DOWNTOWN NEWSLETTER

June 2015

SAVE THE DATE

Saturday, August 8
6:30pm-8:00pm
City of Caldwell
Courthouse Square

The Main Street Program in collaboration with the CHS Booster Club will be hosting the annual "Meet the Hornets" event. We will have a pep-rally, performances by the band, honeybees and cheerleaders, a DJ and 30 second dance parties. The Booster Clubs will be selling refreshments and spirit wear. More details to come...

Did you know? The 'starburst' from atop the Kallus building on Buck St. (also known as the Longhorn Bar & Grill) is the backdrop for the Main Street logo. What you may not know is that this building has an authentic Mesker storefront. Mesker storefronts were metal store fronts manufactured in the 1800's by two brothers in Indiana and Kansas. The fronts were mail ordered and only a limited number remain.

Meet the Hornets on Main Street

Shop Local- Farmer's Market-Saturdays 7:30am

Visit the Farmer's Market every Saturday in July from 7:30am until sold out. The Burleson County Chamber of Commerce and AgriLife Extension office team up to support local farmers. Everyone is invited to come out and buy fresh picked crops and more. Local farmers can set up on Echols and Fox Streets to offer locally grown produce. For more information, call the chamber 979-567-0000.

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Advisory Board Projects:

*Organization Committee
-2015 Christmas Ornament Fundraiser
-Jail & Bail Fundraiser
*Design Committee
-Walking tour
-Signage leading off hwy 21 & 36
*Promotions Committee
-Meet the Hornets on Main Street
-Co-marketing brochures
*Economic Restructuring Committee
-Building and vacant building inventory
-Incentive options

The City of Caldwell sponsored a Main Street 101 training on June 24th. Twenty-nine volunteers attended the training that was facilitated by Texas Main Street Coordinator, Debra Drescher and catered by The Mad Hatter Tea Room. The participants included Councilmen Kavon Novak and Adrian 'Buddy' Carlson, County Judge Mike Sutherland, City Mgr Johnny Price, Advisory Board, Committees and six new volunteers. The team learned about the core values of the Main Street Program. The program believes that historic commercial resources and their appropriate preservation is a major contributor to the overall economic, social and cultural vitality of the community.

Michelle Mahfouz, Main Street Manager

Meet Michelle!

Caldwell welcomed Main Street Manager, Michelle Mahfouz who arrived and recently started her duties. Michelle has a long history of experience leading, coaching and mentoring large groups of professionals in the finance and non-profit industries. She says she is looking forward to working with downtown stakeholders to improve and revitalize the main street area. Please welcome her aboard.

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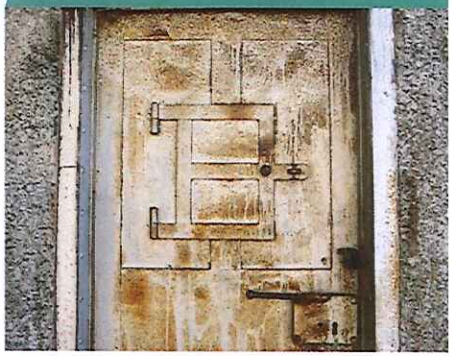
Hidden History

The Caldwell Main Street Promotions Committee has started a social media campained called Hidden History Thursday. The team will post a picture of a building or hidden treasure in the downtown area. The group's Facebook and Instagram fans will have 24 hours to guess where in downtown Caldwell the picture was taken. The 'reveal' is given on Fridays!

Calaboose- (Kal-uh-boos): noun, Slang. Jail; prison; lockup

This is the Calaboose located in downtown Caldwell in the 200 block of South Hill Street behind the old fire station and police department. The floor plan consists of a common room in the center and one cell on each end. There is a massive steel door and a metal window that covers an opening with bars that allowed a view into the interior without opening the door. Each cell had a toilet, sink, and two metal bed frames arranged in bunk bed fashion. Two metal pipes extend from the roof above the cells and they served as a source of ventilation for a heater in the middle room. This calaboose is constructed of concrete.

The date that this calaboose was constructed is not known. Graffiti on the cell walls are dated 1960, 1972, and 1978; however, it is not known if the graffiti was written by prisoners or vandals.



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In the next issue:

Meet the Caldwell Downtown Advisory Board members.

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