

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, January 12, 2021 at 3:00 p.m.***

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

Ex-Officio Members: Lori Cartwright, City Secretary
Chad Tustison, Director of Finance
Sandy King, 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 meeting of November 10, 2020
4. Hear Fiscal Year 2020 4th Quarter Financial Report
5. Hear update of activities from Convention & Visitors Bureau Director
6. Hear update of activities at the Civic Center
7. Hear update of Community Beautification
8. Hear update of activities at the Sports Complex
9. Adjourn

The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session on any posted item.

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) 309-4005 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.***

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Waxahachie Community Development Corporation
November 10, 2020

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, November 10, 2020 at 3:00 p.m.

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

Member Absent: Michael Scott, City Manager

Ex-Officio Lori Cartwright, City Secretary
Members Present: Chad Tustison, Director of Finance

Ex-Officio
Members Absent: Sandy King, President/CEO Chamber of Commerce

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
James Villarreal, Assistant Director Sports Complex
Chris Seale, Horticulturist

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 meeting of October 13, 2020

Action:

Ms. Judy Demoney moved to approve minutes of the WCDC meeting of October 13, 2020. Mayor David Hill seconded, All Ayes.

4. Consider award of bid to Sports Fields, Inc. for Waxahachie Sports Complex synthetic turf improvements

Sports Complex Assistant Director James Villarreal reported bids were recently received for synthetic turf improvements for three (3) softball fields (infields only) in the amount of \$483,960. He reported the bid includes two (2) alternates and presented Alternate No. 1 being additional green turf around the infields and Alternate No. 3 being double chain link gates on each field.

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Waxahachie Community Development Corporation

November 10, 2020

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Action:

Mr. Dave McSpadden moved to award bid to Sports Fields, Inc. for Waxahachie Sports Complex synthetic turf improvements in the amount of \$483,960 as presented. Ms. Judy Demoney seconded, All Ayes.

5. Consider future meeting schedule for WCDC Board

The board discussed scheduling meetings every other month versus monthly. It was noted they will still receive monthly reports from city staff. The next scheduled board meeting will be in January 2021.

Action:

After further discussion, Vice President Bob Lynn moved to schedule WCDC Board meetings every other month. Mr. Dave McSpadden seconded, All Ayes.

6. Adjourn

There being no further business, the meeting adjourned at 3:22 p.m.

Respectfully submitted,

Lori Cartwright
City Secretary

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Memorandum

To: Waxahachie Community Development Corporation (WCDC)

From: Chad Tustison, Finance Director

Thru: Michael Scott, City Manager

Date: January 6, 2020

Re: Fiscal Year 2020 4th Quarter Financial Report

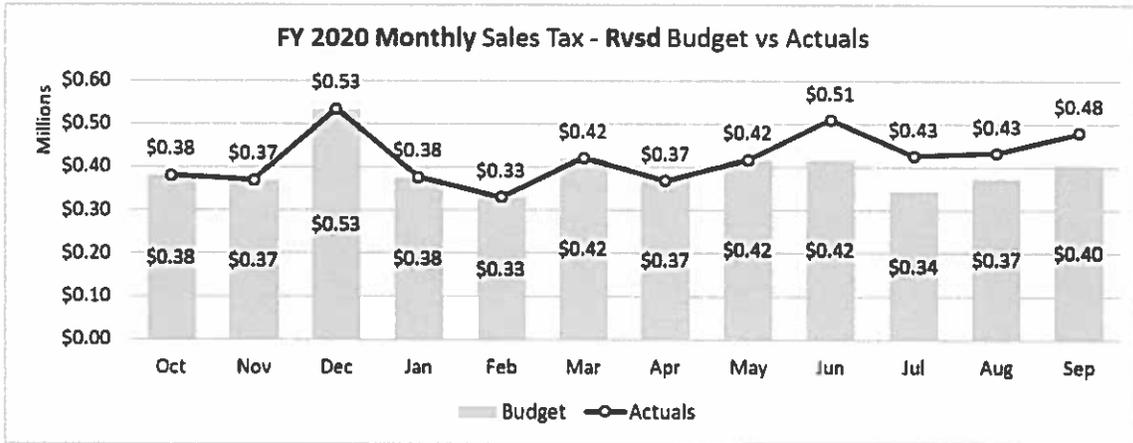
I am pleased to present the 4th Quarter Financial Report for fiscal year 2020, covering the period of October 2019 through September 2020. The attached report compares actual revenue collections and expenses incurred during the year to the approved budget.

The WCDC fund accounts for revenues and expenses associated with the Waxahachie Community Development Corporation in operating the Civic Center and Sports Complex, promoting economic development, and implementing quality of life improvements throughout the community. Overall, the Fund's financial position is positive, especially considering the unprecedented impacts of COVID-19 on national and local economies.

Revenues for the fourth quarter came in at \$5.56 million, or 5% over the revised budget. Sales tax collections came in nearly 7%, or \$317K, over the revised budget. This year proved particularly challenging in gauging the potential negative impact of COVID-19 on the Fund's finances, specifically for sales tax. In March, April, and May we saw some leveling out of sales tax collections as a result of the decline in economic activity. As we went into the summer budget season, we revised the budget down by 1% to account for potential sales tax decline for the remaining four months of the fiscal year. Since that time, we have seen much stronger sales tax growth than

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anticipated. The following chart shows the actual sales tax collections by month compared to the revised budget.

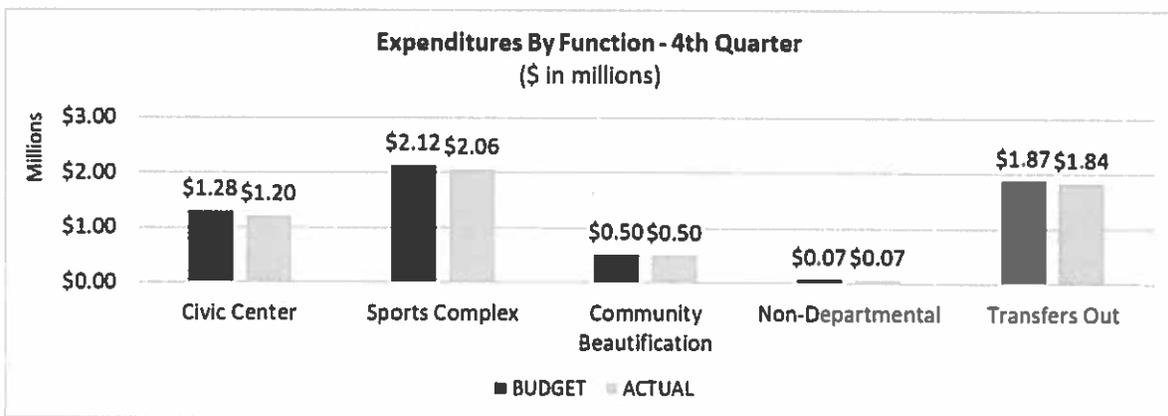


While we closed the year with better than anticipated sales tax revenue, it's important to note that the duration and depth of any impact is still playing out locally and nationally and may impact us in the future.

User fees for the Civic Center and Sports Complex came in 7% under the revised budget mainly attributable to cancellations and slow-down due to COVID-19.

Expenditures for the fourth quarter totaled \$5.67 million, or 3% under the FY 2020 revised budget. All departments are within budget.

The Civic Center and the Sports Complex realized savings in utilities associated with a drop in events as a result of COVID-19. The following chart compares the budget for each WCDC function to the actual expenditures through the 4th quarter.



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CITY OF WAXAHACHIE
QUARTERLY FINANCIAL REPORT
FISCAL YEAR 2020 ~ 4TH QUARTER

(Oct 1, 2019-Sept 30, 2020)

WAXAHACHIE COMMUNITY DEVELOPMENT FUND (WCDC) SUMMARY

	ACTUAL FY 2019	BUDGET FY 2020	ACTUAL FY 2020	ACTUAL AS % OF BUDGET
Beginning Balance	\$3,029,982	\$2,600,897	\$2,600,897	
REVENUES				
Sales Tax	\$4,628,636	\$4,730,000	\$5,047,116	107%
Charges for Service - Civic Center	654,606	382,442	370,687	97%
Charges for Service - Sports Complex	118,257	80,000	60,743	76%
Miscellaneous	3,189	5,360	5,429	101%
Interest Income	61,584	33,900	25,702	76%
Transfers In	50,000	50,000	50,000	100%
Total Revenues	\$5,516,271	\$5,281,702	\$5,559,678	105%
EXPENDITURES BY FUNCTION				
Civic Center	\$1,817,475	\$1,284,757	\$1,202,382	94%
Sports Complex	1,641,489	2,123,990	2,062,692	97%
Community Beautification	476,107	502,429	501,764	100%
Non-Departmental	260,699	65,750	65,703	100%
Transfers Out	1,749,585	1,870,700	1,838,314	98%
Total Expenditures	\$5,945,357	\$5,847,626	\$5,670,857	97%
Gross Ending Balance	\$2,600,897	\$2,034,973	\$2,489,718	
<i>Minimum Reserves (95 days Operating)</i>	<i>(1,264,962)</i>	<i>(1,247,206)</i>	<i>(1,203,965)</i>	
Available After Reserve	\$1,335,935	\$787,767	\$1,285,753	

* Quarterly actual figures are preliminary and unaudited and may change based on timing of payments and the year-end close-out process

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: January 7, 2021

Re: Convention & Visitors Bureau November 2020-January 2021 Update

FESTIVAL & EVENT UPDATES

We ended the 4th quarter of the year on a "virtual" note by creating online experiences and videos for some of our favorite events including the Texas Country Reporter Festival, Community Tree Lighting & Program and Bethlehem Revisited.

Events that can be done safely and anticipated to start in March include:

- **Texas Motorplex** schedule of events begins March 18
- **Tulipalooza** – March 19-28
250,000 tulips to bloom beauty into our community and goodness to participating charities in North Texas that will benefit from the planting.
- **Ellis County Livestock Show & Rodeo** – March 25-April 3

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ADVERTISING, PR & MEDIA UPDATES

- Even though our major Christmas events did not take place as usual for us to promote statewide, we still felt it was important to keep Waxahachie's presence front and center for families to make their own Christmas memories; therefore, we still ran print ads in the major state travel publications. We also ran a two week campaign with iHeart radio on STAR 102.1, DFW's Christmas radio station, which included presence on their digital platform.
- To finish off the SoMetro Staycation 2020 video series, there was a "Holiday Fun" episode that aired promoting the holiday attractions in the 5 cities that we all cross-promoted on our social channels maximizing our reach. The SoMetro regional tourism effort celebrated its 1 year anniversary on December 16.
- A blog post to inspire downtown shopping on Small Business Saturday was written by the Waxahachie CVB from the perspective of one of the new boutiques, My3BH on Monroe Street - ***The Ultimate Guide to Shop Small in Downtown Waxahachie.***

With this synergy, My3BH created a lot of added value content on their Instagram page, plus all of the other boutiques shared it on their social channels expanding the reach of the article. A direct link to the blog can be found at www.hachieheart.com including the ***Find Your Selfie in Downtown Waxahachie*** article written in October.

- WFAA's ***Good Morning Texas*** chose Waxahachie as part of their holiday series promoting unique get-ways in DFW, and Amy Borders represented us on November 16 with heartwarming footage showcasing the city.
- In early December, ***Travel Awaits*** produced an article '11 Best Things To Do In Waxahachie, Texas': <https://www.travelawaits.com/2559174/things-to-do-in-waxahachie-texas/>
- The Visit Waxahachie, Texas Facebook page has 13,343 likes/13,881 followers. The CVB Instagram account is up to 1,492 followers organically.

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RAILYARD PARK/CULTURAL ARTS UPDATE

- Kelly was able to close the year out with the completion of the 21 “Hachie Heart of a Music Friendly Community” video series.
- Thru the video filming and editing skills she gained working on the heart videos, Kelly was able to be instrumental in all of the Waxahachie videos that were seen in December.
- Two small community events were conducted at Railyard Park before Christmas – Community Christmas Caroling hosted by Waxahachie Bible Church and Pajama Storytime with Sims Library.
- Community events are being booked for Railyard Park in the spring including WAXAJAM in April.

OTHER NEWS

- Laurie represented Waxahachie at Leadership Kaufman County as their guest speaker on tourism as it relates to economic development.



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#HachieHeart

When people begin to describe the history and charm of Waxahachie, they mention the historic homes, the vibrant downtown full of cheerful shop owners and antiques dealers. Or, they get caught up in telling the story of how they watched their hometown on the big screen in "Tender Mercies" in the 80s and saw Miranda Lambert play the Texas Theater before she made it big.

Waxahachie's 120 years of history is more than one courthouse or a brush with Bonnie and Clyde (yes, that happened!) or the energy they get walking the square on a warm summer night. For us who live and love here, it's bigger than any folk tale. It's our hometown.

#HachieHeart is a place where both locals and visitors can tell stories about the things they love and what makes Waxahachie a place in their heart. We invite you to join in on the storytelling by adding #HachieHeart to all of your Facebook, Twitter and Instagram posts.

FEATURED STORIES



THE ULTIMATE GUIDE TO SHOP SMALL IN DOWNTOWN WAXAHACHIE
Inspired by My32H Shop Team



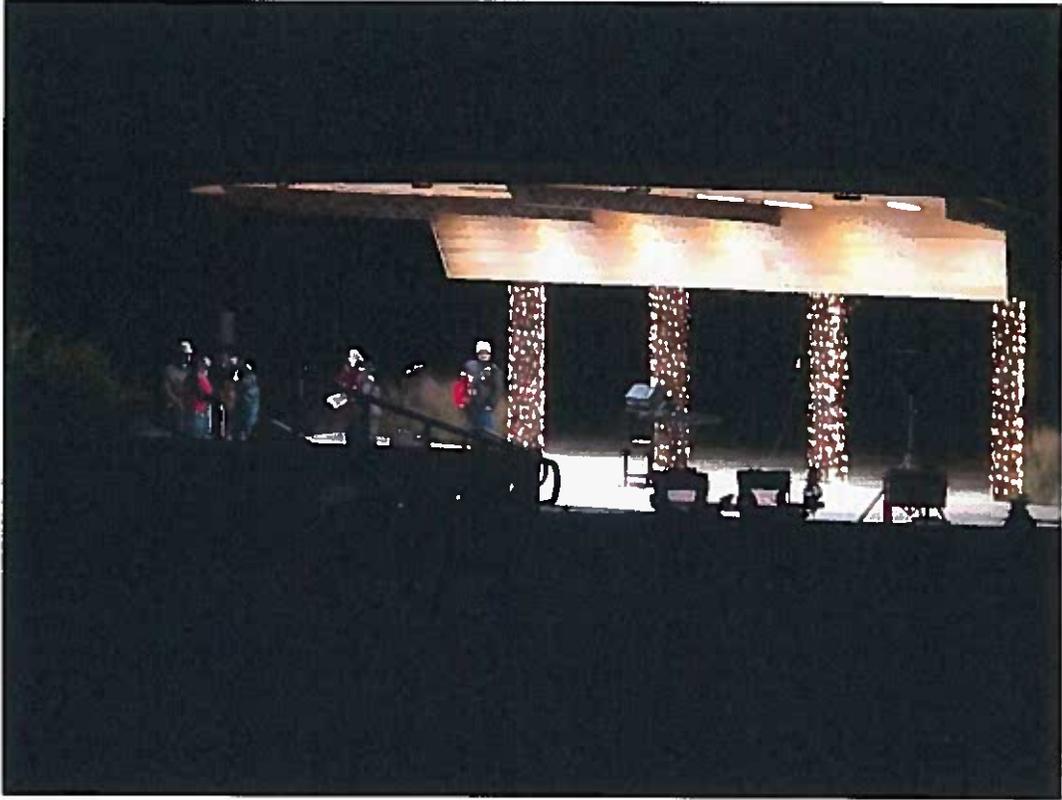
HOW TO TACO 'BOUT HACHIE
Written by Waxahachie Locals



HOW TO HACHIE: ANTIQUE & VINTAGE SHOPPING GUIDE
Written by Laurie Mosley



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Memorandum

To: Waxahachie Community Development Corporation
From: April Ortiz
Thru: Michael Scott, City Manager
Date: January 12, 2021
Re: Civic Center – January 2021 Update

General Update:

- We are currently hosting events at a 50% occupancy.
- Continuing to follow the CDC recommended health protocols & the standard health protocol checklists (Gov. Abbott/Open Texas website).
- Continuing issuing contract addendums to clarify client's responsibilities on enforcement of certain protocols (mask, social distancing, capacity, etc.).
- We continue to get inquiries for available dates.

December 1-31: 15 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Local Union #201 (Owens Corning)
- Jr. Service League Christmas Market (3 event days)
- Owens Corning Meeting (10 people)
- 50th Birthday
- LTC Class
- Baby Shower

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- Wedding
- Life Line Screening
- BNSF Railway Meeting (20 people)
- Waxahachie PD Promotional Exam
- Birthday

January 1-31: 10 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Local Union #201 (Owens Corning)
- Baby Shower
- Birthday
- Baby Shower
- HOA Meeting
- Last Call Boutique Sale (2 event days)
- Waxahachie Sports Complex Meeting (2 event days)

February 1-28: 22 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Local Union #201 (Owens Corning)
- Premier Gun Show (3 event days)
- Baby Shower
- HOA Meeting
- Swim Spa Expo (6 event days)
- LTC Class
- Encore Performing Arts Dance Competition (4 event days)
- Air Salvage of Dallas Meeting (2 event days)
- College Fair

Facility

- We have started the implementation of the new diagram software now, and are working thru each task with our project coordinator. According to the project timeline, it should be complete by the end of February.
- Tulipalooza (March 19th-28th): The tulips planting is complete (finished mid-December).

Upcoming

- Our annual Daddy Daughter Dance that is typically in February has been pushed back to March 4th this year; and tickets will go on sale February 1st.

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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager 
Date: 1/7/2021
Re: WCDC Beautification Report

Beautification Department Report:

January 12thth 2021

Completed Projects

- Christmas Light Displays
 - Lantana Lawn Care installed the Waxahachie Express Train, Santa's Toy Company, Courthouse string lights and panels, Garland at The Rogers Street Bridge and Chapman, Bynum Plaza PVC Tree, Civic Center PVC Trees and the 12 Days of Christmas Displays.
- Winter Color Change Out
 - All properties and planters received color change outs
 - Flowers used: Pansy, Mustard Greens, Kale, Cabbage, Dianthus
- Spring Blooming Bulbs
 - 16,000 bulbs have been planted for this year.

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- Because of short supply there won't be as many daffodils this year as previous years. But I added more tulips to compensate.
- 2 Beds lined in pumpkins
- South Downtown Parking Sign bed
 - A new landscape bed was created that encompasses the sign for the South Downtown Parking Lot. Large boulders were used as a retaining wall and a mixture of evergreen shrubs and annual color were added.

Current Projects

- Christmas Decoration Removal
- Vitex and other ornamental tree pruning
- Perennial plant cutback maintenance

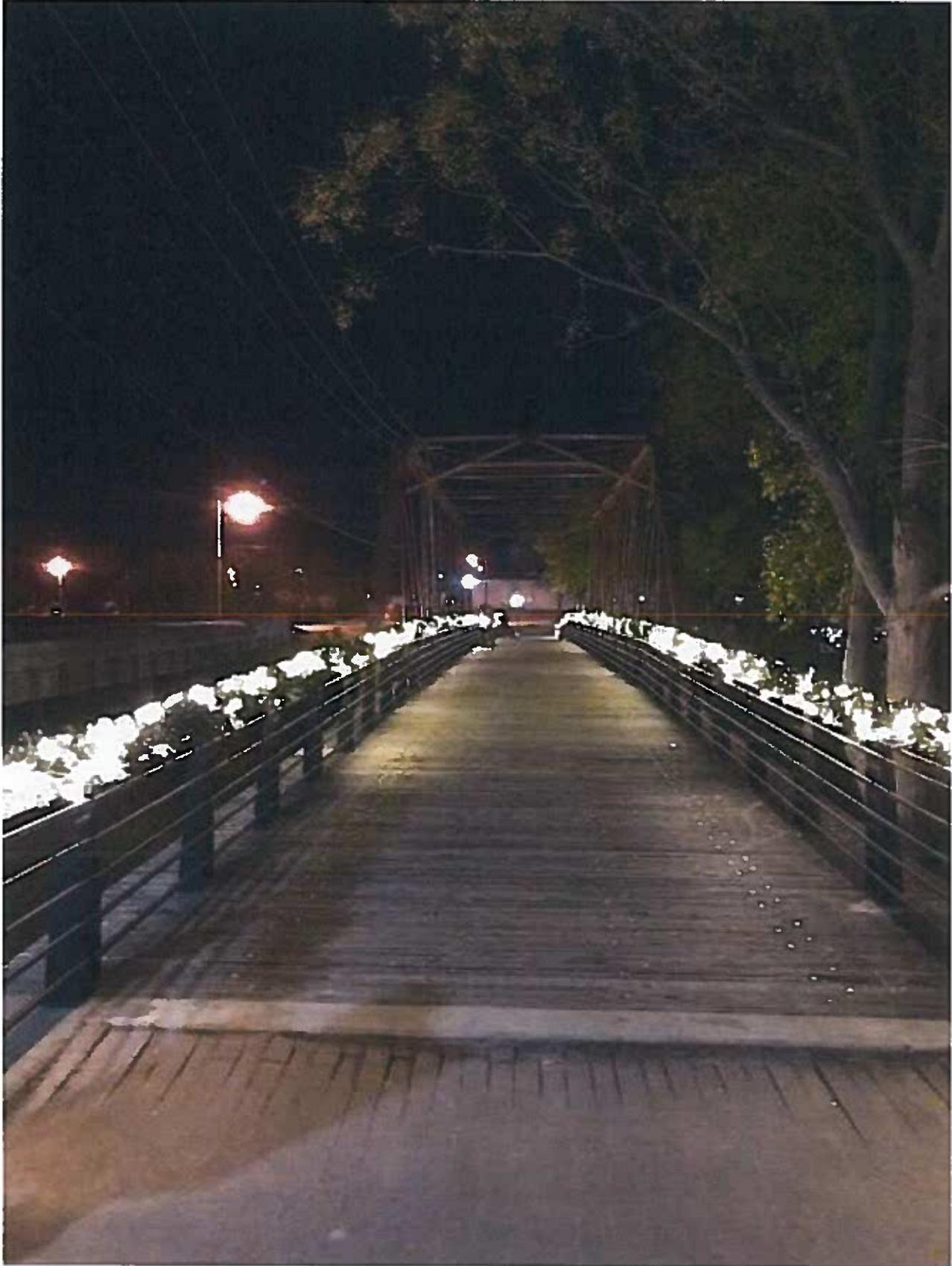
Future Projects

- Broadhead Road Median 3 plant and flower install. Project completion will be in early to mid-summer.
- Broadhead Road Median 4 Irrigation install. Project completion will be mid to late spring.
- Park Schoolhouse Road Median 2 Irrigation and landscaping. Project completion will be mid to late spring.

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Memorandum

To: Waxahachie Community Development Corporation
From: Waxahachie Sports Complex
Thru: Michael Scott, City Manager
Date: 1-6-2021
Re: January Sports Complex Report

Tournament Schedule 2021:

Feb:

27th American Sporting Events Baseball

March:

6th American Sporting Events Baseball

13th American Sporting Events Baseball

20th Dugout Baseball

27th Pinnacle Adult Softball

American Sporting Events Baseball

April:

3rd Son of God Adult Softball

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- 10th American Sporting Events Baseball**
Texas Youth Girl's Fast Pitch
- 15th Senior Slow Pitch Softball**
- 17th American Sporting Events Baseball**
- 24th Waxahachie Soccer Association Tournament**

May:

- 1st Pinnacle Adult Softball**
American Sporting Events Baseball
- 8th Dugout Baseball**
Pinnacle Adult Softball
- 15th National Championship Sports Baseball**
Hightower Girl's Fast Pitch Softball
- 22nd Gold Crown Baseball**
Texas Youth Girl's Fast Pitch
- 29th American Sporting Events Baseball**
Son of God Adult Softball

June:

- 5th Pinnacle Adult Softball**
American Sporting Events Baseball
- 10th Senior Slow Pitch Softball**
- 12th American Sporting Events Baseball**
- 18th DFW Public Safety Adult Softball**
- 19th Pinnacle Adult Softball**
National Championship Sports Baseball
- 26th Dugout Baseball**

July:

- 9th IFA/VTD Girl's Fast Pitch National Championship**
- 17th Son of God Adult Softball**
American Sporting Events Baseball
- 24th USSSA Adult Softball Canales**
American Sporting Events Baseball
- 31st Dugout Baseball**

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Pinnacle Adult Softball

August:

- 7th Son of God Adult Softball**
- American Sporting Events Baseball**
- 14th One Nation Senior Slow Pitch Adams**
- 21st American Sporting Events Baseball**
- 28th Dugout Baseball**

Sept:

- 11th American Sporting Events Baseball**
- Pinnacle Adult Softball**
- 18th American Sporting Events Baseball**
- Pinnacle Adult Softball**
- 25th American Sporting Events Baseball**
- Pinnacle Adult Softball**

Oct:

- 2nd Son of God Adult Softball**
- American Sporting Events Baseball**
- 9th Dugout Baseball**
- 16th Dugout Baseball**
- Pinnacle Adult Softball**
- 23rd American Sporting Events Baseball**
- Son of God Adult Softball**
- 30th Pinnacle Adult Softball**
- American Sporting Events Baseball**

Nov:

- 6th American Sporting Events Baseball**
- Son of God Adult Softball**
- 13th Dugout Baseball**
- Pinnacle Adult Softball**
- 20th American Sporting Events Baseball**

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Individual Game Schedule 2021:

Feb:

- 5th SAGU Baseball (DH)**
- 6th SAGU Softball (DH)**

March:

- 2nd Ellis County Homeschool Organization**
- 5th SAGU Softball (DH)**
- 8th Ellis County Homeschool Organization**
- 11th Ellis County Homeschool Organization**
- 19th SAGU Baseball**

April:

- 3rd SAGU Softball (DH)**
- 6th Ellis County Homeschool Organization**
Ovilla Christian Softball
- 8th Ovilla Christian Softball**

Leagues

Adult Men's Church Softball League – March Start

Adult Men's Recreation Softball League – March Start

Adult Coed Softball League – March Start

Girl's Fast Pitch Softball League – April Start

Waxahachie Youth Soccer – March Start

Y.M.C.A. Soccer – March Start

Projects

Synthetic Turf Improvement Project Phase I is moving along with over 158 truckloads of dirt removed from the 3 fields. Soil stabilizing chemical injections are in full swing with soil testing to be completed within the next week.

Misc.:

Covid-19 testing continues at the sports complex with over 7754 tested since before Thanksgiving through Monday January 4th.

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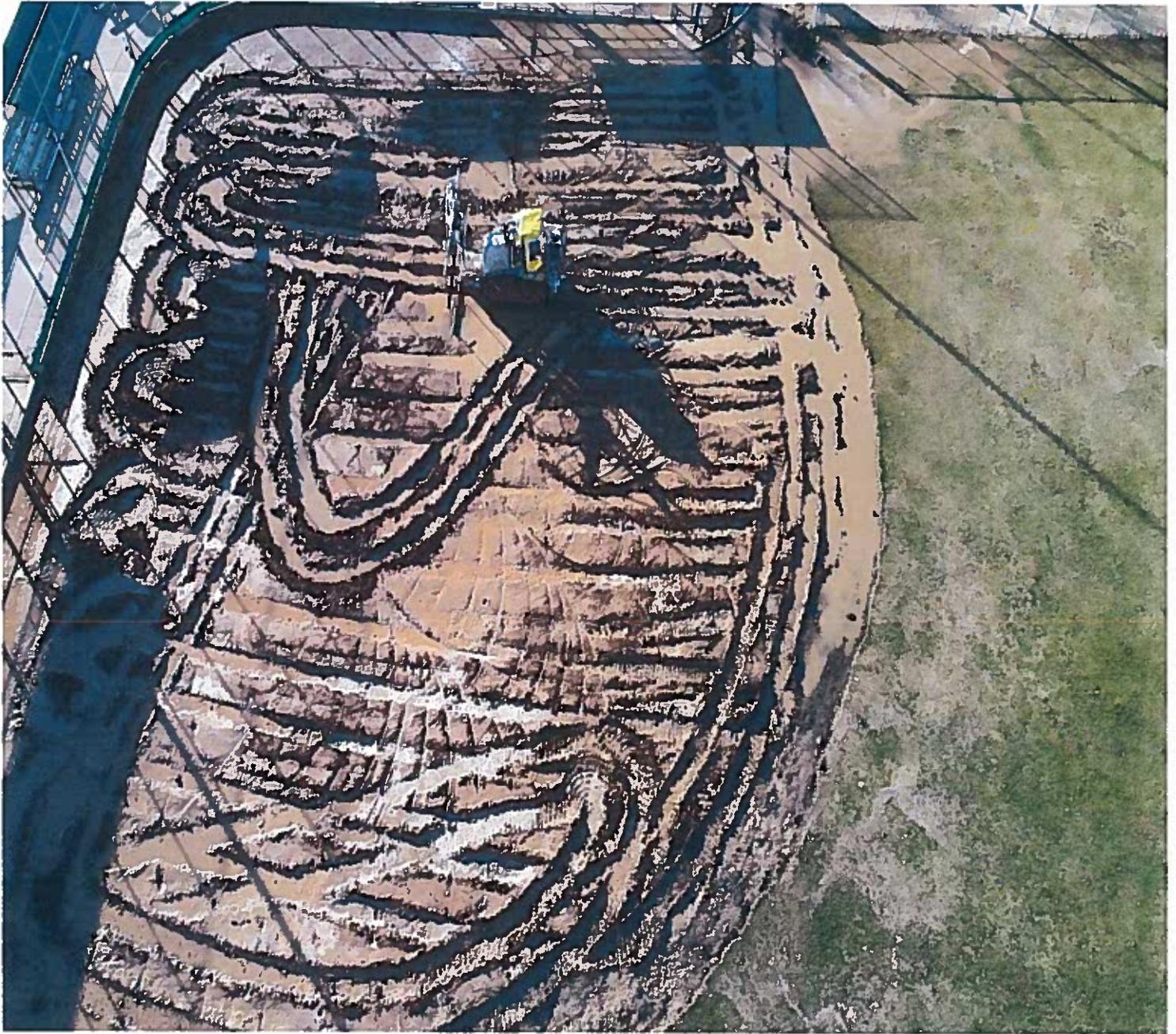
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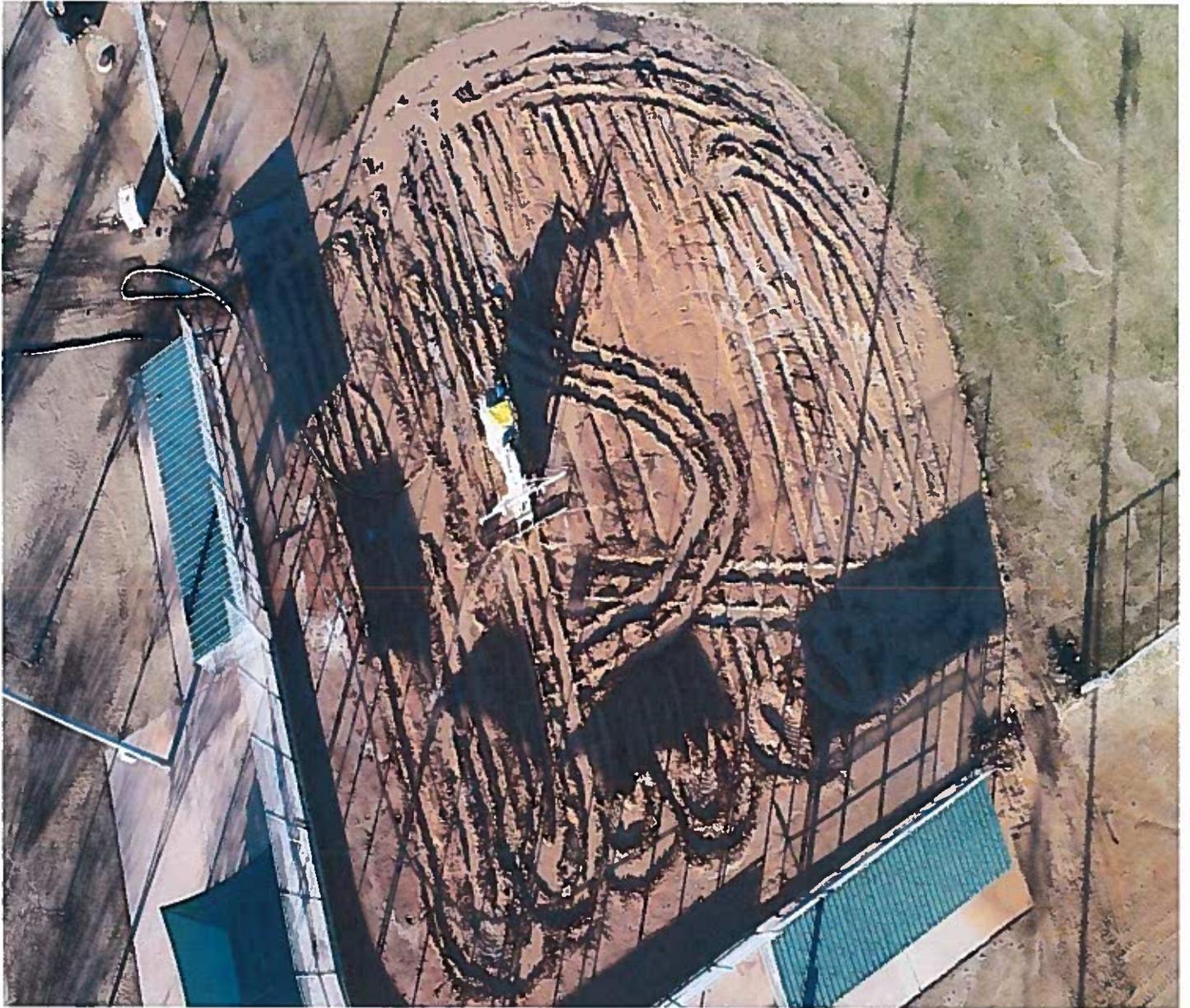
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