



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on Elgin

Known for its famous “hot guts” sausage, Elgin is spicing up its tourism potential by tapping into the wealth of artists in the community. Adding the slogan, “our enthusiasm for the arts will move you” helped capture the idea that Elgin could be both a food and arts destination. In the past year, Downtown Elgin has become home to three new art galleries: Bremond House, Enye Creative and WW Treenware Folk Art Gallery that complement the existing gallery, Kingfisher Fine Art and Music. Local artists support, participate, and share ownership in the art galleries.



Relaxing during the downtown Art Walk.

Each one is unique and together they capture an amazing array of local, national and international talent.

Established art related events in Elgin continue to bring well known musi-

cians from Austin, the Live Music Capital of the World, to perform downtown. For the past three years these concerts have been provided free to the public at Veterans Memorial Park in cooperation with Kingfisher Fine Art and Music Gallery. Underwritten by Friends of Elgin Parks, individuals and local businesses, several hundred attend on average. The crowd is a diverse mix reflective of the community’s ethnicity as well as its growing population. Concerts are scheduled through April and May 2008 in addition to the summer movies in the park which also attract record crowds. The annual Hogeye Festival showcased local artists by grouping them together and is continuing to increase its vendor requirements.

Elgin Art Walks began in September 2007 and are schedule for the 2nd Saturday of the month from 6 to 9



Art Print for Elgin Art Walk.

p.m. September through December and March through June. The Main Street Board and Elgin Chamber of Commerce worked with gallery owners and artists to organize a recurring event that would showcase both the galleries and artists in local businesses. Artists who sign up to participate in Art Walks will be showing their work at one of the participating downtown businesses. Support from downtown businesses has been widespread, including services, such as financial advisors, as well as retail businesses. The galleries serve as the core hosts of the event providing live music, refreshments and artist demonstrations. Some businesses such as Stanberry Associates Realty provide entertainment and refreshments for the public too. Often a gallery show opening coordinates with an Art Walk evening. The first four events had tremendous support from the local

community and beyond with more than 1,000 people attending each event. Art Walks are expected to continue in 2008–2009 to provide a recurring event eight times per year that brings the crowds to downtown.

In addition to events, local artists are meeting and working together through organizations such as Elgin Arts Association and Elgin Art and Artisans. One project implemented this spring is an exhibit of Elgin artists at the Austin Bergstrom International Airport, organized by Elgin Arts Association. Galleries are offering art classes and artists are coordinating displays of local art in City



(top) Pottery instruction offered by downtown artist.

(bottom) Local musicians performing downtown during Art Walk.

Hall. Artist relocations are on the rise and we hope to see more direct business development in downtown such as the Nirvana Coffee Shop and Lickety Splits Ice Cream Parlor.

Logistics of organizing an Art Walk require volunteer support as well as some financing. The galleries carry an ongoing burden with promotional costs, and coordinating shows. In addition to this Elgin conducts ongoing direct mail postcards as well as promoting the events in Austin. Donations from Franklin Bank, First State Bank, First National Bank and Frontier Bank, paid for print materials and direct mail costs were subsidized with donations from Paige Johns Realty and Bremond House Gallery. The direct mail targeted neighborhoods in the greater Elgin area. Additional publicity included *Downtown 78621*, area newspapers and flyers in Austin. KUT Radio picked up the project and produced an article about the Art Walks in October. Main Street and Chamber subsidized costs for directional signage and are continuing to provide financial support in 2008. For more information on Art Walks or capitalizing on your hidden assets, contact Amy Miller, community development director, city of Elgin amiller@ci.elgin.tx.us or www.elgintx.com

Thanks to Amy Miller, manager of the Elgin 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 5. 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 cleanup

event in the state where more than 55,000 volunteers offer their time to keep our state beautiful.

Trash-Off is also the signature litter prevention event of the [Great American Cleanup™](http://www.ktb.org/programs/trashoff/index.html), which is sponsored by Keep America Beautiful and takes place throughout the United States March through May. Cleanup, fix-up, paint-up, green-up to help keep your community beautiful. See the website for types of events you can plan in your community to participate on a local level www.ktb.org/programs/trashoff/index.html.

2008 Texas Main Street First Lady's Tour

The official kick-off for the two new Texas Main Street cities, Laredo and Royse City, will be Tuesday, March 11. If your city is within a reasonable distance, please plan to come and attend and show your support to our new cities. The Laredo celebration will be held from 10–11:15 a.m. outside on Hidalgo Street between San Agustin and Flores Avenues. The Royse City celebration will be from 1:45–3 p.m. in historic downtown.

AROUND THE STATE

Carthage Main Street is beginning a new program Legends on Main Street which will be a research and essay project by local elementary students giving the history of a building on the square. The winning essay will be announced in May during preservation month. The building and merchant of the winning essay will be recognized and a permanent plaque placed on the front of the building giving the building's history.

Colorado City Main Street is opening a thrift store to be a fundraiser

and a career training opportunity for the youth. Seniors will also volunteer and share skills. They plan to teach merchandising, display, bookkeeping, hospitality and promotional techniques as well as stage fashion shows and have seminars on upholstery and furniture refinishing to perhaps teach skills that could become future businesses in downtown. The proposed name for the store is the Main Event.

Downtown **Denison's** art scene has a very nice feature article in the March edition of *Texas Highways*. See a portion of the article, Mixed Media on Denison's Main Street, at www.texashighways.com/currentissue/artsculture.php?rid=459 or find a current issue and enjoy the entire article.

Farmersville Main Street is planning a marker dedication ceremony for the Farmersville Times Building (Farmersville Masonic Lodge No. 214, A.F. and A. M., 101 S. Main St.) for Saturday, April 5 at 10 a.m. Everyone is invited. This will be a double marker ceremony, for the National Register Listing as well as for the state RTHL marker, which was approved last year. This was the Main Street First Lady's building and is one of Farmersville's most impressive buildings. The owners, Chad Engbrock and Sonia Duggan completed its restoration last year.

Congratulations to the **Gonzales** Main Street Program for being awarded the 2007 Community Service Award for Volunteerism at the annual Chamber banquet.

Irving's Coffee Break networking event for the Heritage District was a great success in January with approximately 25 businesses represented.

The Texas Rural Communities, Inc. awarded the Friends of **Spur** Main Street a grant for \$4850 to hold community economic development workshops.

EVENTS

March 1–31, Odessa

The Presidential Museum offers special exhibits and programs throughout the month honoring the history of Texas. Location is 4919 E. University.

March 6, Pharr

Restaurants exhibit their exquisite cuisines at the 17th annual Taste of the Valley at the Pharr convention center at 3000 N. Cage, 6 to 9 p.m.

March 7–8, Grapevine

The fourth annual Chocolate Festival features delicious chocolates, cooking demonstrations, live jazz music, art exhibits and sales in historic downtown. Call 972/574-4420 or email blewis@ci.grapevine.tx.us.

March 8, Kilgore

Boom is a musical about the East Texas Oil Boom. Begins at 2 p.m. and 7:30 p.m. at the Kilgore High School Auditorium. Email boominkilgore@aol.com.

March 8, Paris

Sponsored by the Paris Downtown Association, Fashion Paris—A Grand Affair, will be held at the Community Theater in downtown. Come see the latest fashions from Fullblast!, SOHO Shoes, the Collegiate Shoppe, Bowden's, Smalltown Rags and Paris Prom and Bridal. Tickets are \$20 and all proceeds benefit the Grant Theater Marquee Restoration Project. A wine and cheese reception will be hosted by the Plaza Art Gallery after the fashion show. Call 903/784-4369.

March 12, Kerrville

The Texas Heritage Coffeehouse Series provides a space for writers, musicians and artists to showcase their work at an open mic. A different performer is showcased each month. Schreiner University Cailloux Activity Center, 2100 Memorial Blvd. Call 830/792-1945 or email kat@maverickbbs.com.

March 13-April 24, Canyon

Going to Texas: Five Centuries of Texas Maps is an exhibit showing the progression of the Texas scene from the perspective of population, agriculture, transportation, urban areas, boundary lines and industry. It is a collection of 64 Texas maps that date from 1548 to 2006. The exhibit is at the Panhandle-Plains Historical Museum. Call 806/651-2244 or see www.panhandleplains.org

March 15, New Braunfels

Benefiting the New Braunfels Conservation Society, the downtown historic homes tour will take place from 10 a.m. to 4 p.m. in downtown New Braunfels. Maps are available at the Visitor's Center.

March 28–29, Gonzales

Gonzales Learning and Career Center will host historian Stephen Hardin's Talk: A Hard Lot: Texas Women in the Runaway Scrape on March 28 at 2:30 p.m. at the First United Methodist Church at 426 St. Paul. On Saturday, March 29, there will be tours, talks and craft demonstrations. Email Ann Gaines at glcc@gvecc.net.

March 29, Denison

Enjoy food and wine tastings, as well as art at the Arts and Wine Renaissance in downtown Denison. Email alay@cityofdenison.com.

March 29, Georgetown

Calling all bargain hunters to the first city-wide Garage and Sidewalk Sale

in downtown Georgetown. All proceeds will benefit the Georgetown Main Street façade and sign reimbursement grant program.

CONFERENCES/ WORKSHOPS

Central Texas Downtown Networking Lunch

The Central Texas Oil Patch Museum in Luling will host the Texas Downtown Association central Texas regional networking meeting on March 7 at 11 a.m. For more information, email Misty Halliburton at mainstreet@cityofluling.net.

Free Monthly Trainings from The Alliance for Community Trees

The Alliance for Community Trees offers a free monthly training webcast for anyone interested in issues pertaining to preserving and planting their urban canopy. The series is geared for volunteer organizers, community groups, and others who work with the public. Registration is required. More information, including the list of topics that will be covered through March 2008, can be found at http://actrees.org/site/stories/act_launches_monthly_webcast_series.php#subscribe.

2008 National Main Streets Conference

Who attends this conference? Everyone interested in community revitalization. Beginner or expert, small town or urban business district, people who work, volunteer or are interested in community revitalization will value this educational and networking experience.

The 2008 National Main Streets Conference **March 30–Apr. 2** in Phila-

delphia, Pennsylvania will explore the ways entrepreneurship and diversity enrich commercial districts. These qualities add to the local flavor, create a true reflection of a community, contribute to an authentic identity and exciting business mix — all essential motivations that bring customers, tourists, new residents and cool businesses to your district. See <http://conference.mainstreet.org/content.aspx?page=11247&site=13>

National Council for History Education Conference
The National Council for History Education presents the 2008 National Conference *Leadership in History* **April 3–5** in Louisville, Kentucky. Featured speakers for the 2008 conference include James McPherson (Princeton University), Mary Beth Norton (Cornell University) Fritz Fischer (University of Northern Colorado) and Phil Nicolosi (2007 Gagnon Prize Winner). See www.nche.net/conference.

National Planning Conference

Come to the 100th National Planning Conference in Las Vegas, Nevada to find out what you can learn from this dynamic city — and from the thousands of planners and officials at the world's premier planning event. SunConference dates are **April 27–May 1**. For details, see www.planning.org/nationalconference

Preservation Leadership Training

Preservation Leadership Training in Portland, Maine will be an intensive one-week program offered through a partnership with the National Trust for Historic Preservation and Greater Portland Landmarks. Training dates

are June 21–18. For applications, see www.nationaltrust.org/plt.

National Preservation Conference

The 2008 National Preservation Conference will be in downtown Tulsa, Oklahoma. This conference provides innovative ideas, education and inspiration to preserve and revitalize America's historic treasures. Conference dates are Oct. 21–25. See www.nthpconference.org.

AWARD NOMINATIONS Preservation Texas Honor Awards

2008 Call for Entries for the 22nd Annual Preservation Texas Honor Awards. Preservation Texas will honor individuals and groups from across Texas who have contributed to the state's preservation movement on Friday, May 2, 2008 at the annual "Treasures of Texas" awards dinner at the Omni Corpus Christi Hotel. Awards will be presented at the Treasures of Texas Event during the Texas Historical Commission Annual Preservation Conference. See the web site www.preservationtexas.org for the 2008 Honor Award categories and nomination information.

Keep Texas Beautiful Youth Awards

The Ruthe Jackson Youth Leadership Award honors outstanding young environmental leaders whose accomplishments are bringing about cleaner, more beautiful campuses, parks, neighborhoods and/or communities. First place winners will receive a \$100 cash award for reinvestment in the winner's activities benefiting the community. The winner of the Award of Excellence, chosen from among the first place winning groups, will receive an additional \$100 award.

The Sadie Ray Graff Award recognized those in the education field who encourage or demonstrate efforts to promote the Keep Texas Beautiful mission through environmental education. A \$100 cash prize is presented to the first place winners.

Due date for both youth award applications is **May 13**.

GRANTS

Texas Preservation Trust Fund

The Texas Historical Commission (THC) is accepting Texas Preservation Trust Fund Grant Program applications for fiscal year 2009.

Application forms are now available on the THC web site,

www.thc.state.tx.us,

www.thc.state.tx.us/grantsincent/graptf.shtml (specific web page) or by

contacting the THC at 512/463-6094. Deadline is **March 14**.

The Texas Preservation Trust Fund Grant Program is your opportunity to save and protect Texas' threatened historic structures and significant archeological sites. Grant awards may be used for restoration work, architectural planning, archeological investigation, preservation planning, curatorial, resource survey and heritage educational training.

The following Texas Main Street cities received awards in the 2007 grant round: **Bowie** City Auditorium \$30,000, **San Angelo** City Hall \$24,978, **Spur** Palace Theater \$23,500, Old **Nacogdoches** University Building \$30,000, **Rio Grande City** Moth Ball project \$10,600 and **Beeville's** Rialto Theater \$23,238.

JOBS

New Braunfels

The City of New Braunfels, Texas is seeking a Main Street Coordinator to manage its Main Street program as part of the City's Downtown revitalization strategy to promote downtown New Braunfels as a viable place to live, work and play.

Applicants must meet the following minimum qualifications: Bachelor's degree in Journalism, Marketing, Business, Public Administration or a related field; AND five (5) years experience in marketing, public relations and/or economic development; OR an equivalent combination of education and experience.

The City of New Braunfels offers a competitive compensation and benefits package. To view full job announcement including salary range and application requirements, go to www.nbtexas.org and view *Employment Opportunities* in the Human Resources Division of the Support Services Department.

Levelland

The Levelland Chamber of Commerce and Main Street Program are seeking a Main Street Coordinator. Job responsibilities include coordination of local Main Street Program as part of downtown revitalization strategy to promote area through planning, coordination, marketing and execution of joint promotional festivals and events. Will be responsible for all administrative aspects of program including record keeping and reporting. Must provide quality customer service to the public and downtown business community. Must be willing to work effectively and appropriately with volunteers and understand the significance of volunteers to the program. Must work with other city and chamber staff and departments to provide ex-

cellent service to downtown business community. Tracking and preparing of required statistics, maintain records of activities and submit required monthly, quarterly and annual reports as required and within specified timelines. Assist in grant proposals as needed for funding of programs. Must plan and conduct meetings effectively. Consistent contact with downtown businesses. Basic skills required include operation of computer utilizing a variety of business software. Effective communications skills including written and verbal. Assessing and prioritizing multiple tasks, projects, demands and problem solving. Knowledge of historic preservation and Texas Main Street Program through the Texas Historical Commission a plus. Salary based upon experience. Benefits include paid vacation and sick leave, medical insurance and retirement investing opportunity. Some travel and after hour and weekend events required. Submit resume to Levelland Chamber of Commerce, 1101 Ave H, Levelland, TX or msiders@levelland.com.

2008 Calendar of Events

- **March 30–April 2, Philadelphia, Pa.**

National Main Streets Annual Conference, 2008 theme: Enriching Main Street Through Entrepreneurship and Diversity. This conference is always excellent — consult with your city manager or your boards now to see if you can fit it into your budgets.

- **May 1–3, Corpus Christi**

Texas Historical Commission's 2008 Annual Historic Preservation Conference: Explore the Sights and Stories of Texas.

- **July 29–31, To be determined**

The Texas Main Street Summer Workshop will be held in one of our Main Street cities. We will let you know the location as soon as that has been determined — meanwhile, hold the date!

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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