

Waxahachie Community Development Corporation
February 12, 2019

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, February 12, 2019 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President
Kevin Strength, Mayor
Michael Scott, City Manager
Bob Lynn
Layne Ballard

Members Absent: John Sanders, Vice President
Mike Ramsey

Ex-Officio
Member Present: Charles Harris, Director of Finance

Ex-Officio
Members Absent: Lori Cartwright, City Secretary
Sandy King, President/CEO Chamber of Commerce

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, Recreational Superintendent
Chris Seale, Horticulturist

1. Call to Order

President Dan Morton called the meeting to order.

2. Approval of minutes of the Waxahachie Community Development Corporation meeting of December 18, 2018

Action:

Mayor Kevin Strength moved to approve minutes of the WCDC meeting of December 18, 2018. Mr. Layne Ballard seconded, All Ayes.

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

Director of Convention & Visitors Bureau Laurie Mosley reviewed a few of the upcoming events for Spring 2019 and reported on the following updates:

UPCOMING EVENTS

- Tulip Festival Month - March 1-30; Poston Gardens
- Vintage Market Days - March 1-3; Ellis County Expo Center
- Ellis County Fair & Rodeo Presented by Ellis County Youth Expo - March 21-30, Ellis County Expo Center
- Scarborough Renaissance Festival, Saturdays and Sundays in April and May, including Memorial Day

- Classic Truck Nationals - April 13; 8 am-4 pm, Getzendaner Park
- Waxahachie Craft Beer & Crawfest - April 13; 2 pm-8 pm, Downtown Waxahachie
- Crossroads of Texas Film & Music Festival - April 25-28, Chautauqua Auditorium
- W3 – Wonderful Women in Waxahachie Girl Camper & Sisters on the Fly Texas Rally, April 25-28; Getzendaner Park

ADVERTISING, PR & MEDIA UPDATES

- Our digital marketing co-op partnerships with Visit DFW and Shop Across Texas has been successful.
- The billboards promoting Poston Gardens north and south on I-35E are part of the CVB's sponsorship for the tulip farm.
- Have been working with the Matcha, a content marketing company, on the strategy for some new online content for the CVB's website. More to come on the topic soon.
- Working on CrowdRiff to implement user generated photos on the CVB's website. Actual product to come soon!
- The Visit Waxahachie, Texas Facebook page now has nearly 10,478 likes at the time of the report.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- The CVB was pleased to assist Poston Gardens in helping them book the first motor coach/bus tour booked on March 27 titled "Picking with a Purpose" with Premiere Tours.
- One of our new downtown businesses, Meat Church, is hosting people from the United States and beyond for his BBQ classes, and the CVB has assisted with making connections for a host hotel to offer a special rate for his attendees, plus he is allowing us to supply them with "extra" stuff about the city. Not only is Matt Pittman a huge niche influencer, a lot of the people that he hosts has a social following so one of our pizza cutters was being promoted by an attendee in Virginia.
- The CVB staff continues to work with Lions State Convention committee to market Waxahachie and create excitement for the 2019 State Convention.
- The Wonderful Women in Waxahachie event will currently host ladies from 13 different states; however, we still have room for more.

4. Hear update of activities at the Civic Center

Civic Center Director April Ortiz reviewed the following activities at the Civic Center:

December: closed with 67 events booked including

- Waxahachie Jr. Service League Christmas Market Show
- WHS Volleyball Banquet
- CNB Christmas Party
- International Extrusion
- Triumph
- TxDot
- Dart Container
- T&B Boiler
- TSTC Graduation
- Baylor Scott & White
- United Way of West Ellis County *Havana Nights NYE Party*

January: closed with 60 events booked including

- Premier Gun Shows
- Oncor
- Baylor Scott & White SNL
- Desoto Winter Formal
- Scarborough Faire
- The Southern Social Bridal Show
- WHS Quarterback Club
- Last Call Boutique Sale

February: currently has 39 events booked including

- Vision Global Winter Conference
- Baylor Scott & White
- Daddy Daughter Dance (*Sold out in less than 3 days, 509 tickets*)
- First Look Clinic
- SkillsUSA Texas District 6
- Encore Performing Arts Dance Competition
- Waxahachie Chamber Awards Banquet

Up & Coming

- We are planning for a busy Spring season, and we have also started on the planning for the Lions State Convention in May.
- Waxahachie Guitar Show: March 2nd & 3rd
- TxDot Public Meeting: March 5th
- Premier Gun Show: March 16th & 17th
- Ellis County Master Gardeners Lawn & Garden Expo: March 30th

Facility- We had one of the part-time event coordinators resign, she was able to gain a full-time position; so we will be looking to fill that position in the coming weeks.

Star and Fountain Plazas Project

Fountain Plaza

- Utilities completed; Fountain pump installed; Fountain walls poured (concrete); Concrete for paver base, border and bench platforms have been poured; Kettle Color: Exterior Copper Vein; Bench Color: Black

Star Plaza

- Star walls poured/colored; Planter concrete poured; Shade structure poles installed; Banner poured; Stamped concrete poured; Paver base and border poured

5. Hear update of activities at the Sports Complex

Recreational Superintendent James Villarreal reviewed the following report:

Tournaments 2019 (February)

- Texas Sporting Events Baseball – 23/24
- Grand Slam Girl's Fast Pitch Softball - 23

Leagues

- Waxahachie Youth Girl's Fast Pitch Softball League – **Begins in April**
- Fall Adult Softball League – **Begins in March**
- Waxahachie Youth Soccer League – **Begins in March**

- Red Oak Youth Soccer League – **Begins in March**
- YMCA Soccer League – **Begins in March**

Games

- January 25th – SAGU Baseball Double Header
- February 12th – Life School JV/V Baseball
- February 27th – Spartans Home School Baseball

Projects

- Started our winter maintenance program with trimming of trees throughout the complex and will continue to work on other projects during the winter months.
- The pond was stocked with 1,000 trout in December as well as another 1,000 in January.
- Infields on the baseball fields and 3 of the softball fields are being laser leveled and additional clay is being brought in.
- Outfield windscreens are being replaced where needed.
- Parking Lot Phase II is currently under design with a cost projection to be brought to you once completed.
- Volleyball courts are currently under design with opinion of probable cost to be completed soon.

Noteworthy Activities

- Hosted the USA Softball of Texas Winter Workshop January 25-27
- Currently accepting applications for a maintenance worker position

6. Hear update of Community Beautification

Horticulturist Chris Seale reviewed the following report:

Completed Projects

- Poston Gardens donated 6500 tulips. 4000 of them have been planted around Getzendaner Park
- MKT Parking Lot Landscape Project. The other 2500 Poston tulips have been planted in the circle bed.
- Irrigation at Broadhead Median #2 has been installed and wires pulled through to the next median.
- Phase 1 of the Chautauqua Landscape Renovation is nearing completion. All the irrigation has been retrofitted 21st century technology, flower beds installed and flowers are being delivered today.

Projects Currently Working On

- Ordered and received 4 new planters, from Equinox Industries, for the ADA ramps along Rogers Street. These planters have three planting areas to create a dramatic cascading effect coming off the ledge. These are self-watering and hold approximately 40 gallons of water a piece and will install and plant these towards the end of February with trailing petunias.
- Will be ordering plant material for Broadhead Road Median #2 towards the end of February when plant stock becomes available.
- An order will be placed for more Christmas decorations in the next couple of weeks through Arnett Marketing. Focusing on areas at the Civic Center and Chapman Park.
- Ewing Irrigation has received all the landscape lighting fixtures for Bynum Plaza. The manufacturer is now working on preprogramming the DMX controller.
- Spring flower change out is right around the corner.

Future Projects

- City Hall Landscape Improvements (February)
- Oak Lawn Beautification. Trees, Irrigation, Shrubs, Flower beds.
- Broadhead median #2 landscape install (June)
- Park Schoolhouse Road landscape install (June)

7. Public Comments

None

8. Adjourn

Action:

There being no further business, Mayor Kevin Strength moved the meeting adjourn at 3:37 p.m. Mr. Layne Ballard seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary