

AMENDED AGENDA

A regular meeting of the Waxahachie Community Development Corporation (WCDC) to be held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on ***Tuesday, November 14, 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
Gail Turner, Assistant 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. Reorganize the Board
4. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of September 12, 2023 and special meeting of October 9, 2023
5. Consider bid award for the Synthetic Turf Improvements Project Phase IV
6. Hear update on mural project and take any necessary action
7. Hear presentation related to basketball courts and baseball fields and take any necessary action
8. Hear update of activities from Convention & Visitors Bureau Director
9. Hear update of activities at the Civic Center
10. Hear update of Community Beautification
11. Hear update of activities at the Sports Complex
12. 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.

Waxahachie Community Development Corporation
September 12, 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, September 12, 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 Chad Tustison, Director of Finance
Members Present: Kevin Strength, President/CEO Chamber of Commerce

Ex-Officio Amber Villarreal, City Secretary
Member Absent:

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

None.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of July 11, 2023 and special meeting of August 8, 2023

Action:

Dave McSpadden moved to approve minutes of the WCDC regular meeting on July 11, 2023 and special meeting of August 8, 2023. Motion was seconded by Elizabeth Tull and carried unanimously (7-0).

4. Hear report of YMCA fundraising efforts and consider funding request

Jon McLaughlin, Executive Director of the Waxahachie YMCA, and Brett Hess, Waxahachie YMCA Board Member, presented a request for funding in the amount of \$500,000.

Action:

Dave McSpadden moved to approve a pledge of \$489,000 for a playground and retaining wall in Phase 1 to be fulfilled when the remaining Phase 1 funds have been raised and a pledge of \$240,000 for a walking trail and sand volleyball court in Phase 2 to be fulfilled when the remaining Phase 2 funds have been raised. Motion was seconded by Dan Morton and carried unanimously (7-0).

5. Consider funding for Boat Dock Park improvements

The item was presented by Senior Director of Parks and Recreation Kyle Cooper and he requested a ratification of funding in the amount of \$717,000 for Boat Dock Park improvements.

Action:

Dan Morton moved to ratify \$717,000 from the Waxahachie Community Development Corporation unreserved fund for the Boat Dock Park improvements project as presented by staff and authorize the City Manager to execute all documents as necessary. Motion was seconded by Jim Phillips and carried unanimously (7-0).

Mayor David Hill left the meeting at 4:00 p.m.

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

The item was presented by Laurie Mosley, Director of Convention & Visitors Bureau.

7. Hear update of Community Beautification

The item was presented by Chris Seale, Horticulturist.

8. Hear update of activities at the Sports Complex

The item was presented by James Villarreal, Assistant Director Sports Complex.

9. Comments by WCDC Board of Directors

Dave McSpadden noted the three potential mural locations previously discussed have been verified and the artist is receiving themes and design input from the community. An update with design options will be presented at the October Waxahachie Community Development Corporation (WCDC) meeting. The first mural will have a historical theme and will be located at the Parks Department building.

Dan Morton noted WCDC members will discuss baseball fields and basketball courts at an upcoming work session.

10. Adjourn

There being no further business, the meeting adjourned at 4:19 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary

A special meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on Tuesday, October 10, 2023 at 3:00 p.m.

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

Member Absent: Michael Scott, City Manager

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
Chris Seale, Horticulturist
James Villarreal, Assistant Director Sports Complex
Jami Bonner, Assistant City Secretary

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

None.

3. Consider funding for lighting at Oak Lawn Park

Gumaro Martinez, Executive Director of Parks & Leisure Services, presented the item and requested approval of funding in the amount of \$140,490.00 to provide adequate lighting at Oak Lawn Park.

Action:

President Dan Morton moved to approve a supplemental appropriation from the WCDC unrestricted reserve fund in the amount of \$140,490.00 for the project as presented by staff, and authorize the City Manager to execute all documents as necessary. Motion was seconded by David McSpadden and carried unanimously (6-0).

4. Hear update on Spring Park and Jetty Park

Mr. Martinez provided an update on Spring Park and Jetty Park.

5. Discuss baseball/softball backstops and basketball courts at schools and parks

Waxahachie Community Development Corporation
October 10, 2023
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Brad Barnes, Assistant Parks Director, provided the locations and conditions of public baseball/softball backstops and basketball courts.

6. Adjourn

There being no further business, the meeting adjourned at 4:04 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary



Memorandum

To: Waxahachie Community Development Corporation
From: James Villarreal, Assistant Director - Sports Complex
Thru: Michael Scott, City Manager
Date: November 14, 2023
Re: Consider Bid Award for the Synthetic Turf Improvements Project Phase IV

Motion: "I move to approve the bid award to Sports Fields, Inc. in the amount of \$647,743.00, and authorize the City Manager to execute all necessary documents."

Item Description: Consider bid award to Sports Fields, Inc., in the amount of \$647,743.00 for the Waxahachie Sports Complex Synthetic Turf Improvements Phase IV project.

Item Summary: Bids were solicited and received for the Waxahachie Sports Complex Synthetic Turf Improvements Phase IV on Thursday, November 2, 2023, at 2 p.m. The following bids were received and reviewed by the consultant, CEI Engineering.

Bids Received:

- Sports Fields, Inc. - \$647,743.00
- Field Turf USA, Inc. - \$653,281.00
- TGS Sports, LLC. - \$795,600.00
- Paragon Sports - \$885,678.00

CEI Engineering has reviewed the bids along with the qualifications of the lowest bidder. Based on these reviews, it appears Sports Fields, Inc. is the lowest responsible bidder at \$647,743.00. It is important to note, that Sports Fields, Inc. has also been selected as the lowest responsible bidder on the previous three phases of turf improvements.

Fiscal Impact: The proposed bid award to Sports Fields, Inc., in the amount of \$647,743.00 is part of the approved FY23-24 budget and is well within the approved funding of \$875,000.



Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: November 14, 2023

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

FESTIVAL & EVENT UPDATES

Fall in Waxahachie is synonymous with action packed events including the Cowboy Poet Gathering, Stampede of Speed of Cattle Drive, plus 10 days of Stampede of Speed events, Oddfest, Texas Country Reporter Festival and many more. We look forward to hosting thousands of more visitors between Veterans Day and the Christmas season.

ADVERTISING, PR & MEDIA UPDATES

- The Hachie Heart October e-newsletter resulted in a 30% open rate with over 12,500 contacts on the list.
- The Stampede of Speed Cattle Drive resulted in media coverage from all around. The CVB worked specifically with NBC 5 to coordinate an interview with Christie Meyer Johnson, Texas Motorplex General Manager.
- Despite the rain, we welcomed nearly 19,000 attendees at the largest one-day art, music, and food festival in the state of Texas on October 28, 2023. As we know, the event is a massive promotional occasion with a reach and impact extending beyond

that single day. Even with the World Series dominating the weekend news, CBS 11 devoted significant time and resources to the festival. This resulted in excellent coverage for the City of Waxahachie and downtown on Saturday morning, complemented by TV promos leading up to the event.

Additionally, 99.5 The Wolf and New Country 96.3 conducted a 12-hour broadcast from the downtown square, an enormous promotion by the two largest country radio stations in DFW. Laurie confirmed that, in comparison, the two stations only did an afternoon broadcast from the State Fair of Texas.

Bob and Kelli also appeared on NBC 5 Today to promote the Festival.

There was also a 30-minute TCR episode dedicated to Waxahachie and the Festival that aired mid-October.

- Radio ads on 99.5 the Wolf continue to promote Fall events, Veterans Day and then transitioning to Christmas mid-November.
- The CVB team worked a booth at the State Fair of Texas on October 16, promoting Waxahachie as part of the GO TEXAN Community Partner Booth.
- The Visit Waxahachie, Texas Facebook page has 19,721 likes. The CVB Instagram account is up to 2,406 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 15% on average for October 2023.

GROUP TOURS & CONVENTIONS

- November 18 – Greater Dallas Planning Council

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- The HOT 93.3 radio October Halloween promotion at Railyard Park continues to grow, and everyone is already planning for next year. In addition to showing a Halloween movie, there was also a Trunk-Or-Treat. The results were one of the top five most attended events at the park.

- Upcoming Events for the Fall & Winter Include:

November 18 – Secret Life of Pets Movie Night/Adoption Event

November 28 – Jingle Jam Parade Pre-Party

December 9 – YMCA Santa Run

December 9 – Toys for Tots Drive & Christmas Movie Night

December 15 – PJ Story Time

(8)



(8)



(9)



Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz, Civic Center Director

Thru: Michael Scott, City Manager

Date: November 14, 2023

Re: Update of Activities at Civic Center – November 2023

August 1st – 30th: 54 Events

- Rotary (3 event days)
- Ellis County Jury Selections (3 event days)
- Atlas Swim Spa (4 event days)
- Birthdays/Reunions/Celebrations (17 event days)
- Weddings/Anniversaries (5 event days)
- James Hardie Meetings (6 event days)
- Ellis County Chamber Luncheon featuring Ted Cruz
- Baby/Bridal Showers (5 event days)
- Gerdau Meetings (2 event days)
- Century 21 Meeting
- Drug Prevention Resources Event
- Seminario Vision 2010
- Keystone Care Meeting
- TSTC Graduation
- Life Line Health Screenings
- Southwest Festivals Job Fair
- BSWH Meeting

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September 1st – 30th: 43 Events

- Premier Gun Show (3 event days)
- TLH Enterprises (2 events days)
- Rotary (3 event days)
- Karate Tournament (2 event days)
- Birthdays/Reunions/Celebrations (10 event days)
- Ellis County Jury Selections (3 event days)
- Baby Showers (3 event days)
- Seminario Vision 2010 Meeting
- City Meeting
- Southwest Festivals Orientation
- Body in Balance Wellness Event
- Waxahachie Bridal Extravaganza Market
- Mortenson Meeting
- Ellis County College Fair
- Mayor's Coffee
- Century 21 (3 event days)
- James Hardie Meetings (2 events days)
- Ibaden Descendant Union Fundraiser
- The Heights of Ellis County (2 event days)
- Wedding Reception

October 1st – 31st: 36 Events

- Atlas Swim Spa (5 event days)
- Ellis County Jury Selections (3 event days)
- Birthdays/Reunions/Celebrations (5 event days)
- Wedding Reception
- Baby Shower
- Realtors Unlimited Mini-Conference
- City Meetings (4 event days)
- Just Between Friends Children's Resale Event (4 event days)
- Ferreira Power Meeting
- Rotary (3 event days)
- Mortenson Meeting
- SQ2 Candles Meeting
- TLH Enterprises
- Owens Corning Meeting
- Century 21 Meeting
- James Hardie Meeting
- BSWH Meeting
- Luminant Energy Meeting

Capital Items – FY23 Update

- New Banquet Chairs – The shipment of new chairs was received the 3rd week of July.
- Personnel – In mid-August our vacant Event Coordinator position was filled by Alyssia Wilson.

Capital Items – FY24 Update

- Carpet – Staff is working with vendors on color themes and patterns to obtain quotes.
- Automatic Doors – Staff is working with vendor on updating quote and getting additional quotes.

Notable Upcoming Events

- Veterans Ceremony **unveiling of the Chris Kyle Statue*
 - November 11th, 10am – 12pm
- Waxahachie Junior Service League
 - December 1st - Mimosas at Market, 9am – 2pm
 - December 1st – VIP Party, 6pm – 9pm
 - December 2nd – Christmas Market Show, 9am
- Life Line Health Screenings
 - December 20th, 9am – 5pm
- Premier Gun Show (2024)
 - January 13th, 9am – 5pm
 - January 14th, 10am – 4pm

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**Waxahachie Civic Center
Monthly Event Revenue
FY22-23 Recap**

Month	Event Revenue
October 2022	58,779.14
November 2022	47,067.97
December 2022	54,653.09
January 2023	61,858.49
February 2023	82,732.00
March 2023	56,247.20
April 2023	65,923.07
May 2023	58,663.95
June 2023	49,949.60
July 2023	56,064.00
August 2023	66,479.70
September 2023	59,517.81
Total Revenue:	\$ 717,936.02

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*Semi-Private Event (Ballroom): Photo taken by WCC Staff *Chamber Lunch w/special guest Ted Cruz*



*Semi-Private Event (Ballroom): Photo taken by WCC Staff *Chamber Lunch w/special guest Ted Cruz*



Public Event (Ballroom): Photo via check-in WCC Facebook page *Ellis County College Fair



Public Event (Ballroom): Photo via check-in WCC Facebook page *American Heroes Karate Tournament Seminar
Speaker – Jenny Pless

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Chris Kyle Statue: Photo taken by WCC Staff

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*Chris Kyle Statue: Photo taken by WCC Staff *Wayne Norcross, Robert Bell, Patrick Souter*



*Chris Kyle Statue: Photo taken by WCC Staff *WCC Staff, Wayne Norcross, Tom Coppock, Robert Bell, John Landrum*



Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager 

Date: November 14, 2023

Re: Update from Beautification – November 2023

Current Projects

- Parks School House Medians 5 & 6
 - Irrigation has been installed and connections to the water meters have been made.
 - Lantana sprayed the area with herbicide to kill unwanted vegetation.
 - Lantana will resume work on the medians once they finish installing the Christmas decorations.
- Broadhead Road Median 6
 - Irrigation has been installed and connections to the water meters have been made.
 - Lantana sprayed the area with herbicide to kill unwanted vegetation.
 - Lantana will resume work on the medians once they finish installing the Christmas decorations.
- Pumpkins and Fall Décor
 - Fall décor is in the process of being picked up and donated to local farms in the area to be fed to livestock.

- Christmas Decorations
 - The first of the holiday lighted panels, the Waxahachie Snowflake Express by Fresh Market Coffee, was installed the first week of November.
 - The holiday panels and décor will continue with the Civic Center soon to follow. The panels on the square will be next and then Chapman Park. Along with the lit holiday wreaths, there will also be garland wrapped on the light poles on Rogers Street down to the South Downtown Parking Lot.
- Spring Blooming Bulbs
 - The tulip bulbs have arrived from Holland. They're being kept in cold storage by the supplier until the requested delivery to the city in December. The tulips will be properly kept until it is time to put them in the ground.

Maintenance

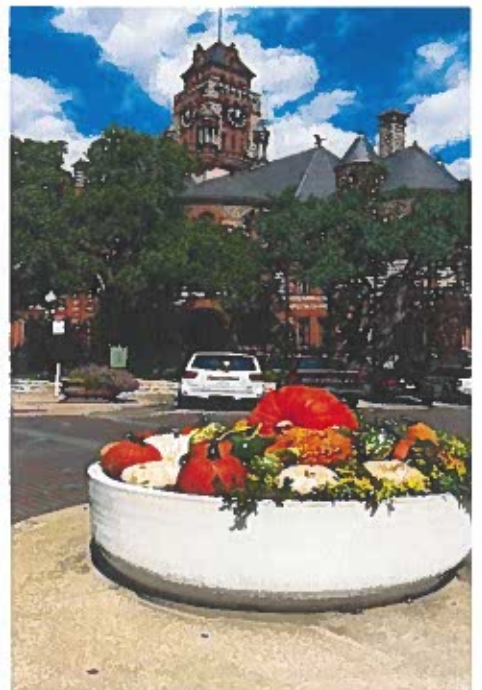
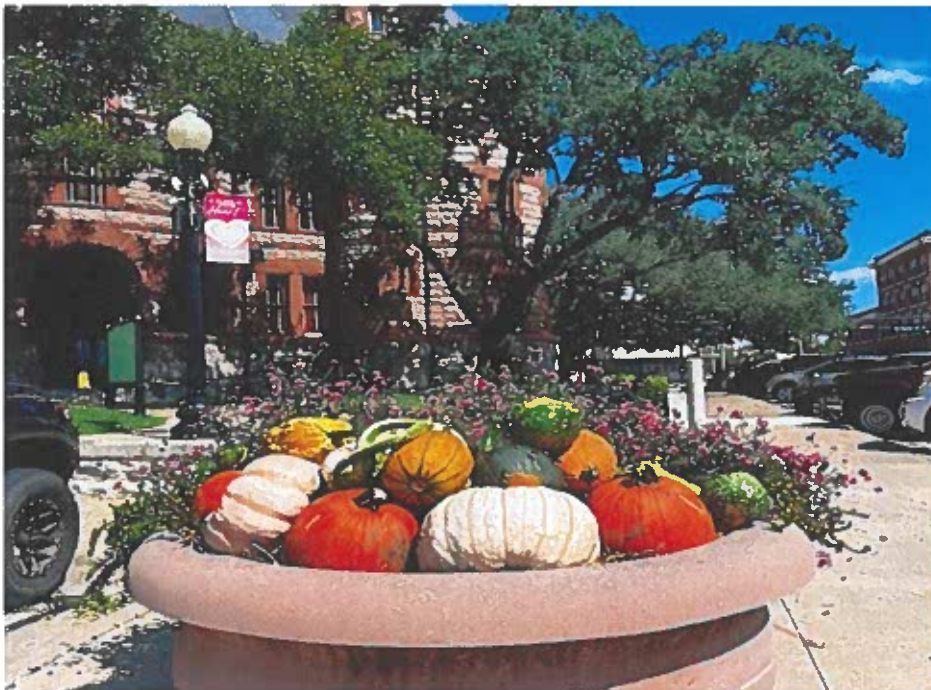
- Seasonal color transitions will begin soon at all properties and planters. Staff will be using colorful cool season plants. The selection list includes pansies/violas, dianthus, snapdragon, wallflower, kales, cabbages, mustards, swiss chard and artichokes.

Completed Service Enhancements/Projects

- Aerator/Seeder (Service Enhancement)
 - Staff purchased a Lesco Pro-Aer 30 Ride-on aerator. This is a combination lawn aerator and drop seeder that should help facilitate lawn establishment.
- City of Waxahachie Tree Giveaway
 - In observance of Texas Arbor Day, the city in conjunction with Keep Waxahachie Beautiful, gave away 100 small trees on November 4th at the Downtown Waxahachie Farmers Market.
 - Trees included: Bur Oak, Live Oak, Red Oak, Cedar Elm, Mexican Plum, and Crape Myrtles



Fall Displays



Fall Planters

(1b)



Aerator/Seeder



City of Waxahachie Tree Giveaway

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Memorandum

To: Waxahachie Community Development Corporation

From: James Villarreal, Sports Complex Assistant Director

Thru: Michael Scott, City Manager

Date: November 14, 2023

Re: Update of Activities at Sports Complex – November 2023

Tournament Schedule:

10/7	Perfect Game Baseball
10/14	Pine Tar Baseball
10/21	Gold Crown Baseball
10/28	Son of God Senior Slow Pitch
10/28	Waxahachie Soccer Monster Madness 4v4
10/28	Perfect Game Baseball
11/4	Big Bang Girl's Fast Pitch Softball
11/11	Texas Youth Softball
11/18	Perfect Game Baseball

Fall Leagues:

11/13	Men's Adult Slow Pitch Church Leagues Ends
11/11	YMCA Fall Soccer Leagues Ends
11/15	Men's Adult Slow Pitch Recreation Leagues Ends
11/2	COED Adult Slow Pitch Leagues Ends
11/2	WYB Girls' Softball Fast Pitch Leagues Ends
11/11	Waxahachie Soccer Association Leagues Ends
11/13	YMCA Flag Football Leagues Ends

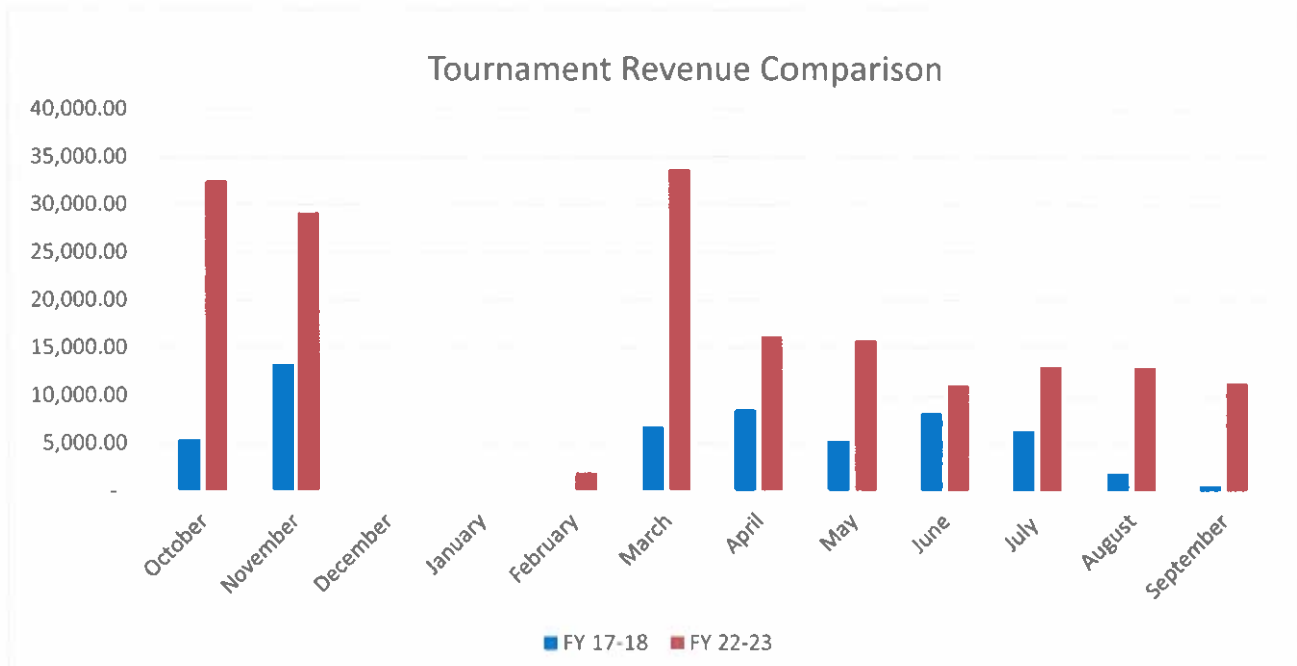
Service Enhancements/Projects:

- **John Deere Gator** – Our new John Deere Gator has been delivered and is in service.
- **Golf Cart** – Our new golf cart has been delivered and is in service.
- **John Deere 10ft Area Wide Mower** – Our new John Deere 10ft Area Wide mower has been delivered.
- **Turf Tank Paint Robot** – The new turf tank painting robot has been ordered and is expected to be delivered soon.
- **Synthetic Turf Improvements Phase IV** – Bids were solicited and received. Bids were reviewed, and a recommendation to award the project to Sports Fields, Inc. was made.

Tournament Revenue Comparison

(FY 17-18 pre-turf field improvements)

Tournament Revenue Comparison		
Month	FY 17-18	FY 22-23
October	5,395.00	32,462.00
November	13,300.00	29,125.00
December	-	-
January	-	-
February	-	1,950.00
March	6,750.00	33,750.00
April	8,491.00	16,200.00
May	5,250.00	15,825.00
June	8,137.00	11,100.00
July	6,310.00	13,050.00
August	1,900.00	13,000.00
September	600.00	11,400.00



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John Deere Gator:



(11)

Golf Cart:



(11)

John Deere 10ft. Area Wide Mower:

