

Main Street Matters

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PLAINVIEW CONRAD LOFTS

“Let me tell you the secret that has led me to my goal—my strength lies solely in my tenacity.” - Louis Pasteur

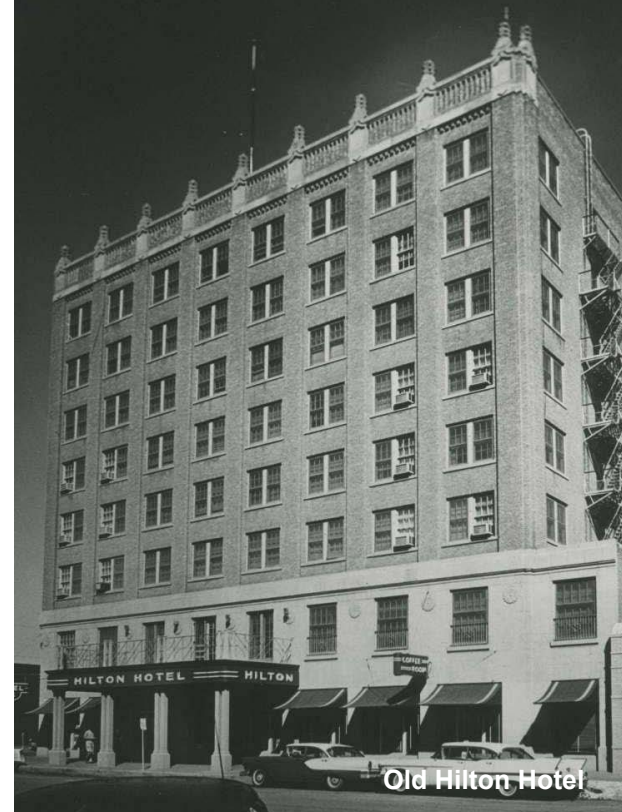
Conrad Lofts, downtown Plainview’s newest affordable rental housing unit converted from an old Hilton Hotel, is the strength of a community working together and most importantly, city leaders refusing to take no for an answer.

“I told Mike Fox, (Plainview Economic Development Executive Director) ‘no’ several times when he called me about this property,” says Daniel Sailler, MRE Capital Co-Founder. “He finally convinced me to visit the property and when my business partner Jake and I saw it, we knew it was a good project.”

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Conrad Lofts Photo Credits



Old Hilton Hotel



Old Hilton Hotel

PLAINVIEW CONRAD LOFTS



By Melinda Brown, Main Street Manager, Plainview

The project is the fifth Hilton Hotel built by Conrad Hilton in the United States, and opened in 1929. The premiere hotel for its day—it was located by a Greyhound bus station—featured a store where travelers could purchase knick-knacks and souvenirs, a ballroom for events, and a private club.

The hotel continued to be open until the 1970s and then sat abandoned for more than 30 years. Plans for renovations were discussed and several years ago, a group of volunteers began cleaning up the building. While plans were made, finances were short.

About this time, Texas began offering historic tax credits. MRE Capital saw an opportunity to fund projects in Texas and city leaders looked to make these projects known.

While the spaces are utilized differently than they were 70-plus years ago, the ballroom was renovated to look the same and some of the building's original glass windows also still fill the panes. Other restored

features include the atrium, handrails, windows, and the floors in the lobby. The lobby floors were restored by a gentleman in Amarillo whose grandfather had helped lay the original lobby floors.

Inside the building's west entrance sits a painting that decorated the lobby many years ago. Harley Redin, well-known former Wayland Baptist University basketball coach, said the painting was passed on from a bank storage vault to him for safe keeping many years ago. In early April, he and his wife, Wilda, returned it for display inside the Conrad Lofts.

Only a couple of years from beyond disrepair, the process to restore the building started off well. The roof and the "bones" of the building were in good shape. As with many construction projects, it took longer than expected and cost more than anticipated, but the results speak for themselves.

The affordable housing projects contain 29 apartments including studios and one, two, and three bedroom units ranging from 796-1,900 square feet. The large open floorplans include fully equipped kitchens with a garbage disposal, dishwasher, microwave oven, refrigerator, and stove/oven. Each home also has ceiling fans and includes a washer/dryer.

"The group effort of the Plainview EDC, city, county, and citizens of Plainview is what made this project a reality. We look forward to seeing its success in downtown Plainview for many decades," said Sailer.



UVALDE CISD CANDLE SHOP IS A REWARDING AND UNIQUE CLASSROOM EXPERIENCE



By Brenda Mueller, UCISD Candle Shop Instructor, Uvalde

The Uvalde Consolidated Independent School District (UCISD) Candle Shop has had a few different names over the past 40-plus years since its doors first opened. At its original inception, the name was the “Janey Briscoe Sheltered Workshop” and it formally opened on Sunday, April 13, 1974. We are still located in the original building and space, although it is quite a bit smaller now than it was then.

The Janey Briscoe Sheltered Workshop was a nonprofit educational corporation. It was a pilot state project that combined the efforts of the Texas Education Agency, Texas Rehabilitation Commission, and Cluster V Special Education Cooperative. The workshop was sponsored locally by the Uvalde Jaycees. It had 15 directors and was named in honor of Texas’ First lady, Mrs. Dolph Briscoe, Jr. who resided in Uvalde with her husband and family until her death in October 2000.

The goals of the shop are still the same as they were 40 years ago, to provide vocational and social skills to students who have special needs within a community-based classroom. The students are in high school and range in age from 16 to 21. Students are the backbone of the shop and do all kinds of tasks based on the individual needs for specific skills and goals.

Some of the jobs at the shop include shredding of documents, pulling candles from molds, cleaning molds, stringing them with wicks, shaping the candles, and wrapping them for sale. Students also package and box up the candles as well as place them

GETTING TO KNOW YOU

DANA MINGO,
FARMERSVILLE MAIN STREET MANAGER



1. What is your hometown?

I was born in Kansas City, Missouri. However, I have been a resident of Texas since the age of four. I do enjoy returning to my roots near the Ozarks in Missouri for family visits.

2. What Main Street city do you represent and how long have you been there?

I work for the city of Farmersville, Texas. It will be three months as of July 8th.

3. What is your favorite spot in your downtown and why?

Our historic Onion Shed is my favorite. This gathering place has so many memories and now allows us to make new ones by offering various events and activities throughout the year.

4. What do you enjoy the most about the Main Street program?

I enjoy getting to know new people, providing assistance in the areas needed, and working to preserve the city’s downtown history.

5. What is the best piece of advice you’ve ever received?

No need to reinvent the wheel. Take an idea and add your finesse to it.

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on the shelves in the shop for customers to purchase. Fire starters are another item that is made at the shop. The students participate in 100% of the process of making the fire starters. The fire starters are also boxed up in cases of 20 and are shipped wherever the customer needs.

In the past three years that I have been the teacher at the shop, we have opened our doors in the evening to participate in the monthly “Four Square Friday” shopping event held in downtown Uvalde. The objective was to be open later a few times a year so people can come in and get to know us. It surprises me that after all these years, people still do not know about the shop and what we do here. It has been my passion to educate people so they can come and support our efforts. We have also made several commercials where the students actually do the talking on the radio. This has been a real treat for them and beneficial to shop sales. The local newspaper has also been great in providing coverage of our story and what we do. One of the most exciting things that happened since I have been the teacher here has been the cooperation between the Uvalde Main Street program and UCISD. They worked together in an effort to purchase and install two new signs for the store. We have had so much positive feedback on our new sign and we couldn’t have been happier at how the design and installation went. We also got new paint on the building and our store door was sanded and repainted. Everything looks so inviting, fresh, and clean!

In short, the Uvalde CISD Candle Shop is a rewarding and unique classroom experience where students and teacher are blessed to work every single day. As for me, I have completed my 28th year of public education, and although I have had many wonderful experiences in my career, being here at the candle shop has been so rewarding and such a blessing in my life. I love what I do and rarely does it feel like a “job.” It’s been an amazing privilege and opportunity working daily with these amazing students.

6. What’s your favorite tip for someone in our economic development/downtown revitalization industry?

Listen and take note, then research and provide recommendations for development, then roll up your sleeves, and help out!

7. If you could plan a vacation to anywhere in the world, where would it be and why?

I would love to see the beauty and the history of the country and enjoy the greatness it has to offer.

8. Who has been the most influential person in your career?

My former boss and good friend, Reva Rattan. She has guided me in my career over the last 20 years and continues to be supportive even in her retirement.

9. What’s your favorite inspirational quote?

“Trust in the Lord with all your heart, lean not to your understanding, acknowledge Him always, and He will direct your paths”.

10. What do you enjoy doing in your spare time?

Mentoring young women for encouragement and empowerment, to become great leaders in their homes and work places.



UCISD Candle Shop received a facade grant for renovations.

NOMINATIONS OPEN FOR CHAMPIONS OF TEXAS HISTORY AND HERITAGE!

The Texas Historical Commission offers annual awards to recognize worthy accomplishments and exemplary leadership in the preservation of Texas' heritage.

The deadline for submissions for the 2019 THC Preservation Awards is **July 12**. Most of these awards will be presented next January at our Real Places Conference in Austin.

There are 10 different awards (in addition to the Award of Merit that can be submitted at any time of the year), and Main Street managers are welcome to submit nominations for any of them. Here are just a few that might be of interest:

Named in honor of Anice Read, former Texas Historical Commission member and founder of the Texas Main Street Program, the **Anice B. Read Award of Excellence in Community Heritage Development** recognizes an individual or organization for exemplary work in community revitalization, preservation planning and protection, or heritage tourism which significantly advances the impacts of historic preservation in Texas.

The **Texas Historical Commission Award of Excellence in Preserving History** recognizes an individual, organization, or project that has significantly contributed to the understanding or preservation of Texas history. It is specifically designed to recognize achievements in preservation planning, historic site identification, preservation of significant archival or artifact collections, or research that leads to a greater understanding of state or local history.

George Christian, well-known Texas political consultant and former press secretary to President Lyndon B. Johnson and Texas governors Price Daniel and John Connally, served as a THC commissioner for 18 years. Named in his honor, the **George Christian Outstanding Volunteer of the Year Award**



recognizes an individual for outstanding volunteer service to historic preservation efforts in Texas.

The **Texas Historical Commission Award of Excellence in Historic Architecture** recognizes an architect or architectural firm for exemplary work that has made a significant contribution to the preservation of Texas' architectural heritage.

For a full list of awards and to submit a nomination, visit www.thc.texas.gov/awards. View the [Texas Historical Commission Awards Guidelines](#) to learn more about each award.



FUN AND CELEBRATION AT MAIN STREET REUNION IN GEORGETOWN

On June 22, more than 30 Texas Main Street 'long-timers' gathered for a Main Street Reunion at the home of Linda McCalla, Georgetown's first Main Street manager in 1982, who has remained actively involved in Georgetown's Main Street revitalization effort since then. The gathering wasn't centered on an anniversary or to commemorate anything specific – it was just a time for long-time friends and colleagues to come together and celebrate the special bond they have by being a part of the Texas Main Street family network. The gathering was organized by Janie Headrick, who helped run the new state program with founder Anice Read when it was started in 1980; Kay Harvey-Mosley, a former Texas Main Street State Coordinator; and McCalla.

A presentation was given to McCalla who was recognized as the 2019 Georgetown Main Street Star Award recipient. The Main Street Star award recognizes individuals for outstanding activity that promotes downtown Georgetown, contributions that make a lasting impact on downtown Georgetown, and as meeting the Main Street program's mission of enhancing downtown vibrancy and historic preservation. The Georgetown Main Street Advisory Board voted to recognize McCalla for her service to downtown Georgetown.

Reunion guests, who included former local managers and state staff, came from all over the country to spend time with their former colleagues. What a great night!



(Top left) From left to right on the back row are former TMSP state coordinators Terry Colley and Kim McKnight; current coordinator Debra Drescher; Janie Headrick; former coordinator Kay Harvey-Mosley; and former TMSP architects Dick Ryan and Wayne Bell. On the front row is Jill Robinson, former TMSP assistant coordinator; and Julian Read, spouse of TMSP founder, the late Anice Read. Not pictured: Sarah Jane Blankenship and Audrey Holt, former design staff members.; (Top right) Georgetown Main Street Advisory Board presenting the Georgetown Main Street Star Award to Linda McCalla. From Left to right: Shelley Rodocker, Christine Tomaszewski, Trisha Tallman, Linda McCalla, and current program manager Kim Mcauliffe. (Bottom left) Julian Read, spouse of TMSP founder, the late Anice Read. (Bottom right) Former architects Wayne Bell and Dick Ryan.

CELEBRATE YOUR AWARD-WORTHY DOWNTOWNS



By Josie Falletta, Main Street Manager, San Marcos and Texas Downtown Association Board Member and Awards Committee Co-chair

Everyone loves a reason to celebrate! One easy way to celebrate your city's businesses, buildings, accomplishments, and organizations is to nominate them for awards. Not only does this provide you with the perfect opportunity to brag on your Main Street's accomplishments, it also does a wonderful job of bringing your community together for a positive purpose. (Which we could all use a little more of, am I right?!) Not sure where to start applying? You're in luck! Nominations for the Texas Downtown Association's President's Awards Program are open now through **July 26, 2019**.

The Texas Downtown Association (TDA) developed this awards program in 1986 as a way to recognize outstanding projects, places, and people that contribute to downtowns across our great state. To date, over 400 awards have been granted to cities, organizations, businesses, and individuals! A special callout goes to two cities which have won an impressive number of these awards. Between the two of them, Tyler and Denton have successfully nominated and been granted a whopping 50 President's Awards on behalf of their communities. Congratulations to these nominators extraordinaire. I must admit that my hometown of San Marcos has not had near as many award nominations as Tyler and Denton; however, we have been known to keep things lively by bringing a disco ball to the Awards Gala. (Full credit goes to the effervescent Samantha Armbruster, former San Marcos Main Street Manager.)

Wondering how to make a nomination? The nomination process couldn't be easier, as it's all online through the [Texas Downtown Association website](http://www.texasdowntown.org). This year, there are two separate award themes, each

with its own panel of expert judges: Design Awards and Achievement Awards. If your tiny Main Street is concerned about competing against bigger cities with bigger budgets, don't be! The city of Ganado, population 2,089, received the 2014 award for Best Public Improvement in the Under 50,000 Population category. Kudos, Ganado! Design awards are entered into two separate budget categories, and Achievement awards are entered into two separate population categories. In total, there are 11 awards currently accepting nominations. Furthermore, members of the Texas Downtown Association receive a discounted entry fee, which could be encouragement to submit more than one entry (hint, hint).

Wondering how the process works? Each year, TDA invites experts in marketing, renovation, preservation, and Texas communities to sit on the judging panel. These individuals are professionals in downtown revitalization and its accompanying industry sectors. After all nominations are submitted, the judging panel reviews all applications separately before they meet in person in September to select finalists and a winner for each category. All finalists are immediately announced publicly and promoted by TDA via social media, the TDA website and press releases shared with the media. Even being selected as a finalist feels a little like winning! Finally, winners are announced at the President's Awards Gala, held in conjunction with the annual [Texas Downtown Conference](#). If you are selected as a winner, you will receive a gorgeous plaque, media recognition, promotion on TDA website and social media channels, and exclusive use of the TDA Award Winners logo. Let the celebrating begin!



Best of luck to all award nominators! On behalf of the Texas Downtown Association Board, thank you for the phenomenal work you do and we hope to see you at our annual Texas Downtown Conference in Georgetown later this year. For more information about the President's Awards Program, you can either visit the TDA website or contact TDA Executive Director Catherine Sak at Catherine@texasdowntown.org or 512-472-7832.

2020 MAIN STREET NOW NATIONAL CONFERENCE DEADLINES

Texas Main Street is co-hosting the National Main Street Now conference with Main Street America™ May 18-20, 2020. The conference attracts approximately 1,800 Main Street, downtown revitalization/economic development, and historic preservation professionals and volunteers from all across the country. Important information and dates associated with the conference are below.

Great American Main Street Award (GAMSA) recognizing success in preservation-based Main Street revitalization, is announced at the conference's opening plenary. Deadline to submit an application is July 9. mainstreet.org/mainstreetamerica/gamsa

Mobile Tours. There are typically 15-17 mobile tours to learn about downtown projects and success stories, during the national conference. These include tours within downtown Dallas and to Main Street communities within the Dallas area. Submission deadline (tentative): July 22.

Call for Proposals (speaker submissions) due August 19. mainstreet.org/howwecanhelp/mainstreetnow/callforproposals

Early Bird Registration opens Dec. 2.

Host hotel: Hyatt Regency Reunion Tower, 300 Reunion



MURAL PROJECT IN MOUNT PLEASANT

Main Street managers teamed up with mural artist David Freeman at Professional Development in Mount Pleasant for an interactive and fun session.



DOWNTOWN IS THE MIRROR OF YOUR COMMUNITY



Georgetown



Uvalde © Larry Ditto



Goliad © Robin Alaniz



Goliad © Robin Alaniz



Goliad © Robin Alaniz



Texas
DOWNTOWN
ASSOCIATION

CONFERENCE

hosted by City of Georgetown

OCTOBER 29 - NOVEMBER 1

2019

FOR REGISTRATION, SPONSORSHIP &
EXHIBITING INFORMATION VISIT
www.texasdowntown.org

