



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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2009 Texas First Lady's Tour: Welcome to Rockwall and West

The 2009 Texas First Lady's Tour was a great event again this year welcoming the cities of **Rockwall**



First Lady Anita Perry enjoys the children's welcome to Rockwall.



First Lady Anita Perry welcomes West to the Texas Main Street Program.

and **West** into the Texas Main Street Program. Every First Lady of Texas since the Texas Main Street Program's founding 28 years ago has participated in this event, which has become a traditional honor for new Main Street cities. Each event included a community celebration and presentation of the city's first conceptual architectural rendering for downtown rehabilitation. For the 15th year, the Independent Bankers of Texas, Inc. has sponsored this event.

"Preserving Texas historic treasures ensures that our unique culture and rich heritage is saved for future generations," Mrs. Perry said. "The Main Street designation recognizes communities which embrace the treasures of their past and protect them for the benefit and enjoyment of all Texans' futures."

With rain looming, both cities with lots of local support, did a marvelous job of pulling off a great event.



Spotlight on Gainesville

Population approx. 16,000

Along the Red River, history is as thick as the river is wide. And in the first town entering this great state along I-35 is a proud group of folks pulling out the ghosts, the fables, the stories and pictures of bricks and mortar known as Legends and Lore buildings.

Inaugurated Oct. 13, 2007, Legends and Lore celebrates the significant history of architecture in the Gainesville Main Street District. Buildings designated by Legends and Lore markers offer the historical life of the building and the businesses they housed.



Proprietor, Leo M. Kuehn, Sr., sales clerks and tailor standing in front of the Manhattan Clothiers Building in 1910. Currently named Bella Matiz, the building was inducted into the Legends and Lore Program in 2008.

Each year, the Gainesville Main Street Board selects three to four buildings within its footprint to award the Legends and Lore designation. Building and business owners, as well as tenants are interviewed and asked to submit any information, photos and historical documents such as deeds, abstracts, bills of sale, etc., for inclusion to their particular Legends and Lore board. The boards are handcrafted with reproductions of the submitted photos and information, as well as a timeline showing the history of the building, and are presented to the current occupant and building owner for display. The cost for each board is offset through sponsorships.

Previous recipients have been presented boards at the annual Gainesville Main Street Depot Day Festival held the second Saturday in



A completed Legends & Lore board ready for presentation to, in this case, Sarah's on the Square Restaurant.

October, however, it was the desire of the board to move the ceremony to its own night to heighten the awareness of the program and highlight its significance. The 2009 ceremony is slated for May 21 at the Historic Santa Fe Depot.

Inducted into the Legends and Lore Program are some colorful characters from as far back as the 1800s. Known for its cotton and cattle barons, Gainesville was home to several livery stables, hotels and saloons. As the county seat of Cooke County, Gainesville was a central trading



Wall showcase of W.B. Kinne's first jewelry store in 1889. Kinne's Jewelers is a 2007 Legends & Lore Inductee.

town along the Butterfield Overland Mail Route.

A walking tour of the Legends and Lore route is highlighted in windows on the west side of the courthouse square. Brochures are available through the Gainesville Main Street office (lpettigrew@cogtx.org), the Texas Tourist Information Center north of Gainesville at the Oklahoma border, or from the Gainesville Chamber of Commerce (john@gogainesville.net).

Thanks to Lucy Haverkamp, advisory board vice president with the Gainesville Main Street Program, for providing this article.

NEWS

Don't Mess With Texas

Trash-Off

The Don't Mess with Texas Trash-Off is Saturday, **April 4**. The Trash-Off is part of the partnership between Keep Texas Beautiful and the Texas Department of Transportation. It is the single largest one day clean-up event in the state where in 2008, more than 57,000 volunteers offered their time to pick up more than 5 million pounds of litter to keep our state beautiful.

Trash-Off is also the signature litter prevention event of the Great American Cleanup™, which is sponsored by Keep America Beautiful and takes place throughout the United States, March through May. Clean-up, fix-up, paint-up, green-up to help keep your community beautiful. See the web site for types of events you can plan in your community to participate at a local level

<http://ktb.org/programs/dont-mess-with-texas-trash-off.aspx>

Keep Texas Beautiful Awards Announced

Congratulations to the Texas Main Street city of **Grapevine** for winning first place in the Governor's Community Achievement Awards (GCAA) Keep Texas Beautiful program population category of 25,001–60,000—they will receive \$130,000 in landscaping funds. The Texas Main Street city of **Sonora** is also to be congratulated for winning second place in the GCAA awards in their population category of 3001–5000. These cities will be recognized at the Keep Texas Beautiful Conference in Houston.

Virgil Polocek, former mayor (many of you may remember him from summer training in Sonora last year) of Sonora who passed away in 2008,

was awarded the O.P. Schnabel Senior Citizen Award for long-term dedication to the principles of Keep Texas Beautiful. See all of the Keep Texas Beautiful awards at ktb.org/highlights/congratulations-2009-gcaa-and-ktb-award-winners.aspx

Social Media Working for Small Business

Infusion Tea, a community spot and café in the College Park neighborhood of Orlando, Florida recently used social media to enlist the help of loyal customers to help them survive a slow economy. In a Constant Contact (email marketing site on the internet) e-newsletter, the owner and chair of the Downtown College Park Partnership's design committee thanked customers for their patronage and shared a few tips to help keep their favorite local establishment afloat. They offered to send people a poster for their community bulletin boards advertising the café, encouraged them to write a review on Yelp, TeaMap, Urban Spoon and other restaurant guides; invited them to be friends on their MySpace and FaceBook pages; and gave them coupon books to distribute on their behalf. In just a few days, 200 coupon books were passed out, a dozen people picked up posters, several offered to host bridal showers and book club meetings at the café, and Infusion Tea's FaceBook friends immediately jumped from 5 to 63. The best part is that all of this happened for free.

AROUND THE STATE

Pharr received an "Excellence in Project Planning" Award for its work in urban design in downtown from the American Planners Association in El Paso during its annual Texas Chapter Conference in early February.

Did you miss the Texas After Dark Conference put on by the Texas Forest Trail Region in **Nacogdoches**? You can still benefit and download handouts at www.texasforesttrail.com/home/index.asp?page=954.

EVENTS

Please remember if you want one of your Main Street events posted here, email jill.robinson@thc.state.tx.us at least three weeks ahead of the month in which you want the posting.

March 20–April 5, Tyler

The azaleas are in bloom, so get to Tyler for the 50th annual Azalea and Spring Flower Trail. Be sure to bring your camera and enter the photo contest for a chance to win cash. See www.tylerazaleatrail.com or call 800.235.5712.

April 4, Luling

The 20th annual Rough Neck BBQ and Chili Cook Off and Car Show will be held downtown. See www.oilmuseum.org/Events.html

April 18, Levelland

The South Plains College (SPC) Student Government Association and the Levelland Main Street Program will host the Fifth Annual Taste of Texas Barbeque Cook-Off on Saturday from 11:30 a.m.–1:00 p.m. on the square in Levelland. Everyone who purchases a ticket will be treated to live entertainment courtesy of the SPC Music Department, in addition to a fine sampling of West Texas barbeque with all the trimmings. Any individual or business is welcome to enter the contest and compete for the coveted traveling trophy and all bragging rights for the year. Tickets are \$7 for adults, \$5 for students and children under two receive a free hot dog. All proceeds benefit the SPC Student Government Association. For more information, please call the

Levelland Main Street Program at 806.894.9079.

April 18, Lufkin,

Hoe Down is a street festival held each spring in historic downtown Lufkin. Events include a parade, civil war reenactment, tricycle obstacle course, live entertainment, one-pot cook off, bed races, arts and crafts, children's games and more. See <http://cityoflufkin.com/ms/hoedown.htm>

April 24–25, Freeport

Celebrating life along the Old Brazos River is the Freeport RiverFest. Activities include a carnival, sailboat regatta, cookoff, beauty pageant and youth talent show, vendors, live music, 5K Flapjack Fun Run and more! Activities begin at 6 p.m. Friday night and admission is free to the park. Call 979.233.3306.

April 25–26, Georgetown

The Annual Red Poppy Festival marks the coming of spring and the arrival of Georgetown's colorful springtime visitor, the red poppy flower. These beautiful flowers have been a part of Georgetown's heritage and landscape for more than 70 years, a fact certified by the Texas legislature in naming Georgetown the Red Poppy Capital of Texas.

The 2009 Festival will burst into bloom celebrating its 10th anniversary in historic downtown Georgetown. Festivities include the Paint Georgetown Red parade, live music including FlyJack and the Bellamy Brothers, car show, bike ride and much more. The festival proceeds support facade and sign grants for Georgetown's historic buildings. See <http://poppy.georgetown.org/>

April 25, Luling

The 5th annual Zedler Mill Classic will include canoe races, food and family fun. Location will be at the

Zedler Mill Community Park on Highway 80 and Laurel Streets on the San Marcos River. See www.zedlermill.com

May 1–3, Huntsville

Step back in time and come join the 22nd annual General Sam Houston Folk Festival a celebration of the life and times of General Sam Houston. Festivities will include costumed historical characters, tale-spinners, dulcimer workshops, museum tours, folklife demonstrations and more. Location will be at the 18-acre Museum Complex adjacent to the Sam Houston State University Campus. See <http://samhouston.memorial.museum/FolkFestN/> or call 936.294.1832.

In conjunction with the Folk Festival, the Tall Pines Quilt Guild will hold its famous annual Airing of the Quilts on May 2. For more information, see www.tallpinesquiltguild.com/id124.htm

May 2, Taylor

The annual Bloomin Festival will include something for everyone including horticultural demonstrations, cultural and heritage entertainment, agricultural exhibits and more. Call 512.352.5448 or see www.ci.taylor.tx.us/index.asp?NID=321

GRANTS

The Texas Commission on the Arts is introducing a new approach to their grant programs this year, be sure to check them out at www.arts.state.tx.us. Many of our Texas Main Street cities have used TCA traveling artists, musicians, etc. in the past to enhance their events.

CONFERENCES/ WORKSHOPS

International Downtown Association 2009 Spring Conference

The International Downtown Association will hold its spring conference in San Antonio this year **April 25–27**. Location will be at the Grand Hyatt in historic downtown San Antonio. For more information, see www.ida-downtown.org/eweb/DynamicPage.aspx?Site=IDA&WebKey=d91ad3a5-40d4-43d4-b75f-d09f327efecd.

National Planning Conference

The American Planning Association's National Planning Conference will be held in Minneapolis, MN this year **April 25–29**. Join more than 6,000 planners, officials and allied professionals at the world's premier planning event. See www.planning.org/nationalconference

Keep Texas Beautiful (KTB) Conference

The KTB annual conference will be held **June 8–11** in Houston for 2009. The gathering is a premier educational event that allows community leaders from across the state to come together and network, gain valuable knowledge on state environmental issues, and be recognized for their community-wide beautification and leadership efforts. For more information, see <http://ktb.org/programs/annual-conference.aspx>

JOBS

LaPorte

Downtown Revitalization Coordinator: Responsible for coordinating of the Texas Main Street Program and for addressing downtown interests in

a unified manner. Identifies available resources to preserve and revitalize the downtown area. Coordinates economic development, fundraising, special events and beautification activities. Supervises volunteer committees, serves as a liaison to public and private organizations.

2009 Calendar of Events

- **April 15–17, Lakeway**

THC's 2009 Annual Historic Preservation Conference, Real Places Telling Real Stories. For more information, visit www.thc.state.tx.us

Web Sites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpfdn.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
American Institute of Architects: www.aia.org
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
Handbook of Texas Online: www.tshaonline.org/handbook/online/
Institute for Cultural Landscape Studies: www.icls.harvard.edu
Keep Texas Beautiful: www.ktb.org
League of Historic American Theaters: www.lhat.org
National Main Street Center: www.mainstreet.org
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.nthp.org
Office of Rural Community Affairs: www.orca.state.tx.us
Preservation Easement Trust: www.preservationeasement.org/home
Preservation Directory: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails to Trails: www.railstotrails.org
Sacred Places: www.sacredplaces.org
Scenic America: www.scenic.org
Texas Commission on the Arts: www.arts.state.tx.us
Texas Downtown Association: www.texasdowntown.org
Texas Folklife Resources: www.texasfolklife.org
Texas Historical Commission: www.thc.state.tx.us
Texas Parks and Wildlife: www.tpwd.state.tx.us
Texas Rural Leadership Program: www.trlp.org
Texas State Preservation Board: www.tspb.state.tx.us
Urban Land Institute: www.uli.org

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