

Facts about 'Main Street' Program and what you can do to help

Compiled by Lennie Brown
Colorado County Economic
Development Corp.

What is the "Main Street" Program?

An economic development program designed to capitalize on unique character of downtown, while promoting progressive marketing and management techniques.

Original concept developed in the late 1970s by the National Trust of Historic Preservation, Washington, D.C., a unique membership division of the Secretary of the Interior.

Since 1980 the Texas Main Street Program has been administered through the Texas Historical Commission in Austin who coordinates the services for more than 12 state and federal agencies to serve its designated Main Street communities.

Local communities fund, hire and administer their own program through the local municipality (i.e. The City of Eagle Lake) with a minimum commitment to a three-year program.

What are the Main Street goals?

- Upgrades to the buildings that re-

spect the historical architectural integrity.

- Attractive improvements to the public infrastructure: utilities, streets, sidewalks, alleyways, town square.

- Recruitment of businesses and services to improve the mix and vitality of downtown.
- Development of upper floor areas.

- Identification of markets for local businesses.
- Coordinated marketing and businesses to those markets.

- Business development consultation to foster business start up, expansions, marketing, merchandising, employee training.

- Development of visitor activities and shopping interests.
- Special events.

How are the goals accomplished? Organization

- Part time to full time project coordination by a trained professional project manager.

- Local downtown Revitalization Board made up of volunteer property owners, merchants, professionals, historians, civic leaders.

Promotion

- Marketing the availability of downtown locations for new businesses.
- Coordination of existing and new special events.

- Frequent media visibility within the region of accomplishments, events, history and offerings.

Design

- Designated communities receive architectural consultation for downtown property owners to develop facade design construction documents as well as technical assistance with maintenance and structural challenges.

- Assist property owners in obtaining and managing building contractors to complete rehabilitation.

- Urban design assistance with sidewalks, pocket parks, parking plans, linkages, and adjoining commercial, residential and/or institutional areas.

- Advertising images also are developed to unify the downtown as a commercial district.

Economic Development

- Develop and implement economic development strategies to target recruitment efforts for tenants and building investors.

- Maintain records and access on available properties for sale or lease to prospective merchants/investors.

Who benefits and how?

- YOU: As a taxpayer can benefit from an improved tax base with better, quality public services, more shopping options, better community image.

- COMMUNITY: Improved sales and hotel motel tax base yields more revenues for municipal and county services and lowers the ad valorem tax rate to individual property owners and rental rates, preserves an area of town the community has invested in since its founding, an attractive downtown attracts outside industry to relocate to our community.

- PROPERTY OWNERS: Preservation of property investments, improve saleability of investment property, improved cash flow from higher tenant occupancy, offers low over-

head for start up and marginal businesses.

- BUSINESSES: Improved business practices generate improved sales, stronger tenant mix generates better sales.

Who's involved in Eagle Lake Main Street Project?

City of Eagle Lake, Revitalize Eagle Lake, Eagle Lake Chamber of Commerce, Colorado County Economic Development Corp., downtown property owners, downtown merchants and professionals, Eagle Lake lending institutions, civic clubs, churches, utility companies, U.S. Postal Service, Rice Medical Center, schools, Prairie Edge Museum, ranchers and farmers.

How can I help?
•Send a letter of support to Revitalize Eagle Lake by Friday, July 23 (see contacts below).
•Support the downtown merchants and business owners with your business and moral support.
•Support Eagle Lake City Council in budgeting for this program (estimate annual budget of \$30,000-

\$40,000/year).

- Contribute your time as a volunteer: planning, beautification, events, historical research, printing and distributing announcements, writing for local and regional publications, tourism programs, hospitality, fix up, paint up, clean up.

- Contribute financial support to underwriting the three year operations of this program through designated tax deductible donations for Eagle Lake Main Street Project through Revitalize Eagle Lake Inc.

The Texas Main Street Program does not provide funding for the operations of the local Main Street Projects. Each community raises the funding for three years of operations for one, part time to full time Project Manager and their office expenses.

For more information, contact Lesley Matthews, c/o Trafco Industries, 414 W. Main Street, Eagle Lake, Texas 77434; 409-234-5713 or fax 409-234-7776; or Ron Holland, City Manager, City of Eagle Lake, P.O. Box 38, Eagle Lake, Texas 77434; 409-234-2640 or fax 409-234-3255.

Let's Look Back...

24 & 48 YEARS AGO

Dec. 21, 1973

Oscar Miller, assistant fire marshal for the City of Eagle Lake, proudly gave his son, Bennie Miller, and his son-in-law, Clinton (Buddy) Mascheck, a pat on the back for being the top firemen in attending fires during the 1973 year. Charles Briscoe was third with best attendance...

Law enforcement is in good hands in the City of Eagle Lake with this group having part in law enforcement, dispatching or handling of the cases filed. Miss Lucille Perry, City Secretary; Mayor Elmer Struss, and Mrs. Bufford (Vickie) Ashley the city's fire and police dispatcher; M.M. (Mac) Jones, the city's corporation court judge; Chief of Police, Roy Chisum; City Police Officers Bill Chavis and Bufford Ashley and City Manager, T.J. Smith...

Deputy Sheriff Bryan A. Toucheck has been appointed by Colorado County Sheriff George (Doc) Mueller as the County Highway Patrol Officer for this county. Mr. & Mrs. Toucheck and three children, Denise, Bryan Jr., and Billy, reside in Eagle Lake in the former Nathan home on McCarty Avenue...

Shawn Spanihel, son of Mr. & Mrs. L.J. Spanihel, extended congratulations to Chad Miller, son of Mr. & Mrs. Ronnie Miller, the new mascot of the Eagle Lake Volunteer Fire Department...

Citizens in the community were deeply saddened to learn this week of the death of Mrs. F.H. Dostal, a resident of this community for the past fifty years. She passed away Tuesday night, Dec. 18, at the Eagle Lake Community Hospital...

Don Austin, a six foot junior, was selected as "Cager of the Week" by Coach Jack Grammer. Austin was chosen to the All-Tournament team in the Snook Tournament. He fired a 52% average from the field and pulled down 20 rebounds...

A Christmas reception was held in the Eagle Lake Middle School Resource Room on Dec. 14 for the faculty. Five students served during the event. They were Denise Graham, Brenda Parker, Renee Clayton, Russell Mahalitic and Michael Adicks...

Miss Linda Sutton, daughter of Mr. & Mrs. Aubrey M. Sutton of East Bernard, and Walter Maurice Willis Jr. were united in marriage in a double ring service in the First Methodist Church of East Bernard, Saturday, Dec. 1, at five o'clock. Parents of the groom are Mr. & Mrs. Walter Maurice Willis of Eagle Lake...

Mrs. Clara May Nash, Sweetheart and pianist for the Eagle Lake Rotary Club, received a gift of appreciation from President Frank Sherer at the club's Ladies Night Christmas Party held in the Community Center Tuesday night.

July 5, 1951

Mike Canaris, who returned from Camp Strake last week with the local Scouts, got a telephone call from the Houston area office of Boy Scouts Tuesday morning offering him a position for the summer at Camp Strake...

A letter was received yesterday from the Headlight publisher, D.S. Taylor, who, with Mrs. Taylor and son Stephen and Mr. & Mrs. Hayes Stephens, have been in Winnipeg, Canada. They are heading West...

Five local boys representing the Eagle Lake FFA Chapter will go to the annual convention in Houston. The group will be headed by Cledus Hollas, Chapter Delegate, and will be accompanied by Lewis J. Rosprim, Vocational Agriculture teacher and FFA advisor. Others who will make the trip include Joe Beyette, Alfred Marx Jr., Weldon Knox, James Owen Ricks...

Fifteen carloads of watermelons raised by W.F. Meitzen and Buster Semora were shipped out over Santa Fe lines last week...

New officers for the Retail Merchants Association include: Joe Reed, president; Lloyd Spalinger, vice president; and L.S. Tate, secretary-treasurer. Directors are A.H. Dipple, Jack Grieves, Joe L. McCreary, Albert Pustejovsky, Joe S. Reed, W.L. Spalinger, L.J. Spanihel, L.S. Tate and R.P. Wilcox Jr. ...

A new arrival in the Laughlin Hospital June 29 was Joseph Edwin, son born to Mr. & Mrs. C.E. Johnson...

The Eagle Lake Lions Club installed officers in an impressive ceremony at Ladies Night Thursday. Installed were: J.C. Laughlin, president; W.A. Schneider, first vice president; R.P. Wilcox Jr., second vice president; Louis Muzny Jr., third vice president; W.C. Adcock, secretary; Donald Kolberg, treasurer; R.L. Cook, Lion Tamer; E.E. Davis, Tail twister; and directors, Raymond Waddell and Everett Hart. Receiving special awards were Dr. Lewis Kopecky, Joe D. Luna, Joe Lee McCreary, R.F. Spanihel and F.W. Stewart for Charter Membership for 10 years; E.J. Parma and T.T. Waddell were given pins for 10 years of service.

COLORADO COUNTY COURTHOUSE REPORT

DISTRICT COURT DISPOSITIONS

Ernesto Edward Canales, possession of marijuana, 7-31-97. Sentenced to eight years deferred adjudication, \$2,000 fine, restitution and court costs.

Charles L. Kincheloe III, felony aggravated assault reduced to Class A deadly conduct, 7-14-98. Sentenced to six months deferred adjudication, \$500 fine and court costs.

Linda David Cooley, driving while intoxicated (DWI). Sentenced to two years deferred adjudication, \$2,000 fine and court costs.

Steven Arthur Guess, DWI. Sentenced to three years deferred adjudication, \$1,000 fine, made to surrender driver's license and court costs.

Desi David Rivera, DWI. Sentenced to two years deferred adjudication, 160 hours community service, \$2,000 fine and court costs.

Sindel Johnson, deadly conduct. Sentenced to 120 days shock probation. Returned and sentenced seven years probation, \$1,000 fine, and 300 hours of community service.

DISTRICT COURT CASES FILED
Leasecomm Corporation vs Elmo McTeer, foreign judgement; filed 7-14-99.

State of Texas vs Juan Avendano, judgment nisi.

DIVORCES GRANTED
Theresa Mary Jackson and Jesse Lee Jackson; granted 7-16-99.

MARRIAGE LICENSE APPLICATION
Brent Evan Engstrom and Amy Lynn Castleman; 7-19-99.

KLECKA'S

FOOD market

EAST BERNARD TEXAS

Phone 335-7322 or 335-6554

Store Hours: Mon-Sat., 7 a.m. to 9:30 p.m.; Sun., 7:30 a.m. to 9 p.m. 7 Day Specials Good Thurs., July 22, through Wed., July 28, 1999

For Extra Savings... Check Our Shelves for "Best Buy" or "As Advertised" Signs

We Have Received A Lower Cost On These Items and Are Passing the Savings On To You!

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- *We Have The Texas Lotto
- *We Have FAX Service (409-335-4390)
- *Double Coupons: See Details in Store

Parade Pure Cane SUGAR 4 Lb. Bag \$1.29	Assorted Totinos Frozen PARTY PIZZAS 10.2 Oz. 99¢	Libby's Reg. Cut Green Beans, Sweet Peas, Whole Kernel or Cream Style Corn VEGETABLES 14-1/2 Oz. - 15-1/2 Oz. Cans 3/99¢
So-Dri Paper TOWELS Roll 2/88¢	Parade APPLE JUICE 64 Oz. Bottle 99¢	Parade SPREAD CROCK 3 Lb. Tub 88¢

Large Sweet Pecos CANTALOUPE Each 88¢	Tyson's "Grade A" WHOLE FRYERS Lb. 49¢
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Regular, Diet, Caffeine Free Mr. Pibb, Nestea, Surge, Sprite or CLASSIC COKE 12 Pk. Cans \$2.77 Regular, Diet, Caffeine Free Mr. Pibb, Barq's Root Beer, Fresca, Minute Maid Flavors, Sprite, Cherry Coke or CLASSIC COKE 2 Liter Bottle 99¢ COORS LIGHT BEER 12 Pk. NR Bottles \$5.99 MILLER LITE BEER 12 Pk. Cans \$6.99 Blue Bell FROZEN YOGURT NO SUGAR ADDED OR LIGHT ICE CREAM 1/2 Gal. \$3.29 Blue Bell FUDGE OR BANANA FUDGE BARS 12 Pk. \$1.79 Pre-Priced \$2.19; Assorted FRITOS CORN CHIPS 10-1/2 Oz. Pkg. \$1.69 Pre-Priced \$2.19; Assorted Cheese Snacks CHEETOS 10 Oz. Pkg. \$1.69 Assorted Nabisco RITZ CRACKERS 14-1/2 Oz. - 16 Oz. Box \$1.99 Parade VEGETABLE OIL Gal. \$2.99 Heinz KETCHUP 24 Oz. Bottle 88¢ Texusun Pink GRAPEFRUIT JUICE 46 Oz. Can 79¢ Malt-O-Meal Cereal TOOTIE FRUITIES 15 Oz. Bag \$1.49 Ozarka DRINKING WATER Gal. 2 for \$1 Parade Long Grain RICE 4 Lb. Bag \$1.19 Assorted Kraft HANDI-SNACK GELS 4 Ct. 89¢ Lawry's SEASONED SALT 16 Oz. \$1.69 Purina DOG CHOW 22 Lb. Bag \$6.99 Assorted Parade LIQUID BLEACH Gal. 79¢	Pre-Priced 99¢; Parade 30 Gal. TRASH BAGS 10 Ct. Box 79¢ Assorted PALMOLIVE Dish Liquid 14.7 Oz. 99¢ Pre-Priced \$1.29; Assorted Niagra SPRAY STARCH 22 Oz. Can 99¢ Cat Café CAT FOOD 16 Lb. Bag \$5.99 Assorted Raid ANT & ROACH SPRAY 17-1/2 Oz. Can \$2.29 Parade FOAM PLATES 50 Ct. Pkg. 99¢ Ore-Ida Regular Cut or Crinkle Cut FRENCH FRIES 36 Oz. Pkg. \$1.39 Texusun Frozen ORANGE JUICE 12 Oz. Can 99¢ Parade Sliced AMERICAN CHEESE SINGLES 12 Oz. Pkg. \$1.29 Florida or California Style Citrus Punch SUNNY DELIGHT 64 Oz. Bottle 99¢	Only The Best Cuts From Our In-Store Meat Market Tyson's Split CHICKEN BREASTS Lb. 99¢ Tyson's Boneless Skinless CHICKEN THIGHS Lb. \$1.79 USDA Boneless Beef SHOULDER ROASTS Lb. \$1.29 USDA Family Pack Boneless Beef SHOULDER STEAKS Lb. \$1.39 USDA Medium Lean Pork SPARE RIBS Lb. \$1.49 USDA Smoked PICNIC HAMS Lb. 79¢ USDA Boneless Beef TOP SIRLOIN STEAKS Lb. \$2.99 USDA Family Pack Fresh Lean GROUND CHUCK Lb. \$1.49 Farm-Raised CATFISH NUGGETS Lb. \$1.39 USDA Drumsticks, Wings, Necks TURKEY PARTS Lb. 49¢ Rath Meat HOT DOGS 12 Oz. Pkg. 59¢ Assorted Owen's BREAKFAST SAUSAGE 1 Lb. Roll \$1.69 Oscar Mayer Sliced BOLOGNA 12 Oz. Pkg. \$1.49 Rath Sliced BACON 12 Oz. Pkg. \$1.39 Assorted Oscar Mayer LUNCHABLES 4 Oz. - 5-1/2 Oz. Pkg. \$1.29
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We Stock A Wide Assortment of Produce

Red Ripe California STRAWBERRIES Pint 99¢ Juicy California Red or Black PLUMS Lb. 99¢ Large Sweet Juicy California NECTARINES Lb. \$1.29 California Green BELL PEPPERS Each 4 for \$1 Spicy Mexican CILANTRO Each 25¢ California Red or Gold BELL PEPPERS Each 2 for \$1
