<u>A GENDA</u>

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, May 10, 2022 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 regular meeting of March 1, 2022 and special meeting of March 18, 2022
- 4. Consider authorizing the use of Convention Visitors Bureau FY22 contingency funds for Total Solar Eclipse Event in 2024
- 5. Hear update of activities from Convention & Visitors Bureau Director
- 6. Hear update of activities at the Civic Center
- 7. Hear update of Community Beautification
- 8. Hear update of activities at the Sports Complex
- 9. Hear update on Lake Parks Improvement Project
- 10. Hear update on Mid-Way Airport
- 11. 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 March 1, 2022

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, March 1, 2022 at 3:00 p.m.

Members Present:	Daniel Morton, President Bob Lynn, Vice President Doug Barnes, Mayor Michael Scott, City Manager Judy Demoney Elizabeth Tull David McSpadden
Ex-Officio Members Present:	Amber Villarreal, City Secretary Chad Tustison, Director of Finance Kevin Strength, President/CEO Chamber of Commerce
Others Present:	Gumaro Martinez, Executive Director of Parks & Leisure Services Laurie Mosley, Director of Convention & Visitors Bureau April Ortiz, Civic Center Director Chris Seale, Horticulturist James Villarreal, Assistant Director Sports Complex

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

Gumaro Martinez, Executive Director of Parks & Leisure Services, provided a project update on renovations at the Wags-a-Hachie Dog Park and thanked the Board for their support.

Brad Barnes, Assistant Director of Parks and Recreation, announced a tentative re-grand opening will be held in May and invited the Board to attend. He noted staff has set an internal deadline of Friday, March 11th to complete improvements.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of November 9, 2021

Action:

Mr. David McSpadden moved to approve minutes of the WCDC meeting of November 9, 2021. Ms. Judy Demoney seconded, All Ayes.

4. Receive Fiscal Year 2022 1st Quarter Financial Report

Finance Director Chad Tustison reviewed the first quarter financial report for fiscal year 2021 noting the funds have a positive financial position. He noted the budget is trending ahead at the moment largely impacted by increased sales tax and expenditures are anticipated to be spent at budget levels. He reported the available fund balance is approximately \$2.3 million.

(3)

5. Consider supplemental appropriation for additional track repairs and increased scope of wrought iron fencing

(%)

James Villarreal, Assistant Director Sports Complex, requested approval for additional funding for asphalt repairs on the running track. He explained patching and levelling the track would provide a temporary fix and potentially causing further problems in the near future. Preparation of the asphalt as recommended will increase the durability and longevity of the track improvements.

In addition, Mr. Villarreal requested approval to increase the scope of the wrought iron fencing project due to recent increase in materials and supply-chain issues. The scope of the work would extend to include the west side of the Broadhead Road service entrance.

Mr. David McSpadden asked if the asphalt repair will have a warranty and Mr. Villarreal noted it would.

President Morton expressed support to make the appropriate repairs to prevent additional costs in the future.

Action:

Mr. David McSpadden moved to approve a supplemental appropriation of \$90,000.00 for the additional asphalt repairs for the running track and a supplemental appropriation of \$35,000.00 for the increased scope in the wrought iron fencing project. Mayor Doug Barnes seconded, All Ayes.

6. Consider supplemental appropriation to the FY21-22 Civic Center budget for increased costs associated with the restroom and dressing room renovations

April Ortiz, Civic Center Director, requested approval of a supplemental appropriation to complete the restroom and dressing room renovations due to an increase in cost of materials along with labor and inventory shortages.

Action:

Ms. Judy Demoney moved to approve a supplemental appropriation of \$86,000.00 for the increased costs associated with the restroom and dressing room renovations. Ms. Elizabeth Tull seconded, All Ayes.

7. Discuss and consider potential funding source for Crape Myrtle Festival fireworks show

Laurie Mosley, Director of Convention & Visitors Bureau, explained that due to inflation and supply chain issues in China as it relates to fireworks, the cost of our annual fireworks show has increased from \$10,000 to \$21,000 for July 3, 2022. She explained the team is committed to securing other sponsorships and is requesting funding from the WCDC unrestricted reserve to cover the additional cost.

President Morton asked if there are levels of sponsorships and Ms. Mosley noted there are.

Action:

Waxahachie Community Development Corporation March 1, 2022 Page 3

President Dan Morton moved to approve a loan in the amount of \$10,500 for the Crape Myrtle Festival fireworks show and have the team solicit donations to contribute towards the repayment with the remaining balance to be absorbed by the WCDC fund. Mr. David McSpadden seconded, All Ayes.

8. Adjourn

City Manager Michael Scott announced departmental reports were available to members and entertained questions.

Ms. Mosley announced the SAGU will host the National Association of Intercollegiate Athletics (NAIA) first 2022 NAIA Men's and Women's Basketball National Championship Opening Rounds. She reported the Convention and Visitors Bureau is assisting with welcoming the teams. Mr. Villarreal announced the Sports Complex will provide four fields this weekend to assist a softball

tournament being hosted at Big League Dreams in Mansfield.

President Morton expressed his excitement for all the upcoming events in Waxahachie.

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

Respectfully submitted,

Amber Villarreal City Secretary Waxahachie Community Development Corporation March 18, 2022

A special meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas on Friday, March 18, 2022 at 1:00 p.m.

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Members Present:	Bob Lynn, Vice President Doug Barnes, Mayor Michael Scott, City Manager Elizabeth Tull
Members Absent:	Daniel Morton, President Judy Demoney David McSpadden
Ex-Officio Members Present:	Amber Villarreal, City Secretary Chad Tustison, Director of Finance Kevin Strength, President/CEO Chamber of Commerce
Others Present:	Gumaro Martinez, Executive Director of Parks & Leisure Services Chris Seale, Horticulturist

1. Call to Order

Vice President Bob Lynn called the meeting to order.

2. Public Comments

None.

3. Consider funding for additional Wags-A-Hachie Dog Park improvements

Gumaro Martinez, Executive Director of Parks & Leisure Services, requested approval of a supplemental appropriation from the Waxahachie Community Development Corporation unrestrictive reserve to fund the following additional necessary improvements at the Wags-A-Hachie Dog Park:

- Additional irrigation (interior dog park areas and other common areas) \$31,000
- Sodding interior dog park and common areas \$45,000

Mr. Martinez also requested approval for an additional art mural on the restroom at the dog park in the amount of \$12,500.

The Board discussed the theme of the mural and visibility. Mr. Martinez noted due to the time constraint before the grand opening, the artist would have full discretion of the mural.

It was the consensus of the Board to explore the theme of an additional mural at the dog park restroom at a later date.

Action:

Waxahachie Community Development Corporation March 18, 2022 Page 2

Ms. Elizabeth Tull moved to approve funding for additional Wags-A-Hachie Dog Park improvements of irrigation and sod in the amount of \$76,000.00 plus 10% contingency, totaling \$83,600.00. Mayor Doug Barnes seconded, All Ayes.

4. Adjourn

There being no further business, the meeting adjourned at 1:13 p.m.

Respectfully submitted, Amber Villarreal City Secretary



Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, Director - CVB

Thru: Michael Scott, City Manager

Date: May 4, 2022

Re: Authorize Use of Convention Visitors Bureau FY22 Contingency Funds for Total Solar Eclipse Event 2024

Item Description: Discuss and act on authorizing the use of the \$10,000 Contingency Fund in the FY22 CVB budget for the purchase of solar eclipse glasses.

Item Summary: In 2017, the CVB was approached by Stuart Stephenson, a Waxahachie community leader, in regards to our plans to service and host thousands of potential visitors that will be converging on our community and region the first weekend of April 2024. Waxahachie will be in the path of the Total Solar Eclipse taking place on Monday, April 8, 2024.

Mr. Stephenson has first-hand experience with the popularity of a total solar eclipse event as he and his son traveled across the Mid-West in 2017 for the "Eclipse Across America" events that took place.

Solar eclipse glasses have been identified as one of most important items needed to safely view the eclipse event for 2024. Just in the past few months, the price of the glasses has increased and will continue to do so significantly as the event gets closer. Some manufacturers are already sold out. Therefore, the committee feels that it would be best to order the glasses now and store them in the CVB's storage area at the Waxahachie Civic Center in preparation for 2024.

Staff would purchase approximately 20,000 pairs of glasses. The glasses would be distributed to hotels for guests during the event and also Waxahachie ISD campuses for students to use. Staff would also have some available to use at Railyard Park during the solar eclipse event.

Fiscal Impact: The purchase of the solar eclipse glasses would deplete the FY22 Contingency Fund, account 202-610-57800. However, doing so would help secure the glasses at a lower cost and ensure we procure the product for the 2024 event.



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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: May 4, 2022

Re: Convention & Visitors Bureau April-May 2022 Update

FESTIVAL & EVENT UPDATES

The month of April included some great events to attract visitors including the Scarborough Renaissance Festival, Vintage Market Days, Hachie 50 Ultra Marathon and Crossroads of Texas Film & Music Festival.

Upcoming events include:

- Wags-a-Hachie Dog Park Grand Opening May 7
- Farmers Market Season Opening May 7
- Waxahachie Cinco de Mayo Festival May 7
- Scarborough Renaissance Festival thru Memorial Day, May 30

Plans continue for the Crape Myrtle Festival, Cowboy Poet Gathering, Stampede of Speed and Texas Country Reporter Festival.

For the Crape Myrtle Festival, we have currently raised \$31,000 (including the WCDC appropriation of \$10K) to cover the \$38,000 estimated total expenses to execute the event – stage, band and children's activities.

Crape Myrtle Sponsors currently include:

\$10K level – HEB \$3K level – Waxahachie Foundation, Interbank and Carlisle Buick, GMC & Cadillac \$1K level – Mosley Plumbing Service \$500 level – Waxahachie Pawn and Victron Energy

Requests have been made to several other organizations and sponsorships will continue to be sought.

ADVERTISING, PR & MEDIA UPDATES

- Miranda Lambert dropped her *Palomino* album on Friday, April 29 which included a nice shout-out to Waxahachie in her e-blast and pinned to the top of her Facebook page with 8.9 million followers. This album includes a studio recording of her song "Waxahachie." *The Marfa Tapes* album included an acoustic version of the song.
- The 12-week spring radio campaign kicked off mid-March and will run thru the beginning of June on 99.5 the Wolf.
- The Hachie Heart e-newsletter has resulted in a 19% open rate for March and April with over 10K contacts on the list.
- The Waxahachie CVB and WDMA partnered up with Shop Across Texas on a "Register to Win" campaign for the month of April. We will receive the results of the campaign after the report is published.
- The CVB received news from the state of Texas Travel department that Waxahachie was one of the first 5 destinations to submit their grant request for the cooperative ads that were being offered. Waxahachie applied to be a part of the "Integrated Brand Content" programs that were being offered because they appear to have a

longer lasting power than some of the social media and other digital marketing plans that were offered. We will have presence on the Culture Map and Atlas Obscura website. Nichole created the requested digital ads for the package.

- The Visit Waxahachie, Texas Facebook page has 15,413 likes/16,300 followers. The CVB Instagram account is up to 1,787 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 35% on average for April 2022.

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GROUP TOURS & CONVENTIONS

- April 14 Premier Tours Global
- June Heritage Tours
- August Daughters of the Republic of Texas

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- Railyard Park hosted over 300 guests for the Good Friday Service and over 200 for the Sunrise Service on Easter Sunday.
- Headphone Disco will be on May 20 at 7 pm. 500 sets of headphones will be provided on a first-come, first-serve basis.
- The 4 week "Railyard Nights" Summer Concert Series will begin on June 4 with Texas musician Mark Powell in concert sponsored by 1390/99.1 KBEC.
- Kelly is working with Southern Roots Brewing Co. on a "Beers & Gears" event on September 24.

OTHER NEWS

• The CVB team is attending Emergency Management Training. Monica has finished all 4 of the requested courses. Kelly has finished 2 of the 4 requested classes.

Pinned Post

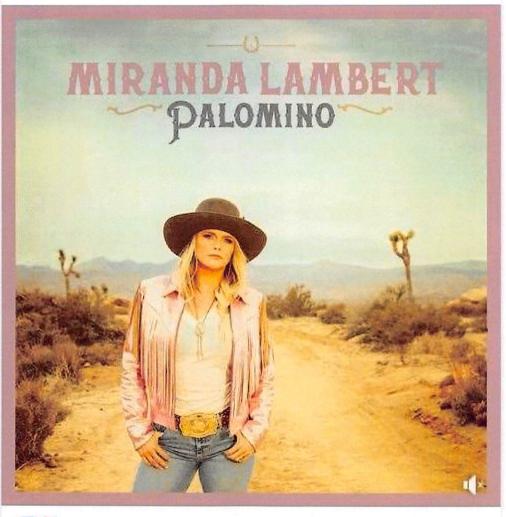


Miranda Lambert 🥝 April 28 at 11:17 PM · 🚱

My new album 'Palomino' is out now. You'll visit 36 different places as you travel through this record. You'll meet tons of characters like Katie with a K and the trucker Dwayne. You'll get acquainted with old friends, like Geraldene and visit places we've already been together like Waxahachie. Enjoy the trip y'all.

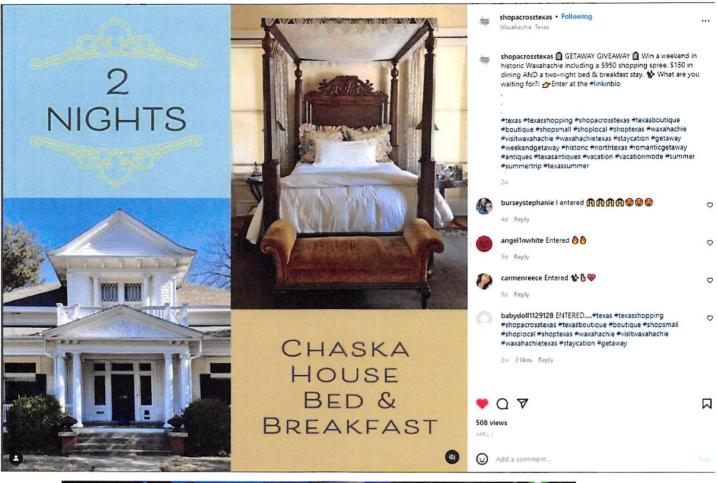
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Listen here: ml.lnk.to/palomino





972 Comments 910 Shares



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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: May 4, 2022

Re: Civic Center - May 2022 Update

April 1-30: 45 events

- Just Between Friends Children's Resale Event (3 event days)
- Corporate Meetings (9 event days, including: BSWH, Opstack, Cardinal Glass, Owens Corning, PMB Capital Investments)
- Desoto Police Department
- Rotary (2 event days)
- Memorials (2 event days)
- Baby Showers (2 event days)
- 365 Life Church
- Local Union #201
- Waxahachie Chamber of Commerce
- Birthdays/Celebrations (5 events days)
- Weddings/Rehearsals/Bridal Showers (3 event days)
- Ellis County Jury Selections (3 event days)
- Banquets/Luncheons/Dinners/Galas (7 event days)
- City Meetings (2 event days)
- Local Area Proms {Ovilla Christian, Midlothian Heritage, Mansfield Timberview} (3 event days)

May 1-31: 51 events

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- James Hardie (7 event days)
- TSTC Spring Graduation
- OnCor "All Hands" (2 event days)
- Local Union #201 (Owens Corning)
- Rotary (2 event days)
- WISD Awards Gala
- End of Year School Banquets/Events (11 event days)
 - WHS Charmers
 - Howard Jr. High Cheyenne's Banquet
 - Finley Jr. High Cheyenne's Banquet
 - WHS Band Booster Banquet
 - WHS Honors Breakfast
 - WGHS Honors Breakfast
 - Life School Choir Banquet
 - Life School Track Banquet
 - Red Oak Hawkette Banquet
- City Meetings (2 event days)
- Local Area Proms {Life School, Duncanville, Cedar Hill} (3 event days)
- Ellis County Jury Selections (3 event days)
- Kernow Storm Futbol Club
- Corporate Meetings (7 event days, *including: BSWH, John Houston Homes, Gerdau, THL Enterprises, PMB Capital Investments*)
- Birthdays/Celebrations (5 event days)
- 365 Life Church
- Baby Showers (2 event days)
- Weddings (2 event days)

Facility

- Our part-time Event Coordinator resigned in March, and we are currently interviewing for that position.
- The fountain maintenance is complete.
- Staff trainings: Crowd Surge, ARC Shelter Fundamentals and Active Shooter.
- Restroom/Dressing Room Renovations are tentatively scheduled to start June 6th (once all materials are delivered and our event schedule allows).

<u>Upcoming</u>

- Tammy's Dance Center Recital: June 17-19
- Indian Artifact Show: July 22-23
- Atlas Swim Spa Expo: July 29-31



Photo credit: Facebook (D. Titus) WCC/Tulipalooza



Photo credit: Facebook (S. Veerkamp Fletcher) WCC/Tulipalooza



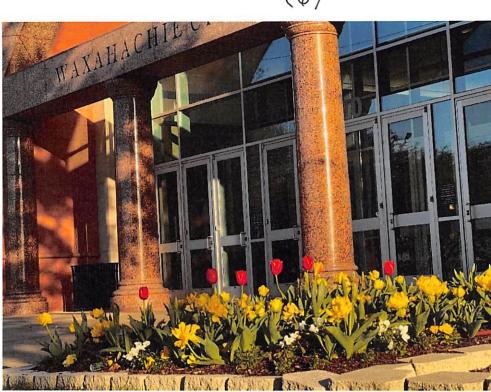


Photo taken by WCC Event Coordinator



Photo taken by WCC Event Coordinator





Photo Credit: Facebook (J. Luebano)



Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager

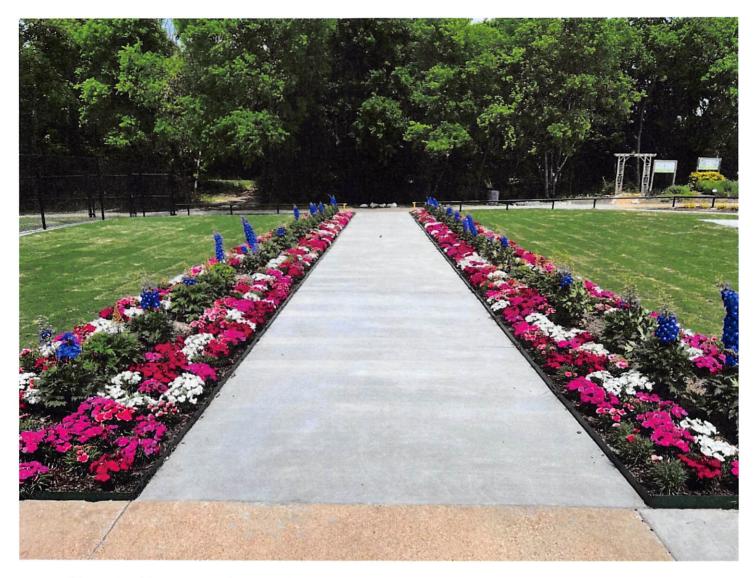
Date: May 4, 2022

Re: WCDC - May 2022 Beautification Report

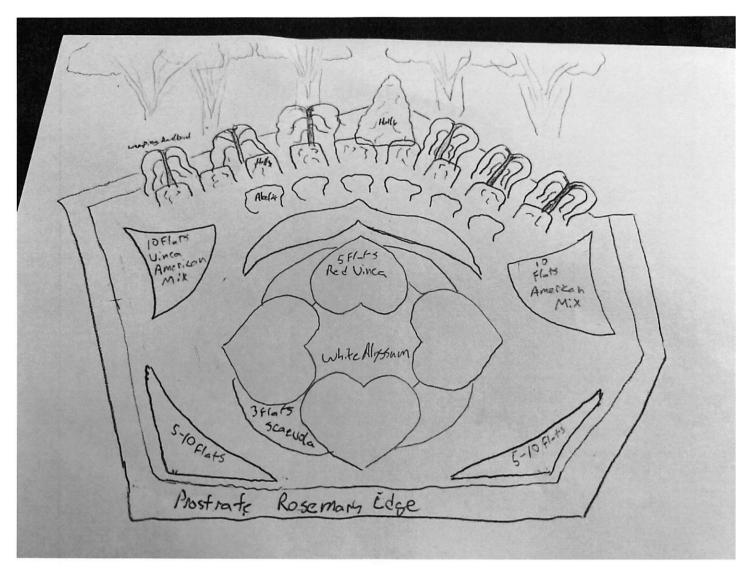
Current Projects

- Seasonal Color Change Outs
 - Most of the change outs have been installed with the exception of Civic Center and South Downtown Parking Lot. Annual color has been ordered for the Civic Center. Staff is waiting on the delivery and scheduling for the install.
 - \circ $\;$ Staff will begin changing out the pots in the upcoming weeks.
- Chautauqua Landscape Phase 2
 - The irrigation and landscape installation were completed prior to the Crossroads Film Festival.
 - The design consists of Weeping Redbud trees that line the back of the bed followed by two rows of shrubs. The middle of bed consists of heart-shaped mosaic pattern, using the Chautauqua memorial as a center piece. Additional flower beds were installed in the back corners and a row of trailing rosemary along the front border of the bed.

- Wags-A-Hachie Dog Park
 - Lantana Lawn Care fertilized the new sod with a starter fertilizer two weeks ago.
 - Lantana Lawn Care provided the first and second mowing the week of the grand opening.
 - Staff pulled weeds in all of the flower beds, applied a pre-emergent to the beds and added additional mulch.
 - The new flower beds along the walkway to the existing restroom are in full bloom and look marvelous. Plants and flowers in the beds include: Delphinium 'Glitzy' and Dianthus 'Coronet Mix'.
- Waxahachie Farmers Market
 - Staff laid four pallets of sod next to the entrance walkway.
 - Staff also repositioned the planters at the front of the building and planted with seasonal color.
- Ferris Avenue Median Landscape Improvements
 - Staff has completed the design and will being work in May.
 - A permeable paver grid will be installed along the curb side of the island and flower beds will be installed on top and around the retaining wall.
- Broadhead Road Median 4
 - Irrigation has been installed and Bermuda grass hydromulching will follow.
 - Estimated project completion date is end of August.
- Park Schoolhouse Road Median 3 and 4
 - o Median 3 irrigation install has been completed
 - Median 4 irrigation install has been completed
 - Bermuda grass hydromulching will start at the end of May



Wags-A-Hachie Restroom Flower Beds



Chautauqua Phase 2 Design





Chautauqua Mosaic Bed Template



Mosaic Flower Bed Planted with Red Vinca, White Allyssum and Blue Scaevola





Chautauqua Phase 2 Planted

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Memorandum

To: Waxahachie Community Development Corporation

From: James Villarreal, Assistant Diffector

Thru: Michael Scott, City Managerius

Date: May 4, 2022

Re: April/May Sports Complex Report

Tournament Schedule:

4/2	Lonestar Softball
4/9	Senior Slow Pitch
4/9	Premier Prospect Baseball
4/16	Texas Youth Fast Pitch Softball
4/23	Pine Tar Baseball
4/30	Waxahachie Youth Soccer Tournament
5/7	Aspire Softball
5/7	Pine Tar Baseball
5/14	Gold Crown Baseball
5/14	PSA Softball
5/21	Premier Prospect Baseball

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Individual Game Schedule:

4/4	Ellis County Homeschool Organization
4/25	Ellis County Homeschool Organization

Leagues:

4/4	Waxahachie Girl's Fast Pitch Association
4/8	Waxahachie Adult Volleyball

March 2022 Revenue Recap:

Tournament Revenue - \$1,300

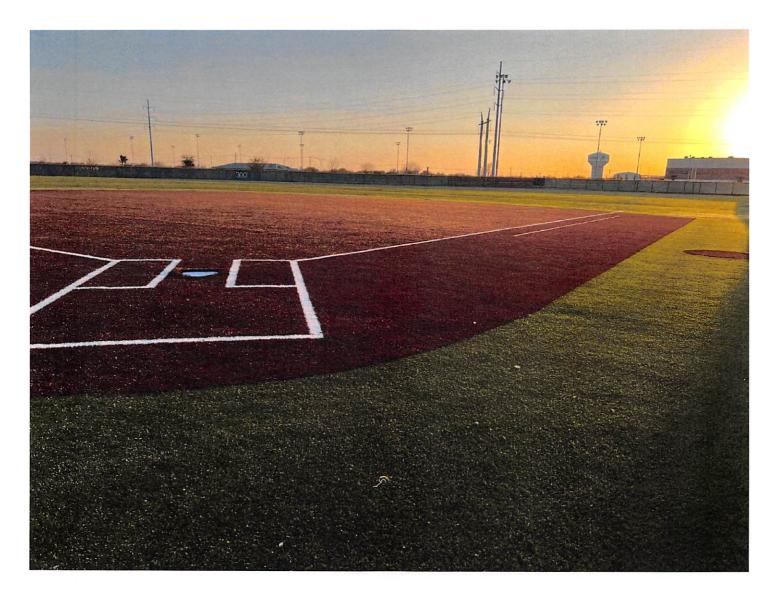
Team Fee Revenue - \$6,800

Projects:

- 1. Synthetic Turf Improvement Project Phase II This project was completed on Thursday March 3rd.
- 2. Running Track While preparing to overlay the existing asphalt track varies sub-grade issues were uncovered. It was recommended to remove the entire existing asphalt, stabilize the soil at depth of 14" inches, lay new 2" asphalt, then proceed to lay new rubber and stripe.
- 3. Wireless Scoreboard Panels This project was completed on Tuesday March 8th.
- 4. Wrought Iron Fence Improvements PH II This project was completed on Monday April 25th.
- 5. Sports Complex Map This project was completed on Friday April 15th.
- 6. Hike and Bike Trail Improvements Waiting on precast stone with lettering to arrive to complete this project.



Synthetic Turf Improvements PH2 – Turf Infields #1- #6



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Synthetic Turf Improvements PH2 – Field #5 Infield



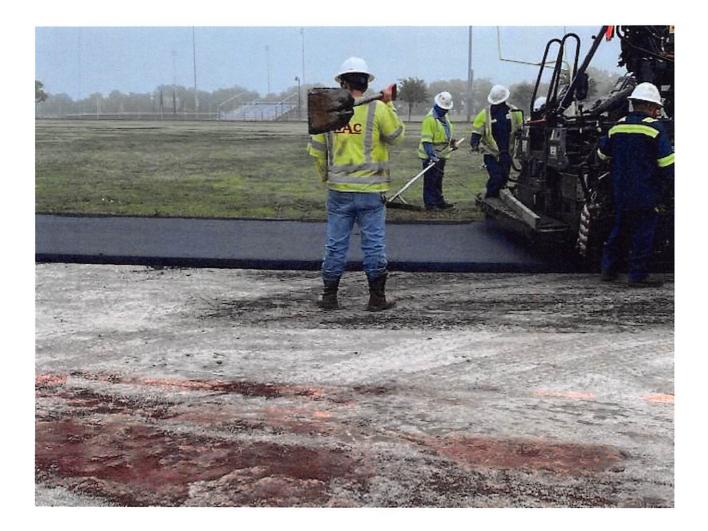
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Running Track Soil Stabilization at 14" Depth -

Running Track New 2" Asphalt -



Running Track New 2" Asphalt –

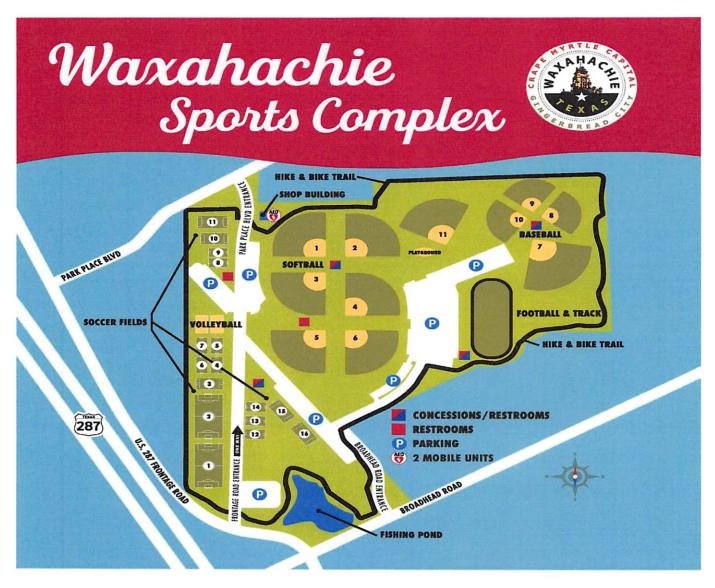


Wrought Iron Fencing -



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Way Finding Location Maps –



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