

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 12, 2023 at 3:00 p.m.***

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

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 July 11, 2023 and special meeting of August 8, 2023
4. Hear report of YMCA fundraising efforts and consider funding request
5. Consider funding for Boat Dock Park improvements
6. Hear update of activities from Convention & Visitors Bureau Director
7. Hear update of Community Beautification
8. Hear update of activities at the Sports Complex
9. Comments by WCDC Board of Directors
10. Adjourn

The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session as authorized by Section 551.071(2) of the Texas Government Code, for the purpose of seeking confidential legal advice from legal counsel on any agenda item listed herein. 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.

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 11, 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 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
Chris Seale, Horticulturist
James Villarreal, Assistant Director Sports Complex

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

Kevin Strength, President/CEO Chamber of Commerce, thanked WCDC for their efforts and positive impact in Waxahachie.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of May 9, 2023 and special meeting of June 13, 2023

Action:

Elizabeth Tull moved to approve minutes of the WCDC regular meeting of May 9, 2023 and special meeting of June 13, 2023. David McSpadden seconded, All Ayes.

4. Discuss and consider Waxahachie Community Development Corporation Fiscal Year 2024 Budget

Chad Tustison, Director of Finance, presented the proposed budget for Fiscal Year 2024. He reviewed Five-Year Operating Requests for the Civic Center, Sports Complex, and Community Beautification. Projected revenue is \$8,502,287 and total expenses, from base budget and budget requests, equates to \$7,263,240. Mr. Tustison reviewed the WCDC Fund Summary noting the year-end estimate is \$5,723,906. Sales tax is healthy and based on population growth and inflation factors, he recommended a conservative growth of 3.5%. He reviewed the program enhancement costs for the Sports Complex, Civic Center, and Community Beautification. The FY 2024 ending balance is projected at \$3,598,335, after 25% reserve met. Mr. Tustison also

reviewed the Hotel Motel Tax Fund, estimating \$1,112,497 in collections and \$1,092,007 in expenses. The projected ending balance for the Hotel Motel Tax Fund is \$978,167.

Action:

David Hill moved to approve the Waxahachie Community Development Corporation Fiscal Year 2024 Budget as presented. David McSpadden seconded, All Ayes.

5. Discuss and consider funding for mural project

David McSpadden explained the Mural Committee was tasked with identifying potential locations for murals downtown that would not violate historic properties or code enforcement issues. Leighton Autrey, local artist, volunteered to curate the mural program downtown and incorporate other artists. Mr. Autrey estimated \$100,000 would cover the cost for three (3) or more murals. With the approval of funding, the Mural Committee will seek written approval of property owners. Mr. McSpadden noted the committee identified three (3) potential locations, one of which is the Parks and Recreation Building that faces Highway 77. Mural themes/design and cost would be approved by WCDC once vetted by the Mural Committee.

Jim Phillips expressed concern with not providing equal opportunities to building owners to participate and noted he wants transparency with the use of public funds. The Board concurred and discussed establishing a formal application process to allow downtown building owners to participate in the mural program. It was the consensus to move forward with funding year one now, in hopes to generate interest and have a new mural downtown prior to the Texas Country Reporter Festival in October. The committee was tasked to formalize an application process for building owners for year two.

Action:

David McSpadden moved to authorize funding for year one of the mural project in the amount of \$100,000. Bob Lynn seconded, All Ayes.

6. Discuss and consider audio system for Waxahachie Civic Center

Amy Borders, Director of Communication and Marketing, requested approval to purchase a wired portable audio cart for the Civic Center in the amount of \$26,649.91. Ms. Borders explained the cost to rent the portable audio system for one year is approximately \$20,000. She explained the City Council and Planning and Zoning Commission meetings will be held at the Civic Center for at least one year while City Hall is renovated. The streaming service for the meetings will be temporarily relocated to the Civic Center during that time; however, audio is not provided. By purchasing the audio system, including eleven (11) microphones, the Civic Center will be able to offer rental of the system for other events.

Action:

David McSpadden moved to approve funding a wired portable audio cart for the Waxahachie Civic Center in the amount of \$26,649.91. Jim Phillips seconded, All Ayes.

7. Adjourn

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There being no further business, the meeting adjourned at 3:37 p.m.

Respectfully submitted,
Amber Villarreal, City Secretary

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 Tuesday, August 8, 2023 at 3:00 p.m.

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

Member Absent: Bob Lynn

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
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

Chris Wright, 808 W. Marvin, Waxahachie, Texas, expressed support for a community recreation center with indoor basketball courts.

Patrick Souter, 700 W. Main, Waxahachie, Texas, expressed support for a community recreation center to provide various activities for all ages and relief from the summer heat.

3. Hear update on mural project

Leighton Autrey provided several potential mural designs to honor Waxahachie's history and identity. He noted he is open to ideas and direction from the Waxahachie Community Development Corporation.

4. Board discussion of other future projects and initiatives

The Board discussed potential future projects including:

- Community recreation center with a swimming pool
- Backstops and outdoor basketball courts
- Boat Dock Park improvements
- Lighting and a basketball court at Oak Lawn Park

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- Improvements to current assets such as the Waxahachie Civic Center and the Sports Complex

It was the general consensus of the Board to add the following items to the September agenda for consideration.

- Funding for Boat Dock Park improvements
- Funding for lighting at Oak Lawn Park
- Mural designs

5. Adjourn

There being no further business, the meeting adjourned at 3:45 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Kyle Cooper, Senior Director of Parks and Recreation

Thru: Michael Scott, City Manager

Date: September 12, 2023

Re: Consider ratifying \$717,000 in funding for the Lake Waxahachie Park Improvement Project.

Recommended Motion: "I move to ratify \$717,000 from the WCDC unreserved fund for the project as presented by staff, and authorize the City Manager to execute all documents as necessary."

Item Description: Consider the ratification of \$717,000 from the WCDC unreserved fund balance, which is essential for the successful implementation of the Lake Waxahachie Park Improvement Project at Boat Dock Park.

Item Summary: On August 21, 2023, the City Council awarded the Lake Waxahachie Park Improvement Project bid to J&K Excavation, LLC. This project aims to enhance safety and accessibility at Boat Dock Park by removing existing infrastructure and introducing various improvements, including a new parking lot, boat ramp, and amenities. The plan includes 87 parking spaces and 27 designated boat trailer spaces. Bids were received on July 21, 2023, and J & K Excavation, LLC submitted the lowest responsible bid of \$3,356,050.50.

Furthermore, staff has recommended several additional bid items to enhance the park, such as site furnishings, beach pavilions, a boat ramp pavilion, concrete for pavilions, and lighting, totaling \$470,940. When combined with a 5% contingency, the overall project cost is \$4,018,340.03.

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The funding for this project originates from the remaining funds allocated for the 2021 CO Parks Bonds and the 2022 CO General Bonds. However, there is a deficit of \$717,000 required to successfully finish the project, prompting the request to the WCDC.

Fiscal Impact: The WCDC unreserved fund balance has sufficient capacity to fund the request.

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: September 12, 2023

Re: Update of Activities from Convention & Visitors Bureau – September 2023

FESTIVAL & EVENT UPDATES

The temperatures are cooling down and the fun is heating up with some of our favorite fall events on the horizon: C10s in the Park & Party of the Square, Hispanic Heritage Celebration, Chautauqua Cowboy Poet Gathering, Oddfest, Stampede of Speed Cattle Drive & Fan Fest, Texas Country Reporter Festival and more.

ADVERTISING, PR & MEDIA UPDATES

- The Hachie Heart e-newsletter titled "Fall 2023 Preview" has resulted in a 28% open rate for August 2023 with over 12,000 contacts on the list.
- Radio ads on 99.5 the Wolf have resumed to promote the fall events and will run weekly thru mid-December.
- The "2024 Solar Eclipse" officially has entertainment booked - Britishmania Beatles Tribute for Saturday night and Bricks in the Wall Pink Floyd light show on Sunday.

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- Waxahachie was featured in two articles in the August 2023 issue of *Texas Highways*. One of the articles discussed the anniversary of "Tender Mercies" and the other article featured the filming of the "Bass Reeves" project by Taylor Sheridan.
- The Texas Country Reporter Festival was featured in a Fall Festival article produced by *The Dallas Morning News* and was even named as one of the "Editor's Picks."
- The Visit Waxahachie, Texas Facebook page has 19,178 likes. The CVB Instagram account is up to 2,364 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 16% on average for July 2023 and up 17% on average for August 2023.

GROUP TOURS & CONVENTIONS

- November 2023 – Greater Dallas Area Planning Council
- April 2024 – North Dallas Area Woman's Club
- April 2024 – 150 from the UK to attend the solar eclipse
- April 2024 – RV Group from Houston for the solar eclipse

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- Danielle successfully completed her 6-month probation period and increased the program from the year before on social media analytics and park visitation.
- Upcoming Railyard Park Events Include:
 - 9/2: Saturday Morning Fitness at Railyard Park
 - 9/9: Saturday Morning Fitness at Railyard Park
 - 9/9: Yoga Under the Stars
 - 9/16: Saturday Morning Fitness at Railyard Park
 - 9/16: Railyard Park Presents: Family Day Festival
 - 9/23: Saturday Morning Fitness at Railyard Park
 - 9/23: Hispanic Heritage Celebration – ECHO Collaboration Event
 - 9/30: Saturday Morning Fitness at Railyard Park
 - 10/6: Stampede of Speed Cattle Drive
 - 10/12: Fan Fest – Texas Motorplex
 - 10/21: Hallo-Screening with Hot 93.3
 - 10/28: GO TEXAN GROWN LOCAL Stage – Texas Country Reporter Festival
 - 11/28: Jingle Jam Pre-Parade Party
 - 12/2: Railyard Park Presents: White Christmas Sing-A-Long Experience
 - 12/9: YMCA Santa Run
 - 12/9: Railyard Park Presents: A December to Remember
 - 12/15: PJ Story Time with Sims Library featuring the Bookmobile

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27TH ANNUAL TEXAS COUNTRY REPORTER FESTIVAL

Join Kelli and Bob Phillips, hosts of the weekly TV show *Texas Country Reporter*, for the 27th Annual Texas Country Reporter Festival. This one-day arts and music festival will take place around the historic courthouse square in downtown Waxahachie on Saturday, October 28, 2023, from 9 am – 7 pm. Admission is FREE.

Shop more than 350 booths set-up with artists, craftspeople, three food courts, and live entertainment. Festival goers will be entertained all day, including a free concert with Neal McCoy, best known for hit singles “No Doubt About It,” “Wink,” “The Shake,” and many more.

Enjoy the “GO TEXAN Experience” featuring a marketplace of GO TEXAN vendors, Texas Wine Garden, Southern Roots Brewing Company, Boyce Feed & Grain, FRESH Market Coffee, and the Grown Local Stage.

New this year is “BBQest Boulevard” featuring the Beef Loving Texans, Meat Church, BBQ food trucks, and other BBQ related vendors.

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27TH ANNUAL

TEXAS COUNTRY REPORTER FESTIVAL



SAT., OCTOBER 28 ★ 9AM-7PM ★ FREE ADMISSION



**Live Music featuring Neal McCoy
with Over 350 Craftspeople,
Artists and 3 Food Courts
in Downtown Waxahachie**



TCRFestival.com ★ 469-309-4040



GO TEXAN!



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Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager

Date: September 12, 2023

Re: Update from Beautification – September 2023

Current Projects

- Park Schoolhouse Median 5 & 6
 - The water meter has been installed.
 - The irrigation install has been scheduled with RainMasters. Prior to the irrigation install, the contractor will have to bore from the water meter to median #5, and from median #5 to median #6. The bores are time consuming, but critical to the irrigation installation.
 - Lantana Lawn Care has begun reserving the plant material for this project and will have it delivered once we get closer to the landscape installation.
- Broadhead Road Median 6
 - The water tap has been installed.
 - RainMasters has been scheduled to start the irrigation installation on September 18th.
 - Lantana Lawn Care has begun reserving the plant material for this project and will have it delivered once we get closer to the landscape installation.
- Pumpkins and Fall Décor
 - The pumpkins and corn stalks will be delivered on September 19th.
 - Instead of straw bales, the Beautification staff has devised an alternative by using reusable Styrofoam covered with burlap. Staff tried this last year due to

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the straw and hay shortage and it turned out really well. The burlap bales hold up better to the weather and the constant sitting. Staff will still use a few of the real straw bales that we will buy from local feed stores.

- Christmas Decorations
 - Forty-six strands of pre-lit garland have been ordered.
 - The garland will be installed on the light poles along the south bound side of Rogers Street from Madison Street to Cantrell Street.
 - Each light pole will be wrapped with multiple strands each.
 - The City's electrician will begin outfitting the poles with electrical receptacles in the coming weeks.

Completed Projects

- Charles Beatty Municipal Services Building
 - Staff added additional table top planters to the retail space that will be occupied by Utility Billing and Municipal Courts departments.
 - Additional plants were added to the Chamber of Commerce building space.

Maintenance

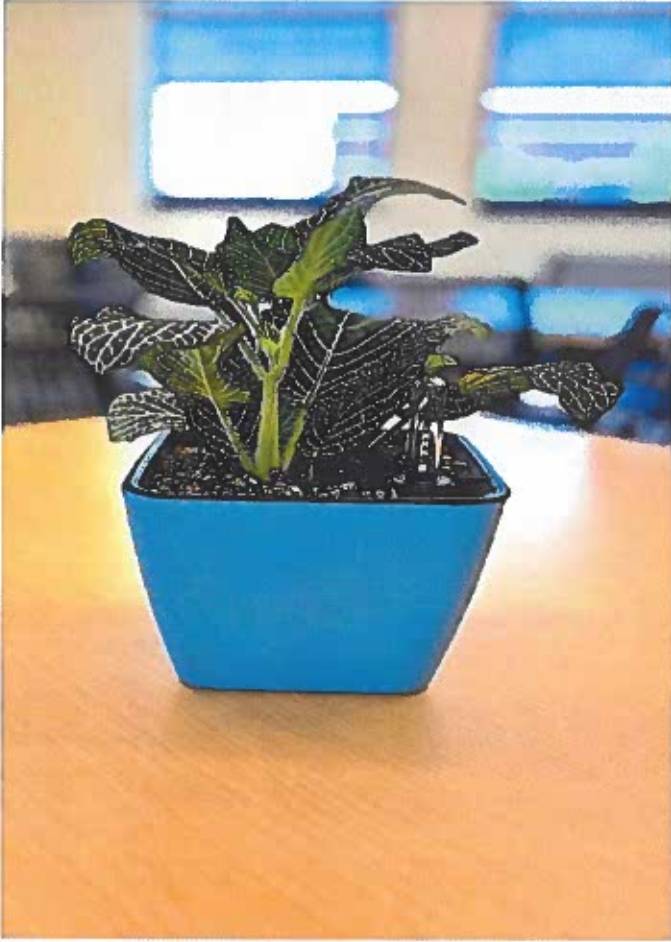
- Planters
 - The record heat wave forced staff to water the planters every day for three weeks, occupying the majority of staff's time to address anything else but watering. The recent cooler temperatures have allowed staff to revert back to watering three days a week, thus allowing staff time to address the regular and routine maintenance.

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Summer Survivors

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Charles Beatty Municipal Services Building

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Memorandum

To: Waxahachie Community Development Corporation
From: James Villarreal, Sports Complex Assistant Director
Thru: Michael Scott, City Manager 
Date: September 12, 2023
Re: Update of Activities at Sports Complex – Sept/Oct 2023

Tournament Schedule:

9/8	Keepers of the Peace First Responders
9/16	Gold Crown Baseball
9/23	Perfect Game Baseball
9/30	Son of God Softball
10/7	Perfect Game Baseball
10/14	Pine Tar Baseball
10/21	Gold Crown Baseball
10/28	Son of God Softball

Fall Leagues:

9/13	COED Adult Volleyball Leagues
9/11	Men's Adult Slow Pitch Church Leagues
9/23	YMCA Fall Soccer Leagues
9/13	Men's Adult Slow Pitch Recreation Leagues
9/14	COED Adult Slow Pitch Leagues
9/11	WYB Girls' Softball Fast Pitch Leagues
9/9	Waxahachie Soccer Association Leagues
9/25	YMCA Flag Football Leagues

Projects:**Softball Outfield Renovation**

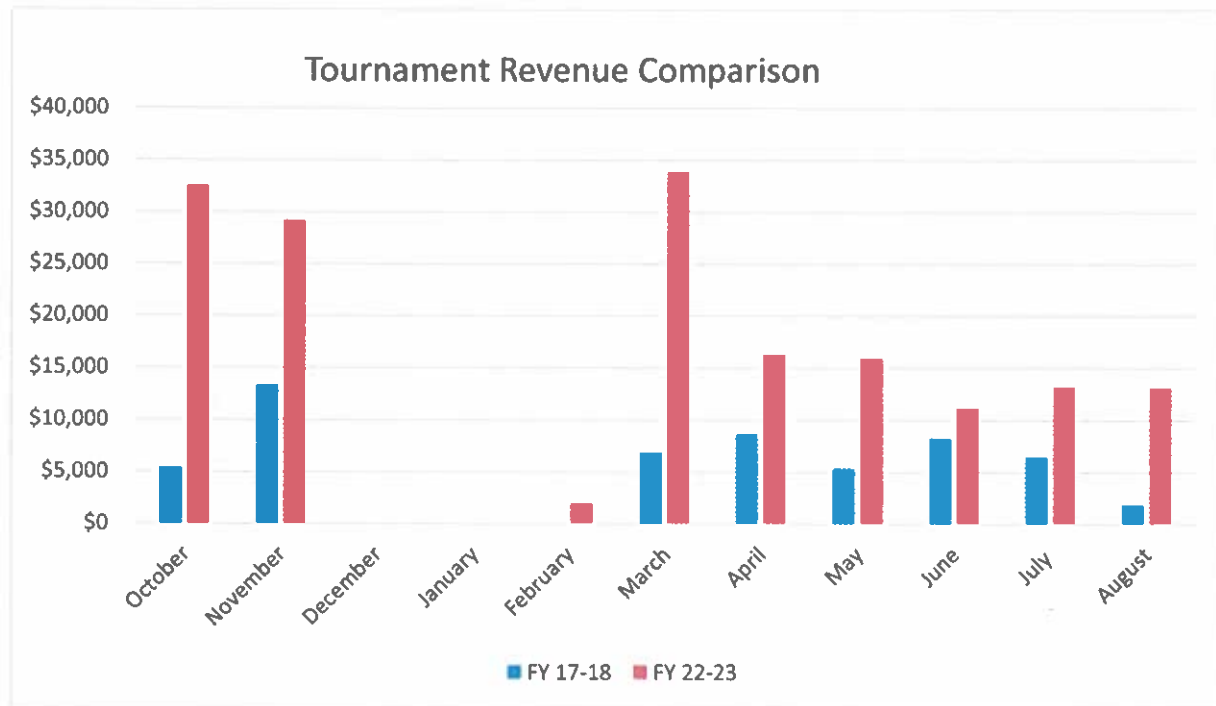
Four softball outfields, fields #1 - #4, have been sprigged with Tahoma 31 grass. Tahoma 31 is specifically designed for sports fields and offers excellent playability characteristics. Its dense and resilient nature will provide a consistent playing surface, allowing players to perform at their best. This improved turf quality will ensure better ball roll, traction, and footing, contributing to a more enjoyable and fair playing experience for our athletes.

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Tournament Revenue Comparison

(FY 17-18 pre-turf field improvements)

Tournament Revenue Comparison		
Month	FY 17-18	FY 22-23
October	\$ 5,395	\$ 32,462
November	\$ 13,300	\$ 29,125
December	\$ -	\$ -
January	\$ -	\$ -
February	\$ -	\$ 1,950
March	\$ 6,750	\$ 33,750
April	\$ 8,491	\$ 16,200
May	\$ 5,250	\$ 15,825
June	\$ 8,137	\$ 11,100
July	\$ 6,310	\$ 13,050
August	\$ 1,900	\$ 13,000



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Softball Outfield Renovation



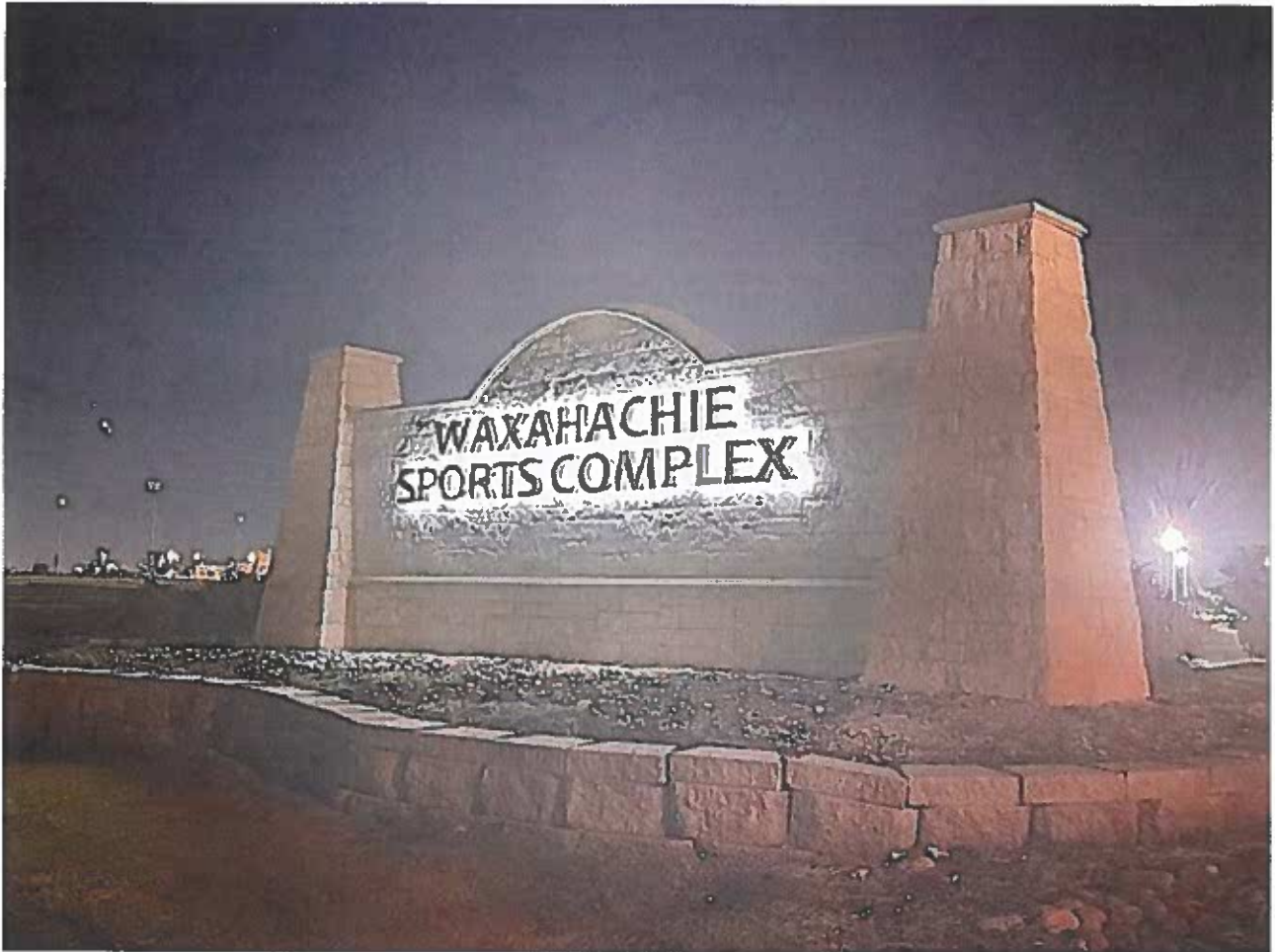
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Softball Outfield Sprigged



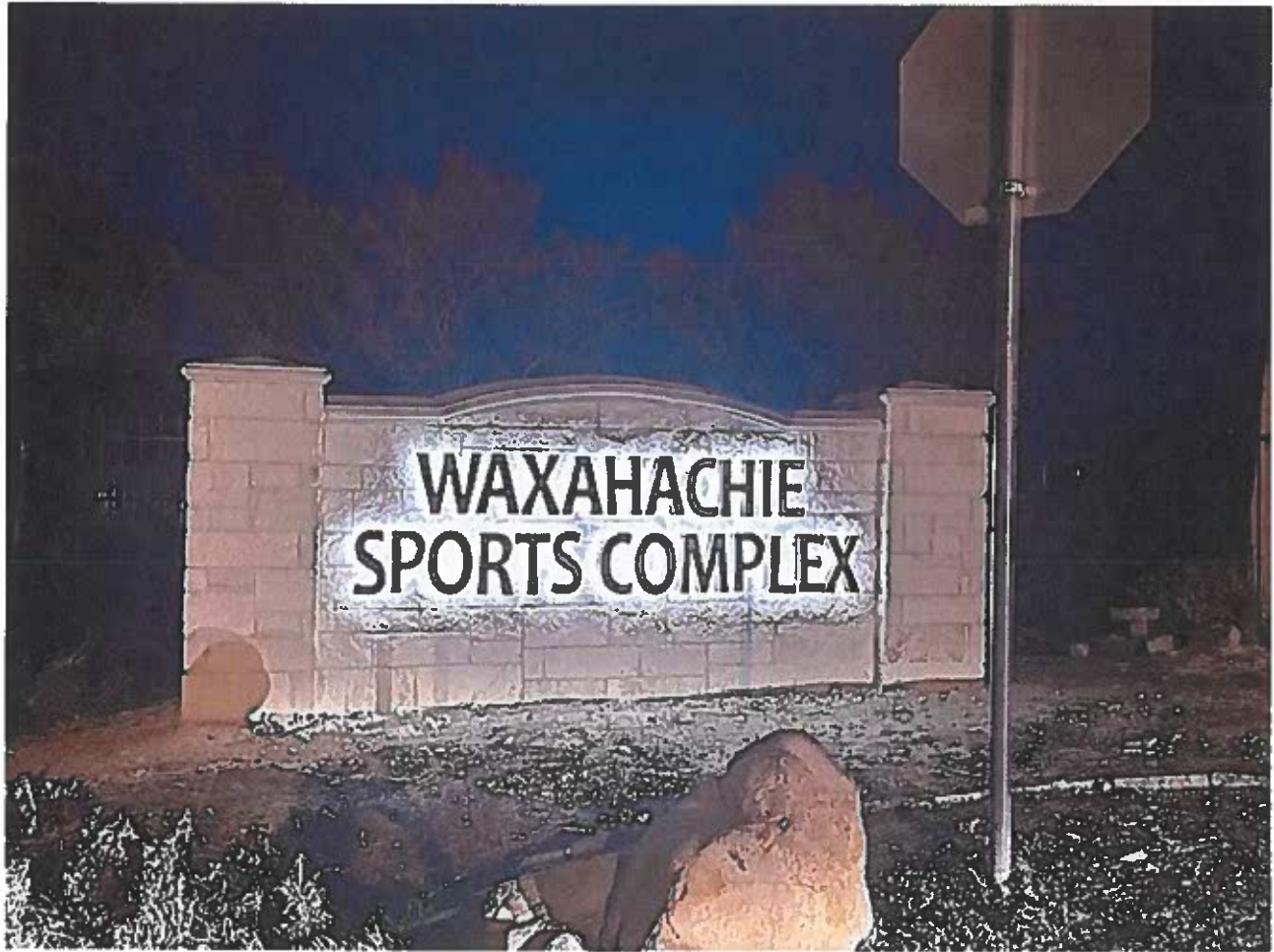
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Halo Lighting Broadhead Monument Sign



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Halo Lighting Park Place Monument Sign



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Lighted Pond Fountain

