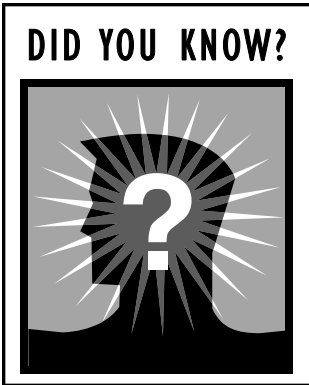


# MAIN STREET NEWS & VIEWS

SEPTEMBER 2009

Main Street Bowie - 201-A Walnut - Bowie, TX 76230 - 940-872-6246



## IT'S CHICKEN AND BREAD DAYS HERITAGE FESTIVAL TIME!

The 14<sup>th</sup> Annual Chicken and Bread Days Heritage Festival is just around the corner! Just a month from now, on October 3<sup>rd</sup>, downtown Bowie will be filled with music, art, classic cars, food booths, craft vendors and activities for the whole family. All of the festival activities take place within a three-block area in historic downtown Bowie, spanning from the Art Show and Quilt Exhibit in the Legend Bank Community Room, to the Piston Heads Auto Club Car Show, to vendors and games along Tarrant Street, to the Fiddler's Contest in the Fire Hall.

This admission-free, fun-filled family event is produced by Main Street Bowie to spot-light historic downtown Bowie and the community's colorful history. The

festival gets its name from Amon G. Carter and his boy-hood friends who sold chicken and biscuits at Bowie's train depots in the early 1900s.

The Chicken and Bread gang is hard at work finalizing details for the October 3<sup>rd</sup> event, and all the particulars will be available soon. In the meanwhile, here are the basics of what you can see and do...

**FESTIVAL DATE & HOURS:**  
Saturday, October 3, 2009 - 10 a.m.-3 p.m.

**FESTIVAL ACTIVITIES:**

- Opening Concert by Headliner Fiddlers
- Fiddler's Contest
- Quilt Exhibit
- Art Show & Competition
- Antique & Classic Car Show
- Entertainment
- Kids' Games & Art Alley
- Historical Displays
- Arts & Crafts Vendors
- Food Vendors

**ENTRY FORMS & VENDOR APPLICATIONS:**

Fiddler's Contest – Registration takes place on-site at the festival, starting at 10 a.m. on October 3<sup>rd</sup>. No entry fee if member of TOTFA.

Car Show – Entry forms available at Main Street Bowie (872-6246) - \$10 per vehicle.

Quilt Exhibit – Contact Alvena Armstrong at Bowie Sewing Center (940-872-6220).

Vendor Applications – Available from Main Street Bowie (872-6246) - \$20 for arts & crafts vendors and \$35 for food vendors.

Art Show & Competition- Entry registration is *THURSDAY, October 1<sup>st</sup> from 3-7 p.m.* at Legend Bank Community Room (new this year). Entry fees for Adults are \$15 for 1 or \$20 for 2 entries and \$10 for each additional entry. Youth entry fees are \$10 for 1 or 2 entries and \$3 for each additional entry. *Maximum 5 entries per contestant.*

Watch and listen to local media for more details OR...Call Main Street Bowie at 872-6246 OR... Check out our new website (*launching the day after Labor Day*) at [www.mainstreetbowietx.com](http://www.mainstreetbowietx.com).

See you at the Chicken and Bread Days Heritage Festival on Saturday, October 3<sup>rd</sup>!

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## MAIN STREET NEWS & VIEWS

### MAIN STREET DESIGN TIPS...Secretary of the Interior's Standards for Rehabilitation

*A Monthly Message from Susan Campbell, Main Street Bowie Coordinator*

Last month, I shared a list of ten *Texas Main Street Center Tips for Successful Downtown Building Rehabilitation*.

This month I want to provide another basic set of guidelines that Main Street Bowie uses.

The following comes from the National Park Service fact sheet about these important standards.

**The Secretary of the Interior's Standards for Rehabilitation** are ten basic principles created to help preserve the distinctive character of a historic building and its site, while allowing for reasonable changes to meet new needs.

Rehabilitation is defined as *the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions of features which convey its historical, cultural, or architectural values*.

The Standards (**36 CFR Part 67**) apply to historic buildings of all periods, styles, types, materials, and sizes. They apply to both the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent, or

related new construction. Rehabilitation projects must meet the following Standards, as interpreted by the National Park Service, to qualify as "certified rehabilitations" eligible for the 20% rehabilitation tax credit.

*The Standards are applied to projects in a reasonable manner, taking into consideration economic and technical feasibility.*

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction

techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to

### TAKE A LOOK!



protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

**For more information, including *Illustrated Rehabilitation Guidelines*, visit the National Park Service website at this address: <http://www.nps.gov/history/hps/tps/tax/rehabstandards.htm>.**

## MONEY MATTERS



## CUSTOMER SERVICE IS SEPTEMBER WORKSHOP TOPIC

Bowie's monthly *Business Tool Kit Topics* workshops continue on September 10<sup>th</sup> with a focus on customer service. The free workshop will be at the Legend Bank Community Room in downtown Bowie from 8:00-9:00 a.m.

A short training DVD called *Actions and Attitudes* will be presented, followed by interactive discussion. *Actions and Attitudes* provides participants with an insight into seeing their own service from the customer's point of view. The DVD shows scenarios that illustrate

both positive and negative customer service.

The workshop is free of charge to all attendees. Pastries, juice and coffee will be served. No reservations are required.

Main Street Bowie, the Bowie Chamber of Commerce and the Bowie EDC are co-sponsoring the monthly *Business Tool Kit Topics* on the second Thursday of each month. For more information, call the Main Street/Economic Development office at 940-872-6246.

## Business Tool Kit Topics

A Series of Monthly Workshops & Networking Events on the 2nd Thursday of the month



## MORE ON CUSTOMER SERVICE...How Customer Service Works

Excerpts from an article by Susan Gladin, posted on "How Stuff Works" website, [www.howstuffworks.com/customer-service.htm](http://www.howstuffworks.com/customer-service.htm)

### Courtesy, Caring and Willingness to Serve

If you were raised with basic good manners and along the way ever joined a service group, like the scouts or 4-H, then you've got the groundwork for providing great customer service. The foundation you need is one of courtesy, caring, willingness to serve, and an attitude that lets your customers know that you they matter-and that you care. There are skills and technologies that can help you put it all into practice, but don't get your head turned by all

the whiz-bang tools that are out there. Great customer service has its basis in good manners. See? Mom was right.

These days it is fashionable for companies to refer to customer service as "customer retention," but that can lead to backwards thinking. To retain a customer, simply serve him and do it well. If you focus on retention you'll miss what is important, which is the customer and his or her needs.

### Making the Most of Opportunities

Whatever it is that your company does, no matter how you do it, you make a promise to each and

every customer that darkens your virtual door. You enter into a contract, even if the terms aren't explicitly stated. The consumer pays you something, and you promise to provide a product or a service. There are pledges of quality and quickness. Customer service involves living up to your word on these matters, but it really gets to shine when something goes wrong.

Here's the thing. Mistakes are opportunities -- golden ones. Here's why. Studies show that a satisfied customer will tell 2-3 people about his experience with your company. A dissatisfied

consumer will share their lament with 8-10 people and some will push that number to twenty.

But here's the opportunity. An unhappy customer will become a loyal consumer if you fix his complaint and do it quickly. Eighty percent (80%) of these folks will come back to you if you've treated them fairly. That percentage rises to the upper 90s if you respond immediately. Every day you have the chance to transform your mistakes into returning customers -- the kind who will tell other people good things about you. Imagine that.



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## UPCOMING MAIN STREET EVENTS...

**September 10 - *Business Tool Kit Topics*** - Legend Bank Community Room - 8 am - Customer Service...Actions & Attitudes

**September 10 - *Main Street Board Meeting*** - Municipal Annex - 6 pm

**September 12 - *Beautiful Beginnings - BHS & Bowie Chamber of Commerce Community Service Day*** - 8 am-Noon — Downtown Project: Painting lamp posts, trash cans and benches!

**September 12 & 13 - *Second Monday Trade Days*** - Pelham Park and Trade City

**September 14 - *Chicken & Bread Committee*** - Main Street Office - 6 pm

**September 21 - *Main Street Promotions Committee*** - Bowie Public Library - 5:30 pm

**September 28 - *Chicken & Bread Committee*** - Main Street Office - 6pm

**October 1 - *Chicken & Bread Art Show Competition Registration*** - Legend Bank Community Room - 3 pm-7 pm

**October 3 - *Chicken & Bread Days Heritage Festival*** - Downtown Bowie - 10 am-3 pm

**October 8 - *Business Tool Kit Topics*** - 8 am - Details to follow!

**October 10 & 11 - *Second Monday Trade Days*** - Pelham Park and Trade City



Thank you for reading! We hope you have found this month's newsletter interesting and helpful.

If you have any suggestions for the following months, please let us know by email or give us a call.

Also, if you would like to receive this newsletter electronically via e-mail, please contact us with your e-mail address.

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