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, July 13, 2021 at 3:00 p.m.***

Board Members:	Daniel Morton, President Bob Lynn, Vice President Doug Barnes, Mayor Michael Scott, City Manager Judy Demoney Elizabeth Tull David McSpadden
Ex-Officio Members:	Amber Villarreal, City Secretary Chad Tustison, 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. Approval of minutes of the Waxahachie Community Development Corporation meeting of May 11, 2021

4. Discuss Waxahachie Community Development Corporation Fiscal Year 2022 Budget and take any necessary action

5. Consider request by First Baptist Church for shared parking agreement at Sports Complex

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

7. Hear update of activities at the Civic Center

8. Hear update of Community Beautification

9. Hear update of activities at the Sports Complex

10. 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) 309-4006 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.

(3)

Waxahachie Community Development Corporation
May 11, 2021

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, May 11, 2021 at 3:00 p.m.

Members Present:	Daniel Morton, President Bob Lynn, Vice President David Hill, Mayor Michael Scott, City Manager Judy Demoney Elizabeth Tull David McSpadden
Ex-Officio Member Present:	Chad Tustison, Director of Finance
Ex-Officio Members Absent:	Lori Cartwright, City Secretary 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 Amber Villarreal, Assistant City Secretary

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 April 15, 2021

Action:
Mr. David McSpadden moved to approve minutes of the WCDC meeting of April 15, 2021. Ms. Judy Demoney seconded, ***All Ayes.***

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

Director of Convention & Visitor's Bureau Laurie Mosley reported the CVB team has completed their assistance at the Ellis County Vaccine Hub and noted there will be a volunteer appreciation luncheon to thank them for their service. Ms. Mosley reviewed upcoming Festivals and Events, Advertising & Media Updates, and reported promos have began airing for the Texas Country Reporter Festival. Ms. Mosley announced there will be a 4th of July Parade and fireworks on July 3, 2021. She explained the city is not encouraging large gatherings; therefore, there will not be a full Crape Myrtle Festival with tailgating and a band. She reviewed upcoming events and

noted city hosted events will begin in August at Railyard Park. Ms. Mosley reported hotel occupancy numbers are steadily improving.

5. Hear update of activities at the Civic Center

Civic Center Director April Ortiz reviewed the April and May monthly report for the Civic Center noting the facility has been operating at 100% capacity. She reviewed April and May monthly events noting events are steadily increasing and some events are already booking for 2022. She noted the Daddy Daughter Dance was a success with a sellout of 400 tickets. Ms. Ortiz reported the room design software was completed in April and the interactive link is live.

6. Hear update of Community Beautification

Horticulturist Chris Seale reviewed the current projects: Park Schoolhouse Road Median, Broadhead Road Median 3, seasonal color change out, and Civic Center front bed renovation. He noted upcoming projects include Broadhead Road Median 4 irrigation install and Park Schoolhouse Road Median 2 irrigation and landscaping which are expected to be completed in late spring/early summer.

7. Hear update of activities at the Sports Complex

Assistant Director of Sports Complex James Villarreal reviewed the tournament, individual game, and league schedules for April and May. He noted the Synthetic Turf Improvement Project Phase I construction is complete and has been useful with all the rain we've been receiving.

8. Consider request for funding for city hall landscape improvements

City Manager Michael Scott explained he and Mr. Seale reviewed the city hall landscaping and are requesting funding in the amount of $30,000.00 to improve the landscaping by refreshing the front and north side of the building including irrigation, mulch, and replanting. He noted the building currently has zero-scape landscaping.

Action:
Mr. David McSpadden moved to approve $30,000.00 for city hall landscape improvements. Mr. Dan Morton seconded, ***All Ayes.***

9. Adjourn

There being no further business, Mr. Dan Morton moved the meeting adjourn at 3:48 p.m. Ms. Judy Demoney seconded, ***All Ayes.***

Respectfully submitted,

Amber Villarreal
Assistant City Secretary

WCDC FUND SUMMARY

FY 2022 PROPOSED DRAFT BUDGET

		a	b	c	d	e	f	g	h	i
						Proposed	*Includes Budget Requests in 5-Year Plan*			
		FY 2021 BUDGET	FY 2021 ESTIMATE	FY 2022 BASE BUDGET	BUDGET REQUESTS	FY 2022 BUDGET	FY 2023 FORECAST	FY 2024 FORECAST	FY 2025 FORECAST	FY 2026 FORECAST
1	**BEGINNING BALANCE**	**$ 2,034,971**	**$ 2,495,952**			**$ 2,554,391**	**$ 3,361,985**	**$ 4,265,856**	**$ 5,420,121**	**$ 7,327,422**
2										
3	**REVENUES**									
4	Sales Tax	4,776,000	5,773,000	6,031,000		6,031,000	6,211,930	6,398,288	6,590,237	6,787,944
5	Charges For Service - Civic Center	422,501	352,075	412,590		412,590	416,716	420,883	425,092	429,343
6	Charges For Service - Sports Complex	149,500	148,000	204,386		204,386	206,430	208,494	210,579	212,685
7	Miscellaneous	37,500	5,497	5,340		5,340	5,340	5,340	5,340	5,340
8	Transfers In	50,000	50,000	50,000		50,000	50,000	50,000	50,000	50,000
9	**TOTAL REVENUES**	**$ 5,435,501**	**$ 6,328,572**	**$ 6,703,316**		**$ 6,703,316**	**$ 6,890,416**	**$ 7,083,005**	**$ 7,281,248**	**$ 7,485,311**
10										
11	**EXPENDITURES**									
13	Civic Center	1,238,331	1,200,597	1,218,009	283,560	1,501,569	1,474,367	1,519,007	1,445,834	1,418,923
14	Sports Complex	1,725,650	1,630,391	1,135,008	869,850	2,004,858	1,807,895	1,855,102	1,332,411	1,545,436
15	Community Beautification	531,847	550,895	380,029	151,140	531,169	781,124	564,160	535,565	496,934
16	Non-Departmental	1,161,618	1,147,746	78,575	35,780	114,355	186,093	251,434	323,567	389,211
17	Debt Service Transfer	1,730,885	1,740,504	1,743,771		1,743,771	1,737,067	1,739,037	1,736,571	1,743,031
18										
19	**TOTAL EXPENDITURES**	**$ 6,388,331**	**$ 6,270,133**	**$ 4,555,392**	**$ 1,340,330**	**$ 5,895,722**	**$ 5,986,546**	**$ 5,928,740**	**$ 5,373,947**	**$ 5,593,534**
20										
21	*Surplus / (Use of Fund Balance)*	(952,830)	58,439			807,594	903,870	1,154,265	1,907,301	1,891,777
22										
23	**GROSS ENDING BALANCE**	**$ 1,082,141**	**$ 2,554,391**			**$ 3,361,985**	**$ 4,265,856**	**$ 5,420,121**	**$ 7,327,422**	**$ 9,219,199**
24	*Minimum Reserve (95 Days Operating)*					*(1,203,656)*	*(1,242,551)*	*(1,291,310)*	*(1,336,506)*	*(1,383,283)*
25	*Available after reserve met*					**$ 2,158,330**	**$ 3,023,305**	**$ 4,128,811**	**$ 5,990,916**	**$ 7,835,915**

(4)

WCDC FUND 5-YEAR PLAN

Department	Budget Item Request	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
RECOMMENDED AND FUNDED						
Non-Departmental	1.5% COLA Oct 1, 3% Merit Pay @ 6 mos	35,780	35,780	35,780	35,780	35,780
Civic Center	Restroom/Dressing Room Renovation	283,560				
Civic Center	Exterior Cleaning		18,500			18,500
Civic Center	Banquet Chairs Replacement		188,000			
Civic Center	Carpet Replacements			200,000		
Civic Center	Ice Machine				6,950	
Civic Center	Reach-In Refridgerator				4,100	
Civic Center	HVAC Replacement				75,000	
Sports Complex	Synthetic Turf	530,000	530,000	530,000		
Sports Complex	Softball Outfield Grass	45,000				
Sports Complex	Wrought Iron Fence	80,000	80,000			
Sports Complex	Lightning Detector	19,850	1,750	1,750	1,750	1,750
Sports Complex	Scoreboard Panels	15,000				
Sports Complex	Resurfaced Rubber Running Track	150,000				
Sports Complex	John Deere Mower I			65,000		
Sports Complex	John Deere Mower II				65,000	
Sports Complex	John Deere Tractor					50,000
Sports Complex	LED Field Light Upgrade					160,000
Sports Complex	Hike & Bike Trail	30,000				
Community Beautification	Greenhouse		250,000			
Community Beautification	Part-time Employee			18,900	18,900	18,900
Community Beautification	Broadhead Road Median 4	46,640	1,640	1,640	1,640	1,640
Community Beautification	Parks Schoolhouse Median 3	51,400	1,400	1,400	1,400	1,400
Community Beautification	Christmas Decoration Storage Racks	2,000				
Community Beautification	Christmas Decoration Install & Removal	1,500	1,500	1,500	1,500	1,500
Community Beautification	Dump Trailer	7,000				
Community Beautification	Flag Program	4,000	4,000	4,000	4,000	4,000
Community Beautification	77/Ferris Island Bed Landscape Renovation & Change Outs	22,800	10,800	10,800	10,800	10,800
Community Beautification	Earth Planters for Downtown and Other Areas	10,700	2,200	2,200	2,200	2,200
Community Beautification	City Hall Maintenance & Change out for FY2021 upgrade	5,100	5,100	5,100	5,100	5,100
Community Beautification	Broadhead Road Median 5		46,640	1,640	1,640	1,640
Community Beautification	Broadhead Road Median 6			46,640	1,640	1,640
Community Beautification	Parks Schoolhouse Median 4		51,400	1,400	1,400	1,400
Community Beautification	Parks Schoolhouse Median 5			51,400	1,400	1,400
Community Beautification	Parks Schoolhouse Median 6				51,400	1,400
	Total	**1,340,330**	**1,228,710**	**979,150**	**291,600**	**319,050**
NOT RECOMMENDED AND NOT FUNDED						
Community Beautification	Christmas Decorations	40,000	40,000	40,000	40,000	
	Total	**40,000**	**40,000**	**40,000**	**40,000**	**-**

(4)

(5)

AGREEMENT TO SHARE PARKING

The Waxahachie Development Corporation (herein Corporation) is the owner of a tract of land adjacent to a tract of land owned by the First Baptist Church of Waxahachie (herein FBC). Both entities provide parking for those who attend events occurring on their respective properties and, at times, both entities have the need for additional parking. The purpose of this writing is to memorialize the agreement between the two entities to share respective parking facilities under the following terms and conditions:

FBC agrees, at its expense, to construct and maintain an access structure across the drainage ditch on its property to connect its property to the parking lots of Corporation. The structure will be built to current city of Waxahachie standards and the plans for the structure will be provided to Corporation for its approval prior to construction. No monetary obligation will be owed by either party to the other for the sharing of the parking facilities by the attendees of either facility.

Upon construction of the access structure, each entity will provide users of both facilities access to the parking facilities of the other. Each entity reserves the right to reasonably restrict access to their parking such as FBC limiting the use of their lots on Sunday mornings to church attenders only and Corporation requiring removal of vehicles within a reasonable time after conclusion of FBC activities.

During periods of use by FBC of Corporation's parking lots, FBC will comply with reasonable requirements of Corporation for supervision of its parking areas so that Corporation will not be required to provide such supervision.

Both parties fully intend to cooperate with the other for the mutual benefit of each other and communication between both parties is expected to be open and informal as between to two neighbors; nevertheless, if a written notice is needed between the two entities, it will sent to Waxahachie Development Corporation, attention: _____, _____, and to First Baptist Church, Attention: Financial Secretary, 450 E. Hwy, 287 Bypass, Waxahachie, TX 75165, or to any other address that may be provided in writing.

After an initial ten (10) year period has expired, either party may terminate this agreement with or without cause with six months written notice to the other party.

Executed in duplicate originals this _____ day of March, 2020.

WAXAHACHIE DEVELOPMENT CORPORATION

BY: _____

FIRST BAPTIST CHURCH, WAXAHACHIE

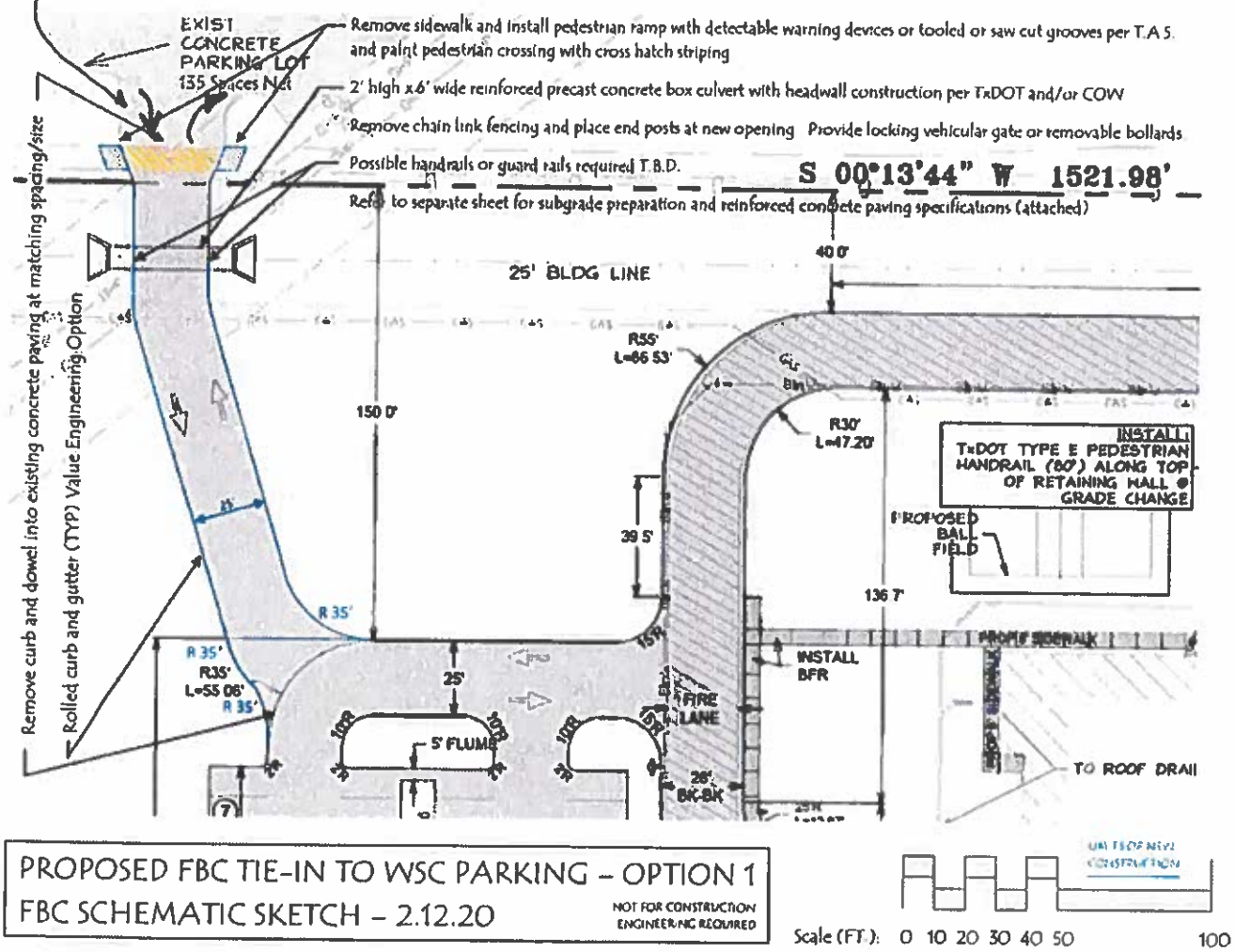
BY: _____, Trustee

_____, Trustee

_____, Trustee

(5)

add directional arrows on pavement OK

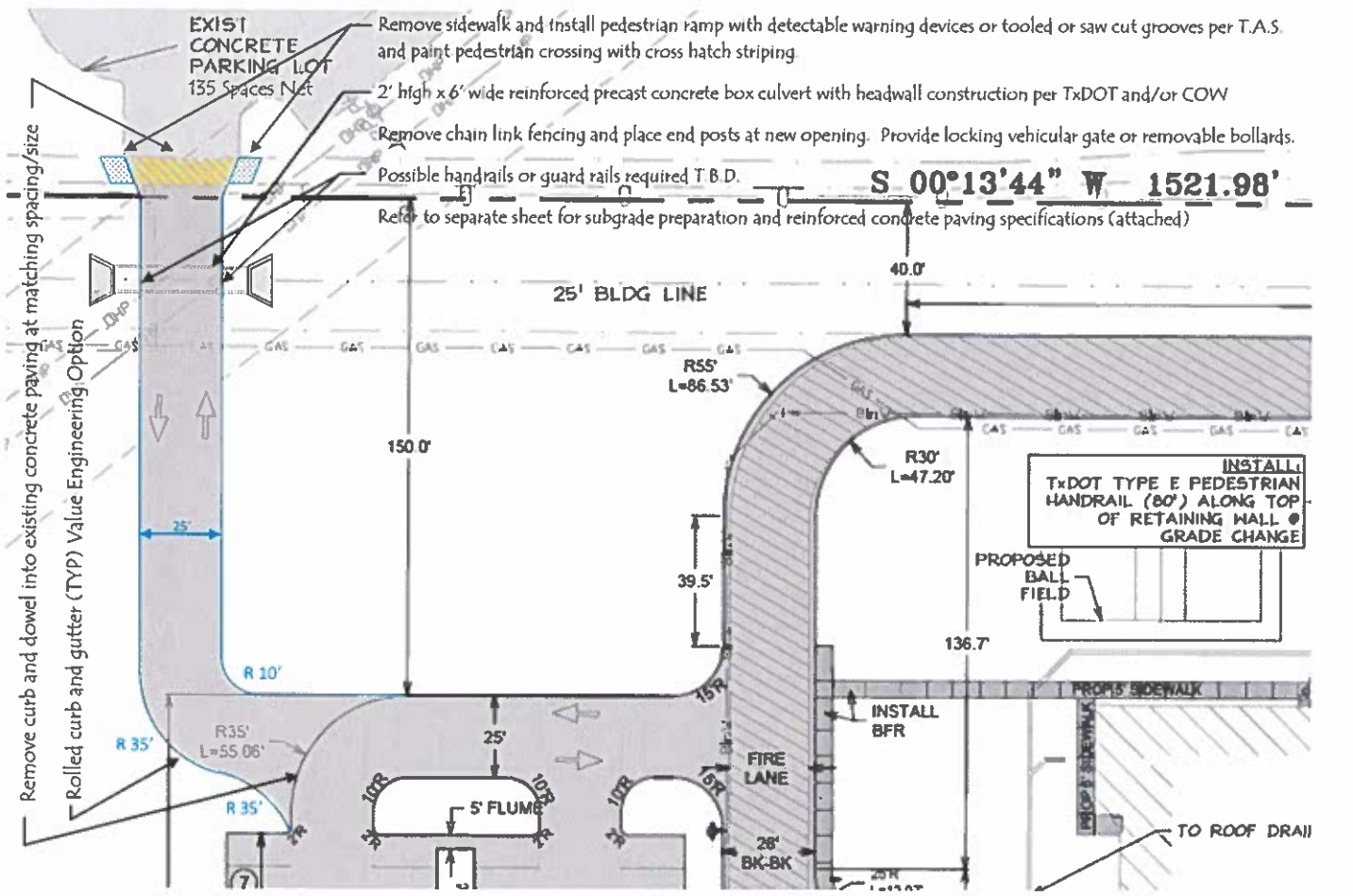


City comments:

1. Option #1 or #2 are acceptable to City
2. add directional arrows (as shown above) OK
3. Install bar gate at Sports Complex entrance to this parking lot to restrict motorists from accessing rest of complex OK
4. This may be adequately addressed in the "Agreement to Share Parking" document, in certain instances it may be necessary to close access to lot from FBC (i.e large tournaments, construction, etc.)

KLNC & MEETING IS Scheduled for July 13th @ 3pm - Please have Rep. present.

(5)



PROPOSED FBC TIE-IN TO WSC PARKING – OPTION 2

FBC SCHEMATIC SKETCH – 2.12.20

NOT FOR CONSTRUCTION
ENGINEERING REQUIRED

Scale (FT.): 0 10 20 30 40 50 100

(4)

Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: July 8, 2021

Re: Convention & Visitors Bureau June-July 2021 Update

FESTIVAL & EVENT UPDATES

City of Waxahachie staff started easing the community back into events with the Crape Myrtle Parade & Fireworks. Moving forward into August and beyond, we are back on track. A few events that you will "FALL in Love With" include:

- Hispanic Heritage Celebration – September 11
- C10s in the Park & Party on the Square featuring the Spazmatics – September 18
- Smithfield Live at Railyard Park – September 25
- iHeart Hachie Music Fest – October 2
- NHRA Fall Nationals – October 7-10
- 25th Annual Texas Country Reporter Festival – October 23

(4)

ADVERTISING, PR & MEDIA UPDATES

- Shop Across Texas launched a "Waxahachie Summer Getaways" story on their website and are promoting it on their different social channels.

- Digital ads that were awarded to Waxahachie from the State of Texas Travel Office last year as part of a cooperative grant have resulted in 2.3 million media impressions and 2.1K partner clicks for March & April. We are still awaiting the May results.

- Print ads appeared in the June issue of Texas Highways, Texas Monthly and the Spring/Summer issue of Authentic Texas Magazine.

- Google analytics for www.waxahachiecvb.com show that traffic levels to the site are exceeding 2019 traffic for the month of June 2021 (2,300 more sessions and new users).

- The Visit Waxahachie, Texas Facebook page has 14,079 likes/14,750 followers. The CVB Instagram account is up to 1,568 followers organically.

RAILYARD PARK UPDATES

City Hosted Events for August-December:

- ***Friday Night Flicks* movie night** – August 6, 13, 20, 27

- ***Back to School Bash*** – August 7
  DJ, splash pad, popsicles and snow cones in conjunction with WISD and the Waxahachie Downtown Merchants Association.

- ***Saturday Morning Fitness*** – August 7, 14, 21, 28, September 4, 11, 18, 25, and October 2, 9 and 30

- ***Family Day in the Park –*** September 18
  Featuring lawn games and a DJ to lead into the C10s in the Park Party on the Square

(4)

- ***Smithfield concert*** – September 25
  Featuring Nashville recording artist, and Waxahachie's hometown girl, Jennifer Fiedler. Also takes place in conjunction with the Crossroads of Texas Music Festival at the Chautauqua Auditorium to create an around-town music festival vibe.

- ***iHeart Hachie Music Fest*** – October 2
  Event headliner is Waxahachie alumni, Jimmy McNeal

- ***Stampede of Speed events for NHRA Fall Nationals:***
  Movie Night: Snake & Mongoose – October 6
  Pre-Stage FanFest – October 7
  Concert with Live 80s – the Ultimate 80's Experience. In conjunction with Texas Motorplex featuring meet & greet with drivers and race cars on display.

- ***GO TEXAN Grown Local Entertainment Stage*** – October 23
  A major attraction of the Texas Country Reporter Festival

- ***Halloween at Railyard Park*** - (same day as Trick or Treat on the square)
  Picture spot set-up with hay bales and gourds and pumpkins, plus either a pet or kid costume parade and contest.

- ***Waxahachie Coffee & Tea Festival*** – November 6
  Featuring Waxahachie's local coffee shops and others in the region.

- ***Cookies and Kindness*** – November 13
  In conjunction with World Kindness Day – Offer cookies, thank you letter writing station, BE KIND picture spots and music. Also kicks-off the Thanksgiving season focusing on gratitude.

- ***Jingle Jam***– November 30 – In conjunction with the Waxahachie Christmas Parade. Christmas sing-a-longs, picture spots set-up around the park, letters to Santa and hot chocolate stations, parade watching spot from the picnic table pavilion

- ***Christmas Movie Night*** – December 4
- ***Candlelight Walk & Community Caroling*** – December 10
- ***YMCA Santa Run*** – December 11
- **Pajama Story Time** – In conjuction with Sims Library

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- Baptist Missionary Association National Convention August 1-4

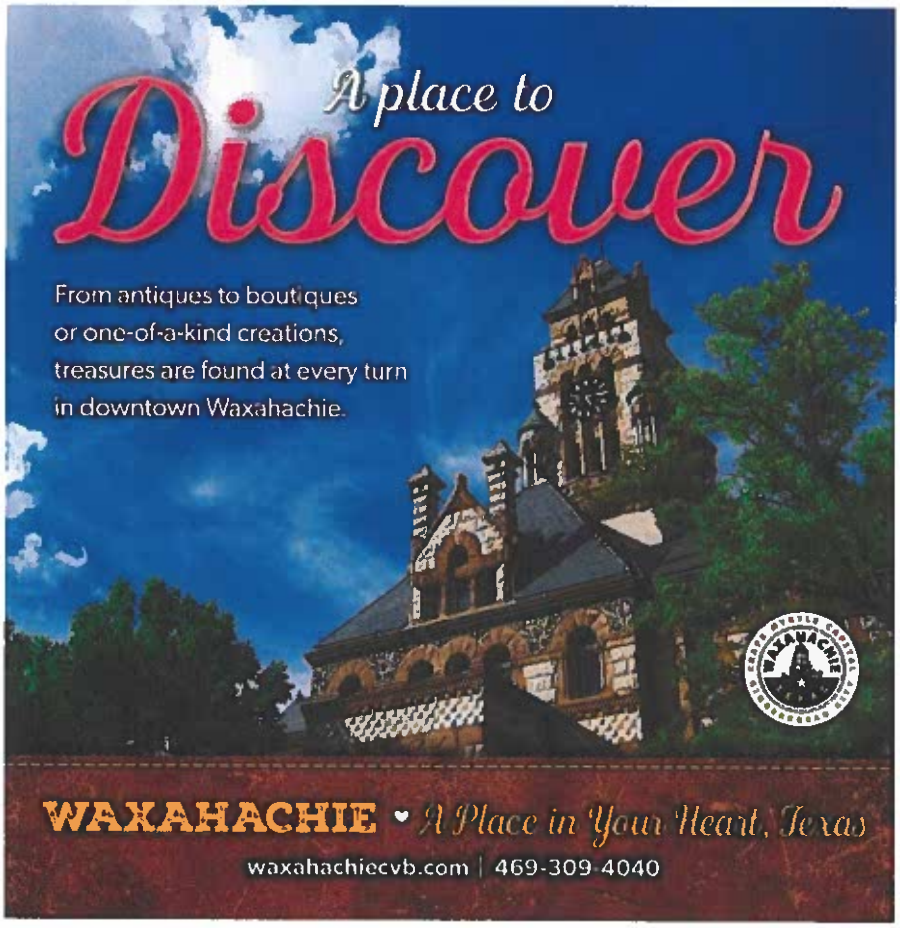
OTHER NEWS

- Hotel occupancy numbers continue to improve reflecting occupancy rates that are close to 2019 numbers.

(4)

(6)

25th ANNUAL
OCTOBER 23
TEXAS COUNTRY REPORTER FESTIVAL
DOWNTOWN WAXAHACHIE


A place to
Discover
From antiques to boutiques
or one-of-a-kind creations,
treasures are found at every turn
in downtown Waxahachie.
WAXAHACHIE • A Place in Your Heart, Texas
waxahachiecvb.com | 469-309-4040

(7)

Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: July 8, 2021

Re: Civic Center – July 2021 Update

May 1-31: closed with 44 events

- Up by 5 events from last report

June 1-30: 50 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Local Union #201 (Owens Corning)
- TX Surgery Center Mtg. (3 event days)
- City of Waxahachie – Utilities, HR & EOC (3 event days)
- BNSF Mtg.
- Tammy's Dance Center (3 event days)
- Graduation Parties (12 event days)
- Baby Shower (3 event days)
- Baylor Scott & White
- Wedding Move-In
- Wedding Rehearsal
- Weddings (4 events days)
- 50th B-Day
- Ellis County Jury Selections (2 event days)
- Ellis County – Allen West

(7)

- Cardinal Glass Mtg.
- Family Dinner
- Atlas Swim Spa Expo (5 event days)
- Rotary President's Social
- Repass
- Bridal Shower
- Child Care Training Class

July 1-31: 58 events

- Rotary (3 event days)
- B-Day Events (8 event days)
- Local Union #201 (Owens Corning)
- Queens Tea
- BNSF Mtg. (2 event days)
- Wedding Move-In (3 event days)
- City of Red Oak Mtg.
- Wedding Rehearsal (2 event days)
- Rehearsal Dinner
- Weddings (7 event days)
- Spencer Fane Law Mtg.
- James Hardie Mtgs. (7 event days)
- Ellis County Jury Selections (2 event days)
- Receptions (2 event days)
- Owens Corning Mtg.
- Jaryn Next Destination
- Quinceanera
- Church Banquet
- Baby Shower (7 event days)
- Indian Artifact Show
- Ameriturf Mtg. (2 event days)
- HOA Mtg.
- City of Waxahachie - HR
- Baylor Scott & White

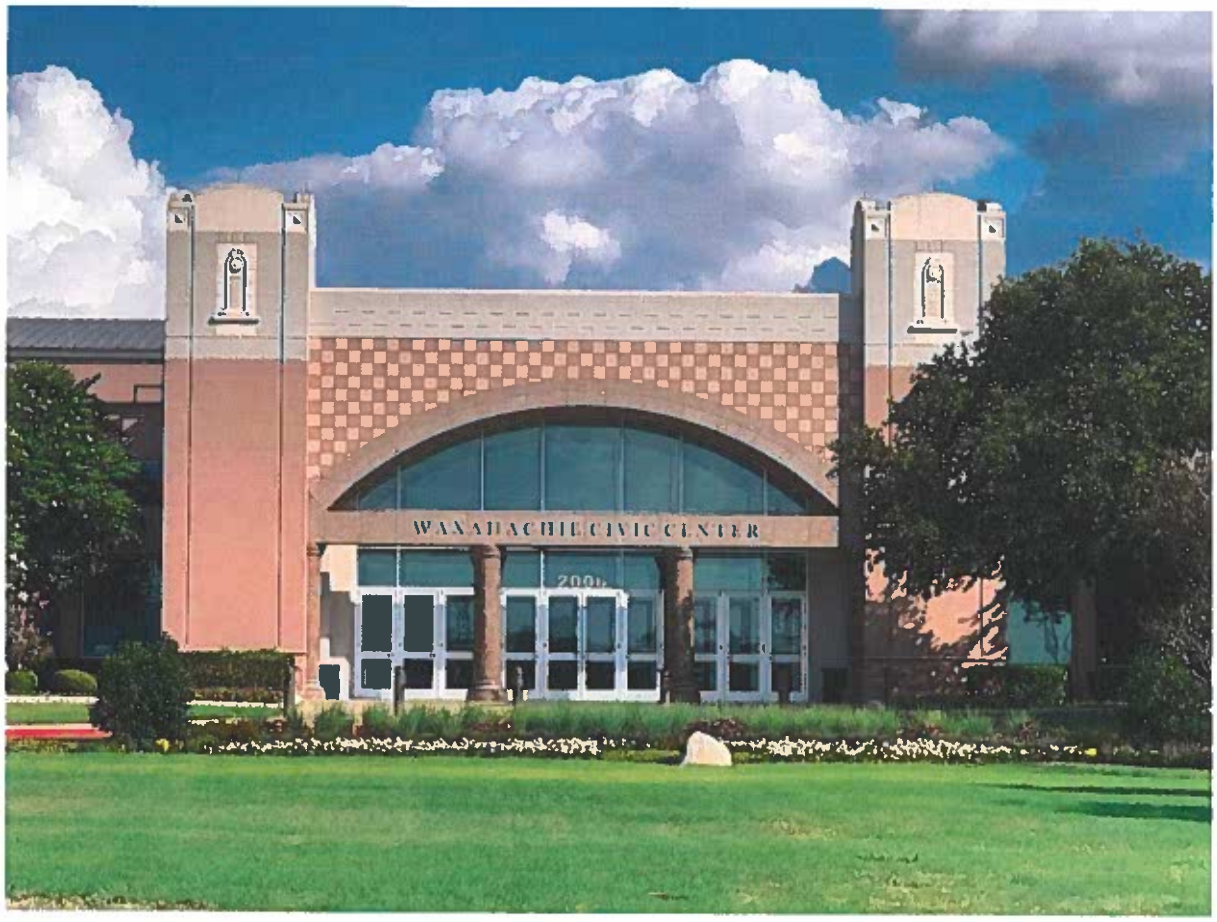
Facility

- The fountain plaza gate (front entrance) was broke into a couple of weeks ago. It looked as though someone pushed it in to gain access. We had it repaired yesterday. (see pics below)
- We currently have a position available for a part-time Event Coordinator, and two positions available for the temporary/seasonal Set Up Crew.

- The fountain will undergo some maintenance in the coming weeks (pump, interior coating, and capstone).

Upcoming

- Indian Artifact Show: Saturday, July 24th 9am-4pm
- Ellis County Job Fair: Thursday, August 5th 10am-3pm
- Last Call Boutique Sale: Friday, August 6th 4pm-8pm
  Saturday, August 7th 10am-4pm
- ECDU Dinner: Saturday, August 14th 5:30pm



(7)

(7)

(7)

(8)

Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager
Date: 7/8/2021
Re: WCDC Beautification Report

Beautification Department Report:

July 13, 2021

Current Projects

- Broadhead Road Median 3
  - Completed June 30th.
  - Lantana planted 66 dwarf abelia to complete the install.
- Park Schoolhouse Road
  - The median was treated with herbicide to kill off all unwanted vegetation.
  - Lantana is scheduled to rototill the ground with the soil conditioner the week of July 19th.

- City Hall Landscape Renovation
  - Renovation completed June 22nd.
  - I incorporated more perennials, evergreens and annual color into the design. As well as a taller retaining wall to help keep the mulch from washing away. Lantana addressed the drainage issues and installed a new irrigation system.

- Seasonal Color Change Outs
  - The Hwy 77 median planters have been changed out with summer annuals. I had hanging baskets grown with mixed annuals. 12 hanging baskets for each pot. With a total of 156 hanging baskets.
  - The Hachie Heart Pots are getting change outs too. Reza is about half way through changing those out with heat loving annual color.

- Spring Blooming Bulbs
  - The order has been placed.
  - A little over 33,000 blubs have been ordered for next year's display.

- Pumpkins
  - The great pumpkin order has been placed for this year.
  - A few more have been order compared to last year. Railyard and the South Downtown Parking Lot will receive pumpkin displays this year.

Future Projects

- Broadhead Road Median 4 Irrigation install.

(8)

Civic Center Front Bed after Annual Color Change Out.

(8)

Hwy 77 Turn Dividers with Heat Loving Annual Color

(8)

City Hall Landscape Renovation

(8)

City Hall Landscape Renovation

(8)

City Hall Madison Side

(8)

Park Schoolhouse Median Soil Preparation

(9)

Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC: Michael Scott, City Manager

Date: 7-1-2021

Re: June/July Sports Complex Report

Tournament Schedule:

June:

5th One Nation Adult Slow Pitch 28 Teams

American Sporting Events Baseball 18 Teams

10th & 11th Senior Slow Pitch Age 70 & 75 12 Teams

12th Premier Baseball 47 Teams

American Sporting Events Baseball 18 Teams

19th One Nation Adult Slow Pitch 30 Teams

25th – 27th Pine Tar Baseball 56 Teams

(9)

July:

10th	**Premier Baseball Tournament**
17th	**American Sporting Events Baseball**
	Son of God Adult Slow Pitch
24th	**American Sporting Events Baseball**
	USSSA Adult Softball
31st	**Pine Tar Baseball**
	One Nation Adult Softball

Leagues

Adult Men's Church Softball League

Adult Men's Recreation Softball League

Adult Coed Softball League

Girl's Fast Pitch Softball League

Adult Volleyball

(9)

(9)

(9)