

INITIAL SETTLEMENT

Like many Texas communities settled in the 19th century, Selma began with origins from Europe, especially Germany. Many pioneers and settlers came from across the globe to stake their claim on new, unsettled land that offered an exciting, and hopefully, lucrative new start for their families. These German pioneers first settled what is now known as Selma in 1847. This new community became one of the first new settlements in the San Antonio area following Texas' entry as the 28th state in 1845.

GROWTH

The Selma area was so sparsely populated at first that some of the first settlers, John B. Brown and William Davenport ran herds of cattle on the open range until almost 1860. By 1849, despite its low population, Selma became an important location. In that year, the Harrison & Brown Stagecoach Stop was created to transport passengers and freight between the communities of Central, South, and East Texas. This historical landmark can still be seen today while traveling on Interstate 35.

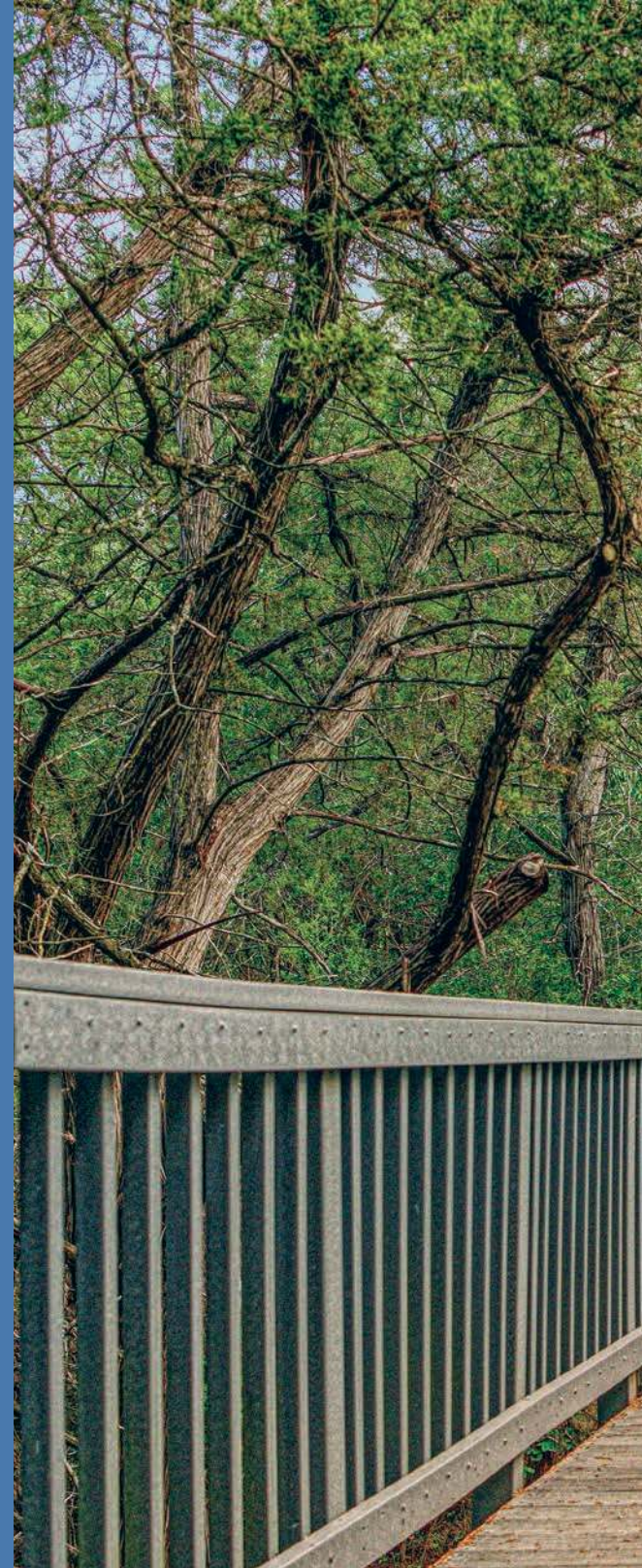
Within the next decade, Selma began a steady growth as more immigrants flocked to the area. A post office opened in 1856. By 1885, Selma had a variety of businesses to serve the area, including two general stores, two cotton gins, three blacksmiths, a saloon, a school, and a wagon maker. At the same time, the population of Selma had grown to 145 residents, plus many families that settled in the more rural areas outside of town.

DECLINE & RESURGENCE

By 1890, the population grew exponentially, reaching over 600 residents in 1896. However, Selma began to decline after 1900 due to a variety of circumstances. The post office closed in 1906 and was replaced by rural delivery from Bracken and San Antonio. By 1940, the decline had reached a disastrous level, with Selma reporting only a church, a school, three businesses and a population of roughly 100 residents.

As you can probably tell, Selma has reversed out of this decline. The City of Selma officially incorporated in 1964. By 1980, the population had rebounded to over 240 residents. With the commercial and residential growth increasing along Interstate 35 (formerly known as Old Austin Road), the population of Selma reached 520 by 1990, and 788 in the year 2000.

Recently, Selma has been one of the fastest growing cities in Texas. Selma's population grew over 600% from 2000 to 2010, growing to a population of 5,540 residents. According to the 2020 Census, this population boom continued, with Selma now boasting a population of 11,619; an increase of over 109% during the previous decade! Thanks to the residents who managed to persevere during the 1900's, as well as the development of the Interstate 35 corridor, Selma is poised to continue its role as a major player for decades to come.



JOHN S. HARRISON HOUSE

John S. Harrison House – The recently renovated John S. Harrison House opened in 2016 and serves as one of Selma's newest and most sought-after attractions. The 13-acre property and surrounding land was first settled by John Harrison and his wife Martha in 1852 and stands as one of the few remaining structures that date back to the settlement period of Selma. The newly rehabilitated turn-of-the century house and farm complex is

A look at Selma's History

Selma's newest treasure, showcasing Selma's early history and is directly linked to the famous Selma Stage Stop. The Harrison property is listed as a State Archaeological Landmark and the house is listed on the National Registry of Historic Places.

The John S. Harrison House is available for private parties. For more information, please visit our website at www.ci.selma.tx.us or call (210) 651-7827.



House and Ownership

The core of the original house was one room constructed of locally quarried limestone blocks and built by John S. Harrison and his wife Martha Jane, in 1852. The small room on the north side of the original structure is believed to have been added in the mid to late 1860's. John Harrison moved to Texas in 1833 from Boone County, Tennessee. He and Martha moved to the Selma area in 1852. As in all small homes of that day, the two limestone block rooms served a variety of uses including storage, living area, bedroom, and nursery. The Friesenhahn family purchased the property in 1905. Visited by the Friesenhahns, Harry Albrecht, a highly skilled local carpenter, built the house. An ornate porch wrapped around the south and east sides of the house and a separate, outdoor kitchen stood near the west side. The porch on the east side was eventually removed by the Friesenhahns. At one time, the attic was used as a sleeping loft and was reached by way of a staircase attached to the exterior of the building. The home continued to see additions and renovations between 1905 and 1960. The Schmid and Geyer families bought the property from the Harrisons in 1854. The Schmid family cemetery was established at the back of the original 127 acres, near the Kincaid Cemetery, where both Schmid and Geyer family members are buried. The Stautzenbergers purchased the house in 1894 but only stayed on the property for 11 years. The Friesenhahn family occupied the house for 96 years until it was purchased by the City of Selma in 2001.

1852-1854 John S. and Martha Jane Harrison
1854-1894 Martin Schmid and Wilhelm Geyer
1894-1905 Hugo, Andreas and Armin Stautzenberger
1905-2001 Henry and August Friesenhahn





MORE HISTORICAL ATTRACTIONS

SELMA STAGE STOP

The Selma Stage Stop was established only three years after the founding of Selma, in 1847. Constructed between 1850 and 1852, the Stage Stop functioned as a stagecoach stop until no later than 1854 but remained as the Selma post office until 1906. The stagecoach connected the new settlement to the vital transportation lines that carried passengers to the interior of Texas. During its service as the post office, the Stage Stop legitimized the administrative, as well as physical, existence of Selma. The Stage Stop is one of the few remaining buildings in Selma left from the settlement period. Listed in the National Park Service's National Register of Historic Places, the Selma Stage Stop is a vital piece of Selma's history, and the Central Texas Landscape.



SHOPPING

THE FORUM AT OLYMPIA PARKWAY

The Forum at Olympia Parkway – Built in 2002, The Forum at Olympia Parkway is a major destination for shoppers from far and wide. With acres of premier restaurants and shopping options, The Forum at Olympia Parkway is one of the largest outdoor shopping centers in Texas. With this massive size, the Forum offers a wide variety of retail and culinary options for young and old alike. For more information, visit The Forum at Olympia Parkway's website at www.shoptheforumsa.com.

COSTCO

Located just across the street from The Forum at Olympia Parkway, Costco Wholesale offers a variety of shopping options under one roof. Opened in 2007, the Selma Costco Warehouse has served millions of shoppers from across the area.



THINGS TO DO

BLUE BONNET PALACE

The Blue Bonnet Palace is Selma's premiere hangout spot for adults of all ages. The original Blue Bonnet Palace, located just off I-35, was built in 1978 and played host to a number of legendary country music artists including Garth Brooks and Clay Walker. By the late 1990's, the original location became too small to keep up with the demand for a good honkytonk. The new Blue Bonnet Palace, located at the corner of Lookout Road and Schertz Parkway, still radiates the charm of the original with a more modern vibe that is sure to appeal to all ages. Blue Bonnet Palace features multiple bars, indoor and outdoor stages, and multiple restaurants. Be sure to stop by and grab a bite to eat or check out your favorite artists!



RETAMA PARK

Opened in 1995, Retama Park is the San Antonio area's only Class 1 horse racing venue, with live racing on Friday and Saturday from June through August. Retama Park is open for simulcast racing year-round, except for Christmas Day. Retama Park offers a relaxed, comfortable atmosphere for avid and casual horse racing enthusiasts. Retama Park hosts a variety of local and national events throughout the year. Whether for horse racing or special events, be sure to check all of the excitement at Retama Park.



REAL LIFE AMPHITHEATER

Real Life Amphitheater – River City Community Church, in partnership with Tobin Entertainment, is bringing back a Selma classic as a music venue. More than 12 years after the former Verizon Amphitheater closed its doors, the 20,000 seat, open-air Real Life Amphitheater now stands ready to serve as the San Antonio area's premiere open air facility. Real Life Amphitheater aims to play host to a number of music, theater, and speaking tours that would normally skip the San Antonio area for lack of an appropriate venue. Whether you want to hear your favorite artist or catch a play, look no further than Real Life Amphitheater!

CONGRATULATIONS
TO OUR 2022
BUSINESSES

&

VOLUNTEERS
OF THE YEAR



SPIRIT AWARD
EPIC Mentor Board

Mark Roberts - Schertz Auto | Jewell Davenport - KDJ Insurance
Shirley Bennett - Barrett Cooper Accounting | Shelia Price - eESI
Ivory Freeman - New York Life | Daron Lofton - Frost Bank (not pictured)



CORPORATE BUSINESS OF THE YEAR
H-E-B Plus Schertz



BOARD DIRECTOR OF THE YEAR
Hengam Stanfield - Mattengas Pizzeria



AMBASSADOR OF THE YEAR
Kaitlyn John - Blue Bonnet Palace



SMALL BUSINESS OF THE YEAR
Tropical Smoothie Cafe



MEMBERS CHOICE AWARD
MadWomen Marketing



MIXER OF THE YEAR
Santikos Entertainment
Northeast Lakeview College | Living Spaces (Cibolo)



YOUNG PROFESSIONAL OF THE YEAR (HYPER)
Steven Garza - State Farm Agency



MAC & AMBASSADORS CHOICE
Janet Thomas - JaniKing



MR & MS CONGENIALITY
Janet Thomas - JaniKing
Julio Serrano - Operation Total Leadership

2023 BOARD OF DIRECTORS



The Chamber Board Of Directors is a volunteer Board consisting of owners and managers of local businesses, dedicated to setting and promoting policies and procedures to encourage economic growth and education in the Chamber community. The Board convenes monthly for meetings as well as for a yearly strategic planning session, which reviews the passing year and sets new goals for the coming year. Board Directors serve a three-year term. Also, part of the Board is our Advisory Board of which is comprised of 3 former Chair/Founding Members of our Chamber. Their participation is renewed each year and they serve the current Board to advise and guide.

Michael Beaver - Chair

Methodist Hospital | Northeast

Debra John - Chair Elect

Blue Bonnet Palace

Hengam Stanfield - Past Chair

Mattengas Pizzeria

Olaf Emblem - Treasurer

SurePoint 3009 Self Storage

Jill Carpenter - Secretary

Jefferson Bank

VICE CHAIRS

Chuck Smith

Embrace Orthodontics

Daron Lofton

Frost Bank - Schertz

Dr. Veronica Garcia

Northeast Lakeview College

Zak White

Revolution Church

Mark Sunderman

Schertz Bank & Trust

Jay Johnson

J2 Leadership

Paul Giandalia

Living Spaces



ADVISORY BOARD

Our Advisory Board are nominated and elected former Board Directors who have been asked to hold an honorary position by the current Chamber Board of Directors. They are used to advise and council the current Board on suggestions and issues that may arise within The Chamber.



Jewell Davenport, Advisory Board
KDJ Insurance Agency



Shirley Bennett, Advisory Board
Barrett Cooper Accounting



Wendy Griffin, Advisory Board
Schertz Bank and Trust

2023 MAC & EPIC MENTOR BOARD



The Chamber Military Affairs Committee is a group of retired military local business owners working together to provide opportunities, education and mutual joint relations with JBSA Randolph/JBSA San Antonio. It seeks to enhance relationships between the military and civilian communities by helping promote local commerce and services to Active duty personnel, military spouses, and retired Veterans.

Monthly and annual events include the Hidden Hero program, which honors a nominated service man or woman at our monthly Chamber luncheon as well as participating/helping to facilitate workforce training/job fairs to connect transitioning, retired military, veterans and spouses to civilian business and work opportunities. In November of each year the MAC organizes a public Veterans Day ceremony that rotates between the cities of Schertz, Cibolo and Selma.

2023 MAC BOARD

You can visit our Facebook page at facebook.com/TheChamberMAC.

Darryel Johnson - Chair
Wayland Baptist University

Stephanie Gray - Secretary
Gray Real Estate Group

Janet Thomas - Chair Elect
JaniKing

Carol Lovelady - Staff Liaison
The Chamber

Joseph Terry - Past Chair
NCOA



To learn more about MAC and be involved, call 210-619-1951 or email membership@thechamber.info.



The EPIC Mentor Board convenes monthly to serve Member businesses on a one-on-one basis for intentional guidance to overcome current challenges and to suggest ways to improve the current track their businesses may be on. The Board is comprised of six business professionals in fields such as finance, investment, non-profit, insurance, human resources and more. Current businesses within The Chamber may turn in an application to be considered for this 3-month commitment.

2023 EPIC MENTOR BOARD

Jewell Davenport
KDJ Insurance Agency

Ivory Freeman
New York Life

Shirley Bennett
Barrett Cooper Accounting

Daron Lofton
Frost Bank – Schertz

Sheila Price
eEmployers Solutions, Inc

Maggie Titterington
The Chamber



To apply to be mentored, please email admin@thechamber.info for more information.

2023 CHAMBER COMMITTEES



The Chamber Ambassadors

In their distinctive red attire, are the longest running volunteer committee of The Chamber. They are composed of active Chamber Business Members in the community who serve The Chamber by assisting in our events, supporting new businesses and being our outreach to keep all Members connected and informed of our Chamber happenings. This also helps their businesses by forging relationships through that connection with other Members, local businesses and the community as well as creates a network of potential clients for themselves. To be a part of this exciting committee, you must be a Chamber Member for a minimum of one year. Contact The Chamber at 210-764-4030 or email events@thechamber.info for more information.

AMBASSADOR BOARD

Hannah Parker - Chair
KDJ Insurance Agency

Mandy Jackson - Chair Elect
Kleckley Mortgage Team

Kaitlyn John - Past Chair
Blue Bonnet Palace

Amie Reynolds - Secretary
CertaPro Painters

Olaf Emblem - Board Liason
SurePoint 3009 Self Storage

Carmal Terrell - Staff Liaison
The Chamber



hYPer (helping Young Professional entrepreneurs resource)

hYPer is an award-winning young professionals committee with a core membership of 21 to 40-year-old business professionals. They meet monthly for networking, professional development and special guest speakers who facilitate on topics such as personal branding, leadership and goal setting. hYPer members develop deeper relationships with their peers while learning professional accountability from successful entrepreneurs and community leaders. They also give back through their annual Shred Day which raises funds to give holiday meals for area families at Thanksgiving and Christmas. Call 210-619-1952 or email media@thechamber.info to learn how you can be a part of this energetic group.

hYPer BOARD

Steven Garza - Chair
State Farm Insurance

Bryana West - Chair Elect
The Hair Factory

Kasie Tankersley - Past Chair
GVEC

Emily Ponce - Secretary
Orangetheory Fitness

Natalia Brookens - Staff Liason
The Chamber

Debra John - Board Liaison
Blue Bonnet Palace

CHAMBER EDUCATION OPPORTUNITIES

THE CHAMBER LEADERSHIP CORE

Community | Organization | Reciprocity | Education

The CORE in The Chamber's Leadership Program stands for Community, Organization, Reciprocity, and Education – all of which are key factors in preparing our leaders of tomorrow. Leadership CORE is designed to be a series of information-oriented forums, experiences, and exposure to different facets of community to include government, industry, education, non-profits, and economic development. The program will equip and grow future leaders who will have the knowledge and relationships built through each month's experiences.

This seven-month program is offered annually, classes begin in January. Applications are available online and are open for Chamber Members as well as non-members. Application deadline is October 30th of each year. For more information, go online to The Chamber website at thechamber.info or call the offices at 210-619-1952.



EPIC EDUCATION EPIC

EXPERIENCED PROFESSIONALS INCREASING COMMERCE

EPIC Education Seminars are held twice a year and feature leaders of industry, instructional experts and guest speakers in fields such as human resources, finance, marketing and customer service. Through these seminars, members learn as well as have the ability to implement new measures and strategies to take their businesses to the next level. For the next scheduled seminar, go to our website at thechamber.info and click on the calendar of events. You can also call 210-619-1952 for more information.



THE CHAMBER MEMBER TESTIMONIALS



Casino Fun has been a Member of The Chamber for many years and cannot recommend membership enough. The luncheons not only provide valuable information, but also an opportunity to network for our business. Our casino tables and Photo Booths have made appearances at several Chamber functions, and from those meetings have had some of the same groups book us for 10+ years.

I have also made lasting friendships through the Ambassador's program and always walk away from the meetings with new energy and ideas to take back to Casino Fun. All in all we are very happy with our membership at The Chamber, and will continue to be members for a long time.

Sylvia Owen, Owner - Casino Fun



In late 2019, my partner and I purchased a small site on FM 3009 in Schertz to build The Learning Experience Preschool. We knew prior to closing that Schertz had a very restrictive Tree Preservation and Mitigation ordinance. Since our site was less than 2 acres covered with almost 300 trees, we knew it would be expensive to comply with.

The project went into "cold storage" once COVID hit, but by the time "reopening" began to occur, I was notified by Maggie Titterington, President of The Chamber, that they had been working with the city staff, planning commissioners and city council members recommending revisions to the Tree Mitigation ordinance, in order to loosen the restrictions – especially on smaller sites with intense tree coverage.

On April 26, 2022, the city council formally adopted a significantly revised ordinance. This new ordinance will save us an estimated \$100,000 in development costs. I am quite certain that these revisions would not have occurred without the advocacy, commitment, and persistence of The Chamber. We are grateful to The Chamber – and being a member has certainly proven to be most worthwhile.

David Gleeson, Managing Partner - Brytar DG Schertz, LLC



Methodist Hospital | Northeast has been a proud member of The Chamber since 2014. After joining, we were welcomed with open arms by all members. The advocacy, awareness, and community collaboration that is promoted by The Chamber is unparalleled. I am honored to serve as the Chair for the 2023 Chamber Board of Directors.

As our hospital continues our commitment to providing exceptional health care accessible to all, we have been able to fulfill that mission by supporting annual Chamber events, such as the Health & Wholeness Fair and the RE/MAX Skylight Balloon Fest. Together, the impact we have made to promote the health and wellness of our community has been invaluable. Thank you for your continued partnership and support!

Michael Beaver, Chief Executive Officer - Methodist Hospital | Northeast



Astounding! If you are a business operating in or around the Schertz, Selma, and Cibolo areas, joining the Chamber of Commerce is something you should most definitely consider. Our only question is, why we didn't do it sooner? Since joining, immediately after the release of the latest 2022 Business Directory, our call volume increased so much so that we had to reach out to the Chamber just to thank them. We had no greater expectations than supporting our local communities. However, the return was such an exponential difference that, to put it simply, it's a no-brainer.

As a business seeking to explore, expand, and reach a wider audience, we consider all avenues of making a connection with our communities, and the residents who live there, via our marketing strategies. We had no idea the rewards joining the Chamber would provide. In the first 6 weeks of the release of the 2022 Business Directory, our call volume from Chamber leads amounted to more than we had received in 3 years of advertising with Angi (formerly Angie's List). In the first 3 months, our call volume was more than we had received in two years from the BBB (Better Business Bureau). In other words — and we have always held this sentiment — it certainly pays to go local.

The Chamber is staffed by individuals who actually care about your business and its success. They are always there for you and yours. The opportunities afforded all members, regardless of membership level, are priceless. It's real people, real results — not only for our businesses, but for all our residents who live, work, shop, and dine here. This is our community, and there are no better stewards than those of the Chamber.

Roxanne Derby, Executive Administrator - JW Roofing & Remodeling, LLC



As a new member of the of the community and The Chamber in 2021, we were just coming off 2020 and the "Year that will never be spoken of again. All kidding aside, 2021 was a rough year to begin a business and building through 2020 was even worse. From our first contact with The Chamber, we were sold on its Professionalism and Benefits. The staff assisted us in walking through understanding the surrounding community, connected us to people that helped throughout the building process, and then were there 'en masse' at our ribbon cutting ceremony. We were shocked at the number of Chamber Members and Staff that attended our ribbon cutting and welcomed us to Cibolo.

In the last year, The Chamber has continued to add value to our organization and provide multiple avenues of support. Whether it's related to engaging the community, marketing our services, or simply being there to answer questions, Chamber staff is always at the ready to help. Many communities have Chambers that end up being a simple webpage, or the equivalent of a benign self-help kiosk...NOT our Chamber...and I mean that specifically..." Our Chamber".

As a Veteran and Family-owned business I can't recommend enough that businesses, large and small, all join and participate in The Chamber and it's avenues of community connection. Large businesses can contribute a wealth of experience and wisdom, while small business have creativity, energy, and innovation.... either way, join".

Tom Tobin - Francisee Owner