brinkley of Rice University; leader in accessibility technology, Sina Barham; and decorative arts conservator, Jhonny Langer. All breakouts and keynotes will be livestreamed for virtual participants.

Marketing efforts have influenced strong registration throughout the quarter, with registration through mid-March currently including more than 730 attendees.

DIVISION STAFFING

The deputy executive director for preservation programs continues to fulfill the responsibilities of the division director until a replacement is secured. Longtime office manager, Kimberly Klein, accepted the role of office manager for the Finance and Accounting Division effective March 1, and the division is operating without program support or administrative staff.

The Texas Main Street Program welcomed Meredith Johnson to the team in March. She is the second of three community liaisons for the program and will also help steer the new Texas Associate Network. Johnson's professional background is at the intersection of urban

planning and historic preservation, with a bachelor's degree in planning from Texas State University and a master's degree in preservation from the University of Pennsylvania. Over the last 12 years, she has been a municipal planner for both small towns and large cities, a community development corporation executive director, and a self-employed preservation-planning consultant. Her focus areas are primarily finding ways for planning to support preservation, uncovering untold histories, and developing plans that help to weave these components together.

Texas Heritage Trails Program: Regional and Thematic Brochures: April 2024

TRAIL REGION BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>Texas Heritage Travel Guide</i>	500,000	12.9.14	50,000	8.10.15	35,000	9.24.21	4,000	9.15.23	N/A	N/A	589,000	\$300,751	\$63,605	\$73,511	\$22,415	N/A	\$460,283	Out of Stock
<i>Texas Forts Trail Region</i>	250,000	9.30.98	250,000	10.1.01	100,000	7.1.06	500,000	4.1.10	N/A	N/A	1,100,000	\$69,889	\$55,280	\$24,491	\$75,984	N/A	\$225,644	Out of Stock
<i>Texas Independence Trail Region</i>	300,000	9.1.00	350,000	1.31.02	450,000	1.31.05	N/A	N/A	N/A	N/A	1,100,000	\$69,768	\$57,395	N/A	N/A	N/A	\$127,163	Out of Stock
<i>Texas Forest Trail Region</i>	400,000	4.1.02	250,000	6.1.05	250,000	5.1.11	N/A	N/A	N/A	N/A	900,000	\$68,000	\$49,565	\$88,372	N/A	N/A	\$205,937	Out of Stock
<i>Texas Lakes Trail Region</i>	450,000	10.1.03	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$85,966	N/A	N/A	N/A	N/A	\$85,966	Out of Stock
<i>Texas Brazos Trail Region</i>	450,000	8.1.04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$82,481	N/A	N/A	N/A	N/A	\$82,481	Out of Stock
<i>Texas Plains Trail Region</i>	450,000	3.1.04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$84,647	N/A	N/A	N/A	N/A	\$84,647	Out of Stock
<i>Texas Mountain Trail Region</i>	550,000	2.1.07	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$92,431	N/A	N/A	N/A	N/A	\$92,431	Out of Stock
<i>Texas Tropical Trail Region</i>	500,000	1.1.08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	500,000	\$90,000	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Pecos Trail Region</i>	550,000	5.1.09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$91,375	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Hill Country Trail Region</i>	550,000	4.1.10	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$83,480	N/A	N/A	N/A	N/A	\$83,480	Out of Stock
Total	4,950,000		900,000		835,000		504,000		0		7,189,000	\$1,118,788	\$225,845	\$186,374	\$98,399	\$0	\$1,628,032	0

THEMATIC BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>African Americans in Texas</i>	150,000	3.1.99	125,000	8.1.99	200,000	11.10.10	200,000	5.11.11	200,000	10.12.16	875,000	\$59,757	\$53,526	\$83,541	\$83,256	\$128,057	\$408,137	Out of Stock
<i>Hispanic Texans: Journey From Empire to Democracy-English</i>	350,000	4.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	350,000	\$267,767	N/A	N/A	N/A	N/A	\$267,767	29,880
<i>Texas Hispano: Spanish</i>	109,310	8.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	109,310	\$110,574	N/A	N/A	N/A	N/A	\$110,574	7,470
<i>Texas in the Civil War</i>	200,000	5.1.99	125,000	12.1.10	450,000	1.3.10	N/A	N/A	N/A	N/A	775,000	\$35,471	\$122,955	N/A	N/A	N/A	\$158,426	Out of Stock
<i>The Great War WWI</i>	125,000	10.24.17	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	125,000	\$41,186	N/A	N/A	N/A	N/A	\$41,186	Out of Stock
<i>Chisholm Trail</i>	550,000	7.2.02	250,000	6.1.17	75,000	11.6.23	N/A	N/A	N/A	N/A	800,000	\$88,574	\$58,420	\$34,854	N/A	N/A	\$146,994	71,640
<i>Texas In WWII</i>	200,000	8.5.05	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	200,000	\$42,970	N/A	N/A	N/A	N/A	\$42,970	Out of Stock
Total	1,684,310		500,000		725,000		200,000		200,000		3,234,310	\$646,299	\$234,901	\$118,395	\$83,256	\$128,057	\$1,176,054	108,990