

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on **Tuesday, January 14, 2020 at 3:00 p.m.** in the Council Chamber, 401 South Rogers, Waxahachie, Texas.

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

Ex-Officio Members: Lori Cartwright, City Secretary
Charles Harris, Director of Finance
Sandy King, 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 meetings of October 15, 2019 and November 1, 2019
4. Hear update of activities from Convention & Visitors Bureau Director and update on the Railyard Park
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. 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) 309-4005 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.

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Waxahachie Community Development Corporation
October 15, 2019

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, October 15, 2019 at 3:00 p.m. in the Council Chamber, 401 South Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President
Bob Lynn, Vice President
David Hill, Mayor
Michael Scott, City Manager
Judy Demoney
Elizabeth Tull
Dave McSpadden

Ex-Officio
Member Present: Sandy King, President/CEO Chamber of Commerce

Ex-Officio
Members Absent: Lori Cartwright, City Secretary
Charles Harris, Director of Finance

Others Present: Albert Lawrence, Assistant City Manager
Amber Villarreal, Assistant City Secretary
Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
James Villarreal, Assistant Parks Director
Chris Seale, Horticulturist

1. Call to Order

President Dan Morton called the meeting to order and welcomed the new members.

2. Public Comments

None

3. Reorganize the Board

Action:

Mayor David Hill nominated Mr. Dan Morton as President. Mr. Bob Lynn seconded, All Ayes.

Mr. Dan Morton nominated Mr. Bob Lynn as Vice President. Mr. Dave McSpadden seconded, All Ayes.

4. Approval of minutes of the Waxahachie Community Development Corporation meeting of August 20, 2019

Action:

Mayor David Hill moved to approve minutes of the WCDC meeting of August 20, 2019. Mr. Dave McSpadden seconded, All Ayes.

5. Consider grant request by Brian Lance for Optimist Club swimming pool remodel

Mr. Bryan Johnson presented a grant request for Optimist Club swimming pool remodel in the amount of \$25,000. Mr. Johnson reviewed the total cost for renovations is about \$335,000 and currently \$135,000 has been raised to redo the plaster, fencing, electrical, and lighting. The goal is to secure enough funding to finish the project with additional parking and redoing the basketball area. Mr. Johnson explained the pool is utilized in the summer by people of all ages and the city fire department uses the pool for underwater rescue training.

Ms. Elizabeth Tull noted the adoption board hosted their end of summer party there and it was great and voiced her support for improving the pool.

Action:

President Dan Morton moved to approve \$25,000 contribution to Optimist Pool for improvements to swimming pool. Mr. Dave McSpadden moved to amend the motion to add contingent upon approval by the City Attorney.

President Dan Morton amended his motion to approve \$25,000 contribution to Optimist Pool for improvements to swimming pool contingent upon approval by the City Attorney. Mr. Dave McSpadden seconded, All Ayes.

6. Hear update of activities from Convention & Visitors Bureau Director and update on the Railyard Park

Ms. Laurie Mosley, Director of Convention & Visitors Bureau, noted there were a 1,000+ C10 trucks from all around the United States for C10s in the Park in September. She explained Antique Alley, Vintage Market Days, Odd Fest, NHRA Fall Nationals, and the Texas Country Reporter Festival will continue throughout the month of October. She noted Texas Country Reporter featured a 30 minute segment on the upcoming festival in Downtown Waxahachie. Ms. Mosley explained the Waxahachie CVB is working with the Texas Music Office to host a “Music Friendly Community” workshop at the Waxahachie Civic Center on Wednesday, November 6 from 4:00 p.m.–6:00 p.m.

Assistant City Manager Albert Lawrence reported Railyard Park (amphitheater) was anticipated to be completed in mid-October; however, there have been some delays with rain and engineering modifications to the drive behind the amphitheater. He noted the completion is tentative for mid-November and a large grand opening will be held in late March 2020.

7. Hear update of activities at the Civic Center

Ms. April Ortiz, Civic Center Director, reported August had 51 booked events, September had 63 booked events, and October has 49 booked events. She invited everyone to attend the Ellis County Veterans Appreciation Ceremony on November 9th at 10:00 a.m. and the WX Leaders Summit on Wednesday, November 13th at 1:00 p.m. She explained the stage lighting upgrade work is scheduled and additional drone building photos will be taken once the landscaping is complete.

8. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, reported the following projects have been completed: Oaklawn Park irrigation for future landscape and trees has been installed and tested, 18,000 spring bulb order has been placed for planting in various areas, Chapman Estates entry feature landscape, and fall decorations including pumpkins and hay bales are now displayed.

9. Hear update of activities at the Sports Complex

Mr. James Villarreal, Assistant Parks Director, reviewed the October tournaments, leagues and provided an update to the following projects:

- Parking Lot Phase II has been completed. Final walk-thru will be on Friday 10/4.
- Volleyball courts construction and lights have been completed. Irrigation is being installed surrounding the courts.
- Small soccer field sprigging grass is complete and games are being played on.
- New Playground Proposals are being sought.
- John Deere Bunker Rake proposals are being sought.
- Parking Lot Phase III initial meeting has taken place.

10. Adjourn

President Morton thanked staff for the progress and beautification enhancements to city facilities and elevating the standard of living in Waxahachie. He noted it is a pleasure, as a board member, to provide staff with the tools and money needed.

There being no further business, the meeting adjourned at 3:57 p.m.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary

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Waxahachie Community Development Corporation
November 1, 2019

A special meeting of the Waxahachie Community Development Corporation was held on Friday, November 1, 2019 at 9:00 a.m. in the Council Chamber, 401 South Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President
Bob Lynn, Vice President
David Hill, Mayor
Michael Scott, City Manager
Dave McSpadden
Elizabeth Tull

Member Absent: Judy Demoney

Ex-Officio

Members Present: Sandy King, President/CEO Chamber of Commerce

Ex-Officio

Charles Harris, Director of Finance

Member Absent:

Lori Cartwright, City Secretary

Others Present:

Amber Villarreal, Acting City Secretary

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

None

3. Consider support of Waxahachie Chamber of Commerce WX Leaders Summit

Chamber of Commerce President Sandy King presented a background overview of the WX Leaders Summit noting the Chamber is financially able to pay for the WX Leaders Summit and her request is not only for funds but also for support and endorsement. She explained the collaboration with the City is beneficial to all involved. The WX Leaders Summit essentially is a promotion of the city in the same capacity as the CVB promotes; therefore, Ms. King requested the city share a portion of the financial burden.

President Morton inquired about the goal of the Summit and Ms. King explained the Chamber strives for encouraging young leaders in our community to emerge.

The consensus of the Corporation was in support of the positive effects the WX Leaders Summit provides.

Action:

Mr. Dave McSpadden moved to approve a one-time contribution to the Waxahachie Chamber of Commerce in the amount of \$10,000 in support of the WX Leaders Summit. Vice President Bob Lynn seconded, All Ayes.

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Waxahachie Community Development Corporation
November 1, 2019
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4. Adjourn

There being no further business, President Dan Morton moved the meeting adjourn at 9:25 a.m. Mayor David Hill seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Acting City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: January 8, 2020

Re: Convention & Visitors Bureau November-December 2019 & January 2020 Update

FESTIVAL & EVENT UPDATES

The Waxahachie CVB finished up the last quarter of the month on a high with NHRA Fall Nationals, Texas Country Reporter Festival, WWII Veteran's Weekend and a long list of Christmas events.

The activity from these events, combined with activities from the Civic Center and Sports Complex reflected positive for the 4th quarter of 2019. Overall hotel revenues were up an average of 11.2% and occupancy 5.7% per the October, November and December STR reports.

Looking forward to the first quarter of 2020, events include (featuring Waxahachie Arts Council members):

3rd Annual Martin Luther King Jr. Unity Parade - January 20

Big Fish – A Broadway Musical - January 23-26, Waxahachie High School Performing Arts Center

Brown Bag & History at Ellis County Museum - January 24; Noon

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Downtown Dine Around - February 1-29

Downtown Waxahachie Mardi Gras Parade & Celebration - February 21-22

Agatha Crusty and the Village Hall Murders presented Waxahachie Community Theatre - February 21-23

Waxahachie Symphony Association – Hermitage Piano Trio - February 29; 7 pm

Tulip Festival - Late February-Mid April; Poston Gardens

Waxahachie Old Fashioned Singing - March 20-21 & 27-28; Chautauqua Auditorium

Brown Bag & History at Ellis County Museum - March 27; Noon

Ellis County Livestock Show & Rodeo - March 27-April 4

Crossroads of Texas Film & Music Festival (including the Crossroads Cowgirl Campout) - April 23-26

ADVERTISING, PR & MEDIA UPDATES

- Publicity for January 2020 is off to a great start with an article about Railport Brewery in *County Line Magazine* “Best of Upper East Side of Texas – Best Craft Brewery for Population under 50k”: <http://www.countylinemagazine.com/January-February-2020/Best-of-the-Upper-East-Side-of-Texas/>

AND

Texas Co-Op Power Magazine “Gordon’s Gold” article the features the Ellis County Courthouse: <https://www.texascooppower.com/texas-stories/life-arts/gordons-gold>

- Chet “The Daytripper” Garner filmed an episode in Waxahachie on November 14-15 featuring Matt Pittman/Meat Church, the Ellis County Courthouse, Ellis County Museum, the Munster Mansion and 878 Airsoft. We are told that the episode will air in spring of 2020 and possibly Waxahachie will be chosen for a watch party.
- Our radio ad buy with iHeart Radio/Star 102.1 resulted in some great added value of morning show host/WHS alumni Jeremy Robinson playing Mother Ginger in “The Nutcracker” production.
- Poston Gardens will be a big marketing push for the first quarter. The CVB worked with Phillips Productions on a :15 TV promo to run on Texas Country Reporter and can be used for promotion on

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social media by Poston Gardens and the CVB. The 2 billboards that the CVB controls on I-35E are in the process of being switched out to promote Poston Gardens.

- The CVB Instagram account is up to 1,188 followers organically. The Visit Waxahachie, Texas Facebook page has 12,366 fans.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- **Navarro College E-Sports Meeting – January 21**
- **Premier Tours Global – Spring Bluebonnet Tour – April 16**
- **Baptist Missionary Association of America Convention – April 27-29, 2020**

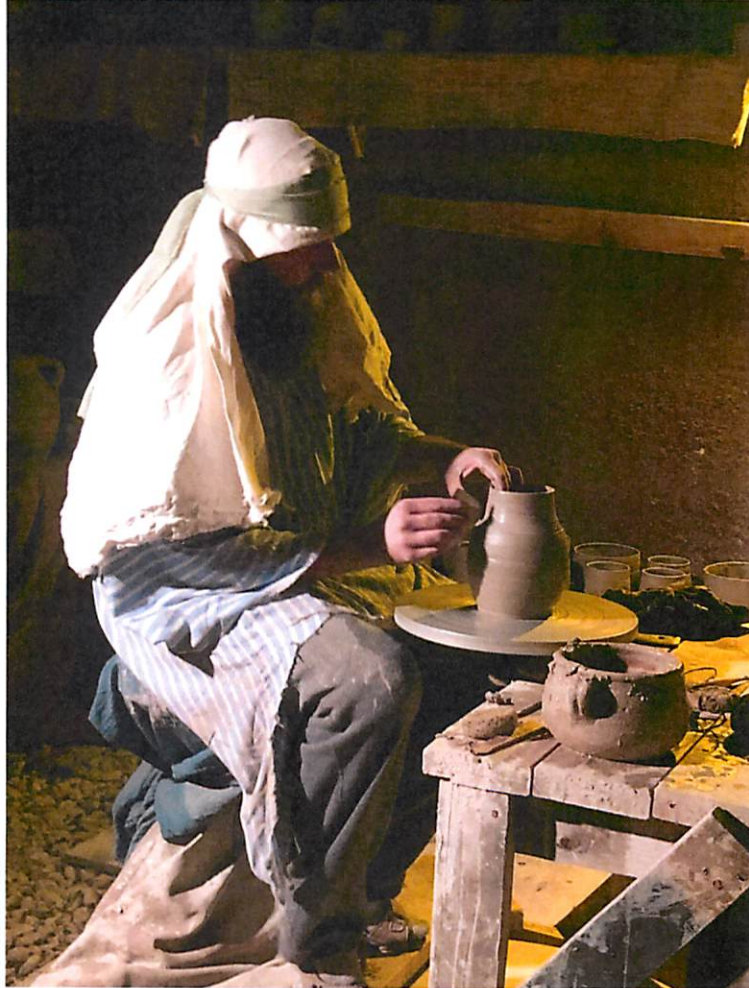
RAILYARD PARK UPDATE

- There are many exciting events planned for Railyard Park's inaugural year. The first event will be a Mardi Gras concert with Keyun and the Zydeco Masters on February 22 following WDMA's parade and Beer & Beads Stroll.
- We kick-off spring with the official Grand Opening concert on March 21.
- April through September will bring Worship Wednesdays to the amphitheater stage on the first Wednesday of each month where area church worship teams will lead the community in praise and song.
- Covenant Life will present "The Rest of the Story" at the park on April 11.
- On Saturday's beginning in April, we launch the Saturday Morning Fitness series with local fitness experts hosting free classes for all to experience.
- In June, Sim's Library will host their Friday morning Summer Reading Program events at the amphitheater.
- The YMCA Santa Run will call Railyard Park home base this year on December 12. The night prior will be packet pick-up, a Christmas movie, letters to Santa and a 1 mile candlelight walk.
- What is in the works? There are many activities and events we are working to activate at Railyard Park. These include local music nights, the Cinco De Mayo Festival, School's Out for Summer Bash, BBQ Festival, Coffee Festival, 8-week Friday Night Summer Concert Series, Waxajam, movie nights and more!

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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: January 8, 2020

Re: Civic Center – January 2020 Update

October: closed with 58 events booked including

- Chili's
- Bombadier (*formerly Triumph*)
- Baylor Scott & White SQS (*Safety & Quality Summit*)
- Just Between Friends Children's Resale Event
- Workforce Solutions (*20 weeks/20 classes, 1 per week, Oct. 7 thru Mar. 30*)
- Vision Global
- Edward Jones

November: closed with 62 events booked including

- OnCor Fall CSLT Conference
- Woodmen Life
- Ellis County Veterans Appreciation Ceremony
- Baylor Scott & White (*11 total event days*)
- James Barrett Foundation Gala
- WX Leaders Summit
- Vision Global
- Town Square Title Customer Appreciation Night

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- "BINGO for Bowen" Bowen Boston Foundation

December: closed with 38 events booked including

- WHS/Red Oak Volleyball Banquets
- Waxahachie Jr. Service League Christmas Market
- Luminant
- Baylor Scott & White (6 total event days)
- CNB Christmas Party
- WISD District Holiday Party
- TSTC Fall Graduation
- T & B Boiler
- Bristol Hospice Pathways

January: currently has 50 events booked including

- Body & Balance: Health and Wellness Fair
- OnCor Safety & Health Conference
- Premier Gun Show
- Keller Williams
- Ellis County Republican Women
- Aramark
- Desoto Winter Ball
- Texas Food Show
- Gypsy Soul Holistic Fair (Saturday, January 25th 10am-5pm & Sunday, January 26th 10am-5pm)

Up & Coming

Last Call Boutique Sale: Friday, January 31st, 4pm-8pm and Saturday, February 1st, 10am-4pm

Daddy Daughter Dance: Thursday, February 6th, 6pm-9pm

15th Annual Jazz Café: Saturday, February 8th, 6:30pm

Facility

- Exterior Coating Cleaning (scheduled for mid-spring)
- Hachie Heart (installed in November, see pics)
- New Christmas Light Display (see pic)

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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager
Date: 1/8/2020
Re: WCDC Beautification Report

Beautification Department Report:

January 14th, 2020

Completed Projects

- Winter Change Outs at all 80 planters and all 14 locations including but not limited to Civic Center, Rogers Street, Sports Complex and the planters on Hwy 77 median.
 - 18,000 Spring Blooming Bulbs
 - 750 Flats of Annual Color
 - 300 One Gallon Ornamental Greens

- Christmas Light Displays
 - Waxahachie Express Train
 - Courthouse Displays
 - The New Santa's Toy Company

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- **Waste Water Treatment Landscape**
 - Complete landscape renovation on the front of building
 - New shrubs, Dwarf crape myrtles and perennials
 - New irrigation

- **City Hall Landscape Improvements**
 - North east side
 - 40 Wood Fern
 - 40 Leopard Plant
 - 6 Cleyera Shrubs
 - Courtyard
 - 100 Berkley Sedge
 - 54 Evercolor Sedge
 - 10 Sedums
 - 24 Heuchera
 - 8 various perennials

- **Chapman Place Landscape**
 - Irrigation complete
 - Electrical complete
 - Plant material installed

Current Projects

- **Hachie Heart Planters**
 - 14 Earth Planters 31 inches tall to be placed next to selected Hachie Hearts
 - Planted with tulips to help promote Poston Gardens

- **Oaklawn Park**
 - Irrigation is complete
 - Trees have been planted
 - Flower bed has been installed
 - Working on getting the planters in place and planted

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- **Spring Park Landscaping**
 - Concrete boring complete
 - 90% of the irrigation has been installed
 - 5 Bubbler zones and 3 Micro Spray drip zones
 - Working on electrical and water pump installation
 - Trees and other plant material are on order and will be planted once irrigation is up and running
 - 13 Shade Trees
 - 19 Ornamental Trees
 - Various other Shrubs and Perennials

- **Lion's Park Soccer Field**
 - New field lights have been installed
 - 6 inch water tap has been performed
 - Field irrigation has been installed
 - Working on getting the meter installed

Future Projects

- **Park Schoolhouse Road Landscape Install**
- **Add additional water meters along Broadhead Road for landscaping**

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Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 1-8-2020

Re: January Sports Complex Report

Tournaments 2020

<u>February:</u>	15th	Monsta Slow Pitch Softball Texas Allstar Baseball
	22nd	Pinnacle Adult Softball
	29th	Monsta Slow Pitch Softball
<u>March:</u>	14th	American Sporting Events Baseball Monsta Slow Pitch Softball
	21st	American Sporting Events Baseball Pinnacle Adult Softball
	28th	Spotlight Baseball

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<u>April:</u>	4th	Texas Allstar Baseball Pinnacle Adult Softball	
	18th	Texas Allstar Baseball	
	16th -19th	Senior Slow Pitch Softball (50 years – 85 Years)	
	24th -26th	Waxahachie Soccer Association	
<u>May:</u>	2nd	American Sporting Events Baseball Pinnacle Adult Softball	
	9th	Texas Allstar Baseball Monsta Slow Pitch Softball	
	16th	Spotlight Baseball	
	23rd	American Sporting Events Baseball	
	30th	Spotlight Baseball	
	<u>June:</u>	6th	Texas Allstar Baseball Monsta Slow Pitch Softball
		11th – 14th	Senior Slow Pitch Softball (50years – 85 years)
13th		American Sporting Events Baseball	
20th		American Sporting Events Baseball	
27th		Pinnacle Adult Softball Spotlight Baseball	
<u>July:</u>		9th – 12th	VTD Girl’s National Fast Pitch Softball National
	18th	Texas Allstar Baseball Grand Slam Girl’s Fast Pitch Midnight	
	25th	American Sporting Events Baseball	
<u>August:</u>	1st	Pinnacle Adult Softball	
	8th	Texas Allstar Baseball	
	22nd	Texas Allstar Baseball	
<u>Sept:</u>	5th	USA Softball Men’s E & D National Tournament	
	12th	American Sporting Events Baseball Pinnacle Adult Softball	
	19th	Texas Allstar Baseball	
	26th	American Sporting Events Baseball	

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<u>Oct:</u>	3rd	Texas Allstar Baseball
	10th	Pinnacle Adult Softball
		Spotlight Baseball
	17th	American Sporting Events Baseball
		Pinnacle Adult Softball
24th	Texas Allstar Baseball	
31st	American Sporting Events Baseball	
<u>Nov:</u>	7th	Texas Allstar Baseball
		Pinnacle Adult Softball
	14th	DFW USA Girl's Fast Pitch Softball
		Spotlight Baseball
21st	American Sporting Events Baseball	
<u>Dec:</u>	5th	Pinnacle Adult Softball
		Texas Allstar Baseball
	12th	Spotlight Baseball

Leagues

League play begins in March with:

Adult Men's Church Softball League

Adult Men's Recreation Softball League

Adult Coed Softball League

Girl's Fast Pitch Softball League

YMCA Youth Soccer League

Waxahachie Soccer Association Soccer League

Red Oak Soccer Association Soccer League

YMCA T-Ball League

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Projects

Playground has been installed and is ready for play.

Parking Lot Phase III design is in process with bidding scheduled for March and construction beginning on Monday May 4th.

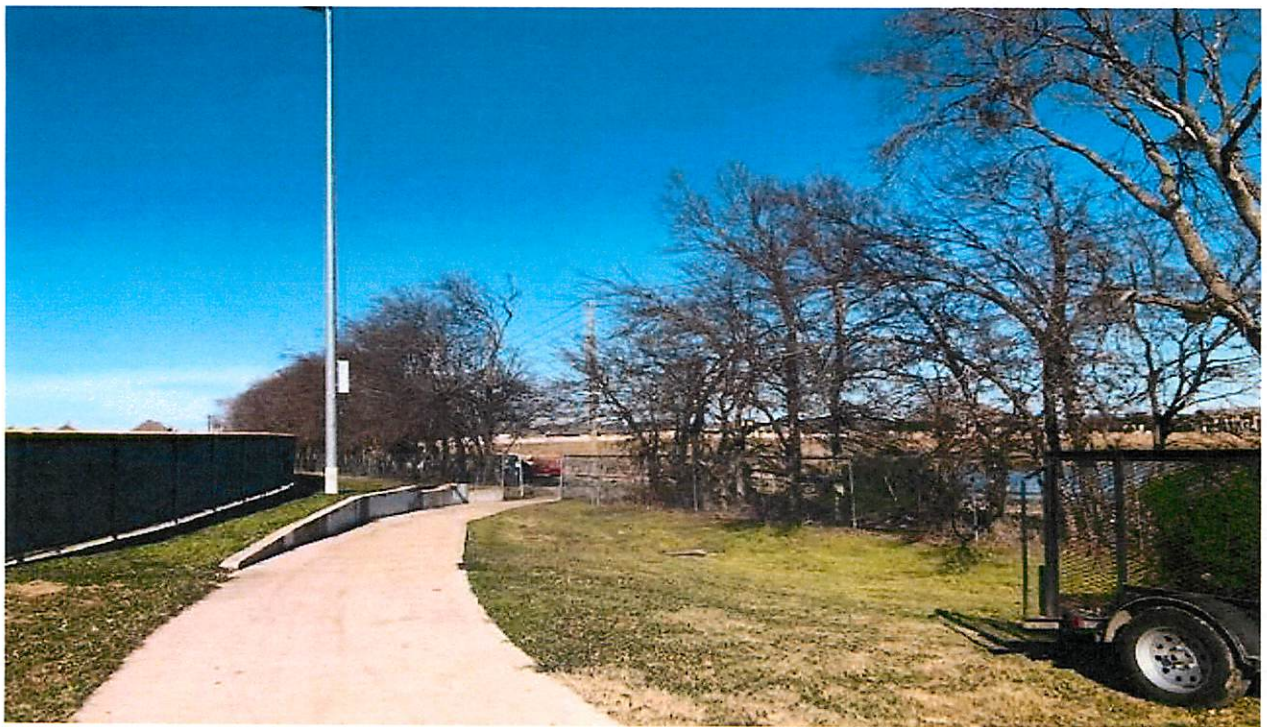
Winter maintenance continues throughout the sports complex with tree line trimming, batter's boxes re-shaped, and fertilization of perineal rye grass.

Painting of all restrooms, painting of trash barrels, and painting of exterior drive-thru gates is on schedule.

An irrigation audit is scheduled for this month to go through the entire irrigation system checking and replacing valves as well as any heads that are not operable.

Stone has been ordered for a flower bed that was near parking phase II. The stone is expected in next week with work commencing as soon as it arrives.

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