



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

APRIL 2008 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512/463-6092

Spotlight on Cotulla

The Cotulla Main Street program has begun its second year with 12 months of exciting projects and community activities to look back on and to use for inspiration for the many volunteers who have helped Cotulla re-establish the sense of history and vitality of the downtown area.

Beginning in February 2007 with the official visit of Texas First Lady Anita Perry, Cotulla Main Street has faced a steep challenge in revitalizing the Front Street neighborhood that was so important to the life of the county seat more than a generation ago.



New welcome banners for downtown Cotulla.

Among the activities aimed at drawing local residents and newcomers to the downtown area have been a classic car show, a July 4th Jamboree, a Halloween Festival "Nightmare on Front Street," and a citywide Christmas celebration. A common thread in all those events has been the highlighting of the Front Street buildings that have survived generations of change and that have become part of a recognizable Cotulla silhouette that awaits new development.

Cotulla's Main Street board and its committees meet regularly to study options and possibilities specifically for the attraction of new business to downtown, with an eventual goal of bringing tourism and trade back to the city.

Projects that have attracted attention so far include an innovative signage program under which businesses can apply for grant funds to supplement their outlay in putting up signs. The signs must advertise the trade in a manner keeping with the historic pioneer style and brush country trade of Cotulla that goes back to the early 20th century. Main Street is promoting the establishment of signs that attract visitors while still evoking the rough and hardworking heritage of the community.

Businesses are also able to apply for financial support for upgrades to their facades. A number of down-



Top: Excitement abounds at Cotulla's First Annual Car Show. Bottom: Winner, overall best.

town business owners have already made improvements to their buildings that match the original architectural styles of the early development years.

Children and young families have been targeted in the Main Street program, notably at festivals, because the program has made it a priority to look to future generations as the economic lifeblood of the city.

Perhaps the biggest news for Cotulla in 2008 has been the announcement

of a multi-million dollar Texas Historic Courthouse Preservation Program grant from the THC for the restoration of the La Salle County Courthouse, which faces downtown Cotulla across City Veteran's Park, the center point of many community events and festivals. At the Main Street Program, board members and volunteers are looking to use the courthouse restoration as an anchor point for a revitalized park and its fronting businesses.

Several of downtown Cotulla's historic buildings are currently empty or being used for storage. Cotulla Main



*Cotulla Jamboree
Top: Dunking booth with Justice of the Peace, Vicki Rodriguez, as the dunkee!
Bottom: Enthusiastic volunteer for ice cream event.*



Street has obtained architect's renderings of what many of these buildings will look like when they are re-opened. Clean-up and careful maintenance of the building's original brickwork has invigorated community interest in the sites. This has been greatly enhanced by in-depth research of various locations, reprinting of original photos and narratives of the buildings' often colorful histories.

Critical links between the Main Street Program and key organizations and businesses have helped strengthen community awareness, interest and activity in the downtown revitalization. Supporters include the Cotulla Garden Club, the La Salle County Historical Commission, the Brush Country Museum, the Cotulla-La Salle County Chamber of Commerce, City Hall, La Salle County government and, because of their interest in the promotion and renovation of adjoining properties with a focus on the history of vital trade, the Union Pacific Railroad, Ben's Western Wear and T.R. Keck and Sons Hardware.

Thanks to Mindi Franklin, manager of the Cotulla 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 clean-up 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 Ameri-](#)

[can Cleanup](#)TM, 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 www.ktb.org/programs/trashoff/index.html.

AROUND THE STATE

Bridgeport has a new stagecoach. Partnerships with the Chamber, Main Street, Lions Club and the Historical Society resulted in securing a life-sized replica of a Concord stagecoach. This comes just in time to capitalize on Bridgeport's Butterfield Trail sesquicentennial event this year.

The U.S. Chamber of Commerce, as part of its annual search for the best small businesses in the country, selected five **Irving** businesses for the next round of competition — two of which are located in Irving's heritage district. The companies were selected based upon financial performance, business history, staff training and motivation, community involvement, customer service and business planning. The Irving companies to receive the Small Business Blue Ribbon Awards are: Big State Drug Store (historic district), FastSigns, Glory House Catering (historic district), Joe's Coffee Shop and Mammen Glass and Mirror. Irving had the most Blue Ribbon winners of any city in the United States and nearly 10 percent of the field. Mammen Glass and Mirror was the Southwest/South Central Regional award winner. The national small business of the year will be announced at the Small Business Summit in Washington, D.C. on April 17.

Kilgore held its first building owners luncheon in February with an excellent turn out — 25 out of 60 building owners attended. There was a brief presentation about the current sign ordinance. Building owners were very vocal about the direction they would like to see downtown take. This luncheon was such a success that they want to meet every other month.

EVENTS

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

April 5, Electra

The Pump Jack Capital Association will hold their annual Chili Appreciation Society International, Inc. (CASI) sanctioned Chili Cookoff in downtown from 10 a.m. – 6 p.m. The cook off will include competitions for chili, salsa and beans and there will be a talent competition for Mr. and Miss Chili Cook-Off. Call 940/495-2407 or 940/632-5041.

April 5, Luling

The 19th annual Rough Neck BBQ and Chili Cook Off and Car Show will be held downtown. See www.oilmuseum.org/Events_files/bbqcookoff2008.pdf

April 5–6, Palestine

The Dogwood Trails Festival will hold the first annual Historic Views and Hard Hat Tours in conjunction with the Chamber and the Historic Landmarks Commission. Tickets will

be \$10 and will benefit Main Street and the Historic Landmarks Commission.

April 5, Levelland

The 4th annual Taste of Texas BBQ Cook Off will be smoking on Saturday, April 5 from 11:30 a.m.–1 p.m. Tickets will include a great barbeque plate along with live entertainment from the music department from South Plains College. There will also be tickets for climbing a rock wall during the event. The winner will receive a prestigious traveling trophy and bragging rights for a year as “Best of the Best.” Call 806/894-9079 for more information or to enter a team.

April 18–19, Pilot Point

The Annual Fireman’s Fest will be held on the downtown square on Friday and will include a carnival, music, parade, Fireman’s demo and 5K chase on Saturday. See www.pilotpoint.org/event.php?id=5C [GOUWQSC](http://www.gouwqsc.com)

April 19, Freeport

The first of what Freeport hopes to be many Green Markets will be held in downtown on Saturday, Apr. 19 from 8 a.m. – noon. In addition to fresh fruits and vegetables, the market will feature hand made crafts, especially those that incorporate natural and recycled items. There will also be booths and demos regarding environmental sustainability and the market will serve as a collection site for used computer equipment. The market will continue every Tuesday from 4–7 p.m. and on Saturday mornings.

April 25–26, 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 18–19, Lufkin,

Hoe Down is a street festival held each spring in historic downtown. Events include parade, civil war re-enactment, tricycle obstacle course, live entertainment (Robert Earl Keen), arts and crafts, children’s games and more. Events will be Friday evening and all day Saturday, see <http://cityoflufkin.com/ms/hoedown.htm>

April 26–27, 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 over 70 years, a fact certified by the Texas legislature in naming Georgetown as the Red Poppy Capital of Texas.

The 2008 Festival will burst into bloom on Saturday and Sunday, April 26th and April 27th in historic downtown Georgetown. Festivities include a parade, live music, car show, bike ride and much more. The festival proceeds support facade and sign grants for Georgetown’s historic buildings. See <http://redpoppy.georgetown.org>

April 26, Luling

The Zedler Mill Classic will include a canoe race, catfish lunch and bathing beauty contest. Location will be at the Zedler Mill Community Park on Highway 80 and Laurel Streets on the San Marcos River. Music will feature the Fossils from 11 a.m. – 1 p.m.

May 2–4, Huntsville

Step back in time and come join the 21st 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://www.shsu.edu/~simm_www/FolkFestN/index.shtml. Call 936/294-1832.

May 3, Taylor

The annual Bloomin Festival will include something for everyone including horticultural demonstrations, cultural and heritage entertainment, car show featuring tricked-up PT Cruisers, agricultural exhibits and more. Call 512/ 352-5448.

GRANTS

Save America's Treasures Fiscal Year 2008 grant applications for the Save America's Treasures grant program and the Preserve America grant program are now available.

Save America's Treasures matching grants are awarded for preservation and/or conservation work on *nationally significant* intellectual and cultural artifacts and historic structures and sites. Eligible applicants include Federal (including NPS), state, local, and tribal government entities, and nonprofit organizations. Applications are due **May 20, 2008**. Application guidelines are available on our website, at: www.nps.gov/history/hps/treasures/application.htm, or at www.grants.gov.

Preserve America Grants

The Preserve America matching-grant program provides funding to support preservation efforts through heritage tourism, education, and his-

toric preservation planning. Eligible applicants include Designated Preserve America Communities and Neighborhoods, State Historic Preservation Offices, Tribal Historic Preservation Offices, and Certified Local Governments in the process of applying for Preserve America Community Designation.

Applications are due **June 30, 2008**.

Guidelines and applications are available on our website, at: www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm

CONFERENCES/ WORKSHOPS

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 18–21. 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

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**.

JOBS

Grand Saline

The city of Grand Saline is accepting resumes for the position of Community Development Coordinator. Under the direction of the City Administrator, the position will coordinate the city's Community Development and Main Street Programs. Candidates must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment.

The actual job description will include Main Street Manager and all of the details encompassed in that job plus responsibility for working with the Economic Development Corporation Board of Directors to identify new business potential and to bring new business to the city. In addition, the Community Development Coordinator will act as a liaison between the City Administrator, City Council and existing business owners throughout the City to provide assistance and information that will lead to further economic development for their businesses and the City. The Community Development Coordinator will be an integral part of planning and implementing new business development throughout the entire city. Submit letter of interest, resume, six (6) references, salary history and salary requirement to the City of Grand Saline, Attn. Community Development Position, 132 E. Frank St., Grand Saline, TX 75140. Position will remain open until filled. EOE

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.

2008 Calendar of Events

- **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

Texas Main Street Program
Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512/463-6092, Fax 512/463-5862



**TEXAS
HISTORICAL
COMMISSION**

The State Agency for Historic Preservation

www.the.state.tx.us