



**RECOMMENDATION REGARDING NOMINEE TO THE  
AUSTIN ECONOMIC DEVELOPMENT CORPORATION BOARD**

Historic Landmark Commission Recommendation 20210125-004A

WHEREAS, the Historic Landmark Commission has been afforded an opportunity to appoint an individual to serve on the board of the Austin Economic Development Corporation (AEDC); and

WHEREAS, at the December 14, 2020 meeting, the commission delegated to the Preservation Plan Committee the receipt and consideration of nominees for the AEDC; and

WHEREAS, the Preservation Plan Committee is comprised of commissioners Terri Myers, Alex Papavasiliou, Beth Valenzuela, and Ben Heimsath; and

WHEREAS, the committee received a total of three (3) nominations with the required applications and paperwork, for Ben Heimsath, Alyson McGee, and Bradford Patterson; and

WHEREAS, the committee met on January 21, 2021 to consider nominees; each candidate attended to present their credentials and answer questions from the committee, and Mr. Heimsath participated as a candidate rather than a committee member; and

WHEREAS, the three (3) committee members in attendance voted unanimously to recommend Bradford Patterson to the Historic Landmark Commission at its January 25, 2021 meeting; and

WHEREAS, Mr. Patterson meets the criteria for nomination to the AEDC: he is a resident of the city of Austin; holds a strong background, understanding, and familiarity with historic preservation and its connections to economic development through his statewide work as the Director of Community Heritage Development at the Texas Historical Commission; understands the organization's role; and has committed to regular attendance on the working board;

NOW, THEREFORE, BE IT RESOLVED by the Historic Landmark Commission of the City of Austin:

The commission hereby nominates Bradford Patterson as the Historic Landmark Commission appointee to the Austin Economic Development Corporation.

Motioned by: Wright

Seconded by: Little

**Vote**

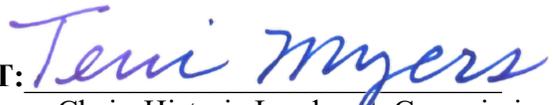
For: Featherston, Heimsath, Jacob, Koch, Little, McWhorter, Myers, Papavasiliou, Valenzuela, and Wright

Against: None

Abstain: None

Absent: Tollett

**ADOPTED:** January 25, 2021

**ATTEST:**   
Terri Myers, Chair, Historic Landmark Commission



# Austin Economic Development Corporation: Board Nomination

The Austin Economic Development Corporation is a public, nonprofit, local corporation that serves Austin as a partner in facilitating holistic and collaborative, public-private initiatives to secure inclusive outcomes that strengthen the values of the city. The corporation is governed by a “blue-ribbon” board consisting of 21 members who are nominated by the City and other external agencies in the community. Each nominating body will be given a description of the subject matter area, qualifications and skill sets for an ideal nominee. The City Council will confirm a single selected candidate by majority vote.

## Criteria for Nomination(s):

1. Resident of the City of Austin;
2. Individual holds a strong background, understanding and familiarity of the nominating organization and the community the nominating body serves;
3. Individual possess demonstrable skills and experience in the areas of industry, public/private partnerships, infrastructure or transportation, real estate development or construction, urban/regional planning, historic preservation, finance, creative and music industry, minority and women-owned businesses (MWBE), and/or workforce;
4. Individual understands AEDC’s role in functions such as lease administration, transaction support and public development;
5. Capacity for serving roles on a working board instead of a political role:
  - Three year term;
  - One board meeting per month;
  - Committee and/or working group meetings;
  - Subsequent terms will be three years and while there is no limit to the number of terms served, no member of the Board is allowed to serve more than two consecutive terms.

## Timeline for Nomination(s):

Each nominating body is asked to provide information regarding their final nominee(s) in writing by **Friday, January 22, 2021**. To officially submit the nomination(s), each nominating entity is asked to provide an official letter addressed to AEDC’s Interim President and CEO, Veronica Briseño, from the President/CEO. The nomination(s) can also be provided in the form of a Resolution from the current President/Chair to the governing body of the nominating entity. The letter or Resolution should properly introduce the official nominee(s) and provide a summary of the process for selecting the nominee(s).

The letter or Resolution must be accompanied with the following attachments:

1. Completed nomination form (attached, COA Commissions were provided a different form);
2. Professional headshot and biography;
3. Current resume.

*\* Once approved as a Board Member by the Austin City Council, each will be required to submit financial statements in the same manner as City appointees to Boards and Commission as listed in City Code Section 2-7-72(C).*

This information will be delivered to the Interim Board of AEDC for review, discussion and approval during the February 2021 Board Meeting. Once the final series of nominees is approved by Interim Board, collective information will accompany their recommendation and Request for Approval of the first AEDC Board on the agenda for the February 18, 2021, Austin City Council Meeting.

For more discussion or questions please contact David Colligan, Acting Chief Operating Officer of Austin Economic Development Corporation, at [david.colligan@austintexas.gov](mailto:david.colligan@austintexas.gov) or (512) 974-6381.

## Nominee Contact and Profile Information

Name: Bradford Pattterson

Address: [REDACTED]

City: Austin

State: TX

Zip Code: 78704

Day Phone: [REDACTED]

Eve Phone: [REDACTED]

Email: [REDACTED]

Occupation: Director, Community Heritage Development

Employer: Texas Historical Commission

Please include the following self-identification criteria from your nominee (Optional):

- Race or Ethnicity :
- Asian
  - Black or African American
  - Hispanic or Latino
  - Middle Eastern, Arab, or North African
  - Native American or Alaska Native
  - Native Hawaiian or Other Pacific Islander
  - White
  - Multi Race or Ethnicity
  - Race or Ethnicity Not Listed
  - Prefer not to answer

- Gender:
- Female
  - Male
  - Non-Binary
  - Prefer not to answer

- Are you a member of the LGBTQIA community?
- Yes
  - No
  - Prefer not to answer

- Age:
- 19 or younger
  - 20-29
  - 30-39
  - 40-49
  - 50-59
  - 60 or older

Background with Community of Service:

*In the section below, please provide information related to your nominee's background in areas of direct service to the particular community supported by the nominating body. Please describe your nominee's working knowledge of the specific community represented by the nominating body and outcomes of this individuals work, participation and/or support in Austin.*

Mr. Patterson recognizes that after decades assisting communities across Texas through his work with the state historic preservation office, it is the appropriate time to re-engage with community service in Austin where he has resided since 1993. Service on the city's Historic Landmark Commission would pose too many perceived conflicts of interest with his state position due to the agency's regulatory review and grant-making, however potential conflicts with the Austin Economic Development Corporation are anticipated to be minimal and easily manageable. If selected, Mr. Patterson would apply his career experience in preservation as well as community and economic development to the board position.

Qualifications:

*In the section below, please list your nominee's qualifications including skills and experience in the areas of industry, public-private partnerships, infrastructure and transportation, real estate development or construction, urban/regional planning, historic preservation, finance, creative or music industry, minority and women-owned businesses (MWBE), and/or workforce.*

Mr. Patterson holds a professional architecture degree with a certificate in historic preservation and has been with the Texas Historical Commission in a variety of leadership capacities for 25 years. His current position as Director of Community Heritage Development emphasizes historic preservation as a critical tool in community and economic development. He has extensive preservation policy and practice experience with expertise in applying preservation standards, construction administration, fiscal oversight, real estate financing and tax credits, application of zoning codes, feasibility studies specific to historic rehabilitations, negotiation, and contract management. He has worked with nonprofit organizations throughout his career and is comfortable and knowledgeable regarding the oversight role of boards with additional public sector experience reporting to a governor appointed commission. Strategic collaboration across disciplines, programs, and organizations has been a hallmark of his career.

Affiliations:

*Please indicate your nominee's current affiliations with any Austin organizations and the individual's particular role, such as Board of Directors, Advisory Board, Staff, Member, or Volunteer and years of service in each position.*

Associate member of the American Institute of Architects which includes membership in the Texas Society of Architects and AIA Austin.

On-going general membership with Preservation Austin.

Liaison to the board of the El Camino Real de los Tejas National Historic Trail Association, an Austin-based nonprofit whose mission is to support the Congressionally designated trail. 2010 - present.

Ex-officio board member, Texas Travel Alliance (formerly Texas Travel Industry Association) an Austin-based, statewide organization of the travel industry partners. 2010-present.

Past service with The UMLAUF Sculpture Garden & Museum as well as the Bouldin Creek Neighborhood Association, however no current formal role with either organization.

## TEXAS HISTORICAL COMMISSION

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### **Bradford Patterson** Division Director Community Heritage Development Division

Bradford Patterson is the Director for the Community Heritage Development Division leading the staff dedicated to helping communities create, revitalize, and support their historic preservation infrastructure through the Texas Main Street, Certified Local Government, and Texas Heritage Trails Programs. Since becoming Director in 2009, he has overseen the division's programs, initiatives and projects including the *Economic Impact of Historic Preservation in Texas* study; the creation of the annual Real Places Conference and the innovative [DowntownTX.org](http://DowntownTX.org) real estate inventory tool; leading the development and expansion of the agency's digital and print heritage travel resources such as [TexasTimeTravel.com](http://TexasTimeTravel.com), mobile tours and cultural travel guides. He has significant experience in historic preservation and architecture, having completed architectural degrees from The University of Texas at Austin and Miami University. With the Commission since 1996, Mr. Patterson previously worked in the Architecture Division coordinating the staff reviewing architectural projects under federal and state laws; tax incentives; disaster response and recovery; ADA compliance; and the Texas Preservation Trust Fund grant program. He also oversaw the restoration of numerous historic county courthouses through the nationally recognized Texas Historic Courthouse Preservation Program. He is a Certified Economic Development Finance Professional and serves as an ex-officio board member of the Texas Travel Alliance.

## BRADFORD C. PATTERSON

Austin, Texas

<https://www.linkedin.com/in/bradford-patterson-66068165/>

### **Leadership for Historic Preservation as an Economic and Community Development Tool**

For 25 years with the state's historic preservation office, the Texas Historical Commission, I have utilized my architectural and historic preservation education and expertise to strategically increase the protection and promotion of the state's heritage; rising from volunteer intern to the longest serving member of the agency leadership team reporting to the executive director. I believe, historic preservation is a core component of successful community and economic development and should be integral to a community's identity and citizen's quality of life. It is also critical that decisions are made with benefits to the community in mind, with visitors subsequently being attracted by community assets. Community and economic development get better results when historic preservation has a seat at the table and influences the outcomes. Negotiation, persuasion, and occasional compromise lead to mutually beneficial results more often than relying exclusively on legal requirements. Throughout my career, strategic decision making and collaboration across disciplines, programs, and organizations has been paramount. I have consulted on projects and efforts in several hundred cities and counties with wide-ranging populations and demographics; providing architectural, financial, planning, and organizational advice. Public and private, successful projects range from one-room log structures to mid-century skyscrapers and from small interventions to major city, regional, and statewide work.

#### EDUCATION:

1993-1995 UNIVERSITY OF TEXAS AT AUSTIN, *Master of Architecture, Certificate in Historic Preservation*

1988-1992 MIAMI UNIVERSITY, *Bachelor of Environmental Design*

Certifications as an **Economic Development Finance Professional** from the National Development Council and as a **Texas Contract Manager** from the Comptroller of Public Accounts augment my academic degrees. I maintain membership in the Association for Preservation Technology and as an Associate in the American Institute of Architects.

#### WORK HISTORY WITH THE TEXAS HISTORICAL COMMISSION, Austin, Texas

*2009-Present: Director, Community Heritage Development Division*

Currently lead and manage a staff of sixteen, dedicated to helping communities create and support their historic preservation infrastructure. Through its primary programs, the division ensures that historic preservation benefits both the quality of life and economic well-being of

communities and citizens. Using a national model, Texas Main Street aids approximately 90 communities with downtown revitalization in the areas of design, organization, economic vitality, and promotion. Heritage tourism staff supports the ten nonprofit, Texas Heritage Trail Regions that cover the state and seeks to develop the full potential for using tourism as a tool to protect historic and cultural sites. Through training and grant awards, the Certified Local Government Program serves approximately 75 cities and counties across Texas that have implemented local preservation ordinances to protect their community's historic assets, character and identity.

- Manage a \$2 million annual division budget.
- Oversee complex contract management and grant management teams using state, federal, and private funds for major initiatives.
- Oversaw the creation of heritage tourism marketing [publications](#), [websites](#), and [mobile app](#), reaching an estimated 500,000 consumers annually. Emphasized the importance of reflecting the cultural and heritage assets of diverse stakeholders and marginalized communities.
- Lead constant innovation to improve services to constituents that increase the effectiveness of local preservation and heritage tourism efforts, including the creation of [DowntownTX.org](#) designed to connect investors and business owners with historic downtown buildings and to provide a real estate inventory tool for local managers.
- Liaison with National Park Service and stakeholders on the development and support of multi-state, national historic trails that span Texas.
- Led the 2015 [Economic Impact of Historic Preservation in Texas](#) study conducted by The University of Texas at Austin and Rutgers University.
- Conceptualized, created, and lead the management of the [Real Places: Preserving Texas History Conference](#), now in its 5<sup>th</sup> year, having grown to 600 participants, 25-40 sessions, 50+ speakers, \$70,000 in private sponsorships and a \$250,000 annual budget.
- Serve as ex-officio board member of the Texas Travel Alliance (formerly the Texas Travel Industry Association)
- Serve as chair of the Texas State Agency Tourism Council, comprised of representatives from the Office of the Governor, TxDOT, Texas Parks & Wildlife Department, Texas Commission on the Arts, Texas State Preservation Board, and Texas Department of Agriculture. The council meets at least quarterly to compare best practices and coordinate strategic tourism development and promotion efforts.

#### *2003-2009 State Coordinator for Project Review, Division of Architecture*

Led the team responsible for the statewide review of architectural projects for compliance with the Secretary of the Interior's Standards and insured coordination among staff in three different disciplines and divisions. Responsible for providing training to staff, the public and local officials regarding preservation standards and legal responsibilities. Provided interpretation, guidance, and training regarding the Standards, federal investment tax credits for the rehabilitation of historic structures, Section 106 of the National Historic Preservation Act of 1966, Antiquities Code of Texas, and Texas Accessibility Standards as they relate to historic properties. Authored agreements, code revisions, and other documents. Led staff recovery response to Hurricanes Rita and Ike, responsible for coordination with FEMA, as well as response to other building disasters such as fire, including the recovery of the National Historic

Landmark, Texas Governor's Mansion from a devastating 2008 fire. Revised and implemented policy and procedures to insure consistent, efficient and effective review of architectural projects under a variety of agency programs, including an overhaul of the Texas Preservation Trust Fund grant application and review process.

*2001-2007: Texas Historic Courthouse Preservation Program*

Administered grant projects for the restoration of seven historic county courthouses through design and construction, with total construction costs exceeding \$35 million. The nationally recognized program was awarded an honor award from the National Trust for Historic Preservation during tenure as well as awards from the Texas Society of Architects, and Association for Preservation Technology. Responsibilities included the review programming, budget, design, construction progress and administration, along with grant reimbursements for each of the projects. I continued administering restoration projects already underway while accepting promotion in 2003.

*1998-2001: Preservation Consultant, Division of Architecture*

Reviewed architectural projects within the Texas Forts & Hill Country region for compliance with The Secretary of the Interior's Standards. Consulted with architects, developers, property owners and public officials regarding appropriate preservation techniques and processes. Responsible for reviewing projects under Section 106, federal tax credits, state authority and grant programs.

*1996-1998: Preservation Specialist, Texas Courthouse Alliance*

Investigated existing conditions, created documentation drawings and co-authored Preservation Plans for more than twenty historic county courthouses. Designed and developed a computer database to document nearly 800 historic courthouses, 2500 photographs, and 700 architectural drawings.

**COMMUNITY ENGAGEMENT & MEMBERSHIPS:**

- Member of Association for Preservation Technology & the American Institute of Architects (Associate)
- Ex-officio, Board of Directors, Texas Travel Alliance (formerly Texas Travel Industry Association), 2010-present
- Liaison to the El Camino Real de los Tejas National Historic Trails Association nonprofit board, 2010- present
- Zoning Chair, Bouldin Creek Neighborhood Association 2004-2011
- Logistics Chair for the Annual Garden Party, The UMLAUF Sculpture Garden & Museum, 1998-2009