

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, September 13, 2022 at 3:00 p.m.*

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

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 regular meeting of July 12, 2022
4. Hear presentation of Downtown Gateway Monument Project and take any necessary action
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. Convene into Executive Session for deliberation regarding real property as permitted under Section 551.072, Texas Government Code
10. Reconvene and take any necessary action
11. 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.

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, July 12, 2022 at 3:00 p.m.

- Members Present: Daniel Morton, President
Bob Lynn, Vice President
David Hill, Mayor
Michael Scott, City Manager
David McSpadden
- Member Absent: Elizabeth Tull
- Ex-Officio Chad Tustison, Director of Finance
Members Present: Kevin Strength, President/CEO Chamber of Commerce
- Ex-Officio
Member Absent: Amber Villarreal, City Secretary
- Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
Brad Barnes, Assistant Parks & Recreation Director
James Villarreal, Assistant Director Sports Complex
Clarice Crocker, Records Coordinator

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 regular meeting of May 10, 2022

Action:

Mr. David McSpadden moved to approve minutes of the WCDC regular meeting of May 10, 2022. Vice President Bob Lynn seconded, All Ayes.

4. Consider Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2021

Finance Director Chad Tustison reviewed the Annual Financial Report noting the Auditor's opinion: the financial statements present fairly, in all material respects. He reported as of the close of the current fiscal year, the unassigned fund balance for the Corporation's General Fund was \$3,602,324.

Action:

President Dan Morton moved to accept the Waxahachie Community Development Corporation Annual Financial Report as written. City Manager Michael Scott seconded, All Ayes.

5. Discuss and consider Waxahachie Community Development Corporation Fiscal Year 2023 Budget

Mr. Tustison presented the proposed draft budget for Fiscal Year 2023. He noted the projected revenue is \$7,669,700 and total expenses are \$6,748,450. Mr. Tustison reviewed the sales tax collection history and noted the year end estimate is \$6.6 million, approximately ten percent over the current budget. The sales tax is currently trending 18% over the prior year and based on population growth and inflation factors, he is recommending a growth of 4.5% over the year end estimate, going into 2023. He reviewed the program enhancement costs for the Sports Complex, Civic Center, and Community Beautification. The FY 2023 ending balance is projected at \$3,607.272, after 95 days operating reserve met. Mr. Tustison also reviewed the FY 2022 end of year estimates and Hotel Motel Tax Fund.

Action:

Mr. David McSpadden moved to approve the Waxahachie Community Development Corporation Fiscal Year 2023 Budget. Vice President Bob Lynn seconded, All Ayes.

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

Convention and Visitors Bureau Director Laurie Mosley provided an update on past events, including Headphone Disco, Gingerbread Trail Home Tour, Railyard Nights Concert Series, and Crape Myrtle Festival. Ms. Mosley noted the Crape Myrtle Festival was picked to be the lead story on an e-blast by Texas Highways magazine. She gave a brief update on advertising and social media, and events coming up, stating Staff is busy working on plans for September and October events: Stampede of Speed, C10s in the Park, and Cowboy Poet Gathering.

Mr. David McSpadden asked what bigger events can be planned to attract people to Waxahachie. Ms. Mosley noted collaborating with other events, like Texas Country Reporter Festival and Stampede of Speed, allows them to bring a larger audience to the city.

President Morton provided feedback from an attendee who enjoyed the music series; however, due to the heat they would like to see the event take place in the Fall with cooler weather.

Mr. McSpadden inquired if they keep an attendance record for events and Ms. Mosley confirmed that Ms. Skistimas keeps record of that information noting she had a copy with her at the meeting.

7. Hear update of activities at the Civic Center

Civic Center Director April Ortiz reported events are increasing, ranging between 40-50 events every month, noting they are getting back to pre-Covid numbers and she reviewed upcoming events at the Civic Center. Staff is starting to plan for the Bridal Extravaganza in September and the Daddy Daughter Dance in February. Ms. Ortiz stated the part time Event Coordinator position was filled and noted there are positions open for the set-up crew. She gave an update on the restroom and dressing room renovation noting the demo is complete and they are currently working on the west set of restrooms and the small Brides Room.

8. Hear update of Community Beautification

Assistant Parks and Recreation Director Brad Barnes reviewed the following current projects: Broadhead Road Medians 4 and 5, and Parks School House Road Medians 3 and 4. He noted irrigation will be installed for the medians, soil conditioned, sod installed, and the contractor will construct the flower beds and plant the flowers for both current projects. The Broadhead Road Medians estimated completion date is end of July, and the Parks School House Road Medians estimated completion date is end of August. He noted the median at Hwy 77/Ferris Avenue is complete.

President Morton asked about the trees at Chapman Park. Mr. Barnes stated the issue is being addressed noting it was an irrigation issue and the backflow preventer was turned off.

Mr. McSpadden mentioned the connection of the Wags-A-Hachie Dog Park with the Farmers Market. Mr. Barnes noted the connection is complete and connects from the front parking lot of the Farmers Market, on the side of the Farmers Market, to the sidewalk that runs on the south side of the dog park.

City Manager Michael Scott complimented Staff on the excellent job they did on the parking lot south of town and how nice the flowers look.

Mr. McSpadden noted he would like to formally request City Staff to prioritize adding a skate park and encouraged Staff to investigate different ideas. He expressed his support in WCDC funding this project. Mr. Scott suggested that the skate park be added to the 5-year plan and can weigh it against the priorities already identified. President Morton stated that it can be discussed in an upcoming meeting.

9. Hear update of activities at the Sports Complex

Assistant Director of Sports Complex James Villarreal reviewed the tournament schedule noting how recent tournaments have brought teams from out of state and noted they enjoyed the Sports Complex. Mr. Villarreal voiced his appreciation to the Corporation for their support. He gave an update on the following projects: half-way through the 4-year synthetic turf improvement plan, all six softball fields are complete, and will begin on the baseball field next year. The asphalt for the running track is in, waiting for the rubber and for it to be striped, noting the glue is delayed in shipping. The completion date for this project is estimated to be July 29th. Mr. Villarreal discussed the Hike and Bike Trail Improvements mile markers, noting stone was used to build a small column and it is less likely to get damaged. He reviewed two tournaments that will be taking place at the Sports Complex: North American Gay Amateur Athletic Alliance (NAGAAA) Softball Tournament at the end of August, and Keepers of the Peace Tournament will return September 10th – 11th.

President Morton inquired about the feedback Mr. Villarreal receives from teams using the turf field. Mr. Villarreal stated they love it and provided positive benefits of having the turf.

President Morton stated he has received compliments regarding the wrought iron fencing and stone.

10. Adjourn

There being no further business, President Dan Morton moved the meeting adjourn at 3:53 p.m. Mr. David McSpadden seconded, All Ayes.

Respectfully submitted,

Clarice Crocker
Records Coordinator

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Memorandum

To: Waxahachie Community Development Corporation
From: Laurie Mosley, CVB Director
Thru: Michael Scott, City Manager 
Date: September 13, 2022
Re: Update of Activities from Convention & Visitors Bureau – September 2022

FESTIVAL & EVENT UPDATES

You know that fall is around the corner when you look at the upcoming events: C10s in the Park & Party on the Square, Hispanic Heritage Celebration, Stampede of Speed Cattle Drive & Fan Fest, Chautauqua Cowboy Poet Gathering and Texas Country Reporter Festival.

The CVB team is busy working on plans for Christmas events such as the lighted parade, Bethlehem Revisited, Santa Run and more.

ADVERTISING, PR & MEDIA UPDATES

- For the ShopAcrossTexas.com Summer Getaway campaign, Waxahachie had the second highest performance results amongst all featured cities, generating 740,321 total impressions on ShopAcrossTexas.com.

Waxahachie pulled 399,548 impressions on ShopAcrossTexas.com with 3,183 click-throughs. This number is attributed to our individual city story living on the Hither and Yonder blog post page and the website homepage for 7 weeks.

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Waxahachie generated an additional 317,615 impressions from the promotional Eblasts for the program with 23,498 opens.

Waxahachie was featured in three promotional Eblasts that were sent to our database of 41,000+ subscribers:

- 5/31/22: Summer Getaway Kickoff E-blast
- 6/9/22: Summer Getaway Feature
- 8/10/22: Last-Minute Summer Getaway Announcement

Lastly, Waxahachie also collected 23,158 impressions on social media.

- The Hachie Heart e-newsletter titled "Waxahachie Fall Event Preview" has resulted in a 24.8% open rate for September 2022 with over 11,000 contacts on the list.
- Promotions for the Texas Country Reporter Festival have started off stronger than ever with the help of our new promotional partner Texas Monthly. This includes a full-page ad for the event in the September issue, inclusion in e-blasts/newsletters, digital ads, social media posts and much more.
- Radio ads on 99.5 the Wolf have resumed to promote the fall events.
- The "2024 Total Eclipse of the Heart" event is moving forward. The solar eclipse glasses have arrived, and a website landing page has been created and will develop more moving forward. www.waxahachieeclipse.com and www.waxahachiesolareclipse.com are two of the domain names that were purchased.
- The Visit Waxahachie, Texas Facebook page has 15,709 likes. The CVB Instagram account is up to 1,909 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 17% on average for July 2022 and up 13% on average for August 2022.

GROUP TOURS & CONVENTIONS

- March 2023 – Arlington Women's Group

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

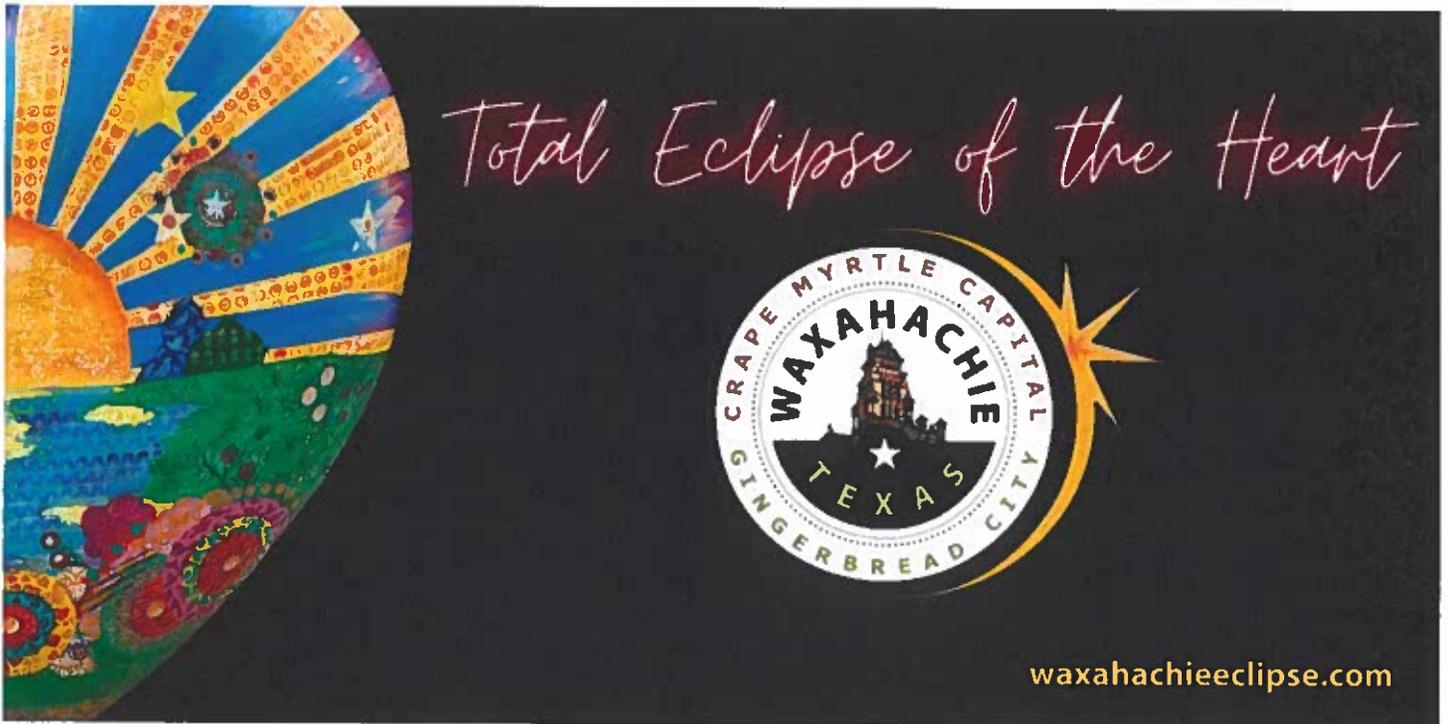
- Upcoming Events for the Fall & Winter Include:
September 10 – Yoga Under the Stars with Violins

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September 17 – Family Day
October 1 – ECHO Hispanic Heritage Festival
October 7 – Cattle Drive
October 8 – Big Al's 5-year Anniversary Party
October 13 – NHRA Fall Nationals Fan Fest
October 22 – Spook Out Run/Walk
October 29 – GO TEXAN Stage at TCR Festival
October 30 – Hallo-Screening with 93.3FM
November 13 – BREWED: Coffee & Tea Festival
November 29 – Jingle Jam Parade Pre-Party
December 10 – YMCA Santa Run

OTHER NEWS

- The CVB staff attended the Texas Association of Convention & Visitors Bureau Annual Conference.
- Laurie was a guest speaker at the Chamber's Lunch with Leaders in July.
- Kelly was a guest speaker at the Waxahachie Lions Club meeting on September 6.



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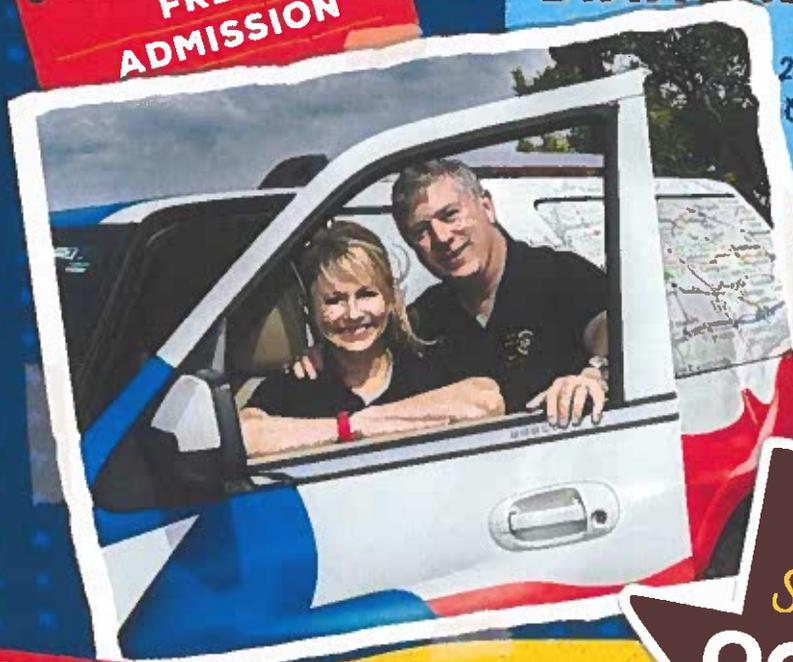
26TH ANNUAL

TEXAS COUNTRY REPORTER FESTIVAL DOWNTOWN WAXAHACHIE

FREE
ADMISSION

Live Music by
DIAMOND RIO

with over
250 Artists &
Craftspeople,
Food &
More!



WAXAHACHIECVB.COM ★ 469-309-4040

Saturday
OCT. 29
9am-7pm



TexasMonthly



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26TH ANNUAL
TEXAS COUNTRY REPORTER FESTIVAL
DOWNTOWN WAXAHACHIE
 LIVE MUSIC BY DIAMOND RIO WITH OVER 250 ARTISTS & CRAFTSPEOPLE, FOOD & MORE!
FREE ADMISSION
Saturday OCT. 29
 9am-7pm

SPONSORED



The Texas Country Reporter Festival Returns

Mark your calendars for Saturday, October 29 and head to downtown Waxahachie. With artisan vendors, live music, and of course, the TCR crew with Bob & Kellie

[LEARN MORE](#)

We hope you enjoyed this message from our partners. See all our [newsletter offerings here](#).

TexasMonthly

26TH ANNUAL
TEXAS COUNTRY REPORTER FESTIVAL
DOWNTOWN WAXAHACHIE
FREE ADMISSION
Saturday OCT. 29
 9am-7pm
 Live Music by **DIAMOND RIO**
 with over 250 Artists & Craftspeople, Food & more!

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CHAUTAUQUA'S
COWBOY POET
GATHERING
WAXAHACHIE, TEXAS
GETZANDANER PARK
OCTOBER SATURDAY
8, 2022
FREE ADMISSION
8AM-5PM

KRISTYN HARRIS, DEVON DAWSON,
TERESA BURLESON, HEATHER BOYKIN,
DICK SMITH, JIM HODGES,
DAVID HANSFORD, DAVID SMITH,
OL' JIM CATHEY, J.C. PENNY,
RAMBLIN' RANGERS, WASHTUB JERRY

Information Call 469-309-4045

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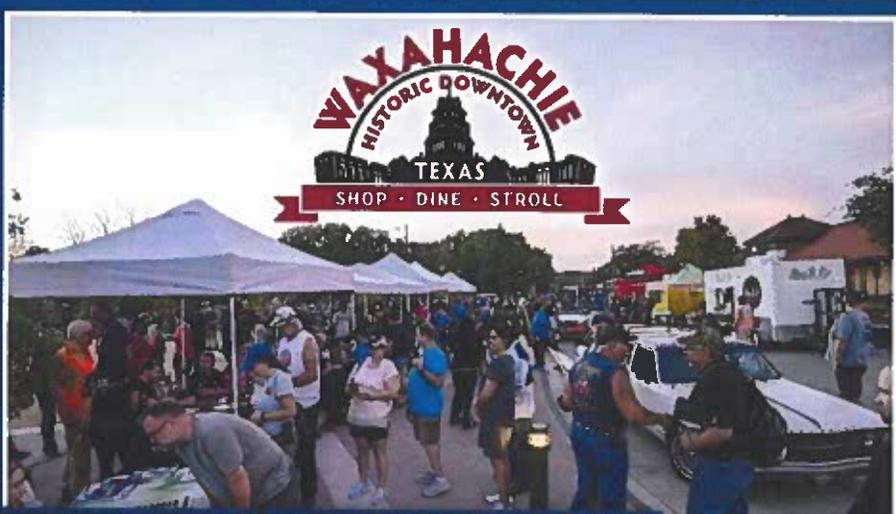
PRESTAGE

FAN FEST

THURSDAY
OCTOBER 13TH



TEXAS FALL NATIONALS
STAMPEDE
OF SPEED OCTOBER 7-11, 2022
TEXAS MOTORPLEX



KID'S KORRAL
Autograph Session
FOOD TRUCKS
LIVE MUSIC

Meet
THE STARS OF THE
NHRA CHAMPIONSHIP DRAG RACING **6-9PM**

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NHRA

TEXAS FALL NATIONALS

STAMPEDE

OF SPEED OCTOBER
7-16, 2022

TEXAS MOTORPLEX

CATTLE DRIVE

• **DOWNTOWN WAXAHACHIE** •



FRIDAY OCT. 7TH AT HIGH NOON

BEGINNING AND ENDING AT RAILYARD PARK

(w)



Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz, Civic Center Director

Thru: Michael Scott, City Manager 

Date: September 13, 2022

Re: Update of Activities at Civic Center – September 2022

August 1st – 31st: 32 events

- Rotary
- City Meetings (4 event days)
- Local Union #201 (Owens Corning)
- Baby/Bridal Showers (3 event days)
- Life Line Screening
- Palmer ISD
- Big Top Entertainment Boutique Pop Up (2 event days)
- Ellis County Jury Selections (3 event days)
- Texas FACES Track Club Banquet
- Birthdays/Celebrations/Reunions (5 events days)
- Weddings/Anniversaries (3 event days)
- Live Concert Rehearsals (4 event days)
- Southwest Festivals
- Women's Empowerment Expo (2 event days)

September 1st – 30th: 40 events

- Premier Gun Show (3 event days)
- Local Union #201 (Owens Corning)
- TSTC Fall Graduation

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- Rotary (2 event days)
- American Hero Karate Championship Tournament (2 event days)
- Wedding Rehearsal/Wedding (3 event days)
- Class Reunion
- James Hardie Meetings (3 event days)
- Birthdays (5 event days)
- Bridal/Baby Showers (6 event days)
- Ellis County Jury Selections (3 event days)
- Banquet/Dinner/Celebration (3 event days)
- Southwest Festivals
- City Meetings (2 events days)
- 18th Annual Bridal Extravaganza
- Ellis County College & Career Fair
- Mayor's Coffee
- Navarro College - Brilliance

Facility

- Restroom/Dressing Room Renovations
 - The remaining renovations include the last set restrooms on the east side, better known as the men's & women's Green Rooms (large dressing rooms).
 - Staff has adjusted their work schedules through the end of September to accommodate the completion of the last set of restrooms. Estimated completion date is the end of September. The renovation schedule will be reviewed in a few weeks and adjusted as necessary.
- Security Alarm & Fire Alarm Updates
 - Door Contacts, Keypads, Communicator, Wide-Range Motion Detector, and Mobile App

Upcoming

- American Hero Karate Championship Tournament: September 10th, 8am - 6pm
- 18th Annual Bridal Extravaganza: September 18th, 12pm - 4pm
- Ellis County College & Career Fair: September 21st, 6pm - 8pm
- Navarro College - Brilliance "Ellis County's Got Talent": October 1st, 6pm
- Just Between Friends Children's Resale Event: October 14th - 16th

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Restroom Demo (main hallway): Photo taken by WCC Staff



Restroom Demo (main hallway): Photo taken by WCC Staff

(6)



Restroom Countertop/Tile Work: Photo taken by WCC Staff



Restroom Countertop/Sink Work: Photo taken by WCC Staff

(6)



*Restroom West Hallway: Photo taken by WCC Staff *punch list still needs to be completed*



*Restroom Main Hallway: Photo taken by WCC Staff *punch list still needs to be completed*

(7)



Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale, Horticulturist
Thru: Michael Scott, City Manager
Date: September 13, 2022
Re: Update from Beautification Department – September 2022

Current Projects

- Park Schoolhouse Median 3
 - The soil for the flowerbed area was prepped by removing some of the existing soil and the remaining soil was mixed with fortified soil. The flowerbed stone borders were installed and the design has been completed and communicated to the contractor. Plant material has been ordered and installed once received.
- Tulips and Spring Blooming Bulbs
 - Bulbs were ordered in early August and anticipate delivery in December.
- Pumpkins
 - Pumpkins were ordered in late August, with delivery scheduled for September 19th.
 - Straw bales will not be available this year due to extended drought conditions.

Completed Projects

- Broadhead Road Median 4
 - Irrigation, Tahoma 31 Bermuda grass, and seasonal color has been installed.
- Park Schoolhouse Median 4
 - Irrigation and Tahoma 31 Bermuda grass sod has been installed.

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Broadhead Road Median 4 (Crosswalk)

Plants: Lantana and Purslane

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Broadhead Median 4

Sod: Tahoma 31 Bermuda

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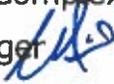
Park Schoolhouse Road Median 3 Bed Layout

Plants: Sunshine Ligustrum, Dwarf Yaupon Holly and Seasonal Color.

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Memorandum

To: Waxahachie Community Development Corporation
From: James Villarreal, Sports Complex Assistant Director
Thru: Michael Scott, City Manager 
Date: September 13, 2022
Re: Update of Activities at Sports Complex – August 2022

Tournament Schedule:

8/30 – 9/3	NAGAAA World Series Slow Pitch Softball
9/9	Keepers of the Peace Slow Pitch Softball
9/10	Keepers of the Peace Slow Pitch Softball
9/17	American Sporting Events Baseball
9/24	Pine Tar Baseball
10/1	Palau Independent Softball
10/1	American Sporting Events Baseball
10/8	Pine Tar Baseball
10/15	Texas Youth Fast Pitch Softball
10/22	Texas Style Senior Slow Pitch Softball
10/29	Gold Crown Baseball

Leagues:

9/14	COED Adult Volleyball Leagues
9/12	Men's Adult Slow Pitch Fall Church Leagues
9/10	YMCA Fall Soccer Leagues
9/8	Waxahachie Soccer Association Fall Leagues
9/14	Men's Adult Slow Pitch Recreation Fall Leagues
9/15	COED Adult Slow Pitch Fall Leagues
9/12	YMCA Youth Flag Football Fall Leagues
9/12	WYB Girl's Fall Softball Fast Pitch Leagues

June 2022 Revenue Recap:

Concession Revenue - \$7,208.00
Tournament Revenue - \$13,750.00
Team Fee Revenue - \$2,884.00

July 2022 Revenue Recap:

Concession Revenue - \$2,309.27
Tournament Revenue - \$11,975.00
Team Fee Revenue - \$2,656.00

Projects:

Running Track – The subgrade stabilization and rubber overly has been completed. The track was restriped with all the proper markings and has been open for public and school use.

NAGAAA Gay Softball World Series (Aug. 30 – Sept. 3)

The NAGAAA Tournament was a huge success. Waxahachie was 1 of 5 different cities across the DFW Metroplex hosting the NAGAAA Gay Softball World Series from Tuesday, August 30th – Saturday, September 3rd. A news article from NBC5, stated the events would have a \$9M impact on the economy. Despite the inclement weather, only a few games were delayed. There were over 300 teams in the tournament from all across the U.S. and 3 teams from Canada. The Sports Complex not only hosted games throughout the week, but all hosted "Friday Night Lights" games and championship games on Saturday. A total of 305 games were played at the Sports Complex out of over 1,000 games played.

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Rubber Running Track

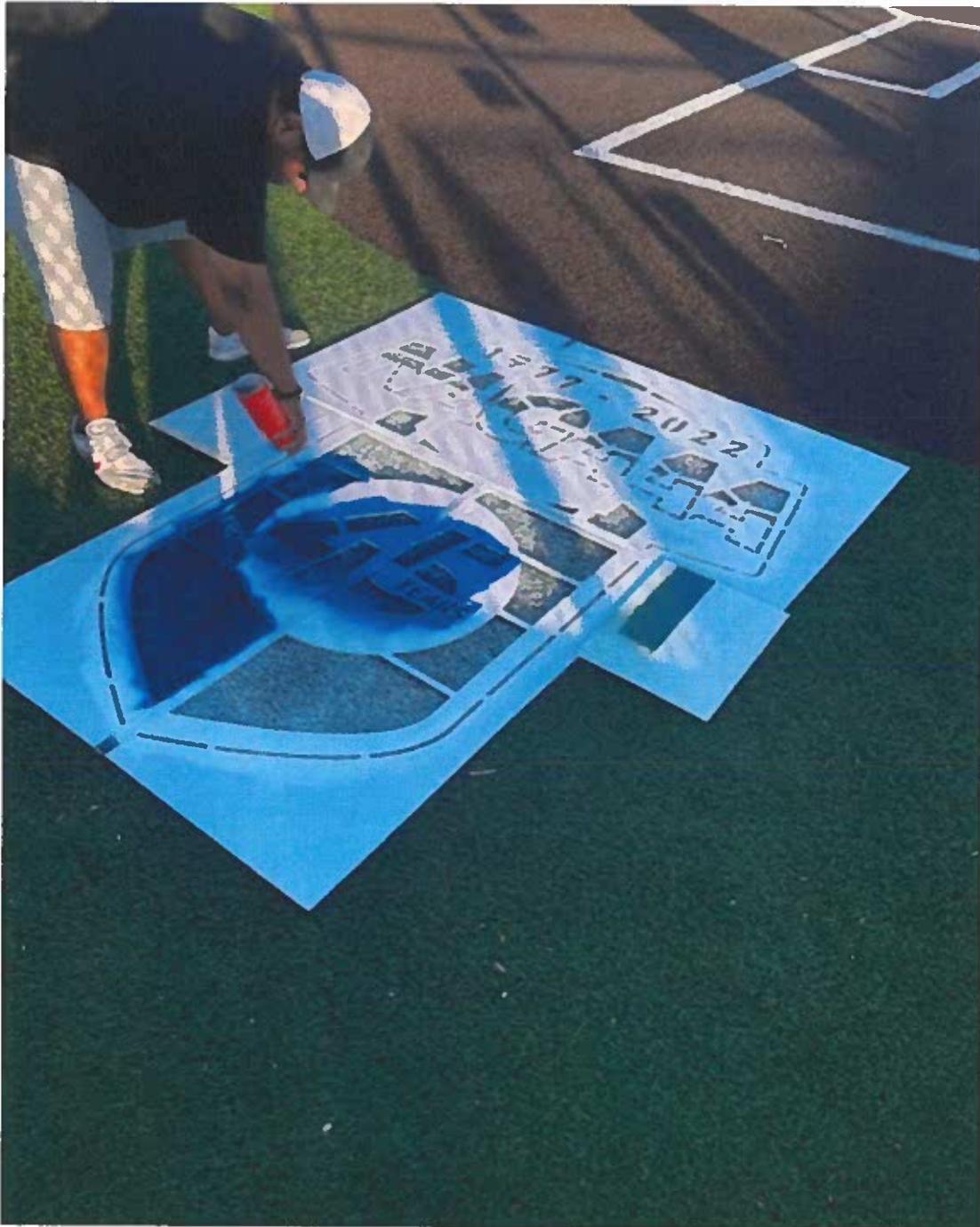


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Rubber Running Track



NAGAAA Softball World Series Logo



NAGAAA Softball World Series Logo



NAGAAA World Series Logo



Arizona Toros Class A Champions



Atlanta Prime Class B Champions



Orlando Liberty Class C Champions

