



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on... Seguin

TEN YEARS WITH SEGUIN MAIN STREET — NEVER BORING!

During my thirty years of professional life I have had a number of jobs, but it has been my work with the Main Street Program that has been the most rewarding, and certainly never boring! As Texas celebrates 25 years of Main Street, I have been celebrating my own personal 10 years as a Main Street Program manager in Seguin. A laundry list of accomplishments is easy to compile, but it isn't much different than what any other Main Street City should be able to say after 10 years in the program. What I'd like to convey is why this job stands out as the most re-



Hats off to Juan Seguin! Coordinating events is just one hat for Main Street managers.

warding and why I hope to remain working in this field for the rest of my life.

What to do? That was the question I had when I arrived in 1996 and took on the task of heading up the revitalization of our downtown. We were officially a graduate city (referred to now as a sustaining city) with the Texas state program, not new, because we had been in the program from 1981–84. Having been out of the program for more than a decade and being a graduate city meant that there was no state resource team visit and no resource team report to guide our efforts in 1996. There were not even pretty building pictures to inspire property owners! Thank heavens for the managers of other cities and the help of the staff in Austin who went out of their way to be supportive!

Veteran Main Street manager Kelly Franks in San Marcos gave me some good advice early on. She told me not to over commit with other groups and activities. I had to sort this out because being invited is very seductive, but between historic preservation groups, chambers and civic organizations (not to mention church and school activity if you have children) you could be at meetings every night of the week and very quickly face burnout. Keeping it to two evening meetings per week seems to be where I have safely landed.



Juan N. Seguin (hero of the Alamo) statue in Seguin's Central Park. \$500,000 in improvements funded with bond monies are underway in the park as part of downtown revitalization efforts.

I learned the hard way it is better to focus your efforts and opinions on downtown and not anywhere else in the community or even anywhere else in your city operations. I had to learn to keep silent. If it doesn't relate directly to downtown, I try to stay out of it. I also learned that if you listen to what people say and if you can help them make it happen, you look like a genius. Almost everything we have done to revitalize downtown are other people's good ideas, not mine.

I have also learned that this job is not always glamorous. There is always

trash to pick up. By that I mean we have to lead by example. If there's a bottle in the gutter, empty it out and put it in the trash. Every event held in the downtown generates trash. I try to think of trash as a good thing! Someone left it there! Someone was downtown eating or drinking! I love trash!

Every successful downtown has a parking problem. If Seguin didn't have a parking problem we might not even need to have a Main Street Program. I have learned to love our parking problem (I think)!

Through the years I have learned about street light fixtures, trash cans and park bench construction. Do you want it aluminum or concrete or cast iron or wood? What are the maintenance issues for each type and the cost? How and where do you want additional electrical fixtures installed for holiday lighting and other events? There is as much to know about concrete, paint, building cleaning, landscaping, asphalt, pavement striping, fountain restoration, gazebo construction and more!

I learned there are replacement parts and materials for just about everything if you look for them. There are also true artisans who will work just as inexpensively as one less trained and you can find them if you ask around. Access to the state listserv and professional staff at the Texas Main Street office help and so do the local connections!

One of my favorite phrases is "It's never boring in Seguin!" With the actual work, finding funds to get the work done, individual personalities, downtown business and property owners, the political process, the board members, wonderful volunteers and other organizations holding events downtown. It is never boring! It is a blast to have a whole down-

town to work with where you can see the improvements unfold over time.

The support locally over the 10 years has been steady and appreciated. The assistance of other Main Street managers has been invaluable. The training and support from the Texas Main Street office, essential. I thank you all for your role in our success in downtown Seguin to date. The next real challenge is bringing back retail and restaurant vitality and addressing parking.

Well, I hope I last another 10 years! Then I'll be within shooting range of retirement, which might be even more rewarding than being a Main Street manager!

Thanks to Mary Jo Filip, manager of the Seguin Main Street Program, for providing this article.

NEWS

New Membership Benefits of National Main Street Center

The National Main Street Center has added more bonuses to the benefits you already receive as a member, here are a few:

Secure Online Contribution Pages

Make it easier for your constituents to support your organization. With secure online contribution pages, donors can contribute to your organization from the comfort of their home or office. The National Trust can host contribution pages on our secure web site and you can link to our secure online contribution pages through your web page free of charge. For more information, contact Alison Papandrea at alison_papandrea@nthp.org or call 202/588-6225.

The Members on Main Program

Members of the National Main Street Network can offer National Trust memberships to their constituents for free. You can sell the memberships valued at \$20 and keep the revenue or you can offer the memberships as introductory premiums for your own membership program. Sound too good to be true? This time it's not. For details, contact Alison Papandrea at alison_papandrea@nthp.org or call 202/588-6225.

Quarterly E-Bulletin

The quarterly e-bulletin shows up in your inbox every four months. The e-bulletin will remind you to take advantage of your membership benefits, let you know about current events at the National Trust for Historic Preservation and the National Trust Main Street Center, and connect you with resources. We only send this out quarterly because we don't want to inundate you with email. If you do not wish to receive it, just click the unsubscribe link at the bottom of the e-bulletin.

To view these and other benefits, see www.mainstreet.org/content.aspx?page=4131§ion=8#Members.

WELCOME AND FAREWELL

We bid fond farewells to Keith Parkhurst in Irving and Debbie Clack in Livingston. We wish them both the best!

AROUND THE STATE

Denison has new downtown banners sponsored by individual businesses. One side will feature their Main Street logo while the other side will have a work of art or historic photo chosen by the business owner.

Things are looking up for the downtown Cadillac Hotel (1926 white ele-

phant, 48,351 square foot property) in **Greenville**. The owner has a signed option contract on the property with the Landmark Group. The Landmark Group has the expertise in rehabilitation of structures eligible for the National Register of Historic Places.

Lufkin had a very successful Main Street progressive dinner on New Year's Eve with the theme "New Year New Look." Appetizers were at the photography studio, salad at First Street Café, white tablecloth dinner at the transportation station, and dessert at the art gallery. The evening also included an auction and jazz band. Tickets were \$30/single and \$55/couple. Approximately 130 people attended.

EVENTS

Feb. 16–17, Freeport

A free street dance and parade down 2nd Street will be held beginning at 6:30 p.m. Friday night. The Masquerade Ball will be at the River-Place beginning at 6 p.m. Saturday night. Tickets are \$25. Silent auction and auction for the titles of king and queen of the ball. Enjoy live music both nights by Dog Town Blues, Lady "D" and the Zydeco Tornadoes and the Lake Jackson Jazz Ensemble.

Feb. 20, Kerrville

Mardi Gras on Main includes fine art, wine, music and cuisine from numerous Kerrville restaurants. Location is in downtown Kerrville at the Cailloux Center for the Performing Arts. Call 830/792-8343.

March 2, Gonzales

Texas Independence Day Celebration includes breakfast at the Old Jail from 6:30 to 8:30 a.m.; 10 a.m. historical program Gonzales: The Beginning at the District Courtroom; wreath-laying ceremony on Texas Heroes Square; and walking tour of

historic downtown squares. Events will take place in the downtown Gonzales historic district. Call 830/672-6532.

March 2, Huntsville

General Sam Houston's Birthday and Texas Independence celebration activities are held throughout the day at the Sam Houston Memorial Museum and Oakwood Cemetery. Call 936/294-1832.

March 2, Seguin

Join in honoring the land and the people who forged the Lone Star State in Seguin's Toast to Texas. The event begins at 1:30 p.m. at Sebastopol House State Historic Site. Call 830/379-4833.

AWARD NOMINATIONS

National Preservation

Award Nominations

The National Trust for Historic Preservation is now accepting nominations for the **2007** National Preservation Awards. Individuals who have been involved in an outstanding preservation project completed in the past three years, or those who know of a corporation, nonprofit organization, public agency, or individual who has helped save a part of America's local or national heritage are encouraged to submit a nomination.

The coveted annual awards recognize singular success in preserving, rehabilitating, restoring or interpreting America's architectural and cultural heritage. Winners will be honored at the Twin Cities National Preservation Conference in Saint Paul, Minnesota, October 2–6, 2007. Nominations for all awards must be post-marked by **March 1**. For details, see www.nationaltrust.org/preservationawards.



Seattle, America's Most Livable City, to Host National Conference

Sustainability isn't a buzzword. It is smart growth. It is innovation. It is transit-oriented development, community engagement, green design principles and historic preservation. Seattle, Washington, is a veteran city of working toward a sustainable future. Named America's most livable large city, Seattle, employs a variety of sustainability strategies for creating a high quality of life. Find out what the city and nearby Washington Main Street districts are doing to make historic preservation, revitalization and civic involvement important keys to building sustainable communities. Read more about Seattle in the November 2006 Main Street Newsletter

www.mainstreet.org/MediaLibrary/MSN_2006_11_WholeIssue.pdf and join us in Seattle for the National Main Streets Conference **March 25–28**.

CONFERENCES, SEMINARS and WORKSHOPS

Smart Growth Conference
The Sixth Annual New Partners for Smart Growth conference, Building Safe, Health and Livable Communities, will be held **Feb. 8-10** in Los Angeles, California. The conference will feature cutting-edge smart growth issues, the latest research, implementation tools and strategies, successful case studies, interactive learning experiences, and new partners, projects and policies. See www.NewPartners.org.

Bootstrap Marketing Workshop Series III
The Texas Department of Agriculture's Texas Yes! Program will hold its latest rural tourism workshop in New Braunfels **Feb. 12-13**. Location will be at the John Newcombe Tennis Ranch, 325 Mission Valley Road. For the flyer, see www.texasyes.org/ty/channel/render/items/0,1186,827_1128_0_866,00.html.

TTIA Unity Dinner
The Texas Travel Industry Association's annual **Unity Dinner** will be **February 20** in Austin. Location will be the Hilton Austin Hotel at 500 East 4th Street. For more details, see www.ttia.org/unity.

Collections Care and Management Workshop
The Texas Historical Commission's (THC) Texas Heritage Trails Program (THTP) and Museum Services Program are excited to offer a series of educational workshops beginning in February 2007. The THTP received funding through the Preserve America White House initiative to develop a three-series regional workshop program

focusing on training volunteers and staff at small museums and historic sites. The first series covers collections care and management. The second covers interpretation of historic resources and the third covers exhibit development.

The following workshops are scheduled in each of the heritage trail regions:

February 12, Laredo
February 14, Alpine
February 15, Odessa
February 17, Lubbock
February 19, Abilene
March 12, Mesquite
March 13, Marshall
March 15, Rockdale
March 16, Schulenburg
March 19, Fredericksburg

Find registration forms on the THC web site at: www.thc.state.tx.us/communityassist/cadefault.html

National Main Streets Conference
On **March 25-28, 2007**, economic development and preservation-based community revitalization practitioners will gather in Seattle from throughout the nation to share their expertise and proven strategies for building sustainable commercial districts. Register for the National Main Streets Conference now online at <http://conference.mainstreet.org/content.aspx?page=11247&site=13>

Texas Historical Commission Annual Preservation Conference
Save the date for the Texas Historical Commission's 2007 Annual Historic Preservation Conference, "Changing Faces, Historic Places," **April 12-14, 2007** in Lakeway at the Lakeway Inn

and Conference Center. Brochures and registration forms will be available in February. Call 512/463-6255 or see www.thc.state.tx.us/annualconference/cof2007.html.

Keep Texas Beautiful Conference
Save the date — 40th Annual Keep Texas Beautiful Conference, **July 10-13**, San Antonio at the Westin Riverwalk. See www.ktb.org/programs/conference/.

GRANTS

Preserve America Matching Grant Program
From wayfinding and interpretive signage to promoting cultural and historic resources to oral histories to regional heritage tourism programs to documentary films, this program funds a wide variety of cultural and heritage tourism projects. The Preserve America matching-grant (dollar for dollar match — cash or in-kind donated services for grant-assisted work) program provides funding to designated Preserve America communities to support preservation efforts through heritage tourism, education and historic preservation planning. Through this grant project, we Americans, gain a greater shared knowledge about the nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's cultural and natural heritage assets, and support for the economic vitality of our communities. Grant requests can be submitted for amounts between \$20,000-\$150,000.

You may apply if you are a current Preserve America community or neighborhood or if you are a Certified Local Government (CLG) that is

in the process of applying to become a Preserve America community.

Applications must be received by 5:00 p.m. EST on Wednesday, **February 14** (note: this is not a postmark deadline). For more details, see www.cr.nps.gov/hps/hpg/PreserveAmerica/index.htm

My Hometown Helper Grant Program

Hamburger Helper, a General Mills food brand, is looking to lend a helping hand to neighborhoods throughout the United States with its My Hometown Helper grant program.

Submit a winning written essay describing how the "My Hometown Helper" grant would improve a community project. Awards will be based on the merit of the project, including its impact and support within your community. Examples of possible projects include: lights or bleachers for athletic fields; repairs to a band shell; computers for the local school or library; playground equipment for a park; holiday decorations for Main Street; money for choir, band, or science trips; new uniforms for Little League teams; clean-up projects; and training for volunteer firefighters.

Applicants can request a one-time award ranging from \$5,000–\$15,000 during any single month. All requests for funding must be sponsored by a municipal or civic organization or public school. The program will award "helping hand" grants each month from online applications received through May 2007. Applications will be evaluated monthly. Funds will be awarded based on the merit of the project, including its impact on and support within the community. For details, see www.myhometownhelper.com/

JOB OPENINGS

Bastrop

The city of Bastrop is accepting applications for the position of Main Street manager. Under the direction of the city manager, the Main Street manager will perform a variety of duties associated with the commercial revitalization of the Bastrop downtown business district. Consulting with the appropriate officials and advisory bodies, the candidate is responsible for analysis, synthesis, development, coordination and implementation of revitalization strategies and recommendations to achieve the city's goals for economic development and historic preservation of the downtown business district. Candidates must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent verbal and written communication skills are essential. The position requires a bachelor's degree in the area of business, public administration, economic development, planning or a related field and at least two years of experience working in a municipal Main Street or other economic development program. Salary depends on qualifications. Please submit letter of interest, resume, city application, six references and salary requirements to Tanya Cantrell, Human Resources Department, P. O. Box 427, Bastrop, TX 78602 or call 512/303-0082 for more information. Position open until filled. EOE

Celina

The city of Celina is accepting applications for the position of Main Street manager. The manager is responsible for coordinating downtown revitalization activities through the Main Street Program. The salary depends on experience. Submit resume, letter of interest and three references

to City Administrator, 302 West Walnut Street, Celina, TX 75009.

2007 Calendar of Events

- **February 7–9, Austin**
Texas Main Street Annual Meeting
 - **February 22, LaGrange**
Main Street Regional Board Training from 9–11 a.m. Call Victoria Collins for details at 979/968-5743. Location: La Grange Fire Department, 244 N. Franklin (across from City Hall).
 - **February 28, Cotulla, Spur and Bridgeport**
Texas Main Street First Lady’s Tour
 - **March 1, Bastrop**
Texas Main Street First Lady’s Tour
 - **March 7, Georgetown**
Main Street Regional Board Training from 10 a.m.–noon. Call Shelly Hargrove for details at 512/930-2027 or email shargrove@georgetowntx.org. Location: Williamson County Historical Museum, 716 S. Austin Avenue on the square.
 - **March 12, Freeport**
Main Street Regional Board Training (early evening). Call Mary Lee Stotler for details at 979/233-3526 ext. 114 or email mstotler@freeport.tx.us.
 - **March 19, Canton**
Main Street Regional Board Training 11:30 a.m.– 1:30 p.m. Call Jim Stephens for location and other details at 903/567-2826.
 - **March 25–28, Seattle, Washington**
National Main Streets Conference, “Building a Sustainable Future”
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Web sites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpf.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) Alliance for National Heritage Areas: www.cofc.edu/~heritage
American Institute of Architects: www.aiaonline.com
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.tsha.utexas.edu/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
Livable Communities Task Force:
www.blumenauer.house.gov/issues/CaucusSummary.aspx?NewsID=1077&IssueID=11
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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**TEXAS
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The State Agency for Historic Preservation

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