



**SCHERTZ HISTORICAL PRESERVATION COMMITTEE
1400 SCHERTZ PARKWAY, BUILDING 1
BOB ANDREWS CONFERENCE ROOM
SCHERTZ, TEXAS 78154**

**MINUTES
WEDNESDAY, NOVEMBER 6, 2025 AT 6:00 PM**

Call to Order 6:05 p.m.

Board/Committee

Maggie Titterington (Chair)
Jim Burdett
Kathleen Samsey
Lauren Dalton
Becki Babcock

City Representatives

Brian James
Zinnia Reed

Council Liaisons

Ben Guerrero
Robert Westbrook

Introduction of Guests

No guests in attendance.

Discussion and/or Action Items

Minutes

For the approval of the meeting minutes of the regular meeting for October 22, 2025, Chairperson Maggie Titterington initiated the discussion by inquiring whether the committee had reviewed the minutes. The members confirmed their review, with no questions or corrections noted. Kathleen Samsey motioned to accept the minutes as presented, which was seconded by Lauren Dalton.

Motion passed unanimously (5-0)

Attachments:

SHPC OCT25 Minutes

SHPC Membership Updates - (9 of 14 seats currently occupied, 3 of current hold non-resident status)

Chairperson Titterington noted that Councilmember Mark Davis referred a new individual to the website, and also provided contact information for his interest in joining the committee. A 10th potential candidate could be joining.

Review of Financial Statement

Chairperson Titterington opened the discussion by noting revenue recorded from the books sold at the Schertz-Cibolo Cemetery event. She continued with the review of expenditure breakdown, which included Amazon purchases for city event support items, rent for storage, and recorded inventory quantities as of the end of October.

Kathleen Samsey wanted to gain clarification concerning the total of \$46.18 from the 2 book sold at \$25 per book. Zii Reed noted that though the books are priced at \$25.00 each, taxes are included in the unit price. So the totals reflected in the reported revenue are taxes deducted from the unit price during processing/accounting. Lauren Dalton made a motion to approve, Jim Burdett seconded.

Motion passed unanimously (5-0)

Attachments:

SHPC OCT25 Financial Report

Updates

Outlook 365: Champion, Brian James

It was noted that Zii Reed had dispatched emails to assist with ensuring all members had the correct email addresses. In cases where assistance was needed, members were encouraged to contact her to schedule a time for further support and agreed that follow-up checks would be conducted to confirm access for all members.

SHPC: Then & Now Calendar: Champion, Roz Wise

Brian James confirmed the status of the calendar, with an update that a clean version of the proof had been prepared by the printing vendor. Chairperson Maggie Titterington will verify against the original draft to make sure all edits noted have been captured. The committee is aiming to finalize the calendar and have it available for sale at the upcoming Holidazzle event.

City Event Support: Champion, Kathleen Samsey / Support, Roz Wise

During the recent Schertz Heritage Farmer's Market, Sophie Rodriguez led the volunteer efforts with support from Jim Burdett. Despite low attendance due to competing events, they successfully engaged with the crowd present.

The discussion then shifted to the upcoming Holidazzle event on Dec. 6. Zii Reed addressed the registration process and placement logistics for the committee at the upcoming event. Kathleen Samsey will serve as the lead volunteer, with Sophie Rodriguez providing support. Kathleen Samsey emphasized the need to have additional volunteers and plans to reach out for additional volunteers as they will be needed.

Brian James raised a consistent challenge regarding the requirement for volunteers to commit to the entire duration of events, as partial attendance can cause logistical issues and reflect negatively on the committee. Chairperson Titterington suggested that committee members sign an agreement for event commitment to ensure that the goals and terms of volunteering are fully understood. The committee aims to enhance planning and commitment to future events to ensure adequate coverage throughout.

The conversation emphasized the importance of clearly defined roles and responsibilities. The event lead is expected to manage logistics, which includes securing and returning keys, items from storage, handling the cash box and credit card machine. Collaboration with support volunteers is also crucial for timely management and facilitation. Key management issues were noted, and it was highlighted that the finance department has specific post-event requirements for handling the credit card machine, allowing no more than 3 business days for its return.

Jim Burdett reported issues with the credit card machine losing connection. The finance department will investigate resolving this issue, either through the manufacturer or by having the IT department explore options for obtaining a hotspot connection for the machine. Overall, the focus remains on improving coordination, clarifying roles, and ensuring that technology functions smoothly for future events.

Landmark Properties: Champion, Becki Babcock / Support, Brian James
Becky Babcock confirmed that all plaque designs for landmark properties are finalized, including the cemetery plaque presented at the Schertz-Cibolo Cemetery landmark designation event. This confirmation also encompasses the two template types for homes and businesses, where each design is consistent, featuring a smaller version for homes and a larger one for businesses.

SHPC 2026 Meeting Scheduling: Champion, Zii Reed
Zii Reed is assembling the City of Schertz 2026 Master Calendar that includes establishing boards and commissions meeting dates. Chairperson Titterington inquired whether the current meeting schedule, held on the fourth Wednesday of each month from 6:00 to 7:00 PM, was suitable for all participants for 2026. There was no intention to alter the schedule, but confirmation was sought to ensure it was still convenient for everyone. The committee indicated the schedule was acceptable.

Annual Review: Champion, Maggie Titterington

Chairperson Maggie Titterington noted that she wanted to provide an overview of the current year strategic plan, what was accomplished and what is still being worked on, before thinking about the coming year. If the Committee wants to add anything, go back to something, or stay with what we had this year.

Policies and Procedures:

The Committee successfully updated and separated the policies and procedures from the Bylaws.

Trivia Night:

The Committee organized a trivia night, which was well-received. The success of this event has prompted discussions about continuing similar activities in the future.

Then & Now Calendar Project:

The calendar is nearing completion, and a discussion is needed to decide whether this should become an annual project. It would also be decided if the calendar's purpose should serve as a tool to raise funds and/or increase community awareness. With 300 copies ordered to be sold, its sales performance will be closely monitored to gauge interest and inform a decision based on the result.

City Events & Historic Landmark Signs/Plaques

As the Holidazzle event approaches, the committee is working on coordinating logistics.

The design and approval process for Historic Landmark signs has been completed with no further action required from the committee. The next step is scheduling a formal ceremony, pending coordination with Public Works' availability for installation.

Chairperson Titterington wrapped up the annual review for 2025 by highlighting that this is an impressive list of successfully completed items. Kathleen Samsey also noted that the designs for the plaques commemorating landmark properties have been finalized.

Chairperson Titterington highlighted the continuum of trivia events, upcoming city events, and historic calendars, to be considered for discussion next year. She also shared that Sophie Rodriguez asked about the scavenger hunt event to be considered for next year. Sophie believed the trivia format was a success and asked about the possibility of acquiring prizes. Chairperson Titterington confirmed that the Committee is able to fund the purchasing of prize items. Additionally, Sophie highlighted the importance of incorporating the Schertz-Cibolo Cemetery events into the committee's annual traditions.

Ongoing Dialogue / Status / Goal Objectives

Committee Discussions

Chairperson Titterington mentioned that Roz Wise brought up the idea of having an SHPC billboard, then initiated the conversation by addressing trivia, support for city events, and the calendars. She sought input on these three topics, inquiring whether we should retain the

current champions or appoint new individuals. Additionally, she asked whether the calendar should feature a new design or stick with the existing one. She clarified that the Committee would be voting and further discussing these items during the January meeting.

Calendar Themes & Purpose

Regarding the calendar, Lauren Dalton mentioned that it is difficult to determine the next steps since we have not begun selling them yet; however, a refresh might be considered for next year. Kathleen Samsey suggested perhaps focusing themes on historical figures for the potential upcoming production of the calendar and emphasizing the importance of starting earlier to complete it in time. The committee explored the main goal of the calendar, debating whether it should prioritize fundraising or awareness. Some members agreed it could fulfill both roles, but stressed that poor sales would imply a lack of interest. It was mentioned that we ordered 300 of the 2026 Then & Now calendars to sell, and it was agreed to keep this matter open for further consideration.

City Event Support

It was discussed that the goal is to build on the success of Movies in the Park, which had a great turnout in the previous year at its location. The plan is to approach the Parks department sooner to potentially host it at Pickrell Park. However, one challenge with Pickrell Park is that events are typically held at the pool. Another idea suggested was to host the trivia event at Jubilee before the band starts. Overall, the sentiment at this stage is positive, especially incorporating electronic voting.

It was emphasized that having sufficient attendance is crucial. Therefore, while it's beneficial to involve people, we need to be selective about who participates. Additionally, we should ensure that individuals agree to commit and contribute their presence.

Chairperson Titterington suggested that we focus on fewer, more impactful key events, perhaps only planning to participate/attend 3 throughout the year:

- Trivia in June or July
- Schertz Hometown Harvest Farmer's Market events in the fall
- Holidazzle

Kathleen Samsey pointed out the significance of the cemetery events also, which are scheduled for May and October.

Calendar Goals

The committee questioned whether to produce the calendar every year or perhaps every other year. Lauren Dalton and Becki Babcock suggested that if we choose to continue with the calendar, it should be an annual project. However, they emphasized the need to start earlier, ideally in February. Kathleen Samsey proposed the idea of doing it every other year unless the calendars sell exceptionally well at Holidazzle, given the considerable amount of work involved. We began our process around April, but photo-taking extended into September, and the draft wasn't ready until October. Brian James recommends that next year, we aim to have the draft completed by June. With an established system in place, the

process might become more efficient. An annual schedule could help build momentum.

City Event Support Goals

Brian James also emphasized the significance of having team members present for the entire duration of the event, rather than leaving early. Chairperson Titterington concurred, highlighting its importance for events such as the Balloonfest. Chairperson Titterington expressed uncertainty about the scavenger hunt, suggesting it might work better with a QR code. It was mentioned that the GIS Department in Schertz was organizing one. Brian James will inquire about the outcome.

Billboard Usage

The discussion regarding the billboard unfolded. Brian expressed that he didn't see a connection to SHPC's mission, suggesting it might not be best suited for the committee. Since the City owns and manages the billboard, perhaps SHPC could propose a historic postcard style to the Public Affairs Department. Chairperson Titterington pointed out that creating a billboard involves considerable costs, including the development of the banner. During the review of SHPC's mission, she noted that she still could not find connection with the committee's objectives.

Mission: In accordance with City of Schertz Resolution 06-R-35, the mission of the Schertz Historical Preservation Committee (SHPC) is to ensure and encourage the preservation of the area's rich history through the collection and maintenance of records, artifacts, documents, and photographs in conjunction with recognizing historical landmark neighborhoods and properties.

Vision: The SHPC is committed to sharing the history of Schertz with its residents by means of various public displays, archives, and numerous publications in an effort to promote and conserve the city's cultural history to include its Native American, German, and Mexican influences.

She emphasized the importance of aligning ideas with the SHPC's mission. However, she viewed the billboard as more of a tourism initiative and mentioned that it didn't seem to align with our objectives.

Oral History Project

Lauren Dalton introduced an oral history project aimed at gathering personal stories from the community. This initiative would not only help in sharing history moving forward but also aligns with our mission. We could utilize Facebook to showcase these stories, similar to the Chambers member moment, and present them as a reel. Capturing these moments on our phones during events could be effective. Once we gather six or seven stories, we can compile them for display at future events. The focus would be creating short videos for this purpose. Jim Burdett provided some examples of individuals with insights into local schools which inspired Lauren Dalton's idea. Kathleen Samsey suggested incorporating a QR code for sign-up or immediate participation.

Calendar Suggestion

Becki Babcock proposed that the postcard could serve as the cover for the next calendar as a creative compromise.

Photo Sorting

Kathleen Samsey discussed the topic of photo sorting and cataloging. Chairperson Titterington said she needed to consult with Mark Thorton about the current status of these tasks.

Historic Items

Zii Reed highlighted the need to review the library's collection for items that might require sorting, especially those belonging to the late Dean Wiertz. Brian James confirmed that we would examine the library's holdings. Jim Burdett mentioned an event at the Civic Center where former SHPC President, Dean Wiertz, had an exhibit of Schertz's historic items.

To-do List

Maggie mentioned that she would compile the list of all items discussed and send it out before the next meeting, allowing everyone time to consider the options and facilitate decision-making at the January meeting. It was also pointed out that if we lack a champion and co-champion, we will need to eliminate those items from consideration.

Mural Repainting & Articles on Past Mayors

Brian brought up two important topics. First, he mentioned the mural located on the side of the building at the corner of Main and Lindberg. Originally funded by SHPC, it has begun to look faded, and he asked if the committee would consider funding its restoration.

The second topic was Mayor Gutierrez's suggestion to create articles about past mayors. Brian pointed out that there seemed to be a lack of committee members interested in writing. Maggie mentioned that she could use assistance with the brief articles we currently publish. Becki inquired whether high school students were working on articles about past mayors. Maggie clarified that they were only focusing on the photographs; while the idea of writing articles had been discussed, they did not pursue it. Maggie expressed that she was unable to take on additional writing tasks as it would be too overwhelming.

Brian offered to obtain a quote for the cost of repainting the mural, emphasizing that the intent is to refresh it rather than create a new design, as a redesign would be too large of a project. There were no strong opinions expressed regarding the mural, though it remains a contentious issue for some since it covers the historic True Value sign, which had a sense of nostalgia.

Close

Chairperson Maggie Titterington closed the review by expressing gratitude for everyone's hard work and dedication throughout the year. Looking ahead, the committee will reconvene in January to discuss and vote on the strategic plan and initiatives for 2026.

Requests and Announcements

No requests or announcements were issued.

Adjournment/Next Meeting Date

- Meeting adjourned at 6:44pm
- Next Meeting: January 28, 2026