

Waxahachie Community Development Corporation
September 13, 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, September 13, 2022 at 3:00 p.m.

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

Ex-Officio Amber Villarreal, City Secretary
Members Present: Chad Tustison, Director of Finance

Ex-Officio
Member Absent: 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

1. Call to Order

President Dan Morton called the meeting to order and welcomed new board member Jim Phillips.

2. Public Comments

None.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of July 12, 2022

Action:

Mr. David McSpadden moved to approve minutes of the WCDC regular meeting of July 12, 2022. Ms. Elizabeth Tull seconded, All Ayes.

4. Hear presentation of Downtown Gateway Monument Project and take any necessary action

Gumaro Martinez, Executive Director of Parks & Leisure Services, introduced John Fielder, Kimley-Horn Landscape Architect and Project Manager. Mr. Martinez explained Kimley-Horn was hired to provide a conceptual design for a monument sign on the vacant median across from Citizens National Bank downtown due to the viaduct project.

Mr. Fielder explained there is a triangular median downtown that was reviewed after road alignments and TxDOT rights-of-way. He presented the landscape pallette noting the sign is double sided and will be clearly visible when leaving and entering downtown Waxahachie. He explained the sign was limited by TxDOT guidelines and the proposed sign is 7 ½ feet in height and 20 feet wide. The total projected cost of the project is \$625,000.

Mr. Martinez noted staff has reviewed the proposal and is requesting approval of funding from WCDC.

City Manager Michael Scott explained the conceptual design was paid from the General Fund in the FY 22 budget. He noted the proposed monument sign will look nice and be easy to maintain.

President Morton asked if there is water onsite and Mr. Martinez noted water will be added in from across the street.

Mr. David McSpadden asked if the curb cutting is included in the cost estimate and Mr. Fielder noted it was.

The Board expressed support for the proposed monument sign.

Action:

Mr. David McSpadden moved to approve funding for the Downtown Gateway Monument Project as presented. President Dan Morton seconded, All Ayes.

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

Laurie Mosley, Director of Convention & Visitors Bureau, presented an update of upcoming activities: C10s in the Park and Party on the Square, Hispanic Heritage Celebration, Stampede of Speed Cattle Drive & Fan Fest, Chautauqua Cowboy Poet Gathering, and Texas Country Reporter Festival. Ms. Mosley reported Waxahachie had the second highest performance results amongst featured cities in the ShopAcrossTexas.com Summer Getaway campaign. She also reviewed current and upcoming advertising, PR, and media updates explaining Waxahachie was featured in three promotional Eblasts, Hachie Heart e-newsletter, full ad in Texas Monthly magazine spotlighting Texas Country Reporter Festival, as well as radio ads to promote fall events. Ms. Mosley noted the “2024 Total Eclipse of the Heart” event is moving forward and a website landing page has been created. She reviewed upcoming events at Railyard Park.

6. Hear update of activities at the Civic Center

April Ortiz, Civic Center Director, reviewed the monthly report for the Civic Center noting the facility ended August with 32 events and have 40 events booked in September. She noted some events are already booking for 2023 and 2024. Ms. Ortiz presented updates on the restroom/dressing room renovations which are estimated to be completed by the end of September. Upcoming events include the 18th Annual Bridal Extravaganza, Ellis County College & Career Fair, Navarro College Brilliance, and Just Between Friends Children’s Resale Event.

7. Hear update of Community Beautification

Chris Seale, Horticulturist, reviewed current projects: Park Schoolhouse Median 3, tulips and spring blooming bulbs ordered, and pumpkins are ordered. He also reviewed completed projects: Broadhead Road Median 4 and Park Schoolhouse Median 4.

8. Hear update of activities at the Sports Complex

Mr. Martinez explained there have been several large tournaments recently including NAGAAA Softball World Series. He read a letter from one of their directors praising staff at the Sports Complex and the beautiful fields. Mr. Martinez thanked the board for their support of the improvements at the Sports Complex. He also noted there were many compliments after the Keepers of the Peace Tournament held this past weekend with police officers participating from all across the United States.

9. Convene into Executive Session for deliberation regarding real property as permitted under Section 551.072, Texas Government Code

President Morton announced at 3:43 p.m. the Waxahachie Community Development Corporation would convene into Executive Session for deliberation regarding real property as permitted under Section 551.072, Texas Government Code.

10. Reconvene and take any necessary action

The meeting reconvened at 4:07 p.m.

Action:

Mr. David McSpadden moved to approve the acquisition and purchase of 54 acres of the Doyle property along the Hike and Bike Trail. Vice President Bob Lynn seconded, All Ayes.

11. Adjourn

There being no further business, President Dan Morton moved the meeting adjourn at 4:08 p.m. Ms. Elizabeth Tull seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
City Secretary