Interactive Activity - 15 Minutes

What happened with this Landmark?
1. Why was it demolished?
2. Who was all involved?
3. What could have been done differently?
4. What stood out to you in the article?
5. Did anything sound similar to situations happening in your town?
"There is no power for change greater than a community discovering what it cares about."

Margaret J. Wheatley
Strategic Planning Meets Historic Preservation
Connecting the Community
Why was it so important to produce a strategic plan?

- Disconnected
- Associated Stigma
- Outdated
- Lack of Support

- Unity Through Vision
- Celebrate the Wins
- Innovative Tools and New Generation
- Re-energize the passions for Tyler
Challenges faced when mentioning "Historic Preservation"

- Property Rights
- More Restrictions
- Funding
- Facilitation
- New Build Comparisons
Who needed to be involved?

Steering Committee Composition
The Steering Committee is comprised of eleven (11) to nineteen (19) representatives from different stakeholders and stakeholder groups, including, but not limited to:

- City of Tyler – Mayor, Historical Preservation Board, Planning Commission, other officials, and commission and board members
- Property and business owners
- Historic Tyler, Inc. representative
- Tyler Main Street representative
- University of Texas at Tyler representative
- Tyler Area Convention and Visitor’s Bureau
- Neighborhood associations and organizations
- Local corporations or significant employers
- Local historians
- Local realtors, developers and investors
- Tyler Public Schools
- Civic Organizations, non-profits, advocates and other community organizations
- Financial Institutions
- Residents
How do we get the buy-in needed to make this successful?

- Certified Local Government Grant
- Utilized Adopted Budget
- Connected to Comprehensive Plan and other Documents
- Provided examples of other successful strategic plans
- Meetings, Meetings, Meetings
- Included all aspects of the community
- Utilized an outside consultant
- Increased presence in the public and online
- Celebrated the impact of Historic Preservation
Implementation Matrix
Quarterly Meeting
Historical Preservation Board
Year Round Presence
Is it not cruel to let our city die by degrees, stripped of all her proud monuments, until there will be nothing left of all her history and beauty to inspire our children?

If they are not inspired by the past of our city, where will they find the strength to fight for her future? Americans care about their past, but for short term gain they ignore it. This is the moment to take a stand, to reverse the tide, so that we won’t all end up in a uniform world of steel and glass boxes.

Jackie Kennedy
What Would You Do? Activity (5 Minutes)

Use the postcard to write down 3 ways you could engage your community in saving an endangered historic property in your town?
Questions?