

University of Houston Clear Lake

Archives and Special Collections

CLA-9

Clear Lake Area Chamber of Commerce Records

[Clear Lake Area Collection]

Collection Number: CLA-9

Title: Clear Lake Area Chamber of Commerce Records

Dates: 1963-2003, undated

Creator: Clear Lake Area Chamber of Commerce Records

Abstract

The Clear Lake Area Chamber of Commerce Records is composed of newsletters, magazines, newspaper issues, newspaper clippings, scrapbooks, photographs, promotional booklets, and miscellaneous materials, created or compiled by the Clear Lake Area Chamber of Commerce (CLACC) of the coastal Bay Area of Houston, Texas, region. Dating from the 1960s through the early 2000s, the materials document important business and community developments for the Clear Lake Area, that includes the following communities: port of Houston, Clear Lake Shores, El Lago, Kemah, League City, Nassau Bay, Seabrook, Taylor Lake Village, and Webster. In most cases, the information in these records is unavailable anywhere in the United States.

The majority of the collection is composed of CLACC newsletters and magazines published between 1967 and 2003. These publications document the roles and activities of CLACC in the coastal Houston region, as well as providing community and business history during this period. New CLACC board members, new CLACC programs and activities, new local businesses, and general community information are included in these publications. One of the largest sets of materials in the collection are different types of scrapbooks created by the Clear Lake Area Chamber of Commerce between 1963 and 1986. An interesting series of scrapbooks were referred to as “Economic Growth Announcements Scrapbooks.” These mostly contain newspaper clippings, community profiles, and miscellaneous materials, about various aspects of local Clear Lake Area events, CLACC happenings, and local history columns published in the *Clear Lake Citizen* newspaper between 1967 and 1976.

The most important scrapbooks are those created by CLACC from 1963 to 1986, that are largely composed of newspaper clippings and photographs covering CLACC events and other happenings. One of the scrapbooks labeled “Ambassadors Ribbon-Cuttings” contains photographs of the Clear Lake Area Chamber of Commerce Ambassadors group attending ribbon-cutting events for Clear Lake Area businesses, schools, organizations, and new buildings throughout the region sometime between the 1970s and 1980s. Each photograph has the name of the place for which the ribbon cutting is occurring, the manager or owner of the business or

organization, and the address. The collection is one of the most complete sources for historical information of the Clear Lake Area of Texas following the establishment of NASA Johnson Space Center in the region.

Extent: approximately 25 linear feet

Language(s): English

Repository

University of Houston-Clear Lake Archives and Special Collections, Alfred R. Neumann Library, 2700 Bay Area Blvd., Houston, TX 77058-1002

Restrictions on Access: There are no restrictions on accessing the records in this collection.

Restrictions on Use

A large amount of material in this collection are copywritten newspaper clippings, magazine articles or issues, and various publications—rights for which are not held by the University of Houston-Clear Lake Archives and Special Collections. The UHCL Archives holds all rights to the Clear Lake Area Chamber of Commerce publications, the rights for which the Archives shares with CLACC. Copyright remains with the creator or publisher under Title 17 of the U.S. Copyright Law. Researchers are responsible for obtaining permission from the copyright holder(s) to use materials beyond the “fair use” clause of the U.S. Copyright Law.

Preferred Citation

[Item name or title], [Box Numbers], [Folder Numbers], Clear Lake Area Chamber of Commerce Records, CLA-9, University of Houston-Clear Lake Archives and Special Collections, Alfred R. Neumann Library, 2700 Bay Area Blvd., Houston, TX 77058-1002

Acquisition

The collection was donated to the University of Houston-Clear Lake Archives and Special Collections by Cynthia (“Cindy”) Harreld (later Harreld DeWease), President of the Clear Lake Area Chamber of Commerce, in April 2013. Additional materials were deposited between 2013 and 2018 under the terms of the original deed of gift for the collection.

Separated Material

Due to their large size, the various issues of the CLACC newsletter *The Half Shell* dated between May 1984 and November 1986 were removed from Box 2. These oversized issues were relocated to a large flat archival storage box, numbered as Box 26 in this collection. Box 26 is stored at the end of this collection due to shelf space and the rest of the collection’s boxes. See the Notes note in this finding aid for specific issues housed in Box 26. Bill Odell’s oversized

newspaper column clippings were removed from a scrapbook in Box 11, and are housed in Box 27.

Notes

The following oversized issues of Clear Lake Area Chamber of Commerce *The Half Shell* newsletter are housed in Box 26 of the collection due to their sizes:

Issue 5, May 1984; Issue 11 (2 copies), November 1984; Issue 12 (2 copies), December 1984; Issue 13, January 1985; Issue 14 (2 copies), February 1985; Issue 15 (2 copies), March 1985; Issue 16 (2 copies), April 1985; Issue 17 (2 copies), May 1985; Issue 18 (2 copies), June 1985; Issue 19 (2 copies), July 1985; Issue 20 (2 copies), August 1985; Issue 23 (2 copies), November 1985; Issue 24 (2 copies), December 1985; Issue 15 (2 copies), January 1986; Issue 26 (2 copies), February 1986; Issue 27 (2 copies), March 1986; Issue 28 (2 copies), April 1986; Issue 29 (2 copies), May 1986; Issue 30 (2 copies), June 1986; Issue 30, July 1986; Issue 30 (2 copies), August 1986; Issue 30 (2 copies), September 1986; Issue 30 (2 copies), October 1986; and Issue 35 (2 copies), November 1986.

Processing Information

The original collection was numbered, 2013-0009, according to a pre-2022 numbering system, which was the accession number for the collection. This was composed of the year in which the collection was accessioned into the UHCL Archives' holdings, and the number of the collection in the order it was accessioned. For example, the collection number "2013-0009" should be interpreted as "Year 2013, 9th collection accessioned that year." Folders in the collection were numbered using a number for the box number, followed by a short dash, followed by the folder number, placed on the far-right side of the folder tab. For example, Box 1, Folder 1, would be written as "1-1." The collection has been renumbered with a new UHCL Archives collecting area numbering system as "CLA-9," which should be interpreted as "Clear Lake Area Collection collection number 9."

When unidentified UHCL Archives staff was originally processing this collection in 2013, there were several different scrapbooks that it appears they broke apart from several three-ring binder scrapbook. This was done in order to store the individual pages in order better in archival folders for safer long-term storage. These pages are a mix between regular 1980s-1990s scrapbook non-adhesive pages and magnetic scrapbook pages with the yellow adhesive lines. The pages still have the acidic cheap plastic page covers on them, which were left due to the adhesive residue on pages and the challenge in removing all of the old plastic from the pages.

Several scrapbooks are composed of largely newspaper clippings, some photographs, handouts and brochures, and other ephemera, documenting the activities of the Clear Lake Area Chamber of Commerce from 1963 to 1986. It is believed these materials were part of several scrapbooks and not one scrapbook, because of the large amount of materials that would not fit in one scrapbook. These scrapbooks were put together by CLACC staff and possibly volunteers. Other than the CLACC newsletters and magazine, these scrapbooks are some of the only detailed documentation about the CLACC from pre-1990 that survive.

The pages removed from the scrapbooks that are labeled “Economic Growth Announcements Scrapbook” mostly contain newspaper clippings about various aspects of local Clear Lake Area events, CLACC happenings, and local history columns published in the *Clear Lake Citizen* (also *Clear Lake News Citizen* and *Clear Lake Daily Citizen*) newspaper. There are some photographs, handouts and brochures, and other ephemera, in the scrapbooks’ pages. Mostly, the materials covered the growth of the area from 1967 to 1976.

Bill Odell organized the Clear Lake Heritage Society in the early 1980s in the Clear Lake area of coastal Houston, Texas. He wrote local history columns in a narrative history format that told local and regional Texas stories that may or may not have been entirely based in historical facts. Odell was a leader within the Clear Lake Area Chamber of Commerce, and the organization in turn collected selections of his newspaper columns published in local newspapers. There are two folders consisting of scrapbook pages that have newspaper clippings from the *Clear Lake Citizen* (also *Clear Lake News Citizen* and *Clear Lake Daily Citizen*) newspaper glued on the pages.

Oversized scrapbooks were relocated to the end of the collection in Boxes 12-26. Box 23 has three scrapbooks in it that have varying purposes. As a result, the processing archivist assigned individual scrapbook numbers to these scrapbooks, so each one could be described. The scrapbook numbers are written as follows: “**CLA-9.B23.Scrap1**”, which should be interpreted as “Clear Lake Area Collection number 9, Box 23, Scrapbook 1” in that box.

Due to current storage issues that do not meet professional archival preservation standards, UHCL Archives staff will be rehousing the scrapbooks and oversized materials in the near future. The materials were housed in their current manner back in 2013 when the collection was first arranged and described. As a result, some box numbers and folder numbers may change.

Processed by: unidentified UHCL Archives staff in 2013; finding aid updated and edited by Matthew M. Peek, March 2024.

Arrangement

The collection is arranged by formats and sizes of records within boxes and folders in the collection. Series I: Clear Lake Area Chamber of Commerce Newsletters; Series II: Community Profiles Publications; Series III: *CLAM: Clear Lake Area Magazine* Issues; Series IV: Clear Lake Area Heritage Society Greetings Cards; Series V: Series Economic Growth Announcements Scrapbooks Materials; Series VI: Miscellaneous 2012 Publications; Series VII: Clear Lake Area Chamber of Commerce Scrapbooks; and Series VIII: Miscellaneous Oversized Clear Lake Area Chamber of Commerce Newsletters Issues and Texas Newspaper Issues.

Historical Note

The Clear Lake Area Chamber of Commerce was founded by the merger of the Seabrook and Kemah Chambers of Commerce originally as the Seabrook-Kemah Chamber of Commerce. The new organization was incorporated on August 8, 1962. In 1964, the Seabrook-Kemah Chamber of Commerce merged with the League City Chamber of Commerce to become the Clear Lake

Area Chamber of Commerce. During the period of the Gemini Program at NASA's Manned Spacecraft Center in Nassau Bay and Clear Lake City, Texas, the CLACC worked to promote the space program and businesses, including the creation of the Clear Lake Lunar Rendezvous Festival in 1965. The first festival was held in June 1966. By 1967, the CLACC's president was Gene Lindquist.

During the 1970s as cities formed around Clear Lake City, Texas, the new communities could partner with the Chamber of Commerce, and they also merged into an enlarged Clear Lake Area Chamber of Commerce in order to reflect these regional changes. CLACC dedicated their new unified chamber's office building in 1976 along East NASA Parkway near the intersection of El Camino Real between the cities of Webster and Nassau Bay, Texas.

The Clear Lake Area Chamber became the 11th chamber in Texas, and the 214th in the nation to achieve accreditation with the Chamber of Commerce of the United States. The organization exists to (1) promote the cultural, educational, civic, industrial, and general development of the Clear Lake area; (2) to aid in all legitimate enterprise designed for the betterment of the area; and (3) to stand and work for community harmony. The Clear Lake Area Chamber of Commerce recognizes the cities around the Clear Lake area, also known as the Bay Area, as their service area—the same geographical area which is represented by the Clear Creek Independent School District. The communities CLACC serves consists of 9 incorporated cities, including the port of Houston, Clear Lake City, Clear Lake Shores, El Lago, Kemah, League City, Nassau Bay, Seabrook, Taylor Lake Village, and Webster.

The Clear Lake Area Chamber of Commerce is one of the most active and aggressive volunteer organizations in the Bay Area community, according to the organization's own promotional information. Chamber Board Members, Committee Chairmen, volunteers and the Chamber staff contribute in a variety of ways in their efforts to stimulate and retain the business community, attract new business, maintain a high quality of life for residents and appeal to visitors and tourists. The Chamber also works with NASA Johnson Space Center in the promotion of the human space flight program, and to maximize the benefit of this federal facility within the local community for business endeavors. Today, CLACC operates as a federal nonprofit 501(c)(6)

The CLACC began publishing their newsletter in the mid-1960s. The publication had several different names over the years: *Clear Lake Area Chamber of Commerce Newsletter*, 1968 to sometime in the mid-1980s; *The Half Shell* newsletter, mid-1980s to September 1991; *Clear Lake Currents* newsletter, October 1991 to mid-2000s. It is unclear what other titles there have been for the CLACC newsletter until the late 2010s, when the publication became known as *Horizons* (which is the name of the newsletter as of March 2024 at the time of this writing). The CLACC also published a quarterly magazine in the 1980s called *Clear Lake Area Magazine*. The magazine was published at least through 1993.

From the late 1970s through October 1993, the Clear Lake Area Chamber of Commerce elected new presidents to serve on one-year terms that began in October of each year. The last yearly president for the CLACC was Lonnie Clement, who retired from the Chamber in October 1993. From October 1993 until at least the mid-2000s, there was no president of the Chamber. The Chairman of the Board of CLACC served as the de facto chief officer for the organization.

Cynthia Harreld (later DeWease), who goes by “Cindy”, joined the staff of the Clear Lake Area Chamber of Commerce in 1983. Through the years, she held several positions with the organization, including bookkeeper; coordinator to the Board and Committees; and development and production of special events. From 2008 to the time of this writing in 2024, Cindy Harreld DeWease has served as the President and Chief Executive Officer (CEO) of the Clear Lake Area Chamber of Commerce.

Scope and Content

The collection is composed of newsletters, magazines, newspaper issues, newspaper clippings, scrapbooks, photographs, promotional booklets, and miscellaneous materials, created or compiled by the Clear Lake Area Chamber of Commerce (CLACC) of the coastal Bay Area of Houston, Texas, region. Dating from the 1960s through the early 2000s, the materials document important business and community developments for the Clear Lake Area, that includes the following communities: port of Houston, Clear Lake Shores, El Lago, Kemah, League City, Nassau Bay, Seabrook, Taylor Lake Village, and Webster. In most cases, the information in these records is unavailable anywhere in the United States.

The majority of the collection is composed of CLACC newsletters and magazines published between 1967 and 2003. These publications document the roles and activities of CLACC in the coastal Houston region, as well as providing community and business history during this period. New CLACC board members, new CLACC programs and activities, new local businesses, and general community information are included in these publications. New CLACC board members, new CLACC programs and activities, new local businesses, and general community information area included in these publications. The CLACC newsletter titles featured are the Clear Lake Area Chamber of Commerce Newsletter, *The Half Shell*, *Clear Lake Currents*. The CLACC magazine is the *CLAM: Clear Lake Area Magazine*.

One of the largest sets of materials in the collection are different types of scrapbooks created by the Clear Lake Area Chamber of Commerce between 1963 and 1986. One interesting series of scrapbooks created and compiled by CLACC were referred to as “Economic Growth Announcements Scrapbooks.” The scrapbooks mostly contain newspaper clippings, community profiles, and miscellaneous materials, about various aspects of local Clear Lake Area events, CLACC happenings, and local history columns published in the *Clear Lake Citizen* (also *Clear Lake News Citizen* and *Clear Lake Daily Citizen*) newspaper between 1967 and 1976.

The most important scrapbooks are those created by CLACC from 1963 to 1986, that are largely composed of newspaper clippings and photographs covering CLACC events and other happenings, as well as businesses and community developments during this period. One of the scrapbooks labeled “Ambassadors Ribbon-Cuttings” contains photographs of the Clear Lake Area Chamber of Commerce Ambassadors group—which served as their public relations arm—attending ribbon-cutting events for Clear Lake Area businesses, schools, organizations, and new buildings throughout the region sometime between the 1970s and 1980s. Each photograph has the name of the place for which the ribbon cutting is occurring, the manager or owner of the business or organization, and the address.

Subject Terms

Corporate Names

Clear Lake Area Chamber of Commerce (Tex.)
Friendswood Development Company

Geographic Name

Clear Lake (Galveston County and Harris County, Tex.)
Clear Lake City (Tex.)
El Lago (Tex.)
Harris County (Tex.)
Kemah (Tex.)
League City (Tex.)
Nassau Bay (Tex.)
Pasadena (Tex.)
Seabrook (Tex.)
Webster (Tex.)

Topical Term

Journalism--Texas--History--20th century
Texas--History, Local--Periodicals

Genre/Physical Characteristic

Clippings
Newsletters
Newspapers
Photographs
Programs
Scrapbooks

Collection Inventory

Series I: Clear Lake Area Chamber of Commerce Newsletters

Series I is composed of all of the surviving issues of the Clear Lake Area Chamber of Commerce (CLACC) newsletters from July 1967 to September 2003. The CLACC began publishing their newsletter in the mid-1960s. The newsletters were published monthly, and provided organization news and updates about programming by the CLACC. The publication had several different names over the years: *Clear Lake Area Chamber of Commerce Newsletter*, 1968 to sometime in the mid-1980s; *The Half Shell* newsletter, mid-1980s to September 1991; *Clear Lake Currents* newsletter, October 1991 to mid-2000s. It is unclear what other titles there have been for the

CLACC newsletter until the late 2010s, when the publication became known as *Horizons* (which is the name of the newsletter as of March 2024 at the time of this writing).

Box/Folder	Description	Date
1/1	Clear Lake Area Chamber of Commerce History Notes on Events in 1968-1969	October 1968-September 1969, undated
1/2	Clear Lake Area Chamber of Commerce Newsletter Issues	July-August 1967, October 1967
1/3	Clear Lake Area Chamber of Commerce Newsletter Issues	April 1968, July 1968
1/4	Clear Lake Area Chamber of Commerce Newsletter Issues	April-May 1969, August-September 1969, November-December 1969
1/5	Clear Lake Area Rendezvous Festival Newsletter	June 6-15, 1969
1/6	Clear Lake Area Chamber of Commerce Newsletter Issues	July 1970, October-November 1970
1/7	Clear Lake Area Chamber of Commerce Newsletter Issues	March 1971, October 1971
1/8	Clear Lake Area Chamber of Commerce Newsletter Issues	February 1972, May 1972, July-August 1972, October-December 1972
1/9	Clear Lake Area Chamber of Commerce Newsletter Issues	January-July 1973, September 1973, December 1973
1/10	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1974
1/11	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1974
1/12	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1975
1/13	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1975
1/14	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1976

1/15	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1976
1/16	Clear Lake Area Chamber of Commerce Newsletter Issues	January 1977, March-June 1977
1/17 1977	Clear Lake Area Chamber of Commerce Newsletter Issues	June-July 1977, September-December
1/18	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1978
2/1	Clear Lake Area Chamber of Commerce Newsletter Issues	July-August 1978, October-December 1978
2/2	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1979
2/3	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1979
2/4	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1980
2/5	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1980
2/6	Clear Lake Area Chamber of Commerce Newsletter Issues	February-June 1981
2/7	Clear Lake Area Chamber of Commerce Newsletter Issues	July-December 1981
2/8	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1982
2/9	Clear Lake Area Chamber of Commerce Newsletter Issues	August-December 1982
2/10	Clear Lake Area Chamber of Commerce Newsletter Issues	January-June 1983
2/11	Clear Lake Area Chamber of Commerce Newsletter Issues	July 1983, October-December 1983
2/12	Clear Lake Area Chamber of Commerce Newsletter Issues	January-February 1984
2/13	<i>The Half Shell</i> Newsletter Issues	February-June 1987
2/14	<i>The Half Shell</i> Newsletter Issues	August-December 1987
2/15	<i>The Half Shell</i> Newsletter Issues	1988

2/16	<i>The Half Shell</i> Newsletter Issues	1989
2/17	<i>The Half Shell</i> Newsletter Issues	1990
2/18	<i>The Half Shell</i> and <i>Clear Lake Currents</i> Newsletter Issues	1991
2/19	<i>Clear Lake Currents</i> Newsletter Issues	February-December 1992
3/1	<i>Clear Lake Currents</i> Newsletter Issues	January-November 1993
3/2	<i>Clear Lake Currents</i> Newsletter Issues	1994
3/3	<i>Clear Lake Currents</i> Newsletter Issues	1995
3/4	<i>Clear Lake Currents</i> Newsletter Issues	1996
3/5	<i>Clear Lake Currents</i> Newsletter Issues	1997
3/6	<i>Clear Lake Currents</i> Newsletter Issues	1998
3/7	<i>Clear Lake Currents</i> Newsletter Issues	1999
3/8	<i>Clear Lake Currents</i> Newsletter Issues	2000
3/9	<i>Clear Lake Currents</i> Newsletter Issues	2001
3/10	<i>Clear Lake Currents</i> Newsletter Issues	2002
3/11	<i>Clear Lake Currents</i> Newsletter Issues	January-September 2003

Series II: Community Profiles Publications

The Clear Lake Area Chamber of Commerce published yearly promotional booklets entitled “Clear Lake Area Profile of Progress,” which featured community updates on such areas as demographics, businesses and area financial investments, residential and apartment properties, educational institutions, and more community information. The profiles booklets were used to promote and attract support for the economic and community infrastructure of the Clear Lake Area of Texas. There are only profiles booklets for five years, as the rest are not included in this collection.

Box/Folder	Description	Date
3/12	<i>Clear Lake Area Profile of Progress</i> Promotional Booklet	1982
3/13	<i>Clear Lake Area Profile of Progress</i> Promotional Booklet	1992
3/14	<i>Clear Lake Area Profile of Progress</i> Promotional Booklet	1993
4/1	<i>Clear Lake Area Profile</i> Promotional Booklet	June 1969
4/2	<i>Clear Lake Area Profile</i> Promotional Booklet	1971

Series III: CLAM: Clear Lake Area Magazine Issues

Series III contains all surviving issues of the Clear Lake Area Chamber of Commerce publication *CLAM: Clear Lake Area Magazine* from 1983 to 1993. It is unclear when the publication of the magazine began. The magazine was termed as a community business and news magazine for the Clear Lake Area of Texas, and they were published quarterly. There were special editions and annual reports for the CLACC included.

Box/Folder	Description	Date
4/3	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1983
4/4	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1983
4/5	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1983
4/6	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter and Annual Report	1982-1983
4/7	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1984
4/8	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1984
4/9	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1984
4/10	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter Issue and Annual Report	1983-1984
4/11	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1985
4/12	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1985

4/13	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1985
4/14	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter Issue and Annual Report	1984-1985
4/15	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1986
4/16	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1986
4/17	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1986
4/18	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter Issue	1986
4/19	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1987
5/1	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1987
5/2	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1987
5/3	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter Issue	1987
5/4	<i>CLAM: Clear Lake Area Magazine</i> , Special Edition Issue: Health Care	1987
5/5	<i>CLAM: Clear Lake Area Magazine</i> Issue	Spring 1988
5/6	<i>CLAM: Clear Lake Area Magazine</i> Issue	Summer 1988
5/7	<i>CLAM: Clear Lake Area Magazine</i> Issue	Fall 1988
5/8	<i>CLAM: Clear Lake Area Magazine</i> Issue	Winter 1988
5/9	<i>CLAM: Clear Lake Area Magazine</i> Issue and Annual Report	1987-1988
5/10	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1989
5/11	<i>CLAM: Clear Lake Area Magazine</i> , 2nd Quarter Issue	1989
5/12	<i>CLAM: Clear Lake Area Magazine</i> , 3rd Quarter Issue	1989
5/13	<i>CLAM: Clear Lake Area Magazine</i> , 4th Quarter Issue	1989
5/14	<i>CLAM: Clear Lake Area Magazine</i> , 1st Quarter Issue	1990

5/15	<i>CLAM: Clear Lake Area Magazine, 2nd Quarter Issue</i>	1990
5/16	<i>CLAM: Clear Lake Area Magazine, 3rd Quarter Issue</i>	1990
5/17	<i>CLAM: Clear Lake Area Magazine, 4th Quarter Issue</i>	1990
5/18	<i>CLAM: Clear Lake Area Magazine, 1st Quarter Issue</i>	1991
6/1	<i>CLAM: Clear Lake Area Magazine, 2nd Quarter Issue</i>	1991
6/2	<i>CLAM: Clear Lake Area Magazine, 3rd Quarter Issue</i>	1991
6/3	<i>CLAM: Clear Lake Area Magazine, 4th Quarter Issue</i>	1991
6/4	<i>CLAM: Clear Lake Area Magazine, 1st Quarter Issue</i>	1992
6/5	<i>CLAM: Clear Lake Area Magazine, 2nd Quarter Issue</i>	1992
6/6	<i>CLAM: Clear Lake Area Magazine, 3rd Quarter Issue</i>	1992
6/7	<i>CLAM: Clear Lake Area Magazine, 4th Quarter Issue</i>	1992
6/8	<i>CLAM: Clear Lake Area Magazine, 1st Quarter Issue</i>	1993
6/9	<i>CLAM: Clear Lake Area Magazine, 2nd Quarter Issue</i>	1993
6/10	<i>CLAM: Clear Lake Area Magazine Issue</i>	Fall 1993
6/11	<i>Reader's Digest Issue (Contains "Into the Inferno: The Story of Red Adair," signed by Red Adair)</i>	May 1990

Series IV: Clear Lake Area Heritage Society Greetings Cards

Bill Odell organized the Clear Lake Heritage Society in the early 1980s in the Clear Lake area of coastal Houston, Texas. The organization visited and photographed areas of historical interest in the Clear Lake area between the 1980s and early 1990s. They also collected reproductions of photographs and images of Clear Lake area historical subjects from other cultural heritage repositories that were in the same geographic area. By 1993, the organization had been renamed as the Clear Lake Area Heritage Society, with their headquarters in Seabrook, Texas. These greeting cards were generated off historical photographs or artists renderings of supposed or documented locations and appearances of communities in the Clear Lake Area. The Clear Lake Heritage Society sold these greetings cards to benefit their organization, and the set of these cards in this series are what the CLACC help distribute in the 1980s and 1990s.

Box/Folder	Description	Date
6/12	“Friendswood (est. 1895)” Greeting Cards by Bill Odell	Undated
6/13	Kemah Township Greeting Cards by Bill Odell	Undated
6/14	League City (est. 1896)/Clear Creek Township (est. 1874) Greeting Cards by Bill Odell	Undated
6/15	Old Town Pasadena Greeting Cards by Bill Odell	Undated
6/16	Pearland Town Site (est. 1892-1894) Greeting Cards by Bill Odell	Undated
6/17	Seabrook Township (est. 1900) Greeting Cards by Bill Odell	Undated

Series V: Series Economic Growth Announcements Scrapbooks Materials

Series V consists of pages removed from multiple scrapbooks created and compiled by the Clear Lake Area Chamber of Commerce that were referred to as “Economic Growth Announcements Scrapbooks.” The scrapbooks mostly contain newspaper clippings, community profiles, and miscellaneous materials, about various aspects of local Clear Lake Area events, CLACC happenings, and local history columns published in the *Clear Lake Citizen* (also *Clear Lake News Citizen* and *Clear Lake Daily Citizen*) newspaper. There are some photographs, handouts and brochures, and other ephemera, in the scrapbooks’ pages. The scrapbooks document the economic development news for the Clear Lake Area of Texas between 1967 and 1976.

These Economic scrapbooks are believed to have been originally contained in several three-ring binders. The scrapbooks were broken apart and stored in acid-free archival folders for better long-term storage. The scrapbook pages are unnumbered; but, most of the contents are dated and appear to have been largely arranged in the scrapbooks in chronological order of the materials.

The series also includes newspaper columns on scrapbook pages from local history enthusiast Bill Odell. Bill Odell organized the Clear Lake Heritage Society in the early 1980s in the Clear Lake area of coastal Houston, Texas. He wrote local history columns in a narrative history format that told local and regional Texas stories that may or may not have been entirely based in historical facts. Odell was a leader within the Clear Lake Area Chamber of Commerce, and the organization in turn collected selections of his newspaper columns published in local newspapers. There are two folders in this series consisting of scrapbook pages that have newspaper clippings from the *Clear Lake Citizen* (also *Clear Lake News Citizen* and *Clear Lake Daily Citizen*) newspaper glued on the pages. The rest of his columns are housed at the end of the collection in Box 27.

Box/Folder	Description	Date
7/1	CLACC Economic Growth Announcements Scrapbook Materials	1967
7/2	CLACC Economic Growth Announcements Scrapbook Materials	1967
7/3	CLACC Economic Growth Announcements Scrapbook Materials	1967
7/4	CLACC Economic Growth Announcements Scrapbook Materials	1968
7/5	CLACC Economic Growth Announcements Scrapbook Materials	1968
7/6	CLACC Economic Growth Announcements Scrapbook Materials	1968
8/1	Clear Lake Area Growth Chronology	1969
8/2	CLACC Economic Growth Announcements Scrapbook Materials	1969
8/3	CLACC Economic Growth Announcements Scrapbook Materials	1969
8/4	CLACC Economic Growth Announcements Scrapbook Materials	1969
8/5	CLACC Economic Growth Announcements Scrapbook Materials	1970
8/6	CLACC Economic Growth Announcements Scrapbook Materials	1970
9/1	CLACC Economic Growth Announcements Scrapbook Materials	1970
9/2	CLACC Economic Growth Announcements Scrapbook Materials	1971
9/3	CLACC Economic Growth Announcements Scrapbook Materials	1971

9/4	CLACC Economic Growth Announcements Scrapbook Materials	1971
9/5	CLACC Economic Growth Announcements Scrapbook Materials	1972
10/1	CLACC Economic Growth Announcements Scrapbook Materials	1972
10/2	CLACC Economic Growth Announcements Scrapbook Materials	1972
10/3	CLACC Economic Growth Announcements Scrapbook Materials	1973
10/4	CLACC Economic Growth Announcements Scrapbook Materials	1974
10/5	CLACC Economic Growth Announcements Scrapbook Materials	1974
10/6	CLACC Economic Growth Announcements Scrapbook Materials	1975
10/7	CLACC Economic Growth Announcements Scrapbook Materials	1975
11/1	CLACC Economic Growth Announcements Scrapbook Materials	1976
11/2	CLACC Economic Growth Announcements Scrapbook Materials	1976
11/3	<i>Clear Lake Citizen (later Daily Citizen)</i> Newspaper Clippings: Bill Odell Columns	October 1977-March 1979
11/4	<i>Clear Lake Daily Citizen</i> Newspaper Clippings: Bill Odell Columns	March 1979-May 1990 (with gaps), July-August 1986
11/5	Assorted Unidentified Newspaper and Periodicals Clippings	Undated

Series VI: Miscellaneous 2012 Publications

Series VI contains two 2012 publications by CLACC that were organized in this portion of the collection due to fit and date of the materials with the rest of the collection. These publications are membership and newcomer guides. A series was used for the two items just to help keep the formats of the rest of the collection clearly separated, so researchers find it easier to navigate the collection.

Box/Folder	Description	Date
11/6	CLACC Membership Directory and Buyer's Guide	2012
11/7	Clear Lake Area Newcomer and Relocation Guide	2012

Series VII: Clear Lake Area Chamber of Commerce Scrapbooks

Series VII consists of mostly whole scrapbooks created by the Clear Lake Area Chamber of Commerce, which are oversized. These scrapbooks date from 1963 to 1986. There are also loose scrapbook pages stored together in boxes. Each box in this series currently contains at least one and up to three scrapbooks. The scrapbooks are largely composed of newspaper clippings and photographs. CLACC has several photograph-only scrapbooks containing their organizational photographs of events and other happenings, but these are undated.

Uniquely, there is a scrapbook in Box 23 entitled "Clear Lake Area Law Enforcement Agencies Clippings Scrapbook," which features clippings documenting from sometime between the 1960s and 1980s. This scrapbook features the following community law enforcement agencies: Webster, League City, Seabrook, Kemah, Nassau Bay, and Friendswood Police Departments; Dickinson County Deputies; El Lago Marshall and Deputies; Taylor Lake Village Volunteer Security; Clear Lake Shores Marshall and Deputies; U.S. Secret Service; Texas Department of Public Safety; and the FBI.

An important but little known or utilized scrapbook is the Clear Lake Area Chamber of Commerce Ambassadors group. This group is frequently composed of talented volunteer CLACC members who extend the public relations arm of the Chamber. This group attended business open houses, groundbreaking ceremonies, and ribbon cutting events for local businesses and organizations. They welcomed new businesses to the Clear Lake Area, and commemorated new locations and major remodels for existing businesses. The Ambassadors program is a key component of the national U.S. Chamber of Commerce. The scrapbook features undated photographs of ribbon-cutting events for Clear Lake Area businesses, schools, organizations, and new buildings throughout the region sometime between the 1970s and 1980s. Each photograph has the name of the place for which the ribbon cutting is occurring, the manager or owner of the business or organization, and the address. This is likely the only original photographic documentation of new businesses in the Clear Lake Area during the 1970s and 1980s in a public archives.

Box/Folder	Description	Date
Box 12	Clear Lake Area Chamber of Commerce Scrapbooks	1963-1966
Box 13	Clear Lake Area Chamber of Commerce Scrapbooks	1966-1967
Box 14	Clear Lake Area Chamber of Commerce Scrapbooks	1968-1970
Box 15	Clear Lake Area Chamber of Commerce Scrapbooks	1970-1971
Box 16	Clear Lake Area Chamber of Commerce Scrapbooks	1971-1974
Box 17	Clear Lake Area Chamber of Commerce Scrapbooks	1974-1976
Box 18	Clear Lake Area Chamber of Commerce Scrapbook	1979-1980
Box 19	Clear Lake Area Chamber of Commerce Scrapbook	1980-1981
Box 20	Clear Lake Area Chamber of Commerce Loose Scrapbook Pages	Undated
Box 21	Clear Lake Area Chamber of Commerce Scrapbooks	1982-1983
Box 22	Clear Lake Area Chamber of Commerce Scrapbooks	1984-1985
Box 23	Miscellaneous Clear Lake Area Chamber of Commerce and Clear Lake Area Law Enforcement Agencies Clippings Scrapbooks	1985-1986, undated

CLA-9.B23.Scrap1: Clear Lake Area Chamber of Commerce Clippings Scrapbook, 1985-1986.

CLA-9.B23.Scrap2: Clear Lake Area Law Enforcement Agencies Clippings Scrapbook, undated.

CLA-9.B23.Scrap3: : Clear Lake Area Chamber of Commerce Photographs Scrapbook, undated.

Box 24	CLACC Ambassadors Ribbon-Cutting Ceremonies Photographs Scrapbook	1980-1981
Box 25	Clear Lake Area Chamber of Commerce Photographs Scrapbooks	Undated

Series VIII: Miscellaneous Oversized Clear Lake Area Chamber of Commerce Newsletters Issues and Texas Newspaper Issues

Series VIII contains oversized newspaper issues, newspaper clippings, and newsletter issues from local and regional Texas newspapers, historical reprints of pre-1950s newspaper issues, and the Clear Lake Area Chamber of Commerce newsletter *The Half Shell*. Most of these publications were removed from the rest of the collection due to their sizes, and some sets of materials correspond to other materials throughout the collection that are not oversized. The most important set of materials in this series are the *The Half Shell* newsletter issues, dated 1984-1986. For more detailed listing of the newsletter issues in this series, please see the Notes not in this finding aid.

There are also several full issues of the rare local Bay Area newspapers *Clear Lake News Citizen* and *Spaceland Star*. The series includes oversized Bill Odell history columns' newspaper clippings that go with another set of his columns removed from a scrapbook. Those other Odell columns' clippings are in Box 11.

Box/Folder	Description	Date
Box 26	Miscellaneous CLACC, Clear Lake, and Texas Newspaper and Newsletter Issues	Various dates

Titles featured in this box: *Clear Lake News Citizen*, *Spaceland Star*, *Clear Lake Area News*, reproduction historic local newsletter, *Historical Gazette* (Lone Star Edition), Supplement to the *Exchange News*, *South Texas Fishing*, and Clear Lake Area Chamber of Commerce newsletter *The Half Shell*.

27/1	Bill Odell History Columns Clippings	Undated
27/2	Bill Odell History Columns Clippings	Undated