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JULY 2007

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Wonko's owner Chad Seger



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Growing pains ahead for Parmer

STORY HIGHLIGHTS

- PARMER LANE BRIDGE AT MoPAC WILL BE EXPANDED BY THREE LANES
- TxDOT HOPES TO MAKE TRANSITION FROM PARMER TO MoPAC EASIER
- SEE MAPS OF PROJECT ON PAGE 10

Sometimes things have to get worse before they can get better, and over the next year-and-a-half, those who drive along west Parmer Lane will experience some growing pains. A new series of improvements is aimed at moving cars through the Parmer and MoPac intersection more efficiently.

This project was originally intended to be built in conjunction with the Loop 1 Toll, but those plans fell through, according to Terry McCoy, TxDOT's North Travis area engineer.

Construction began in April on phase one of the four-phase project in the form of bridge supports constructed near Waters Park Road to build elevated lanes leading to MoPac and Duval Road. Other changes in the project include a widening of the MoPac frontage roads, widening west Parmer Lane and adding lanes on the Parmer Lane bridge across MoPac, similar to the recent Yager Lane bridge project spanning IH 35.

The improvement project is scheduled to take 18 months, wrapping up around mid August 2008. TxDOT has awarded contractor Dan Williams \$23.4 million for the project.

Although some of the construction will cause temporary disruptions to area traffic, McCoy hopes to speed the process by offering incentives to contractors to work ahead, work at night and make the most intensive projects the fastest.

TRANSPORTATION GRAPHIC ON |10

MANAGED LANES

The budget for CAMPO's 2030 Mobility Plan draws \$3.1 billion from tolling. CAMPO has already executed phase one of its toll project. Phase two will be the first to introduce managed lanes.

MANAGED LANES AROUND TEXAS

Houston, QuickRide

Offers HOV lanes for two or more people. At peak hours this changes to three or more people. Others can continue to drive in the lane for \$2.



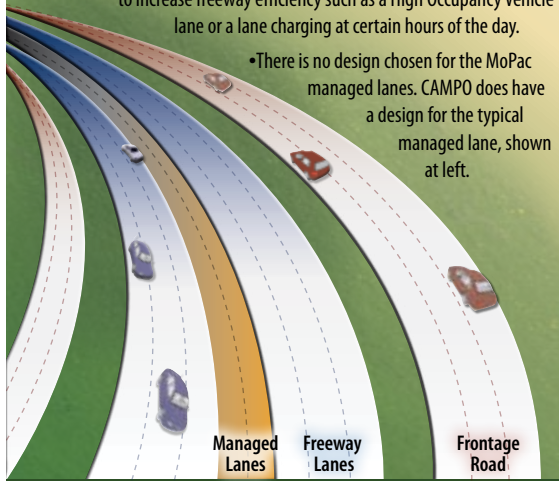
Dallas, DART HOV

These HOV lanes open in Dallas before 2008. IH 30 will become the region's first "managed HOV lane project" where single-occupant vehicles pay an as-yet-undetermined toll to ride.

WHAT DOES A MANAGED LANE LOOK LIKE?

•"Managed lanes" is a generic term for any type of lane designed to increase freeway efficiency such as a High Occupancy Vehicle lane or a lane charging at certain hours of the day.

•There is no design chosen for the MoPac managed lanes. CAMPO does have a design for the typical managed lane, shown at left.



Downtown bars follow city's population growth north

BY RACHEL YUENS

In the wake of major employers settling into an area comes the flood of businesses prepared to serve all of the new employees. But retail and housing aren't the only segments capitalizing on Northwest Austin's young and affluent population.

Bars and restaurants formerly thought of as downtown or south Austin staples are breaking into the Northwest Austin market and discovering the changes necessary to cater to the area's clientele.

"Every customer in every area is different, and we built this location around the average age and style for employees of Freescale, Cisco and Dell. In this neighborhood,

we have a lot of young executives. I wanted to do something that was still our food, still Austin, but would fit within that profile," said Jorge Garcia, owner of Curra's restaurant which opened its first north Austin location in August 2006 along Parmer Lane.

The traditional Mexican food restaurant has had locations open in south and central Austin since 1995 and 2001 respectively. In north Austin however, it has made changes to their design as it finds itself surrounded by a different set of customers and a different set of competition.

"This location is more bar oriented because we did studies on the demographics and on how

many people were frequenting bars and what their need was. We saw a big demand for happy hours and some sort of bar scene," Garcia said. "At the same time we are a very family oriented restaurant, but we wanted to make it a place where customers could also watch sports and drink good margaritas."

One of Garcia's biggest challenges has been acclimating customers to the type of food Curra's sells: a more eclectic style of Mexican food than most north Austin Tex-mex restaurants. Curra's is facing comparison to restaurants Garcia doesn't really consider in

CONTINUED ON |13

More tolled lanes ahead

BY RACHEL YUENS

STORY HIGHLIGHTS

- TxDOT IS CONSIDERING NORTH AUSTIN TOLLED ROADS AND MANAGED LANES
- NEW LEGISLATION HAS CHANGED ROAD FUNDING FROM PREVIOUS TOLLED FORMAT

Prosperity and growth are taking a toll on Austin. With crowding on Central Texas roads escalating and the budget to build new roads dropping, additional tolled lanes on the busiest roads are on the horizon.

The toll projects just completed in Austin are just phase one of the Capital Area Metropolitan Planning Organization's 2030 Mobility Plan. CAMPO is Austin's federally required metropolitan planning organization whose job is to coordinate long-range regional transportation projects.

Now phase two, which includes MoPac and US 183, was placed on TxDOT's list of projects this June, and the projects in this phase could begin construction as soon as 2008, according to CAMPO.

The 2030 plan was accepted in 2005, but only after some opposition. Even though public feedback gathered by CAMPO for the phase two tolls was 90 percent against

tolling, the CAMPO board, made up of city council members, state representatives and other officials, voted 16 to 7 in favor of including the tolls. Now these toll roads and lanes in the 2030 plan await acceptance into TxDOT's State Transportation Improvement Plan.

Pay-as-you-go vs. tolls

Approximately 3.2 billion dollars of the budget planned for CAMPO's 2030 plan comes from tolls. Most transportation projects run on a pay-as-you-go system where projects are only paid for with currently available funds.

One example TxDOT Director of Planning and Development Wesley Burford offers for the disadvantage of the pay-as-you-go system is US 183. Because the department could only spend what it had, the road has been built in sections that have taken 15 years to finish.

Compare this to 183A Toll, which took two years to construct, or Toll 45, which took four years. The system makes large-scale projects difficult to fund without years of saving.

"Tolling allows for infrastructure to be

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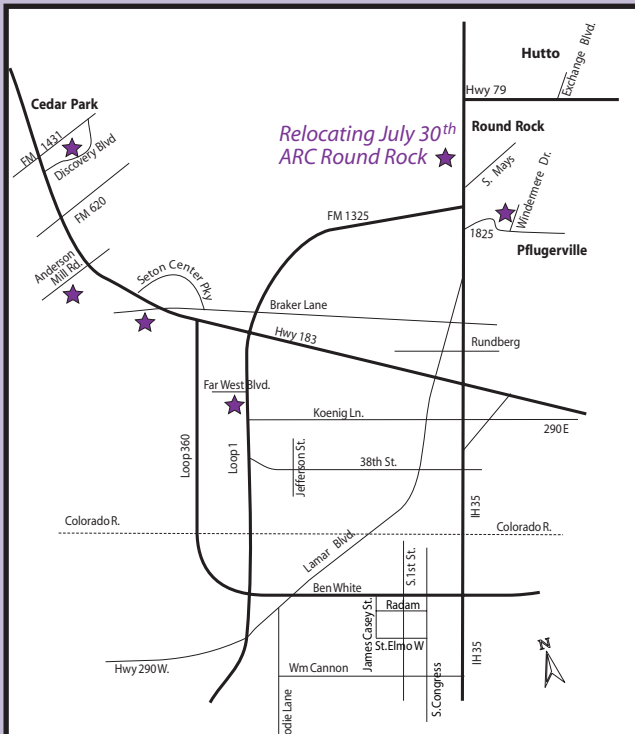


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Feedback from readers

As we send our sixth issue, I wanted to share a few comments we have received from readers.

"My wife and I are delighted with the looks and content of Community Impact. It is filled with news of importance to us, written in a very professional and interesting style - you are to be complimented on your choice of topics. Numerous articles display more hard work and attention to detail by your reporters than we see in many large newspapers! Keep it up!"

-Bob Zane

"We applaud your newspaper for Northwest Austin -- excellent job. Very informative. Kudos."

-Nancy Molbert

"Thank you so much for creating the Impact. My husband and I can't wait to read it each time it comes in the mail. I can't get enough of the historical information you bring to us each time, and find myself always wanting more, more, more."

-The Weedman Family

As a free newspaper, our only hope for success is that our readers find the information useful

and informative. We believe that Northwest Austin deserves to have a voice, and we also believe that as taxpayers and citizens, you deserve to know what is going on around you.

In this month's issue you can read about the future of toll roads, the construction on Parmer Lane and the education for your children at the local school level.

Each month we think through the key issues that impact this area and work to bring out the facts educating our readers on issues affecting our everyday quality of life.

This month's restaurant review is a good example of our mission. We have all probably driven by this location and written it off due to the number of different places it has been - but this is a good local restaurant - and an option we thought you would like to try.

I want to know what you think. Please e-mail me at jgarrett@impactnews.com if you have a comment about our newspaper or one of our stories. We genuinely want to serve you, our readers, and be a source of news and information.

John P. Garrett

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New residency program in Central Texas

Seton Family of Hospitals will begin a new, more comprehensive registered nurse residency program in September that will take recent graduates through their first few months of training as medical professionals.

New graduate RN turnover can be as high as 60 percent within the first year of employment, according to Deanna Eichler, president of the District 5 Texas Nursing Association. Many employees leave because of job dissatisfaction, a trend Seton plans to reverse with the program so its system can retain the staff it needs.

"We're the fastest growing region in Texas," Eichler said. "Make no mistake, we are going to need more nurses."

From 2000-2006, Travis County's population grew by 12 percent, while Williamson County's grew by 37 percent.

The Versant RN Residency program, originally designed in 1998 at Children's Hospital Los Angeles, requires completion of an 18-week curriculum, along with three to seven weeks of training and specializations.

Rather than giving new nurses sign-on bonuses, which many hospitals have adopted to obtain employees, the Versant program attempts to draw nurses through an attractive work environment and developing training.

Participants will work with a preceptor, a fellow Seton nurse with seniority, who will provide training, while nurses in other units will volunteer as mentors to walk new employees through the initial challenges of serving in a hospital environment. The program is designed to give participants as much skill and competence in 18 weeks as would normally be obtained in 18 months.

Once the program begins, it will be offered three times a year in September, January and June for new or recently hired Seton employees. For more information about applying, call 324-1776, e-mail Seton at nurseresident@seton.org or visit www.seton.net/nursecareers.

Austin city manager announces retirement

Austin City Manager Toby Futrell announced July 16 that she will be leaving her post next year. Futrell will step down May 31, 2008 after five years as City Manager. She has served the city of Austin for the past 31 years, working her way up as a clerk in the Health and Human Services Department.

She became assistant City Manager in 1997, Deputy City Manager in 1999 and then moved to her current post in 2002. No interim City Manager will be appointed. Mayor Wynn is planning a national search for Futrell's replacement, and said an interim City Manager will not be appointed. The City Council will discuss the search at the July 26 meeting.



Read an additional profile on Toby Futrell at -mpactnews.com



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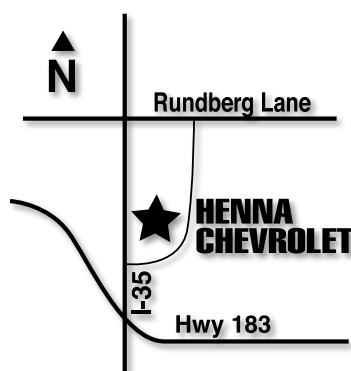


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Impact

Northwest Austin

1 Turning right on Amherst

The City of Austin is designing a right-hand turn lane on **Duval Road** for those turning onto Amherst Drive. Several underground and above-ground utility lines will be moved for the project, and consequently all of the trees on the Northeast corner of Duval and Amherst will have to be removed. The city plans to replace these with trees planted around the parking lot and entrance of the Balcones District Park. The project was expected to begin next summer and take approximately four months, but due to concern from area residents the project has been postponed until the completion of the Parmer and MoPac intersection widening (see page 10). For more information call Kiersten Tysseland Dube of the Austin Public Works Dept. at 974-5640.

2 Juice bar opens



Specializing in healthy and eco-sensitive smoothies, **Keva Juice** will open its first Austin location near McNeil Drive at 6301 W. Parmer Lane next month. For more information call 1-866-LUV-KEVA or visit www.kevajuce.com.

3 Retirement near the Arboretum

Construction began last month on **Village Park**, a retirement complex in the Arboretum area at 9306 Great Hills Trail. The project is headed by Houston-based Bridgewood Property Co. and the building will feature amenities such as a pool, movie theater and library. The 230,000 sq. ft., four-story building could take up to 22 months to complete. For more information contact Bridgewood at (713) 623-6767.

4 Children's salon

Children's salon and spa **Sweet & Sassy** opened July 18 in Lakeline Plaza. The salon performs haircuts, but Sweet & Sassy specializes in themed makeovers and birthday parties. In addition to their salon services, the store also offers accessories and bath products. For more information, call 257-2779 or visit www.sweetandsassy.com.

5 Local art gallery

The Prickly Pear Gallery opens this month at the North Austin Fastframe location at 9901 Capital of Texas Hwy., Ste. 130 in the Gateway Shopping Center. The gallery will showcase western, wildlife, sporting and Texas Hill Country artwork featuring originals and limited edition pieces from Texas artists such as Ragan Gennusa and Larry Dyke. For more information, call 241-1442 or visit Prickly Pear online at www.pricklypeargallery.com.

6 All-night workouts

The Parmer Sport location of **24 Hour Fitness** opened June 23 at 12400 N. IH 35. The gym offers physical therapy and sports medicine in addition to workout equipment and classes. For more information, call 252-3324 or visit www.24hourfitness.com.

7 Pizza shop burns down

The New Jersey-style **Saccone's Pizza & Subs** was robbed and burned to the ground June 30 at 13812 Research Blvd. near RM 620. The restaurant is indefinitely closed and owner Daniel Saccone is currently working with police and insurance companies. Saccone said he does plan to reopen the Anderson Mill location, but possibly in a different building in the same area, and not for at least six months. Until then, diners can visit the Leander location, 2701 US 183, or the Round Rock location, 1205 Round Rock Ave., Ste. 37. For more information visit www.saccones.com.

Girlstart anniversary party

The young women's science and technology organization **Girlstart** will be celebrating its 10th anniversary September 6. The event, co-produced by Charity Partners of Austin, will be held at ME Television Studio, 2130 South Congress Ave., from 6 - 9 p.m. Live entertainment will be provided, along with hors d'oeuvres and a bar. \$75.00 per ticket - limited quantity.

8 Gabbi's Burgers and Dogs

Gabbi's Burgers n Dogs opened in April in the Gracy Farms Center at 12001 Burnet Road, Ste. J. The restaurant serves specialty burgers and hot dogs and offers take out and catering. For more information, call 833-7017 or visit www.partytarget.com.



9 Drive-through Starbucks

Starbucks Coffee will open a new drive-through location at the corner of Parmer Lane and MoPac August 24. For more information, call Starbucks' McNeil Drive location at 331-7314 or visit www.starbucks.com.

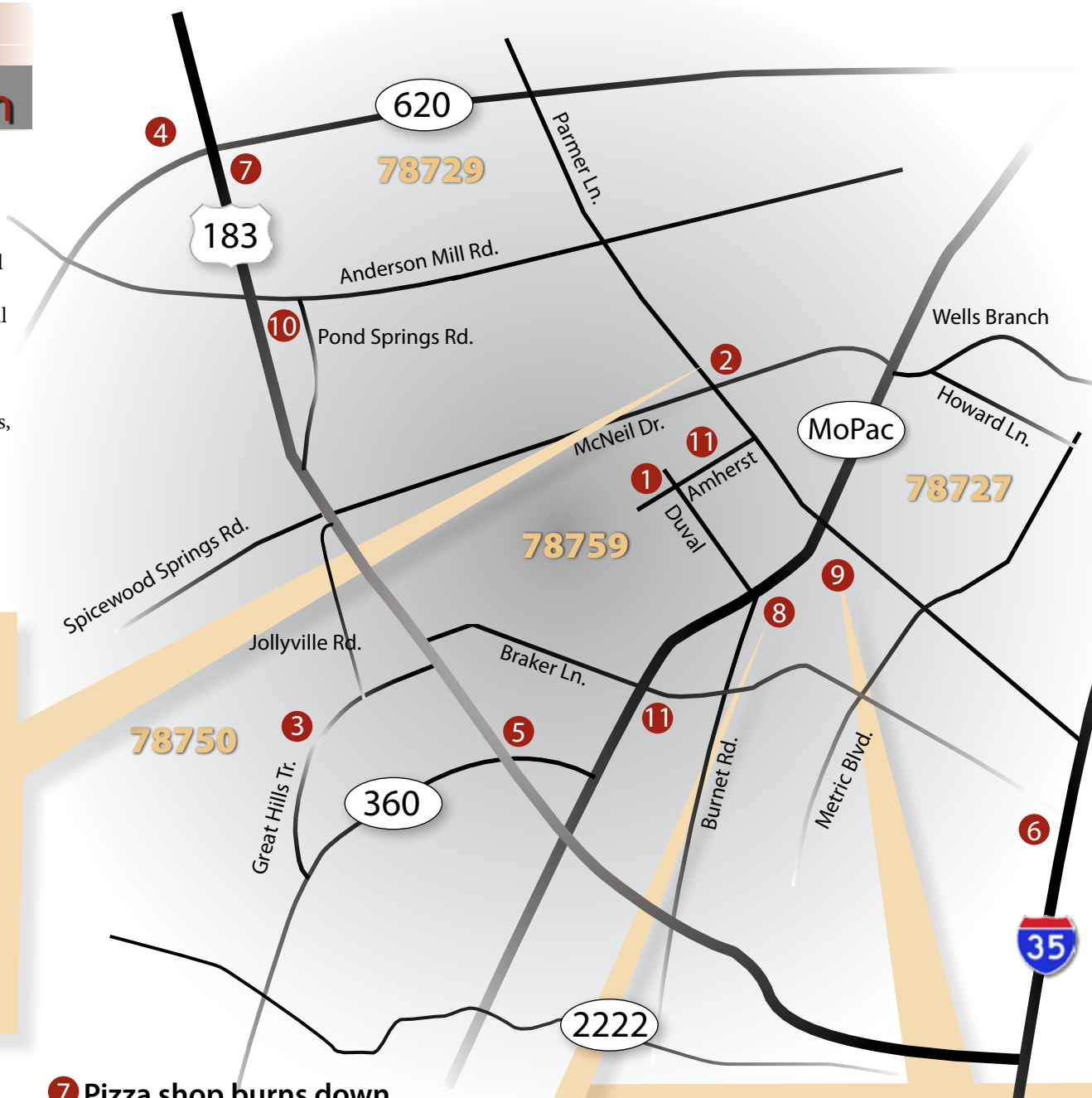


10 Women's fund-raiser

The Melting Pot restaurant and Francesca's clothing are holding a Ladies' Night Out fund-raiser for St. Jude's Children's Research Hospital Aug. 13 at the restaurant at 13343 N. US 183. The restaurant will offer drink specials and a three-course meal of cheese and chocolate fondue. Francesca's will showcase its season's collection with a trunk show and fashion show. Call 401-2424 for reservations or visit www.meltingpot.com.

11 Library's anniversary

The **Milwood Public Library** will celebrate its tenth anniversary July 26 at 7p.m. The library, located at 12500 Amerherst Drive, will offer free refreshments and live music provided by the Jolly Garogers. For more information, call 339-2355 or visit www.cityofaustin.org/library



WONKO'S TOYS & GAMES

Closer Look

Local Business



Entrepreneur plays with toys, earns living

BY SHANNON COLLETTI



Wonko's owner Chad Seger shows off his toys.

Wonko's Toys and Games
13729 N. Highway 183, Ste. 630
335-1000
www.wonkos.com

Chad Seger has enjoyed collecting toys since he was 4 years old. In October 2005, he decided to turn that lighthearted pastime into a serious business when he opened Wonko's Toys and Games, a store that specializes in collectors' items.

"I was looking for something to do as an occupation and decided to turn a hobby of mine into a business," Seger said. "It was wading into completely uncharted territory. I just got a few books on opening a retail store, found a place to put things, bought a bunch of stuff I thought was cool, and Wonko's was born."

Named after a character from author Douglas Adams' series "The Hitch Hiker's Guide to the Galaxy", Wonko's caters to collectors seeking rare toys and board, card and miniature games. Whatever Seger doesn't have, he said he hunts down, separating his store from competitors such as Toys R Us, Dragon's Lair, Hog Wild TX and online sites.

In the beginning, Wonko's carried about 2,000 unique items. That number has since tripled. Seger's merchandise mostly comes from various distributors and his customers. He offers a trade-in program where he buys products for half the guide price and then sells them for full price.

"It's my revolving toy collection," Seger said. "I get to sit

in a room filled with toys all day. Sometimes I get to play games with my customers and call it 'work.'"

Despite the fun nature of the job, the former sound engineer admitted he was a little nervous about starting his own business. He said initially there were days when he made no money, but after a large advertising blitz, people started showing up.

Seger originally chose his store's location at US 183 and Lake Creek Parkway because it was next to a Vulcan Video store, and he knew they would share customers. Vulcan recently closed that location, but Seger said he doesn't think that is going to hurt his business significantly.

"Our market is very specific, but in that market, we have the largest variety in town," he said. "Most of the time, our customers know if there is a hard-to-find new or old toy, they can find it here."

Although Seger has patrons who visit the store weekly, he also does business with customers all over the world. He said 40 percent of his customers are 21 years old or older, and most of the rest are 16 or younger.

"I always wanted to do things that are fun," Seger said. "Luckily I've always managed to do that. This is the culmination of that effort to always have a job that is fun."



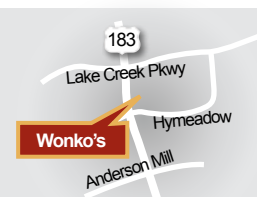
WONKO'S AT A GLANCE:

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Seger's personal favorites:

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COUNTRY KEEPERS

Storeowner celebrates our nation's heritage

BY SHANNON COLLETTI

Step into Country Keepers, and you could be transported to a time when our nation's forefathers were settling into colonies and living by candlelight. Majestic Shaker-style furniture, pewter candlesticks, intricately sewn quilts and salt-glazed pottery are arranged into rooms, giving the home-furnishings store a cozy feel. And this is exactly how owner Donna Munson, a musician and former science teacher, wants it.

"I feel like our country needs to embrace a little more of our roots than we do," Munson said. "I think the décor, the music, everything from the 1700s is timeless. They took pride in their craftsmanship and made it to last. Some people call it old-fashioned, and if that's the case, it's fine with me."

Although she'd always wanted to be a teacher, Munson retained a passion for art and music. In 1988, the self-taught artist began selling her homemade crafts, mostly clay Santas and angels. Two years later, she became enamored with the design styles she saw on a trip to Colonial Williamsburg and incorporated them into her work.

"The clay ornaments and figurines are what really took off," she said. "Because I antiques the clay, I was told it had a really unique look, especially for this area of the country."

Demand became so great that Munson began mass producing her designs, added merchandise from market and eventually opened her first store in November 2002. She moved into her current location in April 2006.

"I was terrified; I'd never done anything like this before," Munson said. "It was definitely a new challenge. But even though I'm not teaching science anymore, I'm still teaching. I feel like I can educate people about our historical past in this store."

In addition to the wooden and upholstered furniture, Munson sells all sorts of "new country" home furnishings, including lamps, baskets, chandeliers, wreaths, dishware and folk art. She said the new country style is much more sophisticated than the "country" of the 1980s.

Today Munson has a handful of part-time employees, but continues to put in long hours.

"This is a lot harder than I thought it'd be," she said. "But to me, this is a reflection of who I am and what I value, so it's important that I'm here."

Munson's advice to new entrepreneurs is to talk to different people who have owned their own business. She also said it's important to know your employees, be honest with your customers and always take time for yourself and your family.



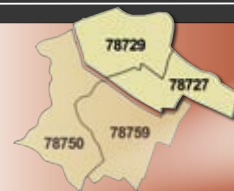
17.76 DEAL

Munson asks all her customers a history trivia question when they check out. If they answer correctly—and Munson ensures that they do—they receive a 17.76 percent discount on their purchases. 1776 was the year the

Declaration of Independence was signed.

Story behind the name

The name "Country Keepers" is a patriotic reference to being a "keeper of one's country," and has nothing to do with the '80s design style coined "country."



**Closer
Look**
Local Business



Donna Munson keeps history alive at her store, Country Keepers.

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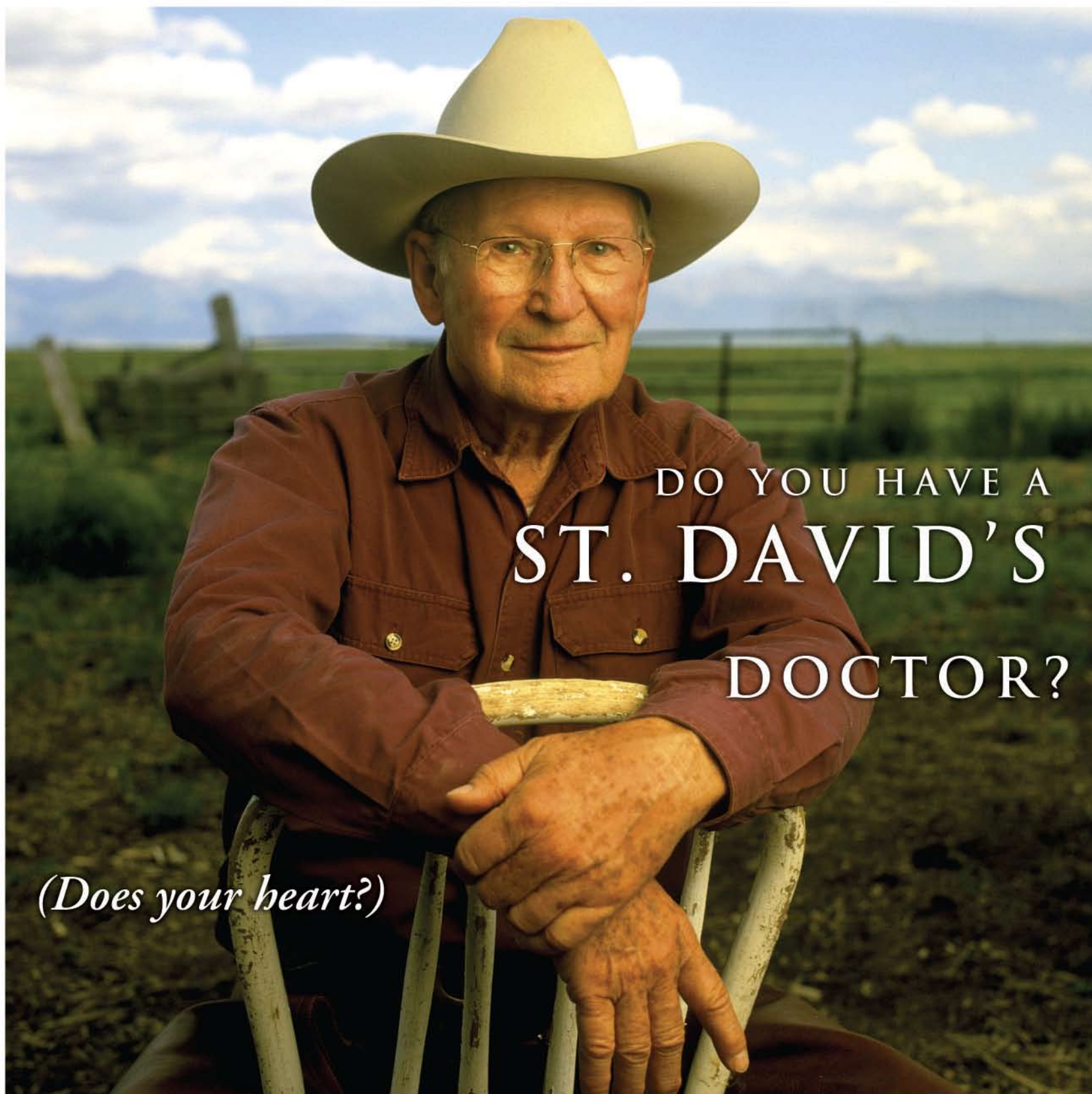
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\$100 - \$149.9k	3	3	-	-
\$150 - \$199.9k	16	15	5	10
\$200 - \$299.9k	36	23	46	40
\$300 - \$399.9k	33	51	52	52
\$400 - \$499.9k	39	32	-	6
\$500 - \$749.9k	33	23	-	2
\$750 - \$999.9k	13	24	-	3
\$1 Million +	-	-	-	-

June Monthly Home Sales

	Sold '07	Average Price Sold '07	Sold '06	Average Price Sold '06	Days on Market	
					2007	2006
78750	51	\$310,500	94	\$175,625	40	102
78759	73	\$295,000	66	\$259,500	29	64
78727	49	\$187,000	68	\$191,900	23	65
78729	44	\$191,781	41	\$170,000	25	63

Hunters Chase
78729
Agent:
Mary Battaglia
(512) 258-6677

4 Br./2.5 Ba.
\$235,000

8533 Foxhound

Great Hills
78759
Agent:
Diane Kennedy
(512) 750-2950

4 Br./3.5 Ba.
\$539,900

10401 Misty Hollow Cv.

Park at Spicewood
Springs - 78750
Agent:
Becky Griner
(512) 917-5712
Barb Bittner
(512) 431-6027

4 Br./2.5 Ba.
\$455,000

11124 Callanish Park Dr.

Scofield Farms
78727
Agent:
Leyla Naderi
(512) 627-9702

3 Br./2.5 Ba.
\$269,900

13535 Wyoming Valley Dr.

Key Stats	78750	78759	78727	78729
	+\$134,875 *	+\$35,500	-\$4,900	+\$21,781
Changes in average selling price over last year				

Data provided by Coldwell Banker United (www.coldwellbankerunited.com)
*In 2006 a high number of condos were sold in the 78750 zipcode, while this year a large number of higher priced homes were sold, accounting for the price disparity.



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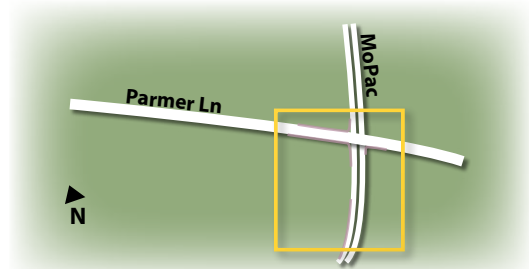
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Transportation Update

MoPac and Parmer Lane

Parmer Lane growing pains

CONTINUED FROM | 1



Widening of frontage lanes

Although construction to widen the frontage road will interfere with entrances to the shopping center here, TxDOT is working with contractors to avoid shutting entrances off. It plans to do construction one entrance at a time and to do wide entrances in two steps so one side remains open.

High mast lighting

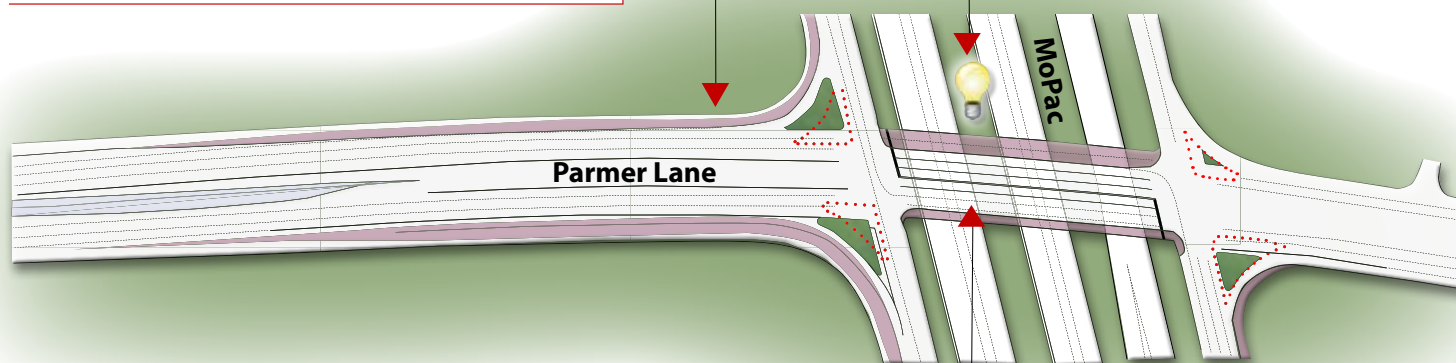
These tall street lights, like the ones lining IH 35, are more expensive but last longer and produce a stronger light. The lights will be installed sparingly along MoPac due to requests from the Milwood neighborhood to avoid excess light shining over homes.

Construction of a southbound collector/distributor bridge

The goal of this elevated structure is to prevent cars exiting at Duval or entering MoPac south from having to go on the frontage road. This will prevent drivers from weaving on the frontage road while getting in place to make their exit. The bridge will pass over the tracks of the MetroRail.

Constructions begins: First phase began in April, second begins in November

Project completed: January 2007



Parmer Lane widening

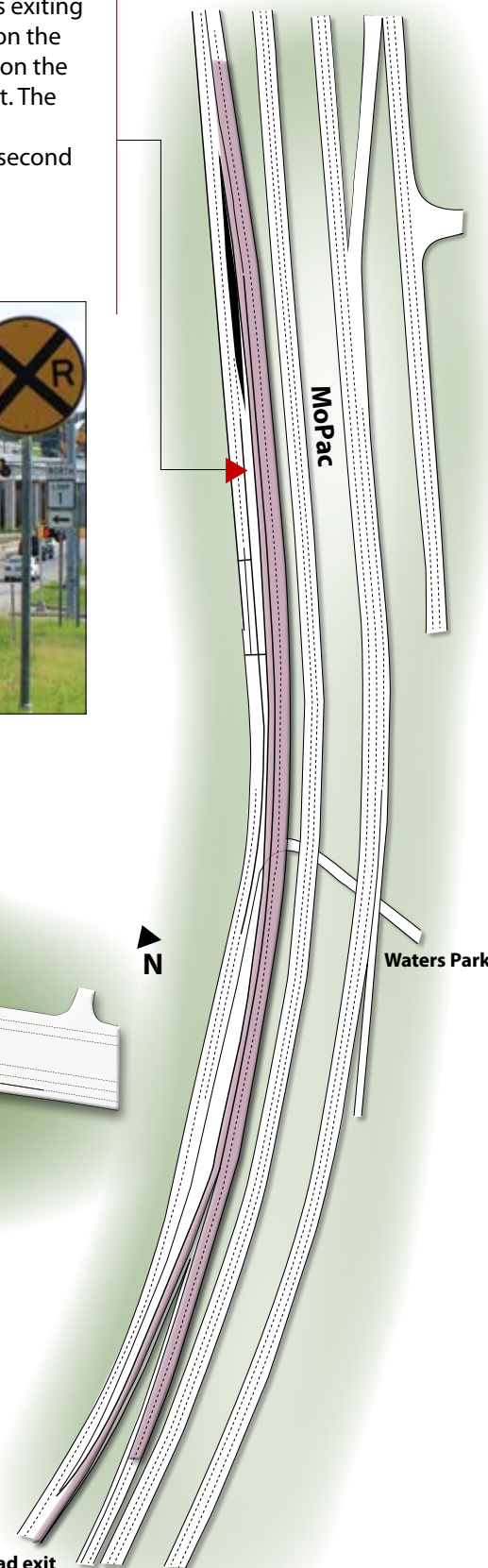
TxDOT plans to take the Parmer Lane bridge over MoPac from six lanes to nine lanes by demolishing the sides of the bridge and adding on to them. The support for this bridge has already been built, so when TxDOT finally takes off the sides, they will be able to quickly rebuild. The project is estimated to take only two months. In order to prevent having to work over traffic, the bulk of the work will be done at night. Some lanes will be shut down and diverted.

Constructions begins: March 2008

Project completed: April 2008



Duval Road exit



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Good Mexican food trumps a cursed location

BY PITT GARRETT

You know that type of location. The one that's a Chinese food restaurant one year, an Italian bistro the next year, then a juice bar six months after that. These kiss-of-death locations seem cursed to kill businesses, but Don Luis Cantu is determined to succeed and break the curse on his out-of-the-way location along MoPac, just south of Parmer Lane.

The Don Luis' Mexican food restaurant is almost on an island, a piece of land in the middle of a retention pond, but the strange location also gives lots of space for Don Luis' patio and parking. Famous for Super Tacos, the Mexican Restaurant has great food and a great story.

There are two entrances to the location: off the MoPac feeder and a back entrance off Waters Park.

My wife and I visited Don Luis' on a quiet Sunday afternoon. The atmosphere is casual with a bar area to the left and the dining room on the right. Our waitress was prompt and helpful in explaining the menu options.

The usual basket of tortilla chips was flavorful: You could actually taste the corn. The hot sauce was spicy with a touch of cilantro.

Vickie tried the Fajitas (\$7.25) while I ordered the Enchiladas Mole (\$6.50). Both dishes were served with rice and beans.

With Vickie's meal, the first thing I noticed was the flour tortillas. They were perfectly scorched, not just heated, the way authentic Mexican tortillas are served. The mixture of onions, peppers and mushrooms surrounding the meat was rich and savory.

My enchiladas mole was a dish I hadn't enjoyed in a long time. The sauce was impeccable. This is South Texas cuisine at its finest.

Don Luis' Super Tacos began as a taco stand on FM 1431. After three years, Don Luis decided to take the plunge and opened the current facility in December. His recipes are his mother's and his wife Lidia's.

The house specialty is The Super Taco (\$5.95). These are huge and full of meat, fresh tomatoes, avocado and cheese. One customer told me that the fish tacos were the best he had ever had.

If you drive MoPac to work, you can take the Parmer Lane exit, stay on the feeder and stop by for some excellent breakfast tacos. Don Luis' also offers several Mexican breakfast plates.

This visit was a true experience in South Texas Mexican food. Don Luis' doesn't yet have a liquor license but encourages BYOB, so pick up some Dos Equis, cruise to Don Luis' and enjoy yourself!

Free margaritas for a limited time: Because Don Luis' does not yet have their liquor license they can't sell margaritas, but they can give them away. The restaurant gives away complimentary margaritas Thursday through Saturday night, limit two per customer.

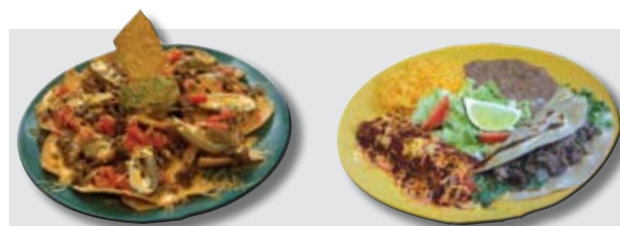


The restaurant's namesake, Don Luis and wife Lidia Cantu.

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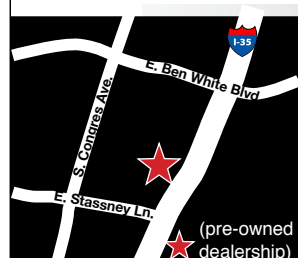
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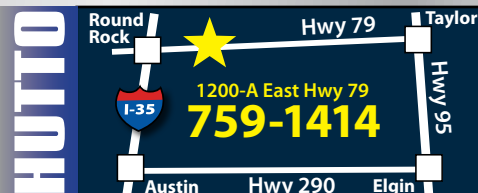
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Bars up north

CONTINUED FROM |1

its same vein, such as Chuy's.

Opal Divine's, a pub with south and downtown locations, also faces the same challenge with its newest location along MoPac near Parmer.

"At our other locations, more than 50 percent of our sales come from alcohol. At this location, more than 50 percent comes from food," Opal Divine's CEO Michael Parker said.

Although the north location serves the same menu as Opal Divine's other locations, the spaciousness of the new location, formerly Sea Island restaurant, means more people feel invited to sit down and eat rather than drink.

"We're not used to being compared to places like Chili's," Parker said. "The average stay at our other locations is 90 minutes and people sit and drink a beer. Here customers just sort of blow and go. That's why they compare Opal Divine's, they don't know any other locations quite like it. We are sort of the only thing out here in this niche."

Other more traditional bars are embracing the differences in the north Austin customers and turning it into a business strategy. After noticing customers were frequently ordering pizzas to the bar, the north Little Woodrow's location at Parmer Lane and McNeil Drive decided to add a pizza and wing restaurant next door. Out of their six locations in both Houston and Austin, this is the first to incorporate food. Owner Danny Evans plans to include the

restaurant and bar model into his next location coming to far south Austin.

"There were so many people out north and no place to go to hang out, have happy hour or watch sports," Evans said. "With the amount of traffic and people out there, the location was a natural choice. Lots of people thought I was nuts as one of the first ones out there, and in that location."

One of the advantages to being "out there," was that the north location of Woodrow's is exempt from the City of Austin's smoking ban. Evans feels that the bar's other location, on west 6th Street, helps feed the word of mouth that pushes customers to their bar. However, Woodrow's is incorporating a new element to its concept that aims to serve areas like Northwest Austin.

"Our concept now is that we're going into nice shopping developments where there's a void to be filled, where we can get big patio and outdoor space," Evans said.

Rather than building in new shopping developments The Hideout Pub's business plan is built on finding old and awkward locations to transform into neighborhood bars. The Hideout is now barely recognizable from its former life as a 7-11, and owners Brian Hyde and Marcos Canchola have managed to transform the location into a place where "everybody knows your name." Last month The Hideout outsold one of Hyde and Canchola's other locations, Barflys along Airport Boulevard, for the first time.

"Our downtown location, Mugshots on 7th Street, is always susceptible to the college market, and the service industry is always really impacted when the students leave. There's also more bars there, so people hop

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3. Cool River Café
• 4001 Parmer Lane • 835-0010
• 80s, 90s, Top 40
4. It's a Grind Coffeehouse
• 4005 W Parmer Lane • 296-1141
5. Kerbey Lane
• 12602 Research • 258-7757
• All genres
6. Mesa Ranch
• 8108 Mesa Drive • 853-9480
• Acoustic guitar, Country
7. North by Northwest
• 10010 N. Capital of Texas Hwy • 231-8157
• All genres except country
8. Outback Steakhouse
• 11600 Research Blvd. • 343-6333
• Jazz, Bluegrass, Fast Country, Cover Bands
9. Reed's Jazz & Supper Club
• 9901 N. Capital of Texas Hwy • 342-7977
• Blues, Jazz
10. Shenanigans Nightclub
• 13233 Pond Springs Road • 258-9717
• Blues, Rock, Karaoke
11. Triumph Café
• 3808 Spicewood Springs • 343-1875
• All genres
12. Water Tank Bar and Grill
• 7309 McNeil Road • 331-9831
• Blues, R&B, Rock, Karaoke

Bars & Clubs:

13. Tangerines
• 9721 Arboretum Blvd. • 795-6040
14. Anderson Mill Tavern
• 10401 Anderson Mill Road • 918-1599
15. Hideout Pub
• 12164 N MoPac Expressway • 821-9093
16. Parmer Lane Tavern
• 2121 W Parmer Lane • 339-4140
17. Rhinos N Jocks
• 13450 N Research Blvd. • 335-5625
18. Shining Moon Saloon
• 13125 Pond Springs Road • 219-0722
19. Little Woodrow's
• 6301 Parmer Lane • 918-2337
20. Opal Divine's Marina
12709 N MoPac Blvd. • 733-5353

Happy Hour:

21. Dave & Buster's
• 9333 Research Blvd. • 346-8015
22. Legends Sports Bar and Grill
• 8901 Business Park Drive • 634-3200
23. Kona Grill
• 11410 Century Oaks Terrace • 835-5900

Due to space limitations some locations may be omitted

from bar to bar and they don't really stay in one place," Canchola said.

The Hideout, open since April 2006, is also the only one of Canchola's bars that serves food. It was part of the location's zoning that alcohol alone could not be served there. However, Canchola's partner Brian Hyde has the bulk of his experience in food service, and he says that expanding

into serving food is just a natural progression if they plan to expand their bars into other neighborhoods.

"Both of our other locations are neighborhood bars. That's what we do; it's our business model. This area of Northwest Austin was just another neighborhood, and people have been responding to the idea of having a neighborhood bar."

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Tolled lanes ahead

CONTINUED FROM |1

put on the ground more quickly," Burford said. "The projects can happen today rather than 50 years from today. Some of the projects we have on the candidate list weren't even on the horizon because there was never enough money, and it would be a long time before we could save enough to build them."

Besides making the construction of roads go faster, privatization and tolling also helps with the disparity between what the state needs and what it can afford. According to Burford, the nation is in a funding crisis for roads.

"China is in a rebuilding renaissance and have capitalized most of the world's steel, so we're having trouble finding it for steel reinforcements," Burford said. "Also, when the cost of oil goes up, our costs skyrocket. We use a lot of fossil fuels in the process of road construction; there's fuel for freight and oil to make asphalt."

A portion of the money the federal government had allocated to state transportation organizations was rescinded, creating another major problem. Generally, the government authorizes the state to spend a certain amount it will reimburse. TxDOT set its series of projects according to the expected funding, but after Hurricane Katrina, the U.S. government had to juggle funds for the city's rebuilding and consequently lowered road funding by about \$6 million dollars, with more cuts to come.

And finally, as more people get cars that run more efficiently, the number of miles they put on the road versus how much gas they buy doesn't add up to enough funding in gas tax.

"The number of miles traveled on roads is over double what it was in the last 25 years," Burford said. "The number of miles of new highway to respond to that is almost nil. Demand is tremendously outstripping number of facilities. You just can't keep up."

Other options

One option for gaining additional money would be raising the state gas tax. Rep. Mike Krusee of Williamson County, who is on the CAMPO board and chairman of the House Committee on Transportation, actually submitted a bill to do this, but the legislature rejected the increase. In CAMPO's 2030 plan, it anticipates a gas tax increase, and includes \$1.1 billion in funding coming from the hike. The Texas gas tax is 20 cents, and has not been raised since 1991. Krusee attributes the rejection of the bill to legislators' fear of their constituents' reactions to higher taxes.

"Within two years when the legislature reconvenes, there will be a pretty clear example in difference in quality of life and prosperity between the north Austin area, where the toll roads are, and the areas south of Austin," Krusee said. "People's property value in the north will increase, and more jobs will be created."

Changes to toll roads

Although a newly signed bill, Senate Bill 792, puts a moratorium on new comprehensive development agree-

ments, such as the one signed with Cintra-Zachry for the Austin-area toll roads, it does not put a moratorium on toll roads altogether.

The bill gives more control over tolled projects to the local tolling authority in each area. In the Austin area this tolling authority is the Central Texas Regional Mobility Authority. Private companies can no longer sign agreements that allow them to fund, run and collect money from toll roads for the next 50 years, as is the case for Cintra-Zachry. SB 792 changes private companies' role more to that of a banker, which can give the money for the project but cannot collect tolls. The local toll authority is charged with collecting the tolls and paying the private investor.

"One of the problems with the new changes is that the regional mobility authorities may find private capital a little less excited to come in and act as a bank when they may have less control on their investment," Burford said. "Right now, pressure is on the investors to be efficient with

their construction and management of the toll roads. If they aren't allowed to do that, then they're just the bank, and the pressure is on TxDOT and the regional mobility authority to be efficient."

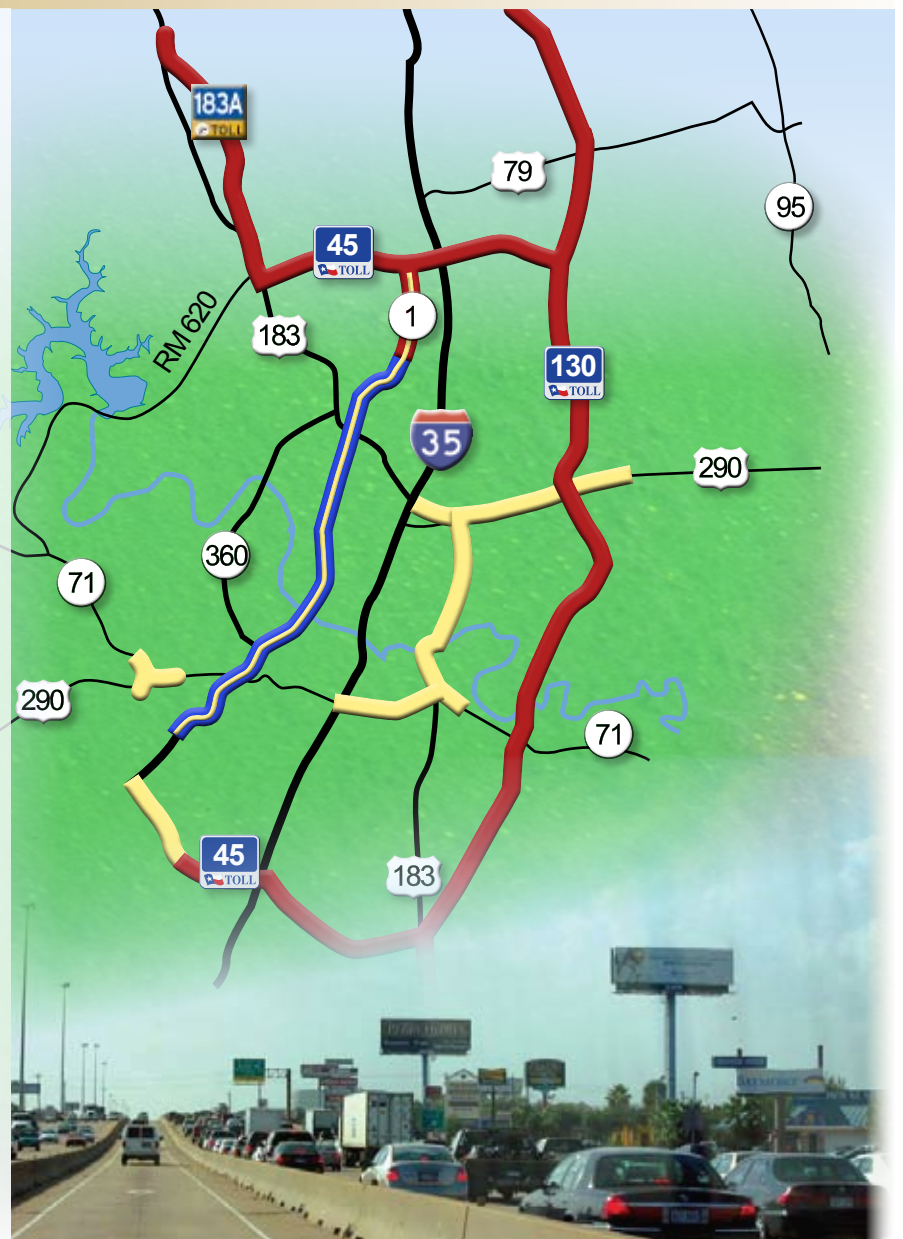
Any tolling projects that the local tolling authority would like to consider must be approved by TxDOT. In June, TxDOT released a list of 87 projects under consideration, eight of which are in Austin and follow CAMPO's phase two suggestions.

Krusee has long been an advocate of toll roads, and said the city has dragged their feet on their construction by doing lots of studies.

"Austin has basically had a self-imposed moratorium," Krusee said. "They've had the opportunity to build roads for years and haven't. Williamson County built their system of toll roads five years ago. And Austin hasn't chosen to build any yet. They've been in a CAMPO study mode for years now, all the studies keep coming out the same."

TOLL PROJECTS PROPOSED IN CAMPO 2030 PLAN AND IN TxDOT CANDIDATE PROJECTS

- PHASE 1 TOLLS**
- Toll 130**
Segment 3
US 290 to Hwy. 71 at Austin Bergstrom International Airport
Open late 2007
- Segment 4
Hwy. 71 to US 183 north of Mustang Ridge
Open late 2007
- Toll 45, southeast portion**
Construction is scheduled to begin this July. Completion could be as early as 2009
183 A Toll Loop 1 Toll Toll 45N.
- PHASE 2 TOLLS**
- Toll 45 S.W.**
IH 35 to MoPac
4 lane tollway
- US 290 E.**
East of US 183 to east of Toll 130
six lane tollway
- MoPac**
US 290 to 1 mile north main and frontage road with toll equipment
- US 290 W./Toll 71 W.**
US 290 to one mile north
six lane tollway
- US 183**
South of IH 35 to south of Toll 71
six lane tollway
- Toll 71 E.**
IH 35 S to east of Toll 130
six lane tollway
- US 290 E.**
East of US 183 to east of Toll 130
six lane tollway
- MoPac**
US 290 to 1 mile north main and frontage road with toll equipment
- PHASE 2 MANAGED LANES**
- MoPac**
Colorado River south to Toll 45
managed lanes
- MoPac**
Parmer Lane south to Colorado River
managed lanes



Source: TxDOT Candidate Toll Projects, CAMPO 2030 plan

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EDUCATION FOCUS

Round Rock ISD July 2007

RRISD bond update

The district has begun work on projects outlined in the four propositions in the 2006 bond approved by voters in November. Those projects include school maintenance and repair, new and updated technology and new school buildings. The money for projects listed are from the first bond sales, other projects will be funded from future sales.

The bond oversight committee met for the first time Jan. 4 with the school board's long-range planning committee. The oversight committee will continue to report to the long-range planning committee, and will also report quarterly to the school board.



Proposition One

Designed to address growth in the district, proposition one includes Sommers Elementary, a second elementary in Turtle Creek, a middle school and a high school, as well as the purchase of more buses, the design of the Teravista elementary and a redesign of Westwood and Round Rock high schools.

Estimated cost: \$161.5 million

Transportation project samples:

Project: The district set aside bond money to purchase 30 new buses. Ten have already been purchased. Money from proposition two was set aside to install digital cameras on buses between 2006 and 2008.

Expense: \$1.35 million

Camera expense from proposition two: \$89,600

Expected completion date: 2008

Renovation project samples:

Westwood High School

12400 Mellow Meadow Drive
Project: Campus Master Plan, determine how many and what type of classrooms are needed to meet graduation requirements and develop the master plan based on the summary of that meeting.

Expense: \$50,000

Expected completion date: August



Westwood High School's main entrance.

Project: Additions and renovations. Based on the information provided by the master plan below, design renovations and additions will be made on the campus.

Expense: \$100,661

Expected completion date: June 2008

Proposition Two

Designed to address major renovation projects throughout the district, proposition two includes money to fund heating, ventilating, air-conditioning and cooling systems, flooring projects, alarm systems and technology and bus upgrades.

Estimated cost: \$76 million

Elementary school project samples:

Caraway Elementary

11104 Oak View Drive
Project: Heating, ventilation, air-conditioning and cooling system upgrades. This project includes renovations and cleaning to the HVAC system in the kitchen and other areas.

Expense: \$355,550

Expected completion date: August

Spicewood Elementary

11601 Olson Drive
Project: Flooring projects, including the replacement of carpet and vinyl tile.

Expense: \$174,000

Expected completion date: August

Middle school project samples:

Deerpark Middle School

8849 Anderson Mill Road
Project: Heating, ventilation, air-conditioning and cooling system projects.

Expense: \$875,876

Expected completion date: October

Grisham Middle School

10805 School House Lane
Project: Heating, ventilation, air-conditioning and cooling system replacement including the replacement of duct work and new units.

Expense: \$434,200

Expected completion date: August

High school project samples:

McNeil High School

5720 McNeil Road
Project: Replacing fire alarm system.

Expense: \$540,000

Expected completion date: February 2008

McNeil High School

Project: Replace the public address system, bell system and clock.

Expense: \$418,500

Expected completion date: February 2008

Westwood High School

Project: Install security cameras and lights, this project is being coordinated with the schools master plan outlined in proposition one.

Expense: \$240,000

Expected completion date: August 2009

Proposition Three

Designed to fund the construction of a new elementary school in the Teravista subdivision. Money for the schools design was granted in proposition two.

Project: New elementary in Teravista subdivision

Expense: \$18,340,133

Expected completion date: August 2008



Rendering of the elementary site at Teravista.

Proposition Four

Designed to fund the expansion of technology used to improve the education process. Also included was money allocated to bring in data projectors and response devices for all middle and elementary schools. Proposition four would also allow campuses to add technology that would take advantage of the data projectors.

Estimated cost: \$9 million

Project samples:

McNeil High School

Project: Intelligent Classroom Project*

Expense: \$400,000

Expected completion date: Spring 2008

Westwood High School

Project: Intelligent Classroom Project*

Expense: \$400,000

Expected completion date: Spring 2008

*The intelligent classroom includes the addition of ceiling-mounted data projectors, 32 notebook computers, document cameras and individual response devices, similar to technology used to do audience polling on television. There are currently 32 intelligent classrooms at the high school level. The bond money would pay for an additional 32, eight in each high school.



Source: Round Rock ISD School Community Relations, Ed Zaiontz, RRISD executive director of management information services, www.roundrockisd.org

ROUND ROCK

STONY POINT HIGH SCHOOL*



1801 Bowman Road
Round Rock • 428-7000
www.roundrockisd.org/stonypoint

Principal: Albert Hernandez

Open Since: 1999

Total Students: 2,091

2006 Teacher/Student Ratio: 16.5

2006 Economically Disadvantaged: 31.9%

2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores

Grade 10: English Language Arts 88%, Math 68%

Grade 11: English Language Arts 94%, Math 81%

ROUND ROCK HIGH SCHOOL*



300 Lake Creek Drive
Round Rock • 464-6000
www.roundrockisd.org/rrhs

Principal: Walter Mark Gesch

Open Since: 1913

Total Students: 2,333

2006 Teacher/Student Ratio: 16.1

2006 Economically Disadvantaged: 22.4%

2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores

Grade 9: Reading 88%, Math 63%

Grade 10: English Language Arts 91%, Math 77%

Grade 11: English Language Arts 96%, Math 88%

MCNEIL H



STONY POINT 9TH GRADE CENTER*

1901 Sunrise Road
Round Rock • 424-8800
www.roundrockisd.org/sphs9

Principal: Albert Hernandez

Open Since: 2002

Total Students: 836

2006 Teacher/Student Ratio: 13.5

2006 Economically Disadvantaged: 32.8%

2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores

Grade 9: Reading 92%, Math 71%

Not indicated on boundary map

C.D. FULKES MIDDLE*

300 West Anderson Ave.
Round Rock • 428-3100
www.roundrockisd.org/cdfulkes

Principal: Nancy Guerrero

Open Since: 1939

Total Students: 711

2006 Teacher/Student Ratio: 12.6

2006 Economically Disadvantaged: 59.1%

2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores

Grade 6: Reading 87%, Math 71%

Grade 7: Reading 78%, Math 72%

Grade 8: Reading 80%, Math 61%

HOPEWELL MIDDLE SCHOOL*

1535 Gulf Way
Round Rock • 464-5200
www.roundrockisd.org/hopewell

Principal: Anthony Watson

Open Since: 2002

Total Students: 1,478

2006 Teacher/Student Ratio: 15.5

2006 Economically Disadvantaged: 37.5%

2006 Accountability Rating: Recognized

2007 TAKS Scores

Grade 6: Reading 95%, Math 86%

Grade 7: Reading 88%, Math 79%

Grade 8: Reading 90%, Math 72%

CHISHOLM TRAIL MIDDLE*

500 Oakridge Drive
Round Rock • 428-2500
www.roundrockisd.org/chisholmtrail

Principal: Diana Negrete

Open Since: 1981

Total Students: 1,028

2006 Teacher/Student Ratio: 17.0

2006 Economically Disadvantaged: 25.1%

2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores

Grade 6: Reading 90%, Math 85%

Grade 7: Reading 90%, Math 83%

Grade 8: Reading 89%, Math 75%

RIDGEVIEW MIDDLE SCHOOL

2000 Via Sonoma Trail
Round Rock • 424-8400
www.roundrockisd.org/ridgeview

Principal: Holly Galloway**

Open Since: 2001

Total Students: 1,233

2006 Teacher/Student Ratio: 15.9

2006 Economically Disadvantaged: 20.9%

2006 Accountability Rating: Recognized

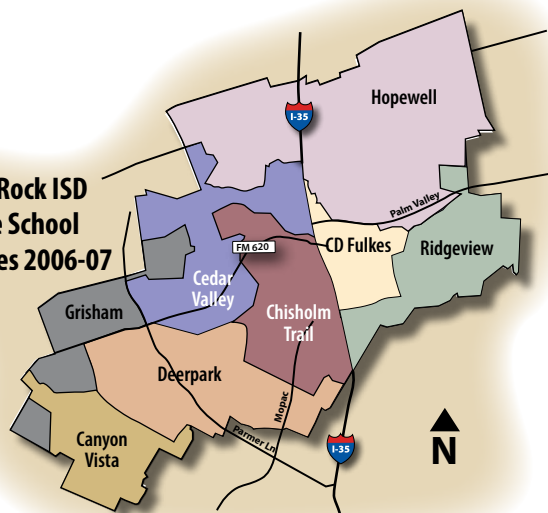
2007 TAKS Scores

Grade 6: Reading 95%, Math 93%

Grade 7: Reading 91%, Math 83%

Grade 8: Reading 94%, Math 82%

**Round Rock ISD
Middle School
Boundaries 2006-07**



ANDERSON MILL ELEMENTARY

10610 Salt Mill Hollow
Austin
428-3700
www.roundrockisd.org/andersonmill

Principal: Rebecca Lavender

Open Since: 1977

Total Students: 364

2006 Teacher/Student Ratio: 14.7

2006 Economically Disadvantaged: 57.6%

2006 Accountability Rating: Recognized

2007 TAKS Scores

Grade 3: Reading 98%, Math 88%

Grade 4: Reading 87%, Math 88%

Grade 5: Reading 93%, Math 87%

CANYON CREEK ELEMENTARY

10210 Ember Glen Drive
Austin
428-2800
www.roundrockisd.org/canyoncreek

Principal: Eleece Moffatt

Open Since: 1998

Total Students: 581

2006 Teacher/Student Ratio: 15.0

2006 Economically Disadvantaged: 2.9%

2006 Accountability Rating: Exemplary

2007 TAKS Scores

Grade 3: Reading 100%, Math 98%

Grade 4: Reading 99%, Math 99%

Grade 5: Reading 100%, Math 100%

ROUND ROCK ISD:

STATE

DISTRICT

DISTRICT SCORES BY GRADE

2007 Preliminary TAKS Results

	2006	2007
Reading	87%	93%
Math	75%	86%
Writing	91%	95%
Science	70%	85%
Social Studies	87%	94%

3: Reading 97% • Math 91%

4: Reading 92% • Math 93%

5: Reading 95% • Math 96%

6: Reading 95% • Math 88%

7: Reading 91% • Math 86%

8: Reading 92% • Math 81%

9: Reading 93% • Math 76%

10: English Language Arts 92% • Math 79%

11: English Language Arts 96% • Math 89%

2006 STATISTICS

STATE

DISTRICT

Economically Disadvantaged:	55.6%	24.9%
Limited English Proficient (LEP):	15.8%	7.4%
Teacher/Student Ratio:	14.9	14.9
Average Years Experience of Teachers:	11.5	10.8
Average Actual Salaries, Teachers:	\$41,744	\$42,141

TOTAL STUDENTS: 39,079

SPICEWOOD ELEMENTARY

11601 Olson
Austin
428-3600
www.roundrockisd.org/spicewood

Principal: Beth June

Open Since: 1974

Total Students: 696

2006 Teacher/Student Ratio: 15.1

2006 Economically Disadvantaged: 8.0%

2006 Accountability Rating: Exemplary

2007 TAKS Scores

Grade 3: Reading 100%, Math 97%

Grade 4: Reading 99%, Math 98%

Grade 5: Reading 98%, Math 100%

WELLS BRANCH ELEMENTARY

14650 Merriltown Dr.
Austin
428-3400
www.roundrockisd.org/wellsbranch

Principal: Belinda Cini

Open Since: 1985

Total Students: 835

2006 Teacher/Student Ratio: 15.5

2006 Economically Disadvantaged: 39.2%

2006 Accountability Rating: Recognized

2007 TAKS Scores

Grade 3: Reading 92%, Math 83%

Grade 4: Reading 92%, Math 95%

Grade 5: Reading 95%, Math 95%

SD

IGH SCHOOL

5720 McNeil Road
Austin • 464-6300
www.roundrockisd.org/mcneil

Principal: Cindy Doty
Open Since: 1992
Total Students: 2,662
2006 Teacher/Student Ratio: 16.0
2006 Economically Disadvantaged: 14.1%
2006 Accountability Rating: Academically Acceptable
2007 TAKS Scores
Grade 9: Reading 95%, Math 80%
Grade 10: English Language Arts 91%, Math 78%
Grade 11: English Language Arts 96%, Math 91%

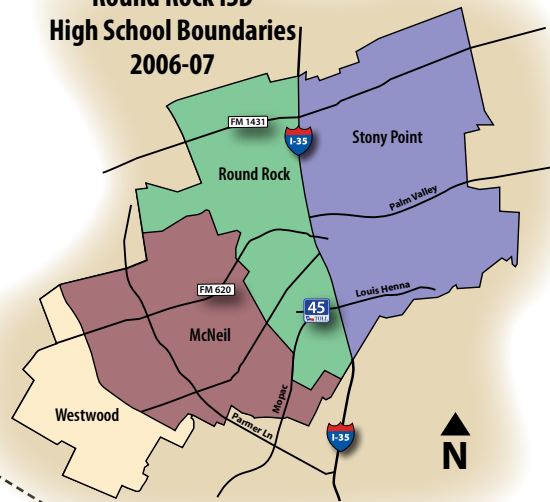
WESTWOOD HIGH SCHOOL



12400 Mellow Meadow Drive
Austin • 464-4000
www.roundrockisd.org/westwood

Principal: Rebecca Donald
Open Since: 1981
Total Students: 2,511
2006 Teacher/Student Ratio: 17.2
2006 Economically Disadvantaged: 7.9%
2006 Accountability Rating: Recognized
2007 TAKS Scores
Grade 9: Reading 97%, Math 93%
Grade 10: English Language Arts 97%, Math 94%
Grade 11: English Language Arts 99%, Math 97%

Round Rock ISD High School Boundaries 2006-07



CEDAR VALLEY MIDDLE*

8139 Racine Trail
Austin • 428-2300
www.roundrockisd.org/cedarvalley

Principal: Jane Miller
Open Since: 1991
Total Students: 1,390
2006 Teacher/Student Ratio: 12.8%
2006 Economically Disadvantaged: 16.4
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 6: Reading 98%, Math 91%
Grade 7: Reading 96%, Math 92%
Grade 8: Reading 96%, Math 91%

DEERPARK MIDDLE SCHOOL

8849 Anderson Mill Road
Austin • 464-6600
www.roundrockisd.org/deepark

Principal: Toni Hicks
Open Since: 1986
Total Students: 1,043
2006 Teacher/Student Ratio: 14.4
2006 Economically Disadvantaged: 28.9%
2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores
Grade 6: Reading 98%, Math 85%
Grade 7: Reading 93%, Math 90%
Grade 8: Reading 94%, Math 82%

GRISHAM MIDDLE SCHOOL

10805 School House Lane
Austin • 428-2650
www.roundrockisd.org/gms

Principal: Mary Brinkman
Open Since: 1976
Total Students: 740
2006 Teacher/Student Ratio: 14.1
2006 Economically Disadvantaged: 19.8%
2006 Accountability Rating: Academically Acceptable

2007 TAKS Scores
Grade 6: Reading 96%, Math 90%
Grade 7: Reading 91%, Math 88%
Grade 8: Reading 94%, Math 82%

CANYON VISTA MIDDLE SCHOOL

8455 Spicewood Springs Road
Austin • 464-8100
www.roundrockisd.org/canyonvista

Principal: Lisa Napper
Open Since: 1984
Total Students: 1,043
2006 Teacher/Student Ratio: 16.6
2006 Economically Disadvantaged: 6.3%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 6: Reading 99%, Math 98%
Grade 7: Reading 99%, Math 97%
Grade 8: Reading 98%, Math 97%

CARAWAY ELEMENTARY

11104 Oak View Drive
Austin
464-5500
www.roundrockisd.org/caraway

Principal: Shelly Hohmann
Open Since: 1978
Total Students: 492
2006 Teacher/Student Ratio: 12.8
2006 Economically Disadvantaged: 7.6%
2006 Accountability Rating: Exemplary

2007 TAKS Scores
Grade 3: Reading 100%, Math 97%
Grade 4: Reading 99%, Math 99%
Grade 5: Reading 99%, Math 97%

FOREST NORTH ELEMENTARY

13414 Broadmeade Ave.
Austin
464-6750
www.roundrockisd.org/forestnorth

Principal: Mary Patterson
Open Since: 1977
Total Students: 721
2006 Teacher/Student Ratio: 14.3
2006 Economically Disadvantaged: 14.7%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 3: Reading 99%, Math 92%
Grade 4: Reading 92%, Math 89%
Grade 5: Reading 98%, Math 100%

JOLLYVILLE ELEMENTARY

6720 Corpus Christi
Austin
428-2200
www.roundrockisd.org/jollyville

Principal: Liz Sims
Open Since: 1992
Total Students: 530
2006 Teacher/Student Ratio: 11.5
2006 Economically Disadvantaged: 27.1%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 3: Reading 100%, Math 91%
Grade 4: Reading 88%, Math 93%
Grade 5: Reading 97%, Math 97%

LAUREL MOUNTAIN ELEMENTARY

10111 D.K. Ranch Road
Austin
464-4300
www.roundrockisd.org/laurelmountain

Principal: Jan Richards
Open Since: 1985
Total Students: 767
2006 Teacher/Student Ratio: 16.4
2006 Economically Disadvantaged: 5.8%
2006 Accountability Rating: Exemplary

2007 TAKS Scores
Grade 3: Reading 100%, Math 100%
Grade 4: Reading 97%, Math 99%
Grade 5: Reading 100%, Math 100%

LIVE OAK ELEMENTARY

8607 Anderson Mill Road
Austin
428-3800
www.roundrockisd.org/liveoak

Principal: Shelly Hall Fisher
Open Since: 1977
Total Students: 457
2006 Teacher/Student Ratio: 10.3
2006 Economically Disadvantaged: 34.5%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 3: Reading 98%, Math 87%
Grade 4: Reading 88%, Math 86%
Grade 5: Reading 93%, Math 93%

POND SPRINGS ELEMENTARY

7825 Elk Horn Mountain Trail
Austin
464-4200
www.roundrockisd.org/pondsprings

Principal: Kristina Snow
Open Since: 1854
Total Students: 717
2006 Teacher/Student Ratio: 13.8
2006 Economically Disadvantaged: 20.4%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 3: Reading 99%, Math 96%
Grade 4: Reading 93%, Math 91%
Grade 5: Reading 98%, Math 96%

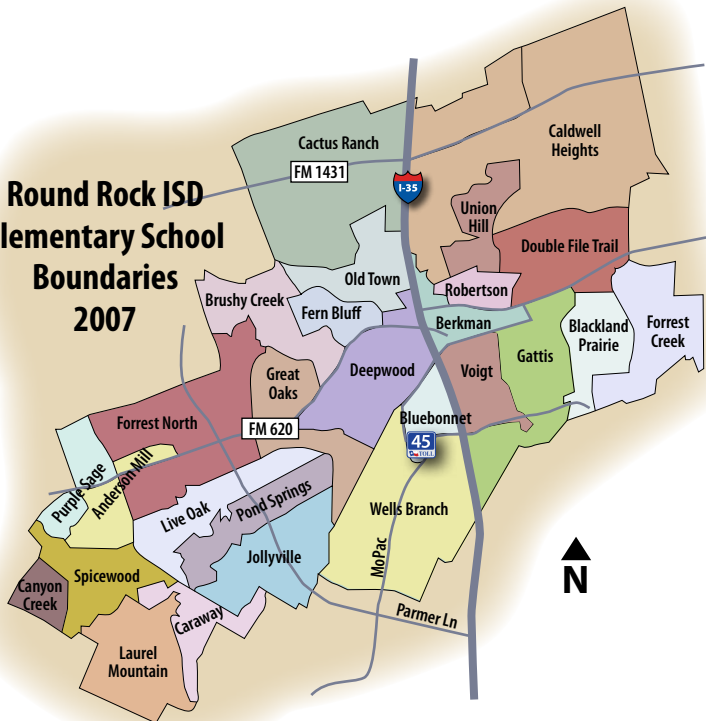
PURPLE SAGE ELEMENTARY

11801 Tanglebriar Trail
Austin
428-3500
www.roundrockisd.org/purplesage

Principal: Jolynn Schwing
Open Since: 1981
Total Students: 408
2006 Teacher/Student Ratio: 12.7
2006 Economically Disadvantaged: 36.4%
2006 Accountability Rating: Recognized

2007 TAKS Scores
Grade 3: Reading 96%, Math 91%
Grade 4: Reading 84%, Math 87%
Grade 5: Reading 90%, Math 98%

Round Rock ISD Elementary School Boundaries 2007



* Schools outside Northwest Austin distribution area. Included in the Round Rock/Pflugerville August issue online Aug. 3.

** New principals this fall

Source: www.roundrockisd.org, www.tea.state.tx.us, RRISD Community Relations Department

CALDWELL HEIGHTS ELEM*

4010 Eagles Nest St.
Round Rock, TX 78664
428-7300
www.roundrockisd.org/caldwellheights

CACTUS RANCH ELEM*

2901 Golden Oak Circle
Round Rock, TX 78664
424-8000
www.roundrockisd.org/cactusranch

DEEP WOOD ELEM*

705 St. Williams Drive
Round Rock, TX 78664
464-4400
www.roundrockisd.org/deepwood

DOUBLE FILE TRAIL*

2400 Chandler Creek Blvd.
Round Rock, TX 78664
428-7400
www.roundrockisd.org/doublefiletrail

BERKMAN ELEMENTARY*

400 West Anderson Ave.
Round Rock, TX 78664
464-8250
www.roundrockisd.org/berkman

BLUEBONNET ELEM*

1010 Chisholm Valley Drive
Round Rock, TX 78664
428-7700
www.roundrockisd.org/bluebonnet

BRUSHY CREEK ELEM*

3800 Stonebridge Drive
Round Rock, TX 78681
428-3000
www.roundrockisd.org/brushycreek

BLACKLAND PRAIRIE*

2105 Via Sonoma Trail
Round Rock, TX 78664
424-8600
www.roundrockisd.org/bkldprairie

FERN BLUFF ELEMENTARY*

17815 Park Valley Drive
Round Rock, TX 78664
428-2100
www.roundrockisd.org/fernbluff

FOREST CREEK ELEM*

3805 Forest Creek Drive
Round Rock, TX 78664
464-5350
www.roundrockisd.org/forestcreek

GATTIS ELEMENTARY*

2920 Round Rock Ranch
Round Rock, TX 78664
428-2000
www.roundrockisd.org/gattis

GREAT OAKS ELEM*

16455 Great Oaks Drive
Round Rock, TX 78664
464-6850
www.roundrockisd.org/greatoaks

OLD TOWN ELEMENTARY*

2200 Chaparral Drive
Round Rock, TX 78664
428-7600
www.roundrockisd.org/oldtown

ROBERTSON ELEM*

1415 Bayland St.
Round Rock, TX 78664
428-3300
www.roundrockisd.org/robertsn

UNION HILL ELEMENTARY*

1511 Gulf Way
Round Rock, TX 78664
424-8700
www.roundrockisd.org/unionhill

XENIA VOIGT ELEM*

1201 Cushing Drive
Round Rock, TX 78664
428-7500
www.roundrockisd.org/xeniavoigt

Historical Impact

Louisa finds her suitor, slayer in the city

By KAREN R. THOMPSON

One hundred and five years ago this month, the communities of Pond Springs and Rutledge were shocked to learn that the talented young Louisa Antoinette Petri had been murdered in Houston. Her body was being sent home by train, and she was buried in the Pond Springs Cemetery.

The July 1, 1902, front page headline of the *Houston Daily Post* read: MURDER AND SUICIDE ON MAIN STREET LAST NIGHT. The story opened with "Miss Louisa Petri was shot dead. W. A. King, her suitor and slayer, then sent two bullets crashing through his own head."

By age 24, Louisa Petri, a handsome blonde, had set her heart on a career in music.

Born in Düsseldorf, Germany, she was the first child of Charles and Clara Petri. Charles was formally educated and served in the German military. In 1881 the Petri's, including 4-year-old Louisa immigrated to Texas. In Texas, Clara gave birth to three sons, Arthur Otto, Charles, and Edward Emil.

Charles built a store at the newly laid railroad track and station of Rutledge. He operated the store where his German sword was mounted on the wall. Clara Petri was postmistress of the Rutledge Post

Office from September 21, 1900 until her death on May 14, 1908.

Louisa attended the best girls school in Austin, where she studied music and piano. At home, across the railroad tracks, passersby could hear her practicing the piano.

Louisa moved to Houston in the late 1890s, even though the town was known to be "wild." She became the proprietress of a lodging house at 608 Main Street.

According to the newspaper, "She was highly recommended by prominent citizens of Houston who knew the family to which she belonged. She was very particular of persons who obtained lodging in her house."

W.A. King, a 32-year-old salesman, roomed at Louisa's boarding house, and had fallen desperately in love with her. He was noted as a quarrelsome person given to threats of killing himself or others.

The *Daily Post* story continues, "A tragedy occurred last night about 11:15 o'clock in a hallway of the lodging house at 608 Main Street. Miss Louisa Antoinette Petri....was shot and instantly killed by W. A. King....the man was insanely jealous and being enraged by some action or remark... he drew a 38 caliber Smith & Wesson revolver and fired point blank at Miss Petri, the bullet entering the neck just below the

left jaw and causing instant death. As the woman fell dead, the murderer took a step backward and placing the revolver to his own head fired two shots in quick succession. Both bullets entered the head just above the right ear, ranged upward and passed out near the top of the head."

Clara had taken out a \$2,000 life insurance policy on Louisa when she moved to the "wild" city of Houston. As it turned

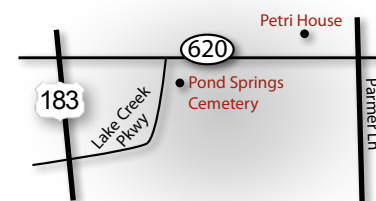
out, unhappily, she spent the insurance money to buy a tombstone for her only daughter.

Clara died six years later, never getting over the death of Louisa. She left her room just as it was when Louisa was home playing the piano.

The wooden Petri home was abandoned after Charles' death. When I first visited the site 40 years ago, the rats had eaten all the ivory off the piano keys and the roof had fallen in on much of the house.



Louisa Petri's house near Pond Springs still stands near Parmer Lane and RM 620.



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GEORGETOWN
922-F NORTH AUSTIN AVE.

PFLUGERVILLE
15108 FM 1825

ROUND ROCK
1000 SOUTH MAYS ST.

SAN MARCOS
1204 THORPE LANE

HUTTO
409 W. FRONT ST.

BEE CAVE
3600-D RR 620



*\$100 minimum daily balance
(\$1.00 monthly fee if below \$100)

Regional Impact

ABRIDGED STORIES FROM OUR OTHER PUBLICATIONS' RECENT ISSUES

Legislature funds new med school

BY CHRISTI SNOW

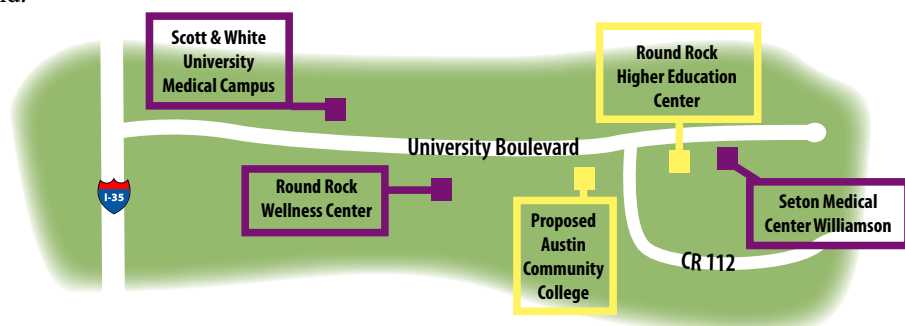
The Texas Legislature dedicated \$9 million to Texas A&M University recently to support a medical school in Round Rock. Anticipated to open in 2009, the campus will eventually support 100 students in their third and fourth years of studies as they complete clinicals.

Rep. Dan Gattis, who represents Round Rock, said he recommended the idea last year when the university approached him about expanding its medical program.

"If you look to the growth and where the needs will be, Williamson County is either the first or second fastest growing area," he said.

Texas A&M's College of Medicine students take two years of courses in College Station, then complete clinical studies at the Scott & White hospital in Temple. The match made sense, Gattis said, because of the school's relationship with Scott & White, which is opening its Round Rock location on University Boulevard this year.

Texas A&M is exploring building a physical campus, but it is not the priority, said Jenny Young, vice president of governmental affairs at Texas A&M Health Science Center. The initial \$9 million will finance administration costs. In future legislative sessions, Young said Texas A&M will try to acquire additional funds for facilities.



Behind the scenes

Sen. Steve Ogden, Rep. Mike Krusee and Rep. Dan Gattis, all three powerful representatives at the state level in the Williamson County area, worked together to have funding for a Round Rock medical school in the legislative session's House Appropriations Bill.

Both A&M, based in College Station, and the University of Texas, based in Austin, have expressed interest in creating a medical school in the Central Texas region. So Gattis approached both about their plans.

A&M planned to put their med school in Temple, the home of Scott & White. UT had no immediate plans and weren't yet ready to pursue the med school.

Unwilling to wait, the focus of Krusee, Gattis and Ogden turned to A&M.

Gattis argued that A&M shouldn't go to Temple when the growth is in Round Rock, but also that the big advances now are in biotechnology and bioscience and Round Rock is a hub for both of these. Sometimes it can be hard for a student to get the required amount of experience he needs before graduating and the number of medical facilities in the area would help.

Part of Ogden, Gattis and Krusee's compromise with UT was that A&M's medical school would stay in the Round Rock boundaries, offering UT a chance at their own school.

During the last several years, University Boulevard has evolved with medical and support growth. It was this boom development that attracted education leaders, according to Jenny Young, vice president of governmental affairs at Texas A&M Health Science Center.

Mall gets facelift ahead of other retail projects

BY RACHEL YOUNG

In the coming months, Lakeline Mall will see a series of improvements to give the 12-year-old mall a facelift. A young competitor is nipping at its heels for Cedar Park shoppers.

When the 1890 Ranch development opens in October, it will not only be new, it will also be adding to the Cedar Park tax base; Lakeline does not.

"It certainly behooves us to make a strong case that when 1890 Ranch opens up, the city and the chamber of commerce hammer home the point to Cedar Park shoppers that dollars spent locally make quality of life higher," said Cedar Park Economic Development Director Phil Brewer.

Although Lakeline has a Cedar Park mailing address, the \$16 million it generates annually in sales tax goes to the City of Austin.

Commercial property is particularly important to Cedar Park because it is landlocked. All of its ETJ has been used, so the city must find ways to gain sales tax revenue.

Lakeline facelift

Many of Simon's renovations are aimed at giving Lakeline a more high-end appeal. On the retail side, Lakeline has recently added new specialty shops such as the clothing store Hollister and Co., cosmetics store Perfumania and an IBC bank.

The mall overhaul includes the redesign of the center court, located on the first floor below the food court, and three of the entrances and new flooring throughout.

A "signature" 2,300 sq. ft. family restroom with nursing

lounges and infant changing rooms will be added.

"The main reason for the renovation was that the mall was built in 1995 and the trade area here experienced tremendous growth," Mark O'Malley, Simon's area director of strategic mall marketing, said. "Our customer base has also grown more affluent and has higher expectations."

Changes over time

In 1995, Simon's studies showed the area's average household income to be \$51,000. Nine years later, the average household income in Cedar Park jumped to \$78,314, according to city records.

The population of the area has increased from 5,161 in 1990 to 48,139 in 2005, according to census numbers, not to mention the growth of nearby cities such as Austin and Round Rock.

The improved transportation options with the opening of Toll 45 and 183A Toll have also driven more traffic to the mall, O'Malley said.

While Brewer doesn't expect 1890 Ranch to compete with Lakeline's high-end shopping and department stores, the two shopping centers will have some similar offerings, such as PetSmart, OfficeMax and a movie theater.

The 1890 Ranch will be comparable in size to Lakeline, offering about 900,000 sq. ft. to Lakeline's 1.1 million.

"Even though we don't gain the tax dollars from Lakeline, it certainly provides a shopping venue of which the citizens take advantage. When 1890 opens, more of the sales tax dollars that have been going into Austin will end

Lakeline Mall makeover

Simon Property Group began a series of renovations on the 12-year-old Lakeline Mall this month. Construction is expected to be finished by mid 2008.

JCPenney entrance

Food court entrance

Other renovations:

- Redesign of the food court
- New tile and carpeting
- 2,300 sq. ft. family restroom with nursing room and lounge
- Renovation of upper level restrooms
- Enhancement of elevators and escalators

up staying in Cedar Park," Brewer said. "We'll be able to recapture sales tax dollars that have been going out of our community for the past 12 years."

Cedar Park's tax base continues to increase as the community grows. Retail tax dollars are up 20 percent from last year, according to finance director Joyce Herring.



Farmers Market

Round Rock Farmers Market gathers local growers to sell produce at the City Hall parking lot.



Bikes for children

Tino Hernandez rallies the Round Rock and Pflugerville community to raise money for bikes and meals for needy children.

Other stories

www.impactnews.com

Historical art

Artist hand draws historical Texas maps.



Hot diggity dog

California natives bring hot dog franchise east to Cedar Park.





Girlstart makes fun of math and technology

BY KATHERINE KENNEDY

The backyard to Girlstart is a large, fenced-in activity center with a "dream garden" in the back. For the garden, each girl paints her dream on a rock and plants it in the sand to watch it "grow." The girls' dreams range from becoming an astronaut or cop to finding cures for the sick to believing in themselves.

The entire building is designed using trends that appeal to young girls and interest them in the subjects of science, technology, engineering and math (STEM), which is the mission of Girlstart.

"There are few women in these fields. Only one third of Computer Science degrees go to women," Girlstart founder Rachel Muir said. "These fields touch our world and change our lives. We are creating an experience that not only puts math, science and technology within reach, but enables young women to embrace it. To be successful at empowering girls in these fields, we keep everything relevant and exciting."

Girlstart will be celebrating its tenth anniversary in September. Muir said that when she started Girlstart, technology was gaining momentum and flourishing, but girls weren't getting the education they would need to work in the field.

The organization, which last year served more than 1,000 girls and close to 1,000 teachers, offers day camps,

summer camps and after-school programs. Their STEM lessons go far beyond the traditional flash cards and calculators.

Classes like Hermione's Science Sampler, a Harry-Potter themed class teaching herbology, or Anchor Girl, where campers direct, produce and star in their own newscast, capture girls' attention.

Girlstart is different from other non-profit organizations because of its specific mission, according to Muir. She said its clear mission of empowering young girls in STEM is easy to understand and people get it.

"Our core audience is middle school girls, but we serve elementary and high school girls as well. We have had a tremendous impact with the girls so far," Muir said. "Interest in math, science and technology fields was increased in 96% of our girls. It is critical to get young girls to take algebra early."

Muir said 77% of three-year participants in the Girlstart program take algebra before high school. This opens opportunities to advanced STEM classes in high school and getting a degree in these fields in college.

She hopes Girlstart will become the most successful program to empower girls in the STEM fields. She wants girls to know that being smart is cool.

"Our number one goal is for the girls to have fun."

We want to show them that math, science and technology can be fun," Muir said. "We hope the girls will do better in these fields and will take advantage of every opportunity because of the strong foundation we have provided."



Middle school girls design web pages at Girlstart.



MUIR'S AWARDS:

- Named as one of Austin's Most Loved Women in 2005 by Austin Monthly magazine and a finalist for the 2004 Ethics in Business Awards.

- Recipient of Oprah's Use Your Life Award.
- Featured on the "Today" show and named in Fast Company magazine as one of the "Fast 50" Leaders in Innovation.

- A finalist in the 2002 Ernst & Young Entrepreneur of the Year Awards.

Rachel Muir, Girlstart founder



Girlstart
1400 W. Anderson Lane
916-4775
www.girlstart.org

Town & Country Optimist Club

The Town and Country Optimist Club is registering kids for the Fall youth sports seasons for **Baseball, Softball, Soccer, Football/ Cheerleading, Volleyball and Miracle League baseball.** Miracle League for special needs kids will be played on our new Miracle League field. T&C, a non-profit organization, operates a 90+ acre youth sports complex in Northwest Austin with convenient access from Hwy 183, 620, Anderson Mill Rd and Parmer Lane. Registration is encouraged in July on-line by visiting the T&C Website at www.townandcountryoptimist.org.

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Jesus Chavez, Round Rock ISD Superintendent



Family: Married, two sons ages 21 and 12

Education: Bachelor of Science in elementary education, University of Texas, Austin; Master of Education, Pan American University; Doctorate in Education Administration, University Texas, Austin.

Contact information: 464-5022, superintendent_rrisd@roundrockisd.org

Jesus Chavez compares himself as a child to the young Albert Einstein. Like Einstein, he said he was not a model student until a teacher reached out and believed in him. He went on to become the first member of his family to attend college. The challenges in his youth may have helped him with some of the challenges in his first full year as superintendent where he oversaw the passage of a new bond package.

Q&A

Q. How did your time spent teaching help you to be a better superintendent?

A. I worked at a school in Brownsville in a very poor area, not just in the city but in the state, so I quickly learned there's a lot of need for schools to do a good job giving students the necessary help to succeed. I had very smart kids, but there were language barriers. I started as a third grade bilingual teacher but half of my class, if not more, didn't speak English. We had the challenge of not just teaching them the English language, but teaching them the content as well and making sure we gave them the skills necessary to be successful in elementary school, middle school, high school and life.

Q. What is distinctive about the Round Rock school district?

A. I think it's the balance we have. We're known for our strong academic focus, but we have very strong programming all across our district for fine arts. It's not uncommon to see Round Rock bands and orchestras performing at a number of state functions and we see high recognition for our athletic program. I encourage students to do well academically, but to be well-rounded and to participate in some of the activities we have available, whether it be in fine arts, athletics or the community.

Q. What are you most excited about in the bond package?

A. Relief of overcrowding, particularly at the elementary level. I know we have several very severely overcrowded situations, but with the coming of new schools those areas

will be relieved. We're building a new high school for 2010. It will offer relief to Stony Point and McNeil, which will be very crowded very soon.

Q. How were you feeling in November during the bond election?

A. It was very nerve wracking to wait for results. I was hopeful that the community would see the need and understand that we were going to be good stewards of the district and be financially responsible to them and spend the bond dollars as they recommended. We have four schools under construction and a high school under design. We hope to see the sale of additional bonds this January for construction dollars for the high school and get into implementing some of the technology needs we have.

Q. There are a lot of elements to being a superintendent. What's your favorite?

A. My favorite part of the job is being in the schools. It keeps you grounded and re-energizes you. It makes you realize all the other elements of the job are important because that's what the ultimate work is about: the education that takes place in classrooms and schools.

Q. If you had an unlimited budget, what are the first things you would do?

A. Across the state we need to improve math and science so I'd put additional dollars toward improving those two areas with hands-on materials, curriculum training, technology and enrichment extension opportunities before and after school.

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