

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 10, 2023 at 3:00 p.m.***

Board Members: Daniel Morton, President
Elizabeth Tull, Vice President
David Hill, Mayor
Michael Scott, City Manager
Bob Lynn
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 November 8, 2022
4. Hear Preliminary Fiscal Year 2022 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) 309-4006 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, November 8, 2022 at 3:00 p.m.

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

Ex-Officio Members Present: Amber Villarreal, City Secretary
Chad Tustison, Director of Finance

Ex-Officio Members Absent: Kevin Strength, President/CEO Chamber of Commerce

Others Present: Gumaro Martinez, Executive Director of Parks & Leisure Services
Kyle Cooper, Director of Parks & Recreation
Laurie Mosley, Director of Convention & Visitors Bureau
Chris Seale, Horticulturist
James Villarreal, Assistant Director Sports Complex

1. Call to Order

President Dan Morton called the meeting to order. City Manager Michael Scott introduced and welcomed Kyle Cooper, Director of Parks & Recreation.

2. Public Comments

None

3. Reorganize the Board

Action:

Mr. David McSpadden moved to nominate Dan Morton as President. Ms. Elizabeth Tull seconded, All Ayes.

President Dan Morton nominated Bob Lynn as Vice President and Mr. Lynn respectfully declined.

Mr. Bob Lynn moved to nominate Elizabeth Tull as Vice President. President Dan Morton seconded, All Ayes.

4. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of September 13, 2022 and work session of October 18, 2022

Action:

Vice President Elizabeth Tull moved to approve minutes of the Waxahachie Community Development Corporation regular meeting of September 13, 2022 and work session of October 18, 2022. President Dan Morton seconded, All Ayes.

5. Consider contract with Sports Fields, Inc. for Synthetic Turf Improvements Project Phase III

James Villarreal, Assistant Director Sports Complex, requested approval of a contract with Sports Fields, Inc. in the amount of \$860,900 for Waxahachie Sports Complex Synthetic Turf Improvements Phase III Project. He explained bids were solicited, received, and reviewed with our consultant, CEI Engineering. Since the bid was over the budgeted amount, the engineer contacted Sports Fields, Inc. to value-engineer the project and find potential cost savings; therefore, providing \$34,300 in cost savings.

Action:

Mr. David McSpadden moved to approve the contract with Sports Fields, Inc. for Synthetic Turf Improvements Project Phase III in the amount of \$860,900. President Dan Morton seconded, All Ayes.

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

Laurie Mosley, Director of Convention & Visitors Bureau, thanked all City employees for contributing to the success of the Texas Country Reporter Festival, Cowboy Poet Gathering, and 10 days of Stampede of Speed events. Ms. Mosley explained the advertising and promotional media Waxahachie received through Texas Monthly, CBS 11, TXA 21 was beneficial. She presented an update of upcoming activities: Brewed: Coffee & Tea Festival, Jingle Jam Parade Pre-Party, Lighted Christmas Parade and Tree Lighting, and YMCA Santa Run.

7. Hear update of activities at the Civic Center

President Morton announced April Ortiz, Civic Center Director, provided an update of activities in the agenda packet.

8. Hear update of Community Beautification

Chris Seale, Horticulturist, noted all pumpkins will be donated and Christmas decorations will be installed and completed by November 30th. He reported staff is currently working on seasonal color change outs and has completed ryegrass over seeding at South Downtown Parking Lot, Bynum Plaza, City Hall, and the Civic Center.

Vice President Tull noted she has received positive feedback on beautification efforts in the city.

Mr. Seale recognized Reza Yavarikhan, Horticulturist, for his contribution to beautification.

9. Hear update of activities at the Sports Complex

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Mr. Villarreal highlighted the following tournaments:

- Palau Independent Softball (South Pacific Islander Tournament with 33 teams)
- Gold Crown Baseball (60 teams)
- Midnight Monster 4v4 Soccer Tournament (played through most of the night)

Mr. Villarreal noted the engineering consultant stated that by not allowing practice on the fields the longevity of the investment is extended.

Mr. Villarreal praised his staff for their hard work, dedication on tournament weekends, and excellent customer service. President Morton noted the lack of turnover within the department demonstrates outstanding leadership by Mr. Villarreal.

There being no further business, the meeting adjourned at 3:27 p.m.

Respectfully submitted,

Amber Villarreal
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 5, 2023

Re: Fiscal Year 2022 4th Quarter Financial Report

The Fourth Quarter Financial Report for Fiscal Year 2022 covers the period of October 2021 through September 2022. The attached report compares actual revenue collected and expenses incurred to the approved budget. The figures presented are preliminary and unaudited and may change as the City goes through the annual audit process.

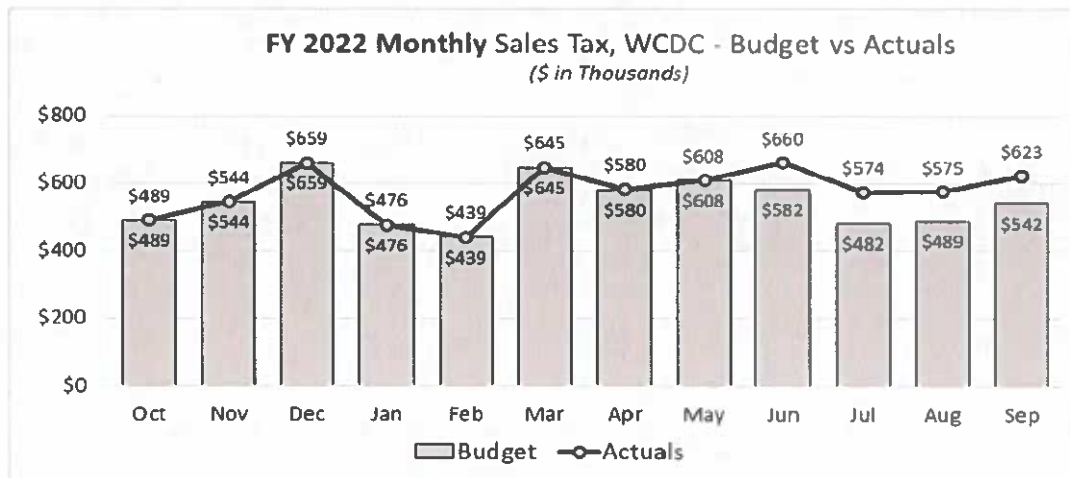
The WCDC fund accounts for revenues and expenses associated with the Waxahachie Community Development Corporation (WCDC) in operating the Civic Center and Sports Complex, promoting economic development, and implementing quality of life improvements throughout the community. Overall, the Fund's financial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

Revenues for the fourth quarter came in at \$7.7 million, or an increase of 17% over the prior year. Compared to the Revised Budget, total actual revenues came in nearly 6% more than projected.

This increase can be largely attributed to continued strong sales tax collections. Of the 8.25 cents for every dollar of taxable sales, the state of Texas collects 6.25 cents, while 1.5 cents go to the City's General Fund, and ½ cent goes to the WCDC Fund. Sales tax revenue came in 14% over the

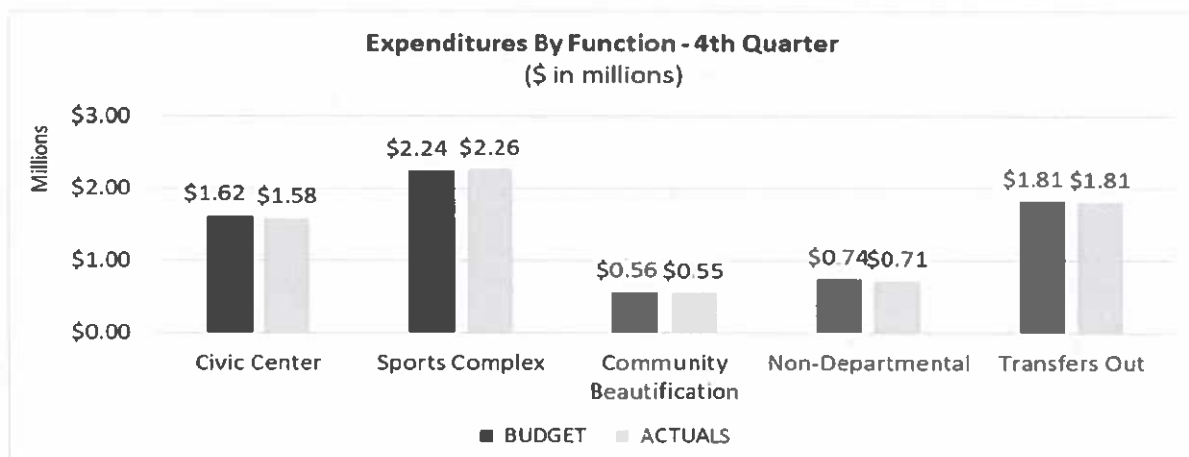
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prior year. The following chart shows the actual sales tax collections by month compared to the revised budget.



Although sales tax revenue accounts for over 90% of the Fund's resources, it also relies on user fees at the Sports Complex, and room and equipment rentals at the Civic Center. This year saw a significant increase in activity coming out of the slowdown from the pandemic. The year of the pandemic (FY 2020) saw a decrease of 44% in Civic Center and Sports Complex revenue. Over the past two years (FY 2021 and FY 2022), revenues have come back to pre-COVID levels. This year ended with a combined increase of 38%, or \$219,000, over FY 2021.

Expenditures for the fourth quarter totaled \$6.9 million. Overall, the fund expenses came in under the revised budget by less than 1%. Expenses at the Sports Complex came over budget slightly, mainly due to higher than anticipated watering due to low rainfall during the summer months. The following chart compares the budget for each WCDC function to the actual expenditures through the fourth quarter.



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CITY OF WAXAHACHIE QUARTERLY FINANCIAL REPORT

FISCAL YEAR 2022 ~ 4TH QUARTER

(October 1, 2021 thru September 30, 2022)

WAXAHACHIE COMMUNITY DEVELOPMENT FUND (WCDC) SUMMARY

	ACTUALS FY 2021	BUDGET FY 2022	ACTUALS FY 2022	ACTUAL AS % OF BUDGET
Beginning Balance	\$2,495,952	\$3,602,324	\$3,602,324	
REVENUES				
Sales Tax	\$6,015,035	\$6,601,000	\$6,881,903	104%
Charges for Service - Civic Center	392,714	491,345	602,936	123%
Charges for Service - Sports Complex	178,047	188,500	186,522	99%
Miscellaneous	1,988	2,197	26,617	1212%
Transfers In	50,000	50,000	50,000	100%
Total Revenues	\$6,637,783	\$7,333,042	\$7,747,979	105.7%
EXPENDITURES BY FUNCTION				
Civic Center	\$1,150,358	\$1,623,866	\$1,578,686	97%
Sports Complex	1,552,724	2,244,632	2,262,429	101%
Community Beautification	537,153	562,089	550,002	98%
Non-Departmental	493,409	736,693	708,929	96%
Transfers Out	1,797,767	1,811,893	1,806,427	100%
Total Expenditures	\$5,531,411	\$6,979,173	\$6,906,474	99%
Gross Ending Balance	\$3,602,324	\$3,956,193	\$4,443,829	
Minimum Reserves (95 days Operating)	(1,170,503)	(1,206,058)	(1,206,058)	
Available After Reserve	\$2,431,821	\$2,750,135	\$3,237,771	

Note: Quarterly actual figures are preliminary and unaudited and may change based on the year-end close-out process and annual audit

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: January 10, 2023

Re: Update of Activities from Convention & Visitors Bureau – January 2023

FESTIVAL & EVENT UPDATES

We put a little holiday in everyone's hearts with some great Christmas events including: Christmas Parade & Tree Lighting; Bethlehem Revisited (Almost 13,000 attendees in 5 nights); Christmas Tour of Homes; Santa Run and more.

With a successful 2022 behind us, we look forward to fun blooming in the Spring of 2023 with a return of Tulipalooza and much more!

ADVERTISING, PR & MEDIA UPDATES

- The New Year started off great with an article in the January 2023 issue of Texas Highways Magazine – "Explore the Secrets of Gingerbread City on a weekend in Waxahachie."

Plus, a link to the article was included in an e-blast from Texas Highways which translates into digital exposure along with the print exposure. Laurie worked with the writer over the summer on story ideas knowing that it would print in January or February. Then, the writer came for a visit in September to see the sites and fact find.

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- The TV production, "Small Town Big Deal," filmed at Bethlehem Revisited on Friday, December 2nd for a segment to air early November 2023.
- The fruits of C10s in the Park keep coming. Terry Hill is a cast member on a TV show that debuted on MotorTrend TV called "Shorty's Dream Shop" on November 16th. An episode aired on November 23rd featuring Waxahachie and Getzendaner Park, and another episode aired on December 28th featuring C10s in the park, with yet more episodes is in the works filmed in Getzendaner Park.
- The November e-blast (Holiday Preview) resulted in an open rate of 23.4% and a click rate of 2.2% which was the largest of all months. The December e-blast (Holiday Happenings) resulted in an open rate of 23.6%.
- The Visit Waxahachie, Texas Facebook page has 16,580 likes. The CVB Instagram account is up to 2,012 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 22% on average for November 2022 and up 43% on average for December 2022.

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- Kelly attended the Sounds & Cities Conference hosted by the Texas Music Office/Texas Music Friendly Initiative in Fort Worth in November. She was a guest speaker on a panel with the topic of "What Does a Successful Music Friendly Program Look Like?" She was chosen to be on the panel with Arlington and Lubbock. Waxahachie was selected because of our ability to insert local musicians into the fabric of our community and events, specifically the "Grown Local Stage" added to the TCR Festival and the "Hachie Heart for Music" videos spotlighting local musicians during the pandemic.
- BREWED: Waxahachie's Coffee & Tea Festival was a success with the participating coffee shops experiencing people in line the whole time. The Waxahachie High School Jazz Band was well received and provided music during the event.
- The Jingle Jam Parade Pre-Party grew exponentially and was a popular parade watching spot.
- The YMCA Santa Run also experienced success with Railyard Park being its host site for the past 2 years.

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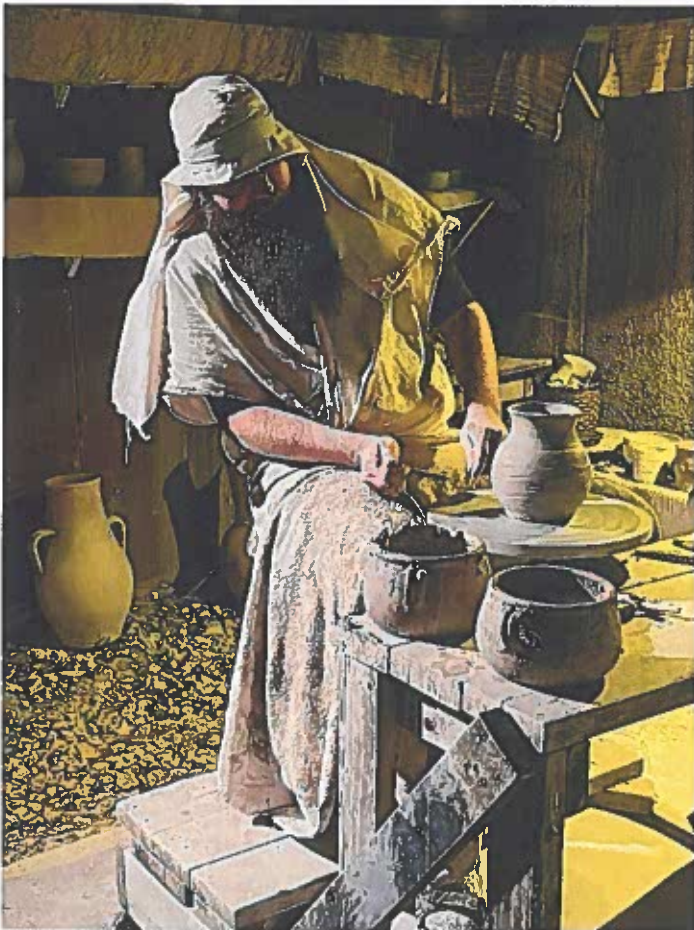
- On the horizon: Hachie Gras will kick-off at Railyard Park on February 18th with a parade and live music from 11am - 1pm. The party will continue at all of the participating restaurants/bars/breweries/wineries.

OTHER NEWS

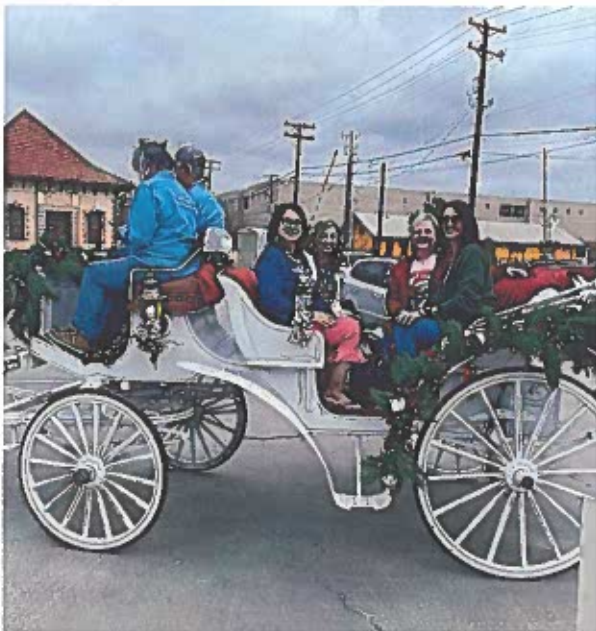
- To kick off the New Year, Laurie represented Waxahachie as a guest speaker for Leadership Kaufman County's Economic Development/Tourism Day.



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Memorandum

To: Waxahachie Community Development Corporation
From: April Ortiz, Civic Center Director
Thru: Michael Scott, City Manager *[Signature]*
Date: January 4, 2023
Re: Update of Activities at Civic Center – January 2023

December 1st – 31st: 44 Events

- Rotary (3 event days)
- Waxahachie Jr. Service League Christmas Market (3 event days)
- Birthdays/Baby Showers (7 event days)
- WHS Volleyball Banquet
- Luncheons/Dinners (5 event days)
- Ellis County Jury Selections (3 event days)
- CNB Christmas Party (2 event days)
- TSTC Graduation
- Quest Records Meeting
- Life Line Health Screenings
- Bethlehem Revisited Cast Party
- Baylor Scott & White (2 event days)
- WISD Christmas Party
- City of Waxahachie Christmas Lunch
- Tammy Dance Center Christmas Recital
- Mediations (3 event days)
- Anniversary/Engagement Party (3 event days)
- Action Fire Christmas Party

- Waxahachie Fire Assoc. Christmas Celebration
- DAR Wreath Laying Event
- Red Oak Volleyball
- Unified Connections Meeting

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January 1st – 31st: 37 Events

- Dickman & Davenport Law Meeting
- City Meetings (2 events days)
- Cardinal Glass End of Year Event
- Birthdays/Anniversary (5 event days)
- Baby Showers (4 event days)
- Rotary (2 event days)
- HOA Meetings (2 event days)
- Retirement Party
- James Hardie Meetings (2 event days)
- Ellis County Economic Summit
- Premier Gun Show (3 event days)
- Ellis County Jury Selections (3 event days)
- Baylor Scott & White
- Desoto High School Winter Formal
- DMMA Serita Doyle Lunch
- Scarborough Fair Auditions
- Razin Havoc Sports Banquet
- HEB Employee Event
- Desoto High School Football Banquet
- NETA 65 North East Texas Area Spanish Speaking AA Seminar (Alcoholics Anonymous) (3 event days)

Facility

- Restroom/Dressing Room Renovations
 - The change order items (ceiling vents/grills and bull nose tile) finally arrived in December and were completed the week of December 12th.
- Capital Items – FY23 Update
 - New Banquet Chairs - Mity-Lite notified staff of supply chain issues at the mills with textile and fabric. Mity-Lite is working on avoiding any delays, but potentially this could push back the ship date into the first week of May.

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- Upgrade Lighting Controls – Staff met with Barbizon and was advised the order (parts/electrical components) would have a 20-week turnaround once a purchase order once submitted. The work is scheduled for March 26th - 31st. This work will require us to shut down event operations, so we have blocked those dates off within the event calendar. However, during this down time staff will work on doing some spring cleaning of our storage areas.
- Exterior Coating Cleaning: Staff is working on reviewing vendor quotes, and available scheduling for spring dates (dates that coordinate with events schedule).

Upcoming Events

- Premier Gun Show
 - January 14th, 9am – 5pm
 - January 15th, 10am – 4pm
- Daddy Daughter Dance “Boots & Beauties”
 - February 2nd, 6pm – 9pm
- Dancing with the Ellis County Stars
 - February 11th, 6pm
- Encore Performing Arts Dance Competition
 - February 17th – 19th
- Cheer World Championships
 - February 26th

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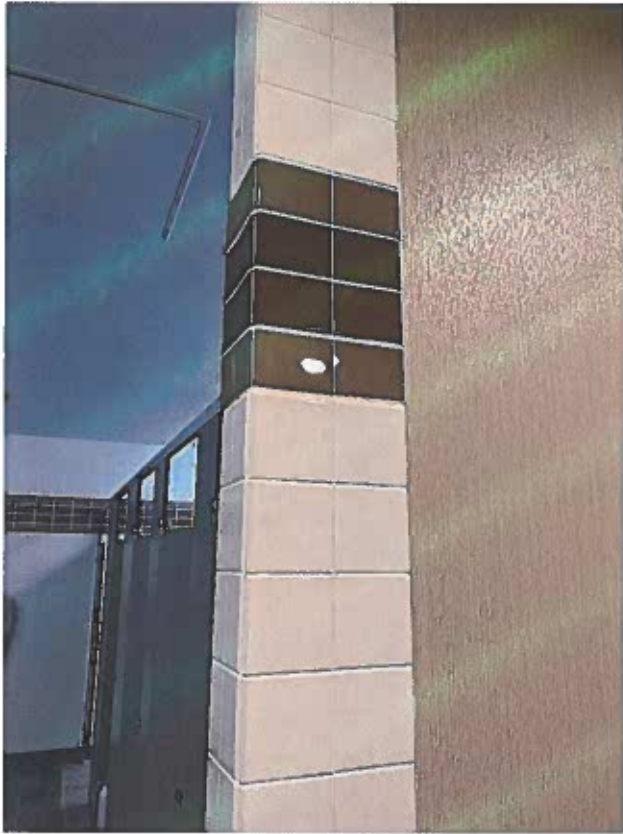
Private Event (Ballroom): Photo taken by WCC Staff



Private Event (Ballroom): Photo credit - C. Burch/Facebook



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Restroom Change Order Item (Bull Nose Tile/Completed): Photo taken by WCC Staff

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Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager

Date: January 10, 2023

Re: Update from Beautification Department – January 2023

Current Projects

- Tulip Planting
 - All 50,000 tulips and other spring blooming bulbs have been planted.
 - Lantana Lawn Care assisted with most of the planting.
 - Reza planted all of the bulbs in the planters and a few other locations, such as, the Woman's Building and MKT.
- Winter Clean-Up
 - Staff has been evaluating all locations that received freeze damage.
 - Staff will continue cutting back freeze damaged plant tissue and removing dead plant material.
- Christmas Decorations Removal
 - Lantana Lawn Care has begun removing Christmas light displays.

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- Staff will inspect each panel and make any necessary repairs and/or replacement of burned out bulbs.

Completed Projects

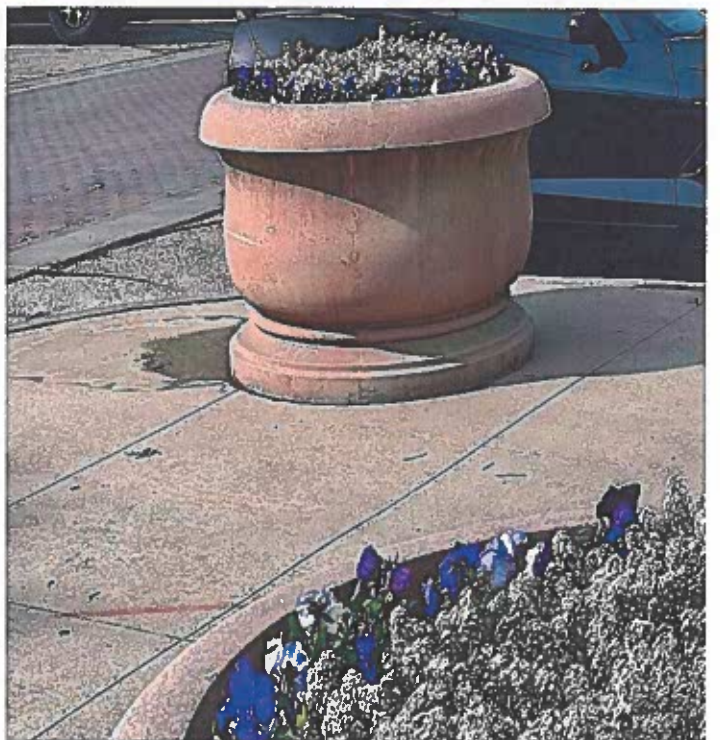
- Parks School House Median 3 Tree Installation
 - 2 Cedar Elms (4-inch caliper)
 - 2 Mexican Plums (3-inch caliper)
 - 2 Eve's Necklaces (2-inch caliper)
 - 4 Crape Myrtles (45 gallon)
- Civic Center Star and Fountain Plaza
 - Perennial Dianthus planted along the border to replace the ornamental fescue that died.
 - Daylilies planted to fill in bare spaces.
 - 2 viburnum shrubs planted to replace dead aucuba shrubs.

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Civic Center

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Winter Downtown Planters

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Railyard Planters

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Memorandum

To: Waxahachie Community Development Corporation

From: James Villarreal, Sports Complex Assistant Director

Thru: Michael Scott, City Manager *[Signature]*

Date: January 10, 2023

Re: Update of Activities at Sports Complex – January 2023

Tournament Schedule 2023:

01/14	SOG Adult Softball
01/21	SOG Adult Softball
01/28	SOG Adult Softball
02/04	Sweetheart Soccer Cup 4v4
02/18	Girl's Fast Pitch Softball
02/25	Senior Slow Pitch Softball
03/04	Perfect Game Baseball
03/11	Perfect Games Baseball
03/18	Pine Tar Baseball

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Tournament Schedule 2023 (Continued):

03/25	Perfect Game Baseball
04/01	Pine Tar Baseball
04/07	Perfect Game Baseball
04/13 - 4/16	Senior Slow Pitch Softball
04/22	Pine Tar Baseball
04/28 - 4/30	Waxahachie Soccer Association Tournament
05/06	BIG Bang Girls' Softball
05/13	Perfect Game Baseball
05/20	Perfect Game Baseball
05/20	Senior Slow Pitch Softball
05/27	Pine Tar Baseball
06/03	Perfect Game Baseball
06/08 - 06/10	Senior Slow Pitch Softball
06/10	American Sporting Events Baseball
06/17	Perfect Game Baseball
06/24	Pine Tar Baseball
6/30	Midnight Madness Soccer 4v4
07/08	Pine Tar Baseball
07/15	American Sporting Events Baseball
07/22	Pine Tar Baseball
07/29	Aspire Adult Softball
08/12	Aspire Adult Softball
08/12	American Sporting Events Baseball
08/19	Gold Crown Baseball
09/07 - 09/09	Keepers of the Peace Softball
09/16	Gold Crown Baseball
09/23	Perfect Game Baseball
09/30	SOG Adult Softball
10/07	Perfect Game Baseball

Tournament Schedule 2023 (Continued):

10/14	Pine Tar Baseball
10/21	Gold Crown Baseball
10/28	SOG Adult Softball
10/28	Perfect Game Baseball
10/28	Monster Mash 4v4 Soccer
11/04	BIG Bang Girls' Softball
11/04	Perfect Game Baseball
11/11	American Sporting Events Baseball
11/18	Pine Tar Baseball
12/02	Perfect Game Baseball

Leagues

03/20	Adult Men's Church Softball
03/22	Adult Men's Recreation Softball
03/23	Adult Coed Softball
03/18	Waxahachie Youth Soccer Association
03/18	YMCA Youth Soccer
04/03	Waxahachie Girls' Fast Pitch Association
04/05	Waxahachie Adult Volleyball

Projects

1. Synthetic Turf Improvement Project Phase III – The project is moving along with over 100 truckloads of dirt excavated from the two fields. Soil stabilizing chemical injections are in progress and will be completed in the next couple of days.

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Synthetic Turf Improvements PH3 Field #7 – Dirt excavation



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Synthetic Turf Improvements PH3 Field #11 – Dirt excavation



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Synthetic Turf Improvements PH3 – Dirt excavation



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Synthetic Turf Improvements PH3 – Dirt excavation



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Synthetic Turf Improvements PH3 - Chemical Injection Soil Stabilization

