

STEPH MCDOUGAL

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EDUCATION

Middle Tennessee State University, Murfreesboro, Tennessee

PhD in Public History (in progress)

Expected May 2023

University of Texas at Austin, Texas

Master of Science in Historic Preservation

May 2008

Thesis: *The Round Dance Halls of Texas: History of a Building Type, 1897–1937*

Outstanding Master's Thesis Award, MS Historic Preservation

Miami University, Oxford, Ohio

Master in Technical and Scientific Communication/conc. in Instructional Design

December 1997

Bachelor of Arts — Organizational Communication

May 1987

PROFESSIONAL EXPERIENCE: HISTORIC PRESERVATION

Principal Consultant

McDoux Preservation LLC, Houston, Texas

2006–present

Works with individuals, nonprofit organizations, and government agencies who own, manage, and advocate for historic resources. Experience includes:

- Architectural history research and documentation
- Historic resource survey/inventory
- National Register of Historic Places nominations
- State Historical Marker and Recorded Texas Historical Landmark applications
- Local Landmark and Historic District designations
- HABS/HAER/HALS historical reports
- Interpretive signage
- Section 106 facilitation/mitigation
- Comprehensive historic preservation planning for individual resources and districts/areas
- Long-range goal-setting, strategic planning, business planning, financial strategy, and implementation for nonprofit organizations
- Cemetery master plan coordination and development
- Cemetery maintenance management plans and performance improvement
- Ordinance review and revision
- Community engagement, including stakeholder interviews, community surveys, ongoing communications, community meeting planning and facilitation
- Design guidelines for historic districts
- Grant-writing and fundraising

Founder; Past President, Board of Directors**Texas Dance Hall Preservation, Inc., Austin, Texas****2007–2008, 2015–present**

Co-founded nonprofit organization; managed incorporation process and start-up. Served as first Board Secretary. After a hiatus, returned to Board of Directors during organizational re-boot; elected President in June 2017–December 2018. Hired and managed first professional staff; created organizational infrastructure and improved capacity; developed first strategic plan and associated annual workplans and managed Board members and volunteers to achieve annual goals. Developed concept, raised funding, and managed vendor to create an instructional manual for mothballing dance halls, specific to the building type. Produced quarterly newsletter. Assists executive director with donor data management and communications. Consults with nonprofit halls to provide technical assistance and advice. Works with president-elect to prepare them for succession.

League City Historic District Commission, 2014–2015; Chair, 2016–2018**League City Historical Society, Board of Directors, 2015; Programming Chair, 2018****AWARDS**

Houston Heights Design Guidelines

- Preservation Texas, 2016 Preservation Planning Award

City of Austin Historic Cemeteries Master Plan

- American Planning Association, 2017 National Planning Achievement Award
- American Society of Landscape Architects – Virginia Chapter, 2017 Merit Award, Planning & Analysis
- American Planning Association, Texas Chapter, 2016 Project Planning Award
- Preservation Texas, 2016 Preservation Planning Award
- Preservation Austin, 2016 Preservation Merit Award

**National Park Service, Historic American Landscape Survey (HALS) Challenge, 2011:
Celebrating Cultural Landscapes of Diversity**

Third place (tie), short-format historical report for *Emancipation Park, Houston Texas*

GRANTS AND RECOGNITION

Texas Dance Halls

Most Endangered Properties List, Preservation Texas, 2008

Hurricane Harvey Recovery Grants

Magnolia Ballroom, Bellville Turnverein Pavilion, Texas Dance Hall Preservation, 2019: \$750,000

1897 First National Bank Building, The Strand National Historic Landmark District, Galveston, Texas

Save America's Treasures Grant Match, Hurricane Recovery, and Accessibility, 2006–2011: \$1,800,000

Additional smaller grants total approximately \$350,000 to date

PUBLICATIONS

Joachim Hintz: The Master Builder of Austin County, Texas (in progress)

Lighthouses of Texas, Arcadia Publishing, 2014.

Contributor to *Buildings of Texas: Vol.1*, Society of Architectural Historians, 2013.

“Administrative Review: Lessons from the Front Lines,” *The Alliance Review*, National Alliance of Preservation Commissions, September–October 2012.

“How Much Do Design Guidelines Cost, and Why?” *The Alliance Review*, National Alliance of Preservation Commissions, September–October 2011.

“Return of a Gas Station Indian,” *Road Notes*, Society of Commercial Archaeology, July 2009.

SELECTED PRESENTATIONS

“Teaching History, Social Studies, and Across the Curriculum with Texas Cemeteries,” Texas Purple Hull Pea Festival Training for Texas History Educators and Enthusiasts, May 2018.

“Design Guidelines That Work: A Guide to Usability Evaluation,” Texas Historical Commission *Real Places* Conference, Austin, Texas, February 2018.

“Money When You Need It: Proven Strategies for Creating a Building Reserves Fund,” *Dance Halls, Juke Joints, and Honky Tonks* Placemaking and Cultural Sustainability Symposium, National Center for Preservation Technology and Training, Lafayette, Louisiana, March 2016.

“Member and Donor Development,” Heritage Ohio *Main Street Revitalization Program* Series – Fundraising Workshop, March 2012.

“Fundraising for Historic Buildings,” Association of Fundraising Professionals *Ask The Experts* Conference, February 2012.

“Building On Your Capital: Business Plans for Non-Profit Organizations,” National Trust for Historic Preservation Conference, Buffalo, New York, October 2011.

“Galveston Arts Center on The Strand: A Save America’s Treasures Success Story,” National Trust for Historic Preservation Conference, Austin, Texas, October 2010.

“The Power of Money: Federal Historic Tax Incentives,” Texas Society of Architects Annual Convention, Houston, Texas, October 2009.

“Cemeteries, Dance Halls, and Heritage Gardens,” Texas Historical Commission Annual Conference, Corpus Christi, Texas, May 2008.

“The Round Dance Halls of Texas,” Texas Society of Architects Annual Convention, Fort Worth, Texas, October 2008.

“The Eldorado Ballroom: A Snapshot of Black Middle-Class Culture in Houston, Texas, during the mid-Twentieth Century.” Popular Culture Association/American Culture Association National Conference, Boston, Massachusetts, April 2007.

CURRENT PROFESSIONAL MEMBERSHIPS

National Alliance of Preservation Commissions
National Alliance of Preservation Commissions Disaster/Resilience Planning Advisory Group
New Hampshire Preservation Alliance
Preserve Arkansas
Preservation Houston
Preservation Maryland
Preservation Texas
Slave Dwelling Project (lifetime member)
Texas Dance Hall Preservation (lifetime member)

MARKERS AND DESIGNATIONS

Old Bayview Cemetery, Corpus Christi, Texas. National Register of Historic Places, in progress.

Bayou Brae Historic District, National Register of Historic Places (first 1960s subdivision to be listed in the State of Texas), completed by intern under my supervision/guidance, in progress.

Park-to-Park Residential Historic District, Fort Madison, Iowa. National Register of Historic Places, listed 2014

Eldorado Ballroom, Third Ward, Houston, Texas. State historical marker, 2014

Downtown Round Rock, Texas. State historical marker, 2010

Emancipation Park, Third Ward, Houston, Texas. State historical marker, dedicated June 2009

First Evangelical Church, Houston, Texas. City Protected Landmark designation, 2009

Richardson House, Houston, Texas. City Protected Landmark designation, 2008

Emancipation Park, Third Ward, Houston, Texas. City Protected Landmark designation, 2007

Commercial Historic District, Eagle Lake, Texas. National Register of Historic Places, listed June 2007

HABS/HAER/SECTION 106

Pump Station/Waterworks Tank #2, City of Galveston, Texas. Historical report prepared as Section 106 mitigation (subconsultant to Cox McLain Environmental Consulting, Austin, Texas), 2018

Marks L7 Ranch, Houston, Texas. Interpretive signage prepared as Section 106 mitigation, 2012

Union Pacific Railroad Bridge 15.6, Freeport, Texas. Section 106 facilitation and Memorandum of Agreement prepared for Union Pacific Railroad. Mitigation included historical report, photography, videography and a working model of the bridge for the City of Freeport's historical museum, 2010

Union Pacific Railroad Bridge 184.80, Refugio, Texas. Historical report prepared as mitigation (subconsultant to Bailey Architects, Houston, Texas), 2007

Union Pacific Railroad Bridge 207.0, Vidaurri, Texas. Historical report prepared as mitigation (subconsultant to Bailey Architects, Houston, Texas), 2008

DESIGN GUIDELINES

City of Houston, Texas

- Houston Heights Historic Districts East, West, and South, 2015–2018
- High First Ward Historic District, 2014
- Starkweather Historic District, 2014
- Germantown Historic District, 2013

HISTORIC RESOURCE SURVEYS

City of Belton, Texas: Downtown Historic District, Central Historic District North Central Historic District, Leon Heights Historic District, and South Pearl Historic District, 2012

City of Round Rock, Texas: Downtown Master Plan area, Phase I and Phase II, 2010–2011

PRESERVATION AWARENESS AND EDUCATION

City of Houston, Texas: Historic Preservation Manual (web content), 2010

City of Round Rock, Texas: Preservation Education program, 2009

- “Places and Spaces That Matter” community photo contest, traveling exhibit, and open house during Preservation Month
- Brochures for City preservation program and tax exemption program
- Interpretive signage for downtown buildings
- Re-launched Local Legends Awards
- State marker for downtown historic district
- Presentation for area Realtors
- “Preservation Minute” interstitial videos for local cable access channel:
<https://www.roundrocktexas.gov/departments/planning-and-development-services/historic-preservation/preservation-minute-videos/>
- Monthly press releases

ORDINANCE REVIEW/REVISIONS

City of Belton, Texas

- Tax exemption program (new), research, recommendations, and draft language, 2016
- Historic Preservation ordinance (existing), ordinance revisions and commission training, 2012

City of Round Rock, Texas

- Historic landmark relocation ordinance, 2012
- Landmark and historic district designation application and process revisions, 2013

PROGRAM DEVELOPMENT AND EVALUATION

Texas Historical Commission: Cemetery Preservation Program evaluation, 2018–2019

City of Austin, Texas: Historic façade improvement feasibility analysis, 2018–2019

LONG-RANGE PLANNING

Texas Dance Hall Preservation, long-range strategic plan and annual workplans, 2017–2018

Museums United/Council of State Museum Associations, business startup/financial plan, 2015–2017

City of Austin, Texas, Historic Cemeteries Master Plan, 2013–2015

Preserve Arkansas, long-range planning and implementation guide, 2013–2015

Historic Houston, strategic plan, 2007–2008

COLLEGE AND UNIVERSITY EXPERIENCE

Adjunct Associate Professor, Master of Science in Community Development Program

Prairie View A&M University, Houston, Texas

January–June 2018

Introduction to Historic Preservation, one section, Spring 2018

Adjunct Assistant Professor, Professional Writing Program

University of Cincinnati, Cincinnati, Ohio

Sept. 1998–June 2000

Business Writing, Technical Writing, Desktop Publishing, Publication Editing/Design. Three undergraduate sections per quarter. Represented the English Department on the University Communication Board.

Instructional Designer, Sinclair Community College/University of Dayton

Advanced Integrated Manufacturing Center, Dayton, Ohio

March 1997–Nov. 1998

Developed, wrote and edited instructional modules for a new associate degree program in manufacturing engineering technology; all coursework was designed to transfer to a four-year engineering degree at partner university. Standardized publication formats, styles, processes, and technologies. Worked with principal investigators, faculty members, and subject matter experts to ensure accuracy and consistency.

Graduate Assistant, Center for Chemical Education

Miami University, Middletown, Ohio

Sept. 1996–May 1997

PROFESSIONAL EXPERIENCE: OTHER

Freelance Technical Writer/Editor, Instructional Designer and Project Manager 1996–2006 **Dayton, Ohio**

Contracted with clients to provide project management, instructional design, education and training development, marketing strategy, and general business consulting. Managed the design and delivery of performance improvement solutions and materials for live training, web-based training, and video. Designed instructional materials. Wrote and edited marketing and advertising materials; online content; press releases; corporate communications; magazine articles; and technical bulletins.

Project Manager

ThinkTV, Greater Dayton PBS/Ohio PBS stations April 2003–Oct. 2005

- Managed entrepreneurial start-up for Ohio Digital Classroom (a coalition of Ohio's 8 PBS stations), including business strategy development and implementation, sales and marketing planning, and vendor management.
- Emmy nomination for documentary *The Ohio Reading Road Trip* (2005).
- Managed \$750,000 grant-funded project to design and develop multimedia curricula for Ohio schools.

Assistant Brand Manager, Eukanuba Cat Foods

The Iams Company, Dayton, Ohio Feb. 1995–Aug. 1996

Introduced new brand in North America; coordinated efforts with European counterpart. Developed national/regional advertising and sales promotions for multiple audiences. Managed project teams and vendors to meet deadlines. Managed package design for full line of products. Analyzed brand and category development. Wrote and edited copy for print advertising, video, direct mail, and packaging. Participated in strategic planning process. Managed \$2.8MM annual budget.

Territory Sales Manager, Southern New England

The Iams Company, Dayton, Ohio Oct. 1993–Jan. 1995

Worked with 280+ retail, national, and veterinary accounts to increase annual sales in territory by 24% over previous year. Customized consumer education classes for veterinary customers and retail clerks. Worked directly with consumers to educate them about companion animal nutrition.

Sales Promotion Coordinator

The Iams Company, Dayton, Ohio March 1992–Sept. 1993

Overhauled regional turnkey marketing materials, continuity programs, and retail sampling programs. Liaison between marketing department and North American sales force; assisted sales managers in developing regional promotions.

Advertising Coordinator, Marketing Coordinator

Lion Apparel, Dayton, Ohio Sept. 1988–Nov. 1991