

Waxahachie Community Development Corporation
December 18, 2018

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, December 18, 2018 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Members Present: Dan Morton, President
John Sanders, Vice President
Kevin Strength, Mayor
Michael Scott, City Manager
Bob Lynn
Mike Ramsey
Layne Ballard

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

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

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
John Smith, Director of Parks and Recreation
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 November 13, 2018

Action:

Vice President John Sanders moved to approve minutes of the WCDC meeting of November 13, 2018. Mr. Mike Ramsey seconded, All Ayes.

3. Consider using CVB Contingency Funds for Poston Gardens Sponsorship

Mr. John Poston, Poston Gardens, 900 Cantrell Street, Waxahachie, presented an aerial view of the location of Poston Gardens noting it will be located adjacent to Daymark Living Residents and will be seen from IH35. He stated over 1 million tulips will bloom in March and April of 2019. The venture is for profit and proceeds will go to scholarships for Daymark Living Residents living expenses. The main business is a tulip picking garden and is a great work opportunity to the residents of Daymark Community. Mr. Poston stated the barns on the property will be used as entertainment and gift shops, and parking will be around the barns in designated parking areas.

Ms. Laurie Mosley, Director of Convention and Visitors Bureau, stated on March 30, 2019 a Tulipalooza will be held with a 5K run, BBQ, Live Music. She stated Getzendaner Park will be reserved to hold events. She requested \$10,000.00 from the CVB contingency fund to sponsor the event.

President Morton thanked Mr. Poston for the presentation noting it will be a great event for the city and adding more beautification. He stated it is a great opportunity for Poston Gardens and the City.

Action:

President Dan Morton moved to approve \$10,000.00 from the CVB Contingency Fund to support Poston Gardens as presented. Mayor Kevin Strength seconded, All Ayes.

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

Ms. Mosley presented a revised Visitors Guide noting page 2 promotes the tulip garden and festival. She reported the recent Santa Run had a record number of participants this year and the addition of the Nutcracker sold out and was a positive economic impact for the City. Ms. Mosley stated Big Al will have two reindeers with Santa on December 20th from 7:00 p.m. to 9:00 p.m. for picture opportunities. Spring events scheduled for 2019 include: Tulip Festival Month at Poston Gardens in March, Classic Truck Nationals on April 13, Crossroads of Texas Film & Music Festival, plus Wonderful Women in Waxahachie scheduled from April 25-28. Ms. Mosley stated she is working on the Lions Club State Convention as well.

Ms. Mosley stated the CVB organized “Waxahachie Hotel Christmas Service Project” for the CVB staff and employees at the Waxahachie hotels to assist Waxahachie Care with packaging food for WISD families in need.

President Morton stated the Nutcracker was a great event and all involved were very thankful and appreciated of the WCDC assistance this year.

5. Hear update of activities at the Civic Center

Ms. April Ortiz, Civic Center Director, reported progress is being made outside the Center with the construction of the star plaza and fountain plaza. She stated the Center is very active with holiday events. Ms. Ortiz stated November closed with 47 events booked and December currently has 64 events booked. Upcoming events for 2019 include: Daddy Daughter Dance, Premier Gun Show, and Last Call Boutique Sale. She announced the Event Coordinator position has been filled and the new employee will start in January.

6. Hear update of activities at the Sports Complex

Mr. John Smith, Director of Parks and Recreation, reported activities have slowed down during the holiday season which gives the crew time to start the winter maintenance program with trimming trees throughout the complex, recondition the fields, and provide maintenance on the buildings. He stated the pond was stocked with 1,000 trout this month with another 1,000 to be stocked in January.

7. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, reported Christmas decorations are throughout the City including the lighted Christmas panels at the Courthouse. He stated the Waxahachie Express Train located at the SoCo Depot has over 2,000 likes on Facebook. Mr. Seale stated spring blooming bulbs and winter color are planted at the Sports Complex, Rogers Street bed and Broadhead Road median noting the remainder of the bulbs will be planted within the week.

8. Public Comments

None

9. Adjourn

Mayor Kevin Strength thanked the Board and City Staff for their participation in beautifying the city. He wished everyone a Merry Christmas.

President Morton closed the meeting wishing everyone a Merry Christmas.

There being no further business, Mayor Kevin Strength moved the meeting adjourn at 3:54 p.m. Vice President John Sanders seconded, All Ayes.

Respectfully submitted,

Lori Cartwright
City Secretary