

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation (WCDC) to be held in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas on ***Tuesday, September 14, 2021 at 3:00 p.m.***

Board Members: Daniel Morton, President
Bob Lynn, Vice President
Doug Barnes, Mayor
Michael Scott, City Manager
Judy Demoney
Elizabeth Tull
David McSpadden

Ex-Officio Members: Amber Villarreal, City Secretary
Chad Tustison, Director of Finance
Kevin Strength, President/CEO Chamber of Commerce

1. Call to Order
2. ***Public Comments:*** Persons may address the Waxahachie Community Development Corporation on any issues. This is the appropriate time for citizens to address the Corporation on any concern whether on this agenda or not. In accordance with the State of Texas Open Meetings Act, the Corporation may not comment or deliberate such statements during this period, except as authorized by Section 551.042, Texas Government Code.
3. Approval of minutes of the Waxahachie Community Development Corporation meeting of July 13, 2021
4. Hear update of activities from Convention & Visitors Bureau Director
5. Hear update of activities at the Civic Center
6. Hear update of Community Beautification
7. Hear update of activities at the Sports Complex
8. Hear update from City of Waxahachie Economic Development Director
9. Hear update on improvements at Wags-a-Hachie Dog Park
10. Adjourn

The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session on any posted item.

This meeting location is wheelchair-accessible. Parking for mobility impaired persons is available. Any request for sign interpretive services must be made forty-eight hours ahead of the meeting. To make arrangements, call the City Secretary at (469) 309-4006 or (TDD) 1-800-RELAYTX.

Notice of Potential Quorum
One or more members of the Waxahachie City Council may be present at this meeting.
No action will be taken by the City Council at this meeting.

Waxahachie Community Development Corporation
July 13, 2021

A regular meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas on Tuesday, July 13, 2021 at 3:00 p.m.

Members Present: Daniel Morton, President
Doug Barnes, Mayor
Michael Scott, City Manager
David McSpadden
Elizabeth Tull

Members Absent: Bob Lynn, Vice President
Judy Demoney

Ex-Officio Members Present: Amber Villarreal, City Secretary
Chad Tustison, Director of Finance
Kevin Strength, President/CEO Chamber of Commerce

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
James Villarreal, Assistant Director Sports Complex
Gumaro Martinez, Director of Parks and Recreation
Jami Bonner, Assistant City Secretary

1. Call to Order

President Dan Morton called the meeting to order at 3:00 p.m.

2. Public Comments

None

3. Approval of minutes of the Waxahachie Community Development Corporation meeting of May 11, 2021

Action:

City Manager Michael Scott moved to approve minutes of the WCDC meeting of May 11, 2021. Mayor Doug Barnes seconded, All Ayes.

4. Discuss Waxahachie Community Development Corporation Fiscal Year 2022 Budget and take any necessary action

Finance Director Chad Tustison presented the proposed budget for fiscal year 2022 with a beginning balance of \$2,554,391. Total revenues are \$6,703,316 and total expenses are \$5,895,722. The gross ending balance is \$2,158,330. Mr. Tustison reported the minimum reserves (95 days operating) equals \$1,203,656.

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Action:

President Dan Morton moved to approve the Waxahachie Community Development Corporation 2021-2022 fiscal year, as presented. Mayor Doug Barnes seconded, All Ayes.

5. Consider request by First Baptist Church for shared parking agreement at Sports Complex

Mr. Joe Grubbs, representative for First Baptist Church of Waxahachie (herein, FBC), detailed the opportunity for a shared parking agreement between FBC and the Waxahachie Community Development Corporation (herein, WCDC). Mr. Grubbs stated FBC has agreed to city staff comments including adding directional arrows to pavement, installing a bar gate, and to add an address for WCDC to the agreement.

City Manager Michael Scott noted this is an opportunity to benefit both the Sports Complex and FBC during large gathering events such as Easter service or coinciding tournaments.

Action:

Ms. Elizabeth Tull moved to approve the shared parking agreement with First Baptist Church at the Sports Complex. Mayor Doug Barnes seconded, All Ayes.

6. Hear update of activities from Convention & Visitors Bureau Director

Ms. Laurie Mosley, Director of Convention and Visitor's Bureau, announced that City staff is excited and diligently working to bring events back to Downtown Waxahachie. With the conclusion of the Crape Myrtle Parade and Fireworks, the CVB team has set their sights on the upcoming fall season with notable events that include the following:

- Hispanic Heritage Celebration on September 11th
- iHeart Hachie Music Fest on October 2nd
- NHRA Fall Nationals PreStage Fan Fest on October 7th
- 25th Annual Texas Country Reporter Festival on October 23rd

7. Hear update of activities at the Civic Center

City Manager Michael Scott noted Civic Center Director April Ortiz was dismissed to tend to an emergency at the Civic Center. Ms. Ortiz provided a written report included in the packet.

8. Hear update of Community Beautification

Director of Parks and Recreations Gumaro Martinez recognized Reza Yavarikhan and Horticulturist Chris Seale for their dedication to the maintenance of landscaping throughout the City.

Mr. Martinez presented updates for current beautification projects. Broadhead Road Median 3 received 66 planted dwarf abelia to complete the install. The median on Park Schoolhouse Road was treated with herbicide to reduce unwanted vegetation. Lantana is scheduled to rototill the ground with soil conditioner the week of July 19th. The landscaping project at City Hall has been completed. Orders have been placed for fall pumpkins and spring blooming bulbs.

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Waxahachie Community Development Corporation

July 13, 2021

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President Daniel Morton requested an update on the dog park project. Mr. Martinez stated that City staff is currently working with consultants and will send out a request for proposals late July or early August. The project will be in progress over the following months with a projected completion date in early 2022.

9. Hear update of activities at the Sports Complex

James Villarreal, Waxahachie Sports Complex Superintendent, reported the summer months have been busy with seven (7) tournaments in June and seven (7) tournaments scheduled for July. Mr. Villarreal noted that the turf has been a great asset with the recent rain. Tournaments have continued as planned with minimal cancellations. The palm trees on the property have been replaced as they did not survive the February freeze.

10. Adjourn

There being no further business, the meeting adjourned at 3:43 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: September 9, 2021

Re: Convention & Visitors Bureau August-September 2021 Update

FESTIVAL & EVENT UPDATES

Buckle-up for full speed, non-stop action and events ahead:

- C10s in the Park & Party on the Square featuring the Spazmatics – September 18
- Crossroads of Texas Music Festival Concerts – Jon Wolfe (September 24) & Micky & the Motorcars (September 25)
- Smithfield Live at Railyard Park – September 25
- iHeart Hachie Music Fest – October 2
- Stampede of Speed NHRA Fall Nationals – October 7-10
- 25th Annual Texas Country Reporter Festival – October 23
- The Christmas events calendar is also shaping up nicely!

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ADVERTISING, PR & MEDIA UPDATES

- The Texas Country Reporter “Festival” episode will air statewide the weekend of October 9 and nationally the weekend of October 16. This is basically a 30 minute infomercial about all of the charm that downtown Waxahachie has to offer and the fun to be found at the TCR Festival. We consider the value of this coverage priceless because Phillips Productions does not sell this amount of space even if we could afford it.
- A 12 week radio campaign with 99.5 the Wolf will begin on September 15 promoting downtown Waxahachie and Railyard park event. The promotion will wrap-up with Christmas activities.
- Digital ads that were awarded to Waxahachie from the State of Texas Travel Office last year as part of a cooperative grant have resulted in 3.6 million media impressions and 3K partner clicks for March-May.
- The Visit Waxahachie, Texas Facebook page has 14,323 likes/15,055 followers. The CVB Instagram account is up to 1,591 followers organically.
- Google analytics for www.waxahachiecvb.com show that traffic levels to the site are exceeding 2019 traffic for the month of July 2021 with a 25% increase in new users and sessions. Traffic was up on average 40% for the month of August.

RAILYARD PARK UPDATES

City Hosted Events for September-December:

- ***Family Day in the Park*** – September 18
Featuring lawn games and a DJ to lead into the C10s in the Park Party on the Square
- ***Smithfield concert*** – September 25
Featuring Nashville recording artist, and Waxahachie’s hometown girl, Jennifer Fiedler. Also takes place in conjunction with the Crossroads of Texas Music

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Festival at the Chautauqua Auditorium to create an around-town music festival vibe.

- ***iHeart Hachie Music Fest*** – October 2
Event headliner is Waxahachie alumni, Jimmy McNeal. Other acts include: Rapper Warren Turner, Petroleros Del Bravo, Kadie Lynn, Alex & Anni, Della Pearl and DJ Madness Entertainment.
- ***Stampede of Speed events for NHRA Fall Nationals:***
Pub Crawl & Movie Night: Snake & Mongoose – October 6 – includes a Q & A with race legend Don Prudhomme “The Snake” followed by a brief fireworks.
Pre-Stage FanFest – October 7
Concert with Live 80s – the Ultimate 80’s Experience. In conjunction with Texas Motorplex featuring a downtown scavenger hunt, meet & greet with drivers and race cars on display. A brief fireworks show will follow.
- ***GO TEXAN Grown Local Entertainment Stage*** – October 23
A major attraction of the Texas Country Reporter Festival
- ***Halloween at Railyard Park*** - (same day as Trick or Treat on the square)
Picture spot set-up with hay bales and gourds and pumpkins, plus either a pet or kid costume parade and contest.
- ***BREWED Coffee & Tea Festival*** – November 6
Featuring Waxahachie’s local coffee shops and others in the region.
- ***Cookies and Kindness*** – November 13
In conjunction with World Kindness Day – Offer cookies, thank you letter writing station, BE KIND picture spots and music. Also kicks-off the Thanksgiving season focusing on gratitude.
- ***Jingle Jam***– November 30 – In conjunction with the Waxahachie Christmas Parade. Christmas sing-a-longs, picture spots set-up around the park, letters to Santa and hot chocolate stations, parade watching spot from the picnic table pavilion

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- ***Christmas Movie Night*** – December 4
- ***Candlelight Walk & Community Caroling*** – December 10
- ***YMCA Santa Run*** – December 11
- ***Pajama Story Time*** – In conjunction with Sims Library

OTHER NEWS

- According to the STR hotel performance report, hotel revenues for the past 52 weeks (September 2020-September 2021) weeks have surpassed revenues for the same time period for September 2018-2019.
- The entire CVB staff are receiving some continuing education this month and learning from peers in the state of Texas. Kelly is attending the Texas Sounds & Cities Conference in Arlington with the other 25 Music Friendly Communities, and Laurie & Monica are attending the Texas Travel Summit in Amarillo to attend education sessions and be present when Texas Country Reporter (TV series) receives the Texas Heritage Award for 50 years.

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RAILYARD
PARK
FAMILY DAY
SEPTEMBER 18 | 1-5PM

DJ, GIANT HAMSTER BALL RACES, BOUNCE HOUSES, LAWN TWISTER, BINGO, BEAN BAG TOSS, SACK RACES, GIANT CHESS AND MORE!

FOOD TRUCKS - FRIOS POPS & WAXAHACHIE FIRE DEPARTMENT BBQ

AWESOME PRIZE GIVEAWAYS INCLUDING GIFT CARDS AND FAMILY 4 PACKS OF TICKETS TO:

SHOWBIZ CINEMAS
BOWLING, MOVIES AND MORE!

THE ARCADE
EST. 2019

SHADOW CREEK
PUMPKIN FARM

urbanAir
ADVENTURE PARK

WAXAHACHIE BOWLING
EST. 1950

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SMITHFIELD

Concert

SATURDAY, SEPTEMBER 25 | 7:00PM
DOWNTOWN WAXAHACHIE

THE RAILYARD
PARK

FREE For All Ages
Food Trucks On-Site

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TEXAS FALL NATIONALS
STAMPEDE
OF SPEED OCTOBER 2-10, 2021

- 2ND** NIGHT LIGHTS
- 3RD** STAMPEDE OF SPEED MUSIC FEST
BBQ CONTEST & BEER EXPO
- 4TH** THE STAMPEDE OF SPEED NITRO SIDE SHOW
& SCOTT STURGEON CONCERT
- 5TH** INAUGURAL NHRA TEXAS
STAMPEDE OF SPEED SHOOTOUT
- 6TH** PRO INVITATIONAL
PUB CRAWL & MOVIE NIGHT WITH THE SNAKE
- 7TH** SPORTSMAN QUALIFYING
FAN FEST IN DOWNTOWN WAXAHACHIE
- 8TH** FRIDAY NIGHT LIVE AT TEXAS MOTORPLEX
- 9TH** FINAL QUALIFYING FOR
NHRA TEXAS FALL NATIONALS
- 10TH** NHRA TEXAS FALL NATIONALS RACE DAY



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Memorandum

To: Waxahachie Community Development Corporation
From: April Ortiz
Thru: Michael Scott, City Manager *MS*
Date: September 9, 2021
Re: Civic Center – September 2021 Update

August 1-31: 41 events

- Rotary (3 event days)
- Local Union #201 (Owens Corning)
- ECF Conference
- James Hardie Mtg.
- Ellis County Jury Selections (2 event days)
- Ellis County Job Fair
- Graduation Parties (2 event days)
- Baby/Bridal Showers (4 event days)
- Last Call Boutique Sale (2 event days)
- Birthday Parties (6 event days)
- Owens Corning Mtg.
- Weddings (3 events days)
- Reunions/Socials (2 event days)
- Banquets/Dinners (3 event days)
- OCC Mtg.
- Apprentice Mtg.
- Life Line Screening (2 event days)
- Georgia Pacific Mtg.
- Ellis County Ducks Unlimited

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- TLH Enterprises (3 event days)

September 1-30: 42 events

- Rotary (3 event days)
- Birthday Parties (3 event days)
- Local Union #201 (Owens Corning)
- Ellis County Jury Selections (2 event days)
- Karate Tournament (2 event days)
- Wedding Move-In
- Wedding/Anniversaries (5 event days)
- Wedding Rehearsal (2 event days)
- Dinners (3 event days)
- Training Classes (4 event days)
- Premier Gun Show (3 event days)
- Baby Shower (4 event days)
- Photo Shoot
- Tacos 4 Life "Feed My Starving Children" (2 event days)
- Retirement Party
- Bridal Extravaganza
- Ellis County College Fair
- Navarro College
- Going Away Party
- Graduation Party

Facility

- We will host Tulipalooza again in March 2022 (field behind civic center).
- We currently have two positions available for the temporary/seasonal Set Up Crew.
- The prep work for the fountain maintenance was started last week.

Upcoming

- 17th Annual Waxahachie Bridal Extravaganza Market: Sunday, September 19th 12pm-4pm
- Ellis County College Fair: Wednesday, September 22nd 6pm-8pm
- Navarro College Brilliance Gala: Friday, October 1st 7pm
- DFW's Natural Hair, Skin & SPA Expo: Saturday, October 2nd 10am-4pm

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Photo taken by WCC Event Coordinator

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Photo taken by WCC Event Coordinator



Photo taken by WCC Event Coordinator

(6)



Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager

Date: 9/8/2021

Re: WCDC Beautification Report

Beautification Department Report:

September 14th, 2021

Current Projects

- Broadhead Road Median 4
 - Irrigation design completed
 - Completion deadline by October 15th.

- Park Schoolhouse Road Median 2
 - Bermuda grass has been established.
 - Plant Material has been installed in landscape areas. Plants used: Abelia Radiance, CrapeMyrtle GreatMyrtle Cotton Candy and Seasonal Color.

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- Park Schoolhouse Median 4
 - Irrigation design completed.
 - Water meter install has been scheduled.
 - Completion deadline by October 15th.
- Seasonal Color Change Outs
 - The marigolds won't be ready until October but I am planning on changing out some of the plant material before then. Leaving the pentas in until the marigolds can be planted.
- Pumpkins and Fall Decor
 - September 17th delivery.
 - A little earlier than in years past.
- Freeze Damaged Tree Replacement
 - One Shumard Red Oak at Spring Park
 - 6 Oklahoma Redbuds at Chapman Park
- Christmas Décor
 - I ordered and received 30 36" wreaths lighted with C7 warm white LEDs and big red bows with all new mounting hardware. These will replace the pole mounted snowflakes in and around the downtown area.

Future Projects

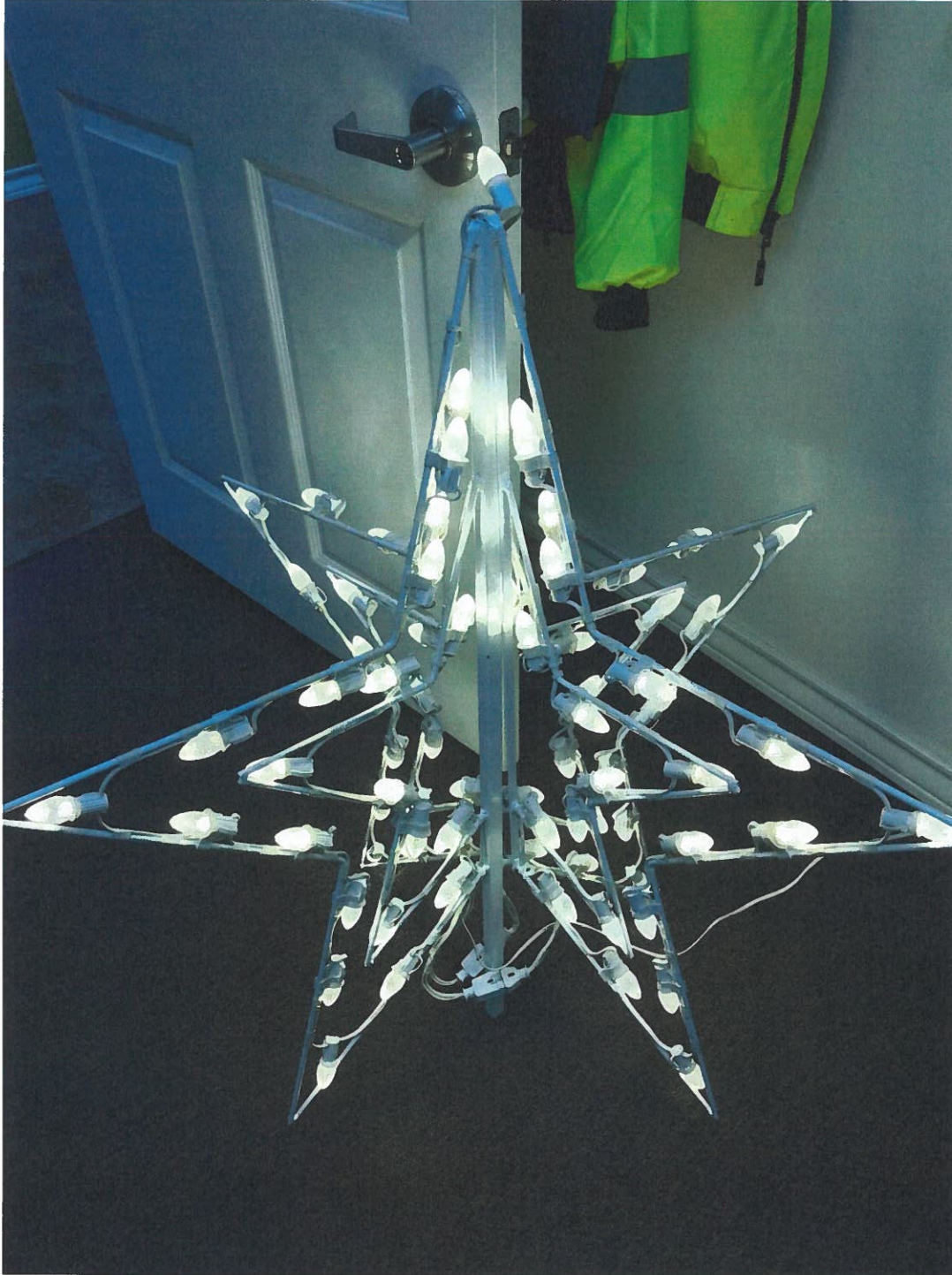
- Broadhead Road Median 4 Irrigation install. October 15th Deadline
- Park Schoolhouse Median 4 Irrigation install. October 15th Deadline

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Light Pole Wreath with Bow

(b)



36 Inch Double Star Tree Topper

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Park Schoolhouse Median 2 Partial Planted

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Memorandum

To: Waxahachie Community Development Corporation
From: Waxahachie Sports Complex
CC: Michael Scott, City Manager 
Date: 9-8-2021
Re: August/September Sports Complex Report

Tournament Schedule:

August:

- 7th American Sporting Events Baseball 8 Teams**
- 14th Senior Slow Pitch Age 18 Teams**
- 21st American Sporting Events Baseball 10 Teams**

Sept:

- 10th & 11th Keepers of the Peace National Softball 18 Teams**
- Keepers of the Peace National Flag Football 8 Teams**
- 18th Dugout Baseball**
- 25th American Sporting Events Baseball**
- Pinnacle Adult Softball**

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Leagues

Adult Men's Church Softball League

Adult Men's Recreation Softball League

Adult Coed Softball League

Girl's Fast Pitch Softball League

Adult Volleyball

Waxahachie Youth Soccer Association

YMCA Youth Soccer

YMCA Youth Flag Football

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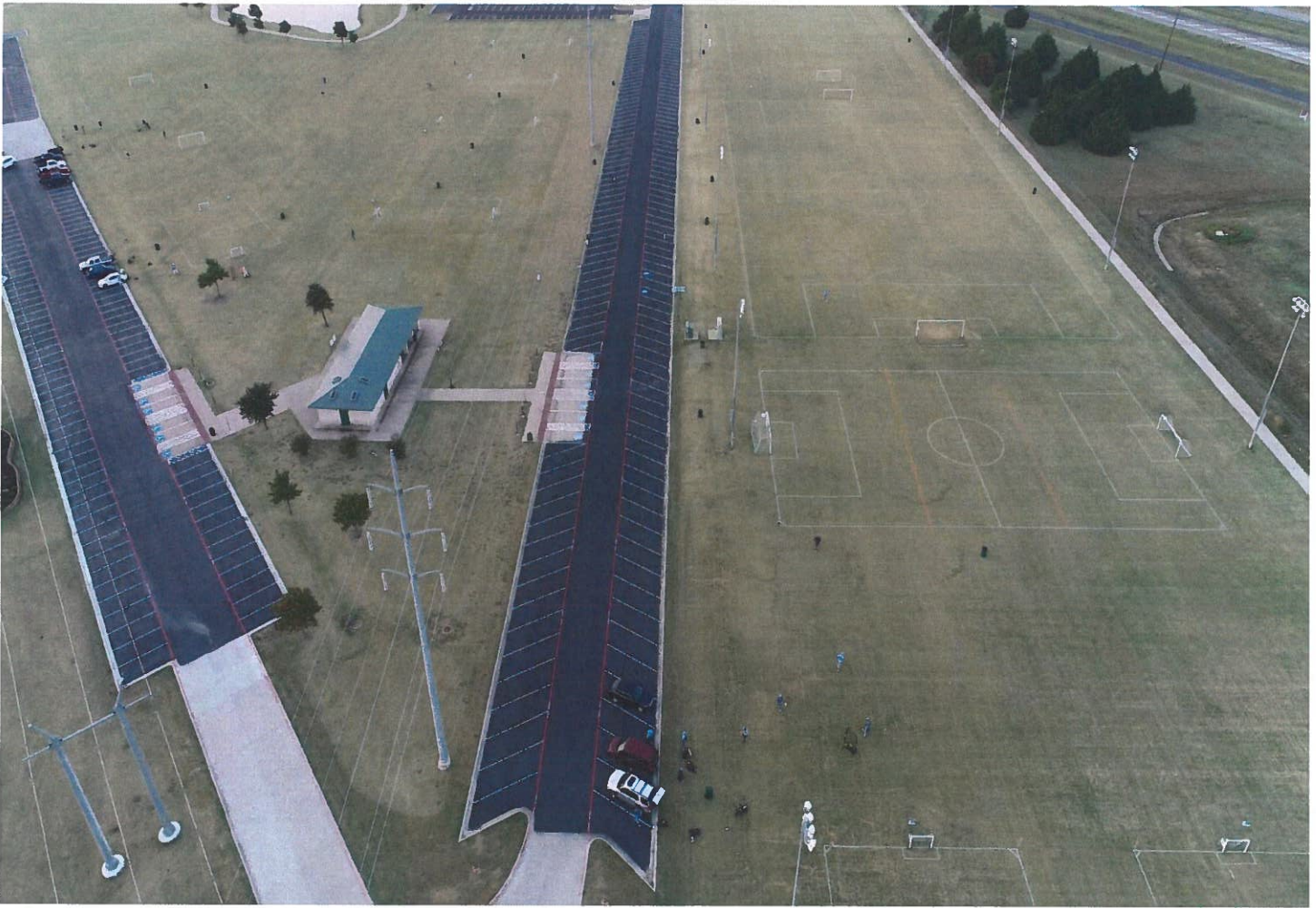
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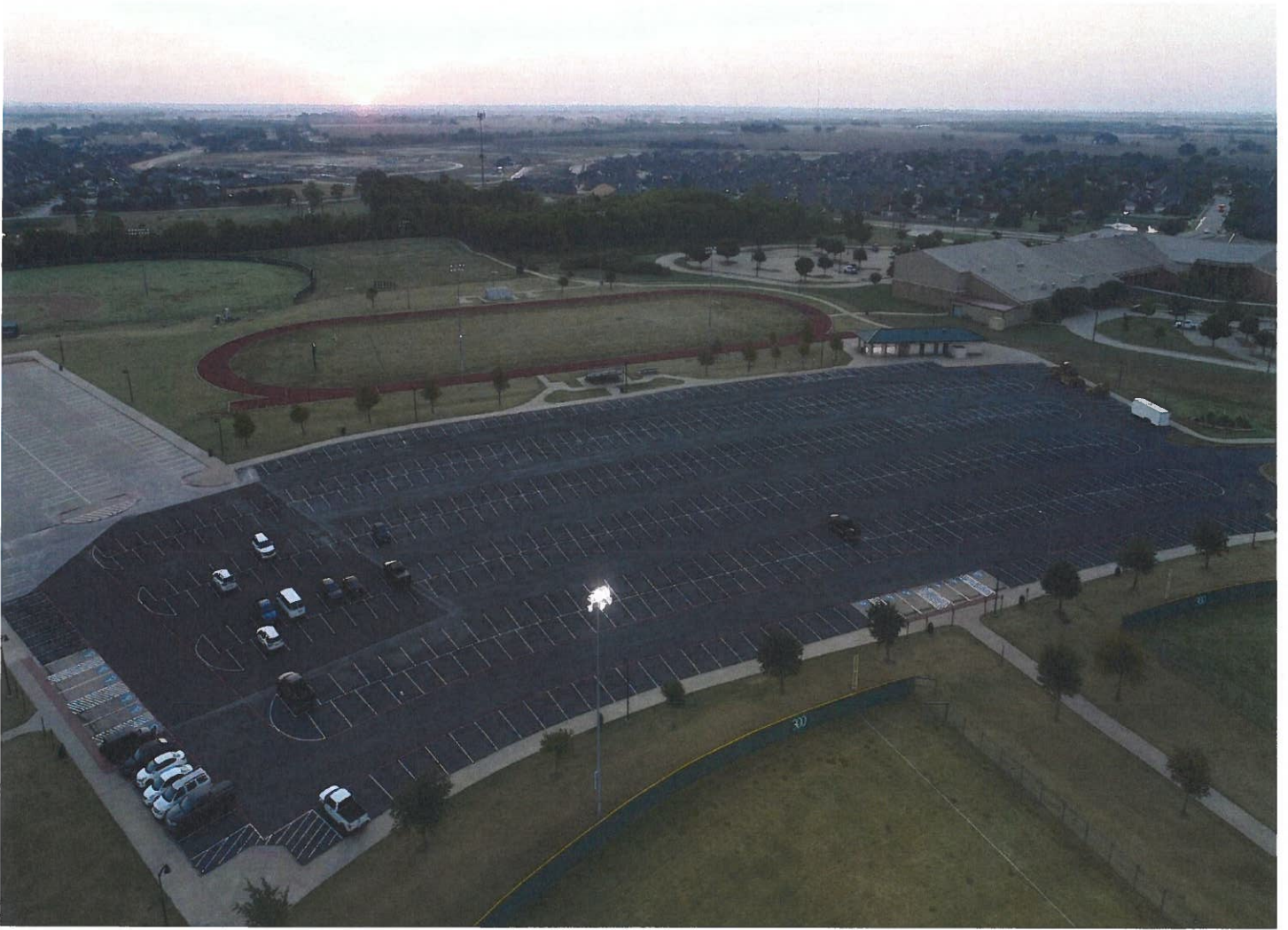
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