

Waxahachie Community Development Corporation
January 10, 2023

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, January 10, 2023 at 3:00 p.m.

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

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

Others Present: Gumaro Martinez, Executive Director of Parks & Leisure Services
Kyle Cooper, Director of Parks & Recreation
Laurie Mosley, Director of Convention & Visitors Bureau

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

Kevin Strength, President/CEO Chamber of Commerce, thanked everyone for their work on improving Waxahachie.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of November 8, 2022

Action:

Ms. Elizabeth Tull moved to approve minutes of the Waxahachie Community Development Corporation regular meeting of November 8, 2022. Mr. David McSpadden seconded, All Ayes.

4. Hear Preliminary Fiscal Year 2022 4th Quarter Financial Report

Finance Director Chad Tustison reviewed the preliminary fiscal year 2022 4th quarter financial report noting the funds have a positive financial position. He noted revenues for the fourth quarter came in at \$7.7 million, or an increase of 17% over the prior year. In comparison to the revised budget, total actual revenues came in nearly 6% more than projected. The increase can be largely attributed to continued strong sales tax collections which came in about 14% over the prior year. Expenditures for the fourth quarter totaled \$6.9 million. Overall, the fund expenses came in under the revised budget by less than 1%. He reported the available fund balance is approximately \$3.2 million.

City Manager Michael Scott explained there will be a funding opportunity for WCDC to assist with the new grocery store project.

Mr. Jim Phillips asked if the revenues from the Civic Center and Sports Complex can be allocated specifically for those facilities and Mr. Tustison explained that is not how the fund is setup as the revenues and expenditures represent the entire WCDC fund.

Mr. David McSpadden recommended reviewing the Capital Improvement Plan at a Work Session in February.

Mr. Scott explained the plan is reviewed yearly during the summer in conjunction with the budget process.

President Morton stated the Board can discuss the Capital Improvement Plan, funding opportunities, and future projects at the February Work Session.

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

Laurie Mosley, Director of Convention & Visitors Bureau, reported the 2022 Christmas events were successful and noted Bethlehem Revisited had almost 13,000 attendees in 5 nights. She reviewed an update of upcoming Advertising, Public Relations, and Media updates: the January 2023 issue of Texas Highways Magazine featured the article “Explore the Secrets of Gingerbread City on a weekend in Waxahachie” including an e-blast for the article; “Small Town Big Deal” filmed at Bethlehem Revisited for a segment to air early November 2023; C10s in the Park and Getzendaner Park are receiving air time on MotorTrend TV show called “Shorty’s Dream Shop”; and 2022 ended with good analytics. Ms. Mosley reviewed the following Railyard Park/Cultural Arts/Music Friendly Community updates: Kelly Skistimas participated as a guest speaker at the Sounds & Cities Conference hosted by the Texas Music Office/Texas Music Friendly Initiative in Fort Worth; Waxahachie’s Coffee and Tea Festival, Jingle Jam Parade Pre-Party, and the YMCA Santa Run were all successful events. Ms. Mosley announced Hachie Gras will kick-off at Railyard Park on February 18th with a parade and live music from 11am-1pm and will continue at participating restaurants/bars/breweries/wineries downtown.

Ms. Mosley also thanked Kevin Strength and the Chamber of Commerce for assisting with multiple events in 2022.

6. Hear update of activities at the Civic Center

President Morton announced April Ortiz, Civic Center Director, provided an update of activities in the agenda packet.

7. Hear update of Community Beautification

President Morton announced Chris Seale, Horticulturist, provided an update of activities in the agenda packet.

8. Hear update of activities at the Sports Complex

President Morton announced James Villarreal, Assistant Director Sports Complex, provided an update of activities in the agenda packet.

9. Adjourn

It was the consensus of the Board to have Work Sessions every other month to discuss funding opportunities and future projects.

There being no further business, the meeting adjourned at 3:28 p.m.

Respectfully submitted,

Amber Villarreal
City Secretary