

The monthly newsletter of the Lockhart Chamber of Commerce

ROB'S NOTES: A WORD FROM LOCKHART ECONOMIC DEVELOPMENT CORP. DIRECTOR ROB TOBIAS



Masur Building (119 W. San Antonio St.)

There is increasing interest in investing in Lockhart by folks outside the community into the residential, commercial and industrial sectors. Conley Covert from Austin is leading an investment group that purchased the Brock Building at 101 E San Antonio and the Masur Building at 119 W San Antonio. Recent tenants at these facilities include the Culinary Factory and Free Bean Coffee, both of who relocated from Austin. The City/LEDC continue to consider the use of Special Districts to facilitate developments both in the historic downtown district, as well as the fast emerging SH-130 corridor. And of course, US-183 is also realizing growth with the addition of the Benny Boyd Auto Group.



Site prep for Benny Boyd CDJR 2000 S. Colorado St.

1st Annual *Boots & Bling Gala 2017*

BENEFITING

The Seton Edgar B. Davis Children's Care-a-Van

PRESENTED BY
Seton Hays Foundation

**Saturday, August 26, 2017
6-11pm**

Lost Pines Resort & Spa
575 Hyatt Lost Pines Road
Lost Pines, TX 78612

For more information, go to <http://setonhaysfoundation.org/events>

LUNCHEON

The monthly Chamber luncheon will be held on Thursday, August 10 at 12 noon at First Lockhart Baptist Church Connection Center, 200 S. Blanco. This month's luncheon will be co-sponsored by The Education Foundation for Lockhart ISD & the City of Lockhart. The catering will be provided by Market Street Café at \$10 per person. The 'Member Only' cash drawing is \$600 (You must be present and a member in good standing to win.)



Meals on Wheels in Lockhart is in need of more delivery drivers. If you wish to help and are able to pick up meals at 11:15am from Faith Fe Presbyterian Church 900 Aransas St. contact Alma Schulle 512-376-0908.

~SAVE THE DATE~

OCTOBER 7—EVENING WITH
THE AUTHORS

OCTOBER 13&14—HCCO STATE

CALENDAR OF EVENTS

August 4: *First Fridays Eat, Drink & Shop Local*
August 5: *Lockhart Animal Shelter Fundraiser, 118-B Commerce St. 8 PM, with live music by THE FOSSILS*
August 12: *Movie in the Park, Finding Dory 8:30pm*
August 12: *Plum Creek Symposium*
August 12: *BB Hughes' Bday Bash & Chili Cookoff*
August 14: *LISD Convocation*
August 15: *City Council Meeting, 6:30 p.m.*
August 16: *First Day of School*
August 16: *Regular Board Meeting, noon*
August 26: *Seton's Boots & Bling Gala 2017, 6pm*
August 29: *Evenings with the Songwriter Jeff Talmadge, 7pm*
Sept.1: *First Fridays Eat, Drink & Shop Local*

Full Community Calendar found at: www.lockhartchamber.com

RENEWALS

Thank you to the following businesses and/or individuals that have shown their support for the Chamber and Lockhart by renewing their membership

Wayne Reeder
Quail Creek Country Club
Chris & Tricia Schneider
Bill's Truck & Trailer Repair, Inc.
Duran Gravel Company, Inc.
O'mahkapi'si Sik Black Wolf Native
Dream Shop
Mascon, Inc.
Frank & Gloria Estrada
Rix Café Texican
Caldwell County Christian Ministries
Smitty's Market
Johnny's Paint & Body
Personnel Services
Farm Bureau Insurance
Livengood Feeds
Chisholm Trail Clinic of Chiropractic
Rick Arnic

Thank you for your investment in the Lockhart Chamber of Commerce.





6 Best Practices for Using Instagram for Small Business Sales

The social media site is changing e-commerce. Here's how to use it to drive more sales.

With more than 700,000 users worldwide, Instagram can be a great place for your business to connect with customers, increase your brand's exposure, and even boost your sales, but it's more than just posting pretty pictures.

Use your Bio. The single most important best practice for using Instagram to make sales is to use your bio to connect with your target market and define a clear next step in the form of a call to action. The call to action should align with whatever landing page or website you use as your one clickable link. A failure to properly tailor and fill out these two fields means a mass of missed opportunities. Make your one clickable link count.

Embrace the hashtag. Instagram supports up to 30 hashtags per photo. Don't skimp. For relative hashtag ideas, you can try the free app Focalmark. It can suggest relevant hashtags based on your photo and location. Also spend some time on Instagram identifying the most popular hashtags for your niche.

Don't overdo the hard sell. One thing business owners have discovered is that sale announcement images typically have about 75% less engagement than normal photos, so tag and mention your products somewhere in your posts, but keep the content of the post fun or inspirational and don't do a hard sell every time you post a product.

Seek engagement. Genuinely engage with your followers and respond to all comments. Don't use spam tools or bots to auto-leave comments that aren't genuine.

And lastly, don't forget to measure your success on Instagram. An easy way to track sales from Instagram is by offering an Instagram-exclusive coupon code. Share that particular coupon code on Instagram in a photo, caption or bio, but not anywhere else.

Angela Rawlinson
President/CEO



WELCOME OUR NEW MEMBERS

Southern Pecan Plantation Mobile Home Park

11 Redwood St. Maxwell, TX

(512) 268-2610

Lions Lawn Service

Lockhart, TX

(512) 995-9446

Suzy Falgout

Lockhart, TX

Medina's Professional Tree Services

Maxwell, TX

(512) 787-5621

Thank you for your investment!



At the Aug. 1st, City Council meeting the chamber was awarded a certificate of recognition from Keep Lockhart Beautiful for supporting and promoting their efforts in approving our environment. Chamber members were also awarded certificates including; Bluebonnet Electric Coop., Lockhart Post Register, Pegasus Schools, Jerry West Concrete, Jody King, EPICC, John Lairsen from Tanger Outlets and HEB. Keep Lockhart Beautiful meets the fourth Monday of the month at City Hall at 5:30pm.

BUSINESS *after hours*

Sponsor a Business after Hours

Business after Hours is held quarterly in the months of February, May, August and November from 5:30-7pm and attended by chamber members, customers of sponsoring business(es), as well as city county officials. It is an environment for local business people to kick back with some small bites and beverages in a casual, relaxed atmosphere after normal business hours. The sponsoring chamber business has the opportunity to give a brief presentation about its business and introduce its staff.

Call the Lockhart Chamber at 512-398-2818 for more details about this and other sponsorship opportunities.

MISSION STATEMENT

The mission of the
LOCKHART CHAMBER OF COMMERCE
as stated in our by-laws is:

“To improve and strengthen the business environment of Lockhart in order to promote the economic well being of all citizens; to provide services to membership; to communicate views of the business community; to enhance the quality of life for the entire community; to support constructive initiatives on major issues of public policy.”

JOIN US

August 10

Chamber Luncheon at Noon
First Lockhart Baptist Church -
Connection Center, 200 S. Blanco
\$600 ‘Members Only’ Cash Drawing

August 16

Board Meeting
Noon
702 Commerce St.

www.lockhartchamber.com
512-398-2818



TxDOT joined Capital Area Metropolitan Planning Organization (CAMPO) Chairman Will Conley, Lockhart Mayor Lew White and City Manager Vance Rodgers to celebrate the completion of the US 183 expansion project with a ribbon-cutting ceremony. The \$14.5 million widening project included construction of a five-lane roadway with two travel lanes in each direction and a continuous center-turn lane in Lockhart. The project also constructed sidewalks on each side of the road and added a new signal at Hickory Street. “This project will benefit all users in the years to come,” TxDOT District Engineer Terry McCoy said. A new storm sewer, curbs and gutters, and new lighting were also included in the project.

“This project has transformed US 183, as far as the safety, mobility, and pedestrian and bicycle accessibility to US 183,” Lockhart Mayor Lew White commented. “We are very thankful for that and extend our hand to TxDOT.”

The project was funded by CAMPO, using Proposition 12 money. The contractor was Dean Word Company.

Hodges, Diane. “US 183 Expansion Project Celebrated with Ribbon-Cutting in Lockhart”. www.txdot.gov July 26, 2017

BOARD OF DIRECTORS

REBECCA PULLIAM, Chairman
KEITH HESTER, Past Chair
DONALD SCHNEIDER, Chair Elect

ABEL DE LA CRUZ - ROBERT ELLIS
MIKE CAPELLO - DONALD BURDETT
CLINT ROBERTS - CLINT MOHLE
RON PETERSON - BOBBY HERZOG
ANGELA METTLER - ANICE LEBEOUF-RAMIREZ
VANCE RODGERS - JUDGE KENNETH SCHAWA
ROB TOBIAS - SUSAN BOHN

STAFF

ANGELA RAWLINSON, President/CEO
AMANDA WEST, Executive Assistant

Vaudeville at the Baker

Directed by Janet Christian



The Rat Pack Era

August 11-13

Fri 8 pm, Sat 2 & 8 pm, Sun 2 pm

Sponsored by Into Mint Basement Boutique

216 SOUTH MAIN ST.
LOCKHART, TX 78644
512-376-5653
WWW.MYGBT.ORG

2017
Season


Gaslight
Baker
THEATRE



The LOCAL alternative to big telcos and cable companies since 1983

We are now serving the Lockhart Area

We have been serving the Greater Austin Area since 1983. Started as a long distance calling provider and have grown into today a full service telecommunication provider. We provide local phone service, high speed internet and authorized dealer for Avaya, ShoreTel and Cisco system. While we provide a full range of services our top priority is superior support. *We are local*



Cloud Phone System (Low Per-Seat Cost):

- Rich VoIP Feature Set (Business Features with Optional Video Conferencing built in!)
- Avoid big up-front costs and large capital expenses (Typically we can provide all new equipment and not increase your monthly cost)
- State-of-the-art color screen and touch screen phones
- Add an app that enables iPhones and Android smartphones to act as work extensions

Already use an Avaya Phone System? Bestline can help with that too!

AVAYA

BUSINESS PARTNER



First Month Free for Chamber Members

500 N Capital of Texas Highway Suite 8-200 Austin TX 78746
www.bestline.net

512-328-9095



Lockhart ISD believes communication with parents is critical to engage families, build trust, and foster community pride. During the school year, here are all the ways you can stay connected.

Stay Connected to Lockhart ISD

LISD Website	Access information about Lockhart ISD, its schools, programs, services, news stories, and upcoming events.	www.lockhartisd.org
LISD Facebook	Get district news as it happens by liking the LISD Facebook page. In addition to sharing photos and stories, this is also where the district will post urgent alerts such as school delays or closures due to inclement weather.	https://www.facebook.com/LockhartISDLions
LISD Twitter	Get district news as it happens by following LISD on Twitter. In addition to sharing photos and stories, this is also where the district will post urgent alerts such as school delays or closures due to inclement weather.	https://twitter.com/LockhartISD
Parent Phone Alerts	LISD uses phone calls to contact parents with urgent information or in emergencies. General or routine information phone calls may occur in the evenings.	<i>LISD uses the phone number on your child's record when you registered. If you should change your phone number, please contact the campus to update it to make sure you continue to receive important phone calls.</i>
Parent Email Alerts	LISD regularly uses email to communicate with parents about important events, announcements, and district and campus updates.	<i>Be sure your email address is on file with your child's campus to receive district and campus emails.</i>
LISD Mobile App	**Coming Soon** LISD is working on a new mobile app you can use on your Android or Apple smart phone. This will allow you to receive push notifications and access information easily on your device.	**Coming Soon** LISD will announce when the app becomes available via email, the website, and social media.
TIP Line	This allows you to submit anonymous tips to district and campus officials related to bullying, safety concerns, drug or alcohol concerns, or any other issues to help us keep students safe.	https://asp.schoolmessenger.com/lockhart/quicktip
Ask Susan	Email the superintendent by using the "Ask Susan" feature on the district website. You will find this feature in the quick link buttons on the home page.	www.lockhartisd.org

If you have questions about how to stay connected, please contact LISD Public Information Officer Christina Courson at 512-398-0033 or via email at Christina.Courson@lockhart.txed.net.