

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, March 2, 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 January 12, 2021
4. Hear update of activities from Convention & Visitors Bureau Director
5. Hear update of activities at the Civic Center
6. Hear update of Community Beautification
7. Hear update of activities at the Sports Complex
8. Discussion on future WCDC projects and initiatives
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.

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

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

Member Absent: Daniel Morton, President

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

Vice President Bob Lynn called the meeting to order.

2. Public Comments

None

3. Approval of minutes of the Waxahachie Community Development Corporation meeting of November 10, 2020

Action:

Ms. Elizabeth Tull moved to approve minutes of the WCDC meeting of November 10, 2020. Mr. David McSpadden seconded, All Ayes.

4. Hear Fiscal Year 2020 4th Quarter Financial Report

Finance Director Chad Tustison presented the Fiscal Year 2020 4th Quarter Financial Report noting the report covers the period of October 2019 through September 2020. He reported overall, the Funds financial position is positive, especially considering the unprecedented impacts of COVID-19. Mr. Tustison reported 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 \$315K, over the revised budget. He reported 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. Mr. Tustison reported expenditures for the 4th quarter totaled \$5.56 million, or 3% under the

Fiscal Year 2020 revised budget. He stated all departments are within budget. He reported the estimated fund balance after 95 days of reserves totals \$1,285,753.

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

Ms. Laurie Mosley, Director of Convention and Visitors Bureau, reported due to COVID-19, the 4th quarter of the year ended on a “virtual” note by creating online experiences and videos for favorite events such as the Community Tree Lighting and Program and Bethlehem Revisited. She reviewed events that can be done safely and anticipated to start in March: Texas Motorplex, Tulipalooza, and Ellis County Livestock Show and Rodeo.

Ms. Mosley presented a Railyard Park/Cultural Arts update noting Kelly Skistimas, Cultural Arts and Programing Manager, was able to close the year out with the completion of the 21 “Hachie Hearts of a Music Friendly Community” video series. She stated two small community events were conducted at Railyard Park before Christmas that included community Christmas caroling hosted by the Waxahachie Bible Church and Pajama story time with Sims Library.

6. Hear update of activities at the Civic Center

Ms. April Ortiz, Director at the Civic Center, reported she is currently hosting events at a 50% occupancy. She reported December had 15 events, January has 10 events booked and February has 22 events booked. Ms. Ortiz stated the Tulipalooza event is March 19th – 28th and tulips are planted just outside the Civic Center. The Daddy Daughter Dance has been pushed back to March 4, 2021.

7. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, reported completed projects included the Christmas lights displays, winter color change out and 16,000 spring bulbs were planted. He referenced the South downtown parking sign bed noting a new landscape bed was created that encompasses the sign for the South Downtown Parking Lot. Mr. Seale stated current projects include Christmas decoration removal, Vitex and other ornamental tree pruning and Perennial plant cutback maintenance.

8. Hear update of activities at the Sports Complex

Mr. James Villarreal, Assistant Parks Director - Sports Complex, reviewed the 2021 Tournament Schedule, Individual Game Schedule, and softball and soccer leagues schedule. He stated projects at the Sports Complex include the Synthetic Turf Improvement Project Phase I. Mr. Villarreal stated COVID-19 testing continues at the Sports Complex with over 7,754 tested since before Thanksgiving through Monday, January 4, 2021.

9. Adjourn

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

Respectfully submitted,

Lori Cartwright, City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: February 24, 2021

Re: Convention & Visitors Bureau February-March 2021 Update

FESTIVAL & EVENT UPDATES

It's time to spring into some fun. Events that can be done safely and anticipated to start in March-April 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
- **Scarborough Renaissance Festival** - April 10-11, April 17-18, April 24-25, May 1-2, May 8-9, May 15-16, May 22-23, May 29-31
- **Antique Alley Texas** - April 16-18
- **Waxahachie Symphony Association – Mercury** - April 17; 7 pm
- **Vintage Market Days** - April 23-25

ADVERTISING, PR & MEDIA UPDATES

- Eight Waxahachie stores were awarded top status in the **ShopAcrossTexas.com** Annual Best Store List. Best Stores in Waxahachie include: Atelier Antiques & Fine Art, Farmhouse, Webb Gallery, Multitudes, Old Town Village Antiques, The Blume Boutique, The Dove's Nest, and Three Bears Headquarters

In addition to the Best Stores List, a few additional statewide awards were announced. Waxahachie stores were selected for the following statewide category awards: Best Retail in a Small Town; Atelier Antiques & Fine Art – Best Antique Stores; The Dove's Nest – Best of the Best and Best One-of-a-Kind-Stores; and Webb Gallery – Best One-of-a-Kind-Stores.

- Waxahachie will have a strong presence in Texas Monthly Magazine with an ad in the March issue and section in the digital Spring Travel Guide.
- The Visit Waxahachie, Texas Facebook page has 13,413 likes/13979 followers. The CVB Instagram account is up to 1,505 followers organically.

GROUP TOURS

- Purpose Driven Tours from Mississippi will be adding Waxahachie to their list of Texas stops as they travel to San Antonio and Fredericksburg. They will be overnighting with us on March 25 and touring the tulips and eating dinner.

OTHER NEWS

- The CVB team attended the TACVB Mid-Winter Conference virtually January 25-27.
- With a strong background in event organization, the entire CVB team has primarily been working at the Ellis County Vaccine Hub to provide a positive experience not only for the patients receiving their vaccines, but also for the volunteers.

A portion of the attendees receiving vaccines come from communities outside of Ellis County so it has been a way for them to engage with visitors.

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Memorandum

To: Waxahachie Community Development Corporation
From: April Ortiz
Thru: Michael Scott, City Manager 
Date: February 25, 2021
Re: Civic Center – March 2021 Update

General Update:

- We are currently hosting events at a 75% 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.).

February 1-28: 34 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Local Union #201 (Owens Corning)
- Union Pacific Railroad
- Premier Gun Show (3 event days)
- Baby Shower
- Waxahachie Police Dept. Training (5 event days)
- HOA Meeting
- RRSA Meeting (2 event days)
- Swim Spa Expo (6 event days)
- LTC Class

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- Encore Performing Arts Dance Competition (4 event days)
- Dart (3 event days)
- Elliott Electric Meeting
- Air Salvage of Dallas Meeting (2 event days)
- College Fair

March 1-31: 35 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Ameriturf Meeting (2 event days)
- Local Union #201 (Owens Corning)
- Dart (3 event days)
- Union Pacific Railroad
- Premier Gun Show (3 event days)
- Southwest Festivals (2 event days)
- LTC Class (2 event days)
- Waxahachie Police Dept. Training (5 event days)
- Wedding/Reception (2 event days)
- Gypsy Soul Fair Expo (3 event days)
- Baby Shower
- Ink Masters Tattoo Expo (4 event days)
- Wedding/Reception
- BSWH Meeting
- Reception
- Arm Wrestling Competition – ROTN/ArmTV

Facility

- We had a delay back in January with our diagram software project, our Amadeus coordinator had a medical issue and was hospitalized. So we were reassigned a temporary coordinator, and we reset a few meetings and she issued a revised timeline. We are about a couple weeks behind our original schedule, so hoping to have it complete by mid-March.
- During the recent winter weather we had a brief loss of power (less than 6 hours), and had one water line that goes to our cooling towers freeze and broke/cracked. It has been repaired and operating now.

Upcoming

- We have made the decision to reschedule the Daddy Daughter Dance to April 8th.

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- Tulipalooza (March 19th-28th, 10am-7pm daily): The tulips are coming up!
Tickets are now on sale at www.tulipalooza.org
Weekend Admission: \$20 adult, \$5 child
Weekday Admission: \$15 adult, \$5 child
Senior Day Tuesday 3/23: \$12
**100% of tickets sales goes to the charity of your choice

Benefiting Charities:

- Goodwill Industries of Dallas, Inc.
- Touch Down Club of Dallas
- Poston Gardens Foundation
- Easterseals – North Texas
- The Rise School of Dallas
- Best Buddies
- United Way Metropolitan Dallas
- Act for Justice
- Catholic Charities – Dallas
- Special Olympics – Texas
- The YMCA of Dallas
- MEI – Minority Entrepreneurship Institute

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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager 
Date: 2/24/2021
Re: WCDC Beautification Report

Beautification Department Report:

March 2nd 2021

Current Projects

- Checking, monitoring and removing freeze damaged plant material.
- Checking all irrigation systems for freeze damage and scheduling repairs.

- Park Schoolhouse Road median
 - Crews are currently investigating previous water tap locations.
 - Weather conditions have prolonged the investigations due to priority.
- Broadhead Road Median
 - I've been in close contact with growers and there has been substantial losses due to power outages. It's still unclear how their perennials for this project were affected. More time will tell.

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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
CC:
Thru: Michael Scott, City Manager 
Date: 2-24-2021
Re: March Sports Complex Report

Tournament Schedule:

March:

- 6th American Sporting Events Baseball**
- 13th American Sporting Events Baseball**
- 20th Dugout Baseball**
- 27th Pinnacle Adult Softball**
American Sporting Events Baseball

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Individual Game Schedule:

March:

- 2nd Ellis County Homeschool Organization**
- 5th SAGU Softball (DH)**
- 6th SAGU Softball (DH)**
- 8th Ellis County Homeschool Organization**
- 11th Ellis County Homeschool Organization**
- 19th SAGU Baseball**
- 25th Ovilla Christian Softball**
- 29th Ovilla Christian Softball**

Leagues

Adult Men's Church Softball League – March 15th Start

Adult Men's Recreation Softball League – March 17th Start

Adult Coed Softball League – March 18th Start

Girl's Fast Pitch Softball League – April Start

Waxahachie Youth Soccer – March 13th Start

Y.M.C.A. Soccer – April 3rd Start

Projects

Synthetic Turf Improvement Project Phase I is moving along with softball field #3 turfed, softball field #2 being turfed, and softball field #1 coming along with plastic, crushed stone, and being leveled to grade. Projected completion date is the week of March 8th.

Misc.:

Fertilizing all perineal rye fields, as well as spreading pre-emergent on all non-perineal rye fields including common areas.

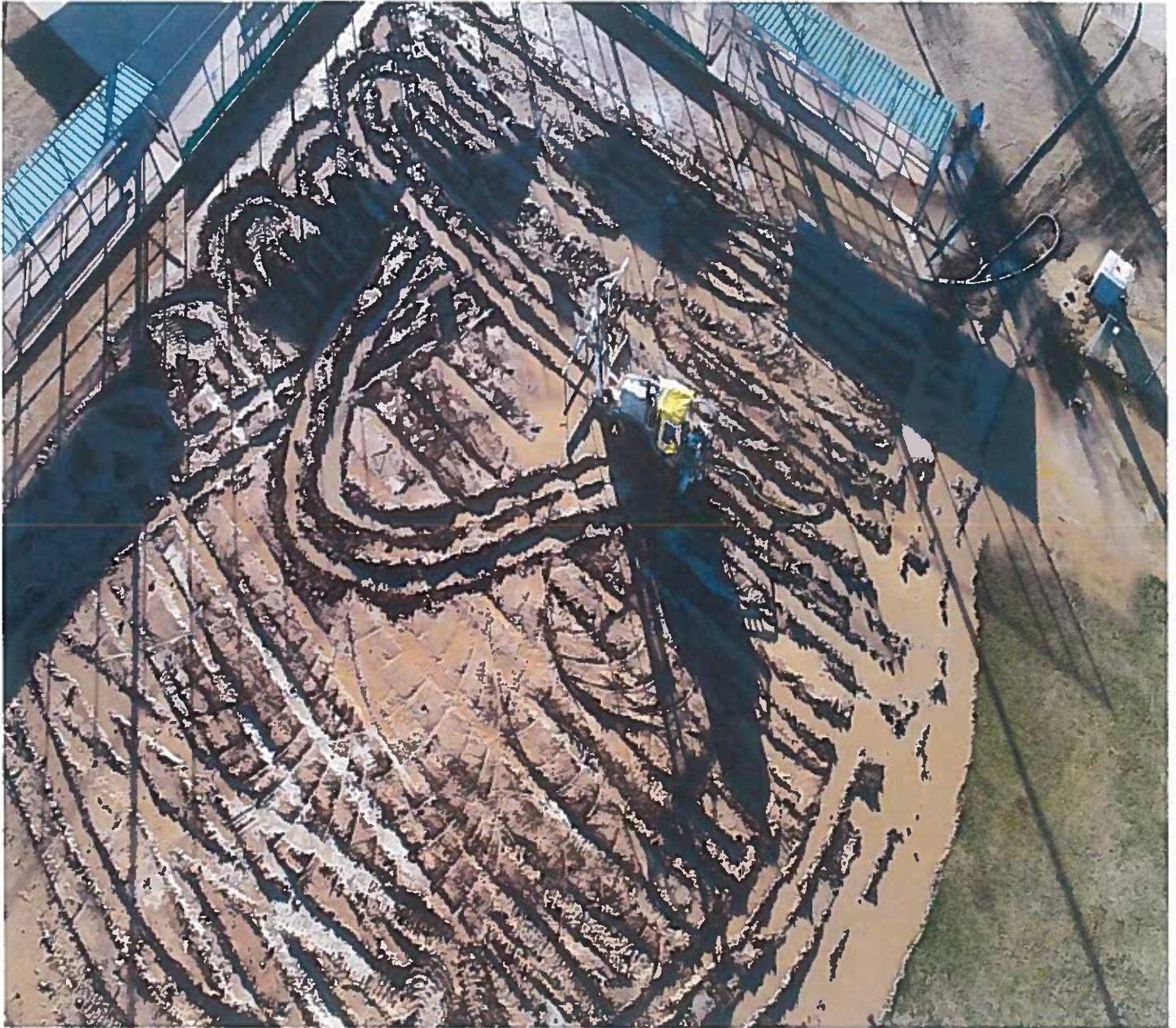
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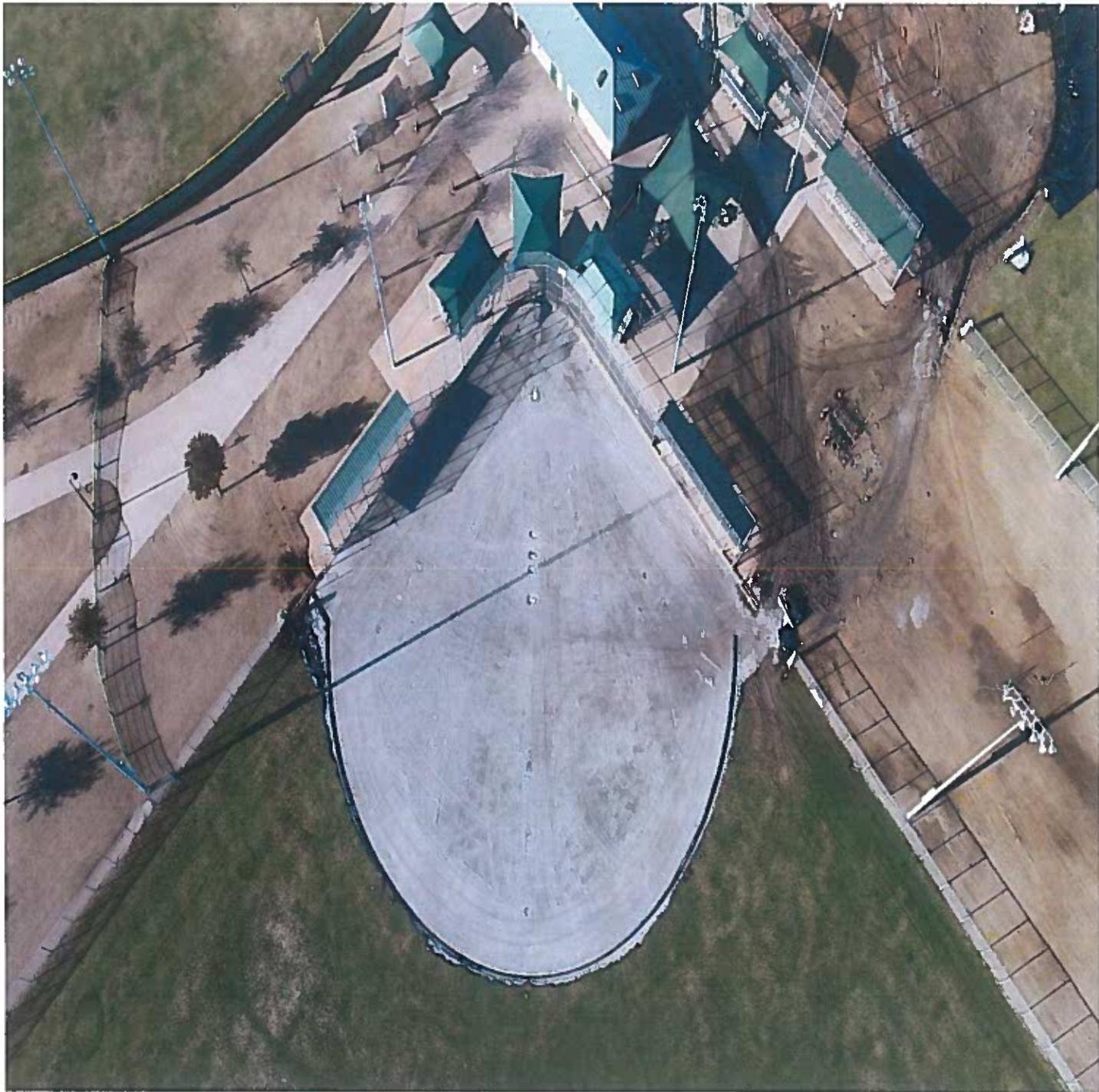
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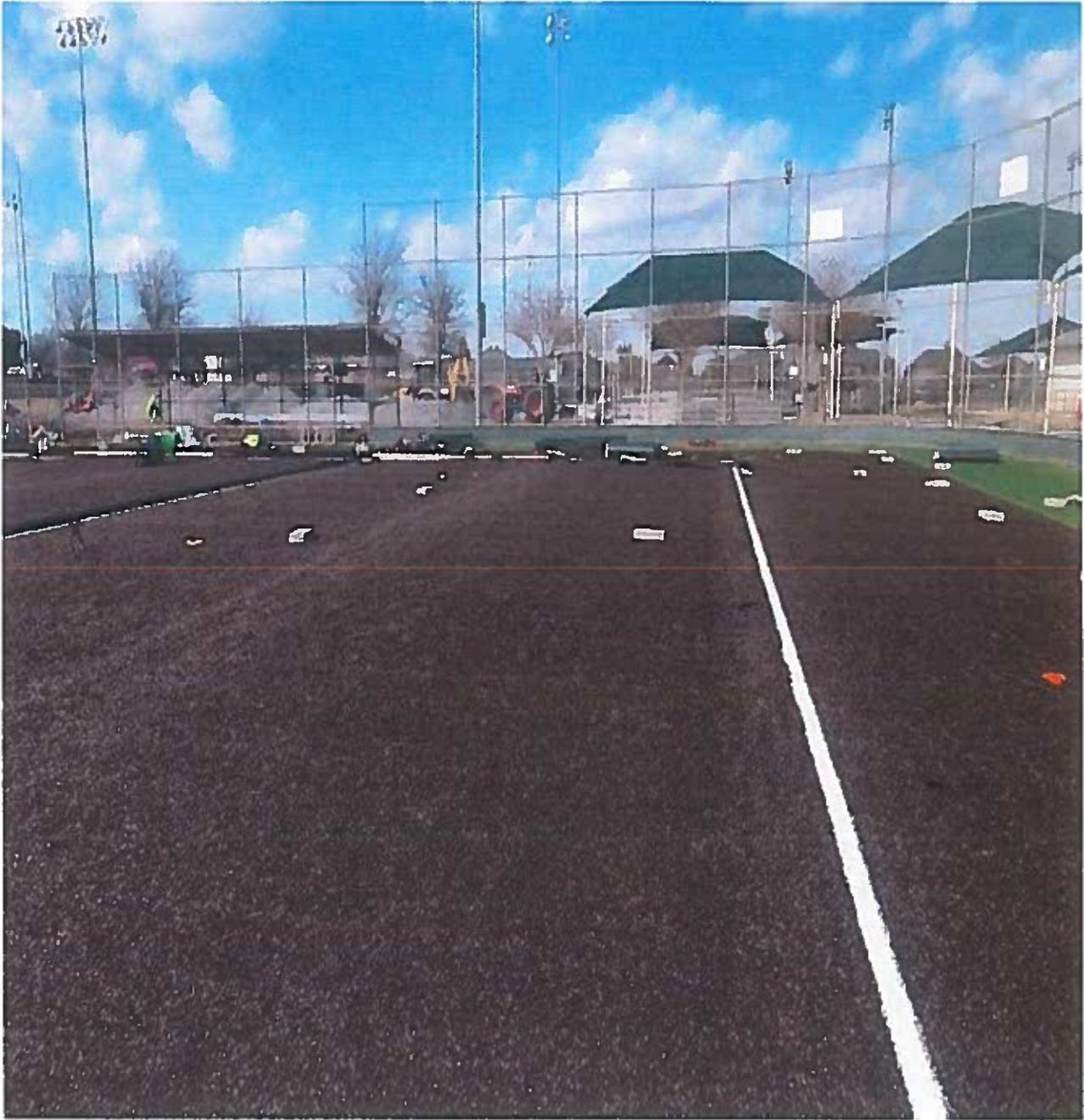
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