

# **AGENDA**

A regular meeting of the Waxahachie Community Development Corporation (WCDC) to be held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on ***Tuesday, January 9, 2024 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  
Gail Turner, Assistant 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 December 12, 2023
4. Hear update on mural 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. Adjourn

**The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session as authorized by Section 551.071(2) of the Texas Government Code, for the purpose of seeking confidential legal advice from legal counsel on any agenda item listed herein.** 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 Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on Tuesday, December 12, 2023 at 3:00 p.m.

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

Members Absent: Daniel Morton, President  
David Hill, Mayor

Ex-Officio Amber Villarreal, City Secretary  
Members Present: Gail Turner, Assistant Director of Finance

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

Others Present: Gumaro Martinez, Executive Director of Parks & Leisure Services  
Laurie Mosley, Director of Convention & Visitors Bureau  
April Ortiz, Civic Center Director  
James Villarreal, Assistant Director Sports Complex

**1. Call to Order**

Vice President Elizabeth Tull called the meeting to order.

**2. Public Comments**

Chris Wright expressed support for a recreation center to meet the growing needs of the Waxahachie community.

Billie Wallace echoed support for a community recreation center.

**3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of November 14, 2023**

**Action:**

*David McSpadden moved to approve minutes of the WCDC regular meeting of November 14, 2023. Motion was seconded by Jim Phillips and carried unanimously (5-0).*

**4. Consider approving a Service Agreement for an HVAC Compressor Replacement and authorizing a supplemental appropriation to the FY23-24 Civic Center Budget**

The Item was presented by April Ortiz, Director of the Waxahachie Civic Center.

**Action:**

*David McSpadden moved to approve the service agreement from Daikin in the amount of \$69,651.77 with a 10% contingency, and authorize a supplemental appropriation in the amount of \$76,620 as presented by staff, and authorize the City Manager to execute all necessary documents. Motion was seconded by Bob Lynn and carried unanimously (5-0).*

**5. Consider authorizing the use of Convention Visitors Bureau FY24 Contingency Funds for the Waxahachie Cowboy Poet Gathering 2024**

The Item was presented by Laurie Mosley, Director of the Convention and Visitors Bureau, and Mr. David Smith requested approval.

**Action:**

*Michael Scott moved to approve the funding request from the CVB's contingency budget in the amount of \$7,500 for the Waxahachie Cowboy Poet Gathering, and authorize the City Manager to execute all necessary documents. Motion was seconded by David McSpadden and carried unanimously (5-0).*

**6. Discuss future Capital Improvement Projects and initiatives**

Kyle Cooper, Senior Director of Parks and Recreation, presented the Item and provided updates on the following:

- Capital Improvement Projects five-year outlook
- Lake parks
- Lions Park

**7. Adjourn**

There being no further business, the meeting adjourned at 3:51 p.m.

Respectfully submitted,

Jami Bonner  
Assistant City Secretary

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## Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: January 9, 2024

Re: Update of Activities from Convention & Visitors Bureau – January 2024

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### **FESTIVAL & EVENT UPDATES**

The 2023 Waxahachie holiday season resulted in several successful events with growing attendance: Christmas Parade & Tree Lighting, Bethlehem Revisited, Christmas Tour of Homes, Santa Run, 12 Beers of Christmas Stroll, and more.

With 2023 in the rearview mirror, the windshield of 2024 looks big and promising. The first four months are action-packed with events like Hachie Gras, Tulipalooza, Ellis County Livestock Show & Rodeo, Hachie Eclipse of the Heart, Cowboy Poet Gathering, Big Top Shopping Festival, and much more.

### **ADVERTISING, PR & MEDIA UPDATES**

- The New Year started off great with an article in the January/February 2024 issue of Texas Parks & Wildlife Magazine – "Places in Their Hearts: A Weekend in Waxahachie Brings Encounters with A Historic Courthouse, Lovely Houses and a Handful of Movie Sites."
- We had a strong holiday marketing campaign that consisted of print, broadcast, digital and social media that resulted in a 9% traffic increase to

the downtown/historic overlay area per Placer.ai for the month of December 2023 compared to December 2022.



- The November e-blast (Holiday Preview) and December e-blast (Holiday Happenings) both resulted in an open rate of 28%.
- The Visit Waxahachie, Texas Facebook page has 20,279 likes. The CVB Instagram account is up to 2,449 followers organically.
- Google analytics for the CVB's website traffic in November: 13,338 new users; 13,696 total users; 28,086 pageviews; and 18,147 sessions.  
In December: 14,114 new users; 15,149 total users; 34,587 pageviews and 20,464 sessions.

### **RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES**

- To continue the efforts of our Texas Music Friendly Community program, Danielle hosted a "Hear Hachie Hangout" for the local musicians on our roster at Southern Roots Brewing before Christmas to help build relationships and support other local musicians that were performing that evening.
- The Jingle Jam Pre-Parade Party continues to grow each year and proves to be a popular space for families to enjoy for parade viewing.
- The YMCA Santa Run had a record-breaking year with over 600 Santas participating.
- On the horizon: Hachie Gras will kick-off at Railyard Park on February 10<sup>th</sup> with a parade and DJ from 11 am to Noon. Then, the party will continue at all of the participating restaurants, bars, breweries, and wineries.

### **OTHER NEWS**

- Laurie was chosen as the recipient of Woodmen Life "Community Leadership Award" for her work at the Chamber, the City, Waxahachie Lions Club and more.

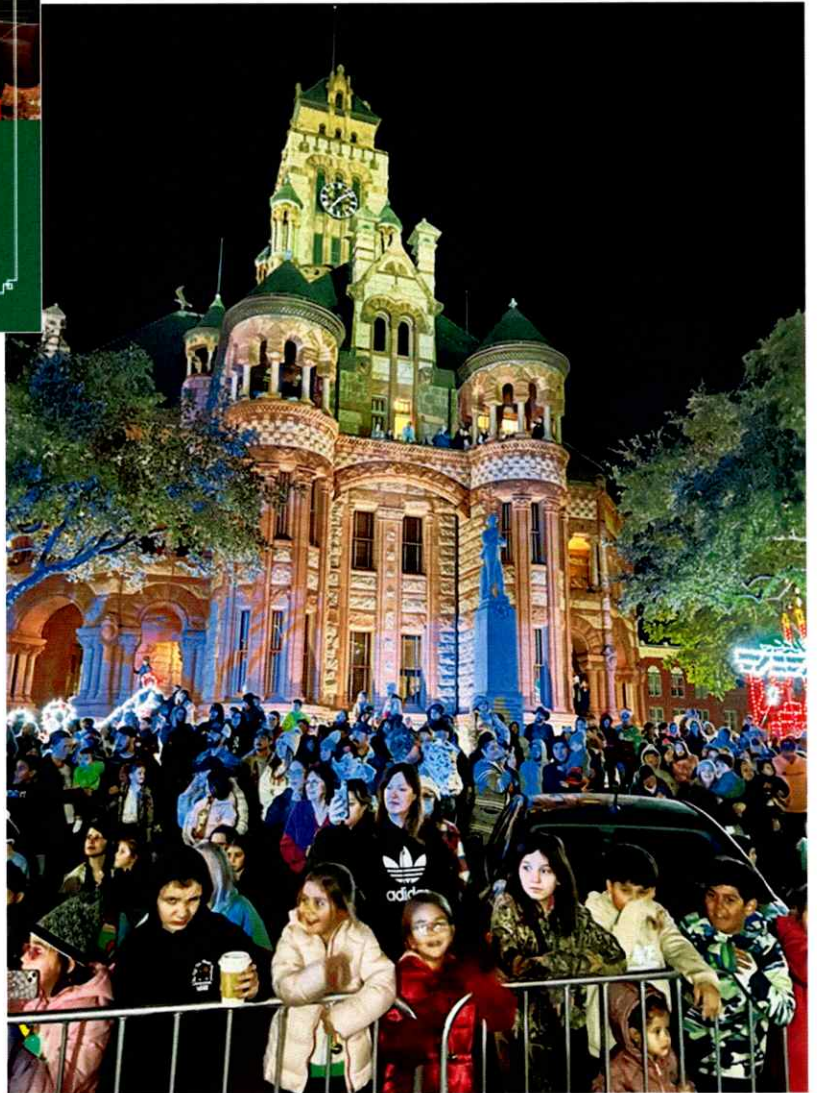


**WAXAHACHIE**  
*A place to be*  
**Merry**  
*this holiday season!*

**CHRISTMAS TOUR OF HOMES • SANTA RUN**  
**BETHLEHEM REVISITED**

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## Memorandum

To: Waxahachie Community Development Corporation  
From: April Ortiz, Civic Center Director  
Thru: Michael Scott, City Manager *MS*  
Date: January 9, 2024  
Re: Update of Activities at Civic Center – January 2024

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### **November 1<sup>st</sup> – 30<sup>th</sup>: 54 Events**

- Ellis County Jury Selections (3 event days)
- Premier Gun Show (3 event days)
- James Hardie Meetings (3 event days)
- City Meetings (9 event days)
- BSWH Meeting
- TX Assoc. of Watershed Sponsors
- Owens Corning Meeting
- Kyle Statue VIP Unveiling Ceremony
- Rotary (2 event days)
- Veterans Memorial Ceremony
- Birthdays/Reunions/Banquets (12 event days)
- Weddings/Anniversaries (3 event days)
- Oncor Safety Conference (3 event days)
- Century 21 Meeting
- Hill Financial Group Meeting
- Baby Shower
- Gerdau Meeting
- Hope Clinic Luncheon
- TSTC Graduation
- Closed/Canceled Events {fees charged} (5 event days)

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### **December 1<sup>st</sup> – 31<sup>st</sup>: 46 Events**

- Waxahachie Junior Svc. League Christmas Market Show (3 event days)
- Fun Cheer
- Victron Meeting
- WHS Volleyball Banquet
- City Meetings (4 event days)
- Ellis County Jury Selections (3 event days)
- CNB Christmas Party (2 event days)
- BSWH Meetings (2 event days)
- HOA Meeting
- Gerdau Meeting
- Bethlehem Revisited Cast Party
- TX DOT Conference
- WISD Christmas Party
- Rotary
- TX Buccaneers Youth Football Banquet
- Phoenix Plumbing Holiday Party
- Baby Showers (4 event days)
- Waxahachie Fire Assoc. Christmas Party
- Birthdays/Reunions/Celebrations (7 event days)
- FYSA Sports Banquet
- Life Line Screening
- Keystone Care Meeting
- Rotary Christmas Social
- Hope Health
- United Clearing Services (2 event days)
- Closed/Canceled Events {fees charged} (2 event days)

### **Capital Items – FY24 Update**

- Carpet – Staff is continuing to work with vendors on color themes and patterns to obtain quotes and receive samples.
- Automatic Doors – Staff is continuing to work on obtaining some additional quotes.

### **Notable Upcoming Events**

- Premier Gun Show
  - January 13<sup>th</sup>, 9am – 5pm
  - January 14<sup>th</sup>, 10am – 4pm

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**Notable Upcoming Events (cont.)**

- Big Top Boutique Pop-Up
  - January 27<sup>th</sup>, 9am - 5pm
- Daddy Daughter Dance
  - February 1<sup>st</sup>, 6pm - 9pm
- WHS Band Jazz Gala
  - February 3<sup>rd</sup>, 6:30pm
- Ellis County Dancing with the Stars
  - February 10<sup>th</sup>, 6pm - 9pm
- Encore Performing Arts Dance Competition
  - February 16<sup>th</sup> - 18<sup>th</sup>



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Chris Kyle Statue Install (Main Hallway): Photo taken by WCC Staff



Chris Kyle Statue Install (Main Hallway): Photo taken by WCC Staff

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*Christmas Decorating (Main Hallway): WCC Staff setting up and decorating the center for Christmas.*



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Private Event (Ballroom): Photo via Facebook (C. Burch)



Private Event (Ballroom): Photo via Facebook (C. Burch)



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## Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager

Date: 1/9/2024

Re: Update from Beautification – January 2024

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### Current Projects

- Park Schoolhouse Median 5 & 6
  - The project scope entails 18 cedar elms spaced 60 feet apart down the middle of medians 5 and 6 will be installed towards the end of January.
  - A hand-picked selection of large limestone blocks will be used as landscaped accents. Chris has selected the blocks and awaiting delivery.
  - The landscape beds have been marked off with paint. Lantana will prep the beds by removing six inches of topsoil and replacing it with a landscape mix.
- Broadhead Road Median 6
  - Bermuda grass will be installed in May.
- Spring Blooming Bulbs
  - All of the bulbs have been planted in the flower and landscape beds.

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- Chris reserved 3,000 bulbs to be planted in the planters in the upcoming weeks.

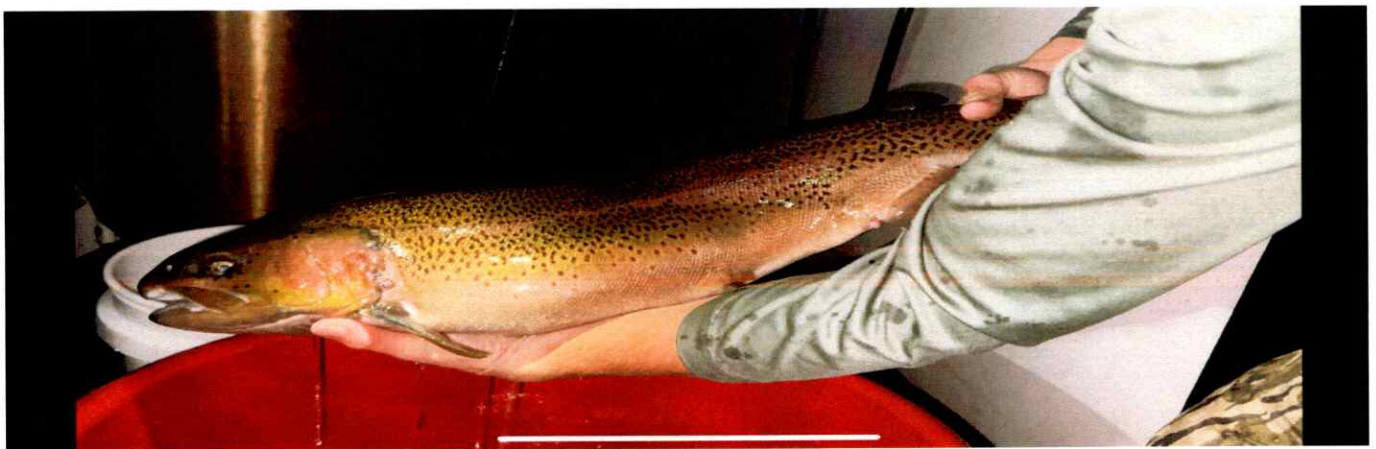
## **Maintenance**

- Seasonal color transitions
  - Due to Stage 3 water restrictions, the decision was made to postpone changing out the majority of flower beds. Watering every day for the first 2 weeks after planting is critical. Stage 3 water restrictions will only allow watering for two days per week.

## **Completed Projects**

- Texas Parks and Wildlife Department Trout Partnership
  - On December 4<sup>th</sup> TPWD stocked the Sports Complex, Belle Vue, and Mustang Creek ponds with 850 of the smaller trout for each pond.
  - TPWD will come back in January and restock all three ponds with the same amount.
- Large Trout (Service Enhancement)
  - On December 6<sup>th</sup> Blessed Bayou Wildlife and Fisheries delivered the larger trout all the way from Missouri. The larger trout average between 1.5 – 2.0 lbs., and will be great for those wanting to fish at the local ponds and get that “big catch”.
  - They also brought one very large brooder trout that snuck into the tank while the others were being loaded loading. The larger brooder trout was release at Bell-vue pond.

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Larger Trout



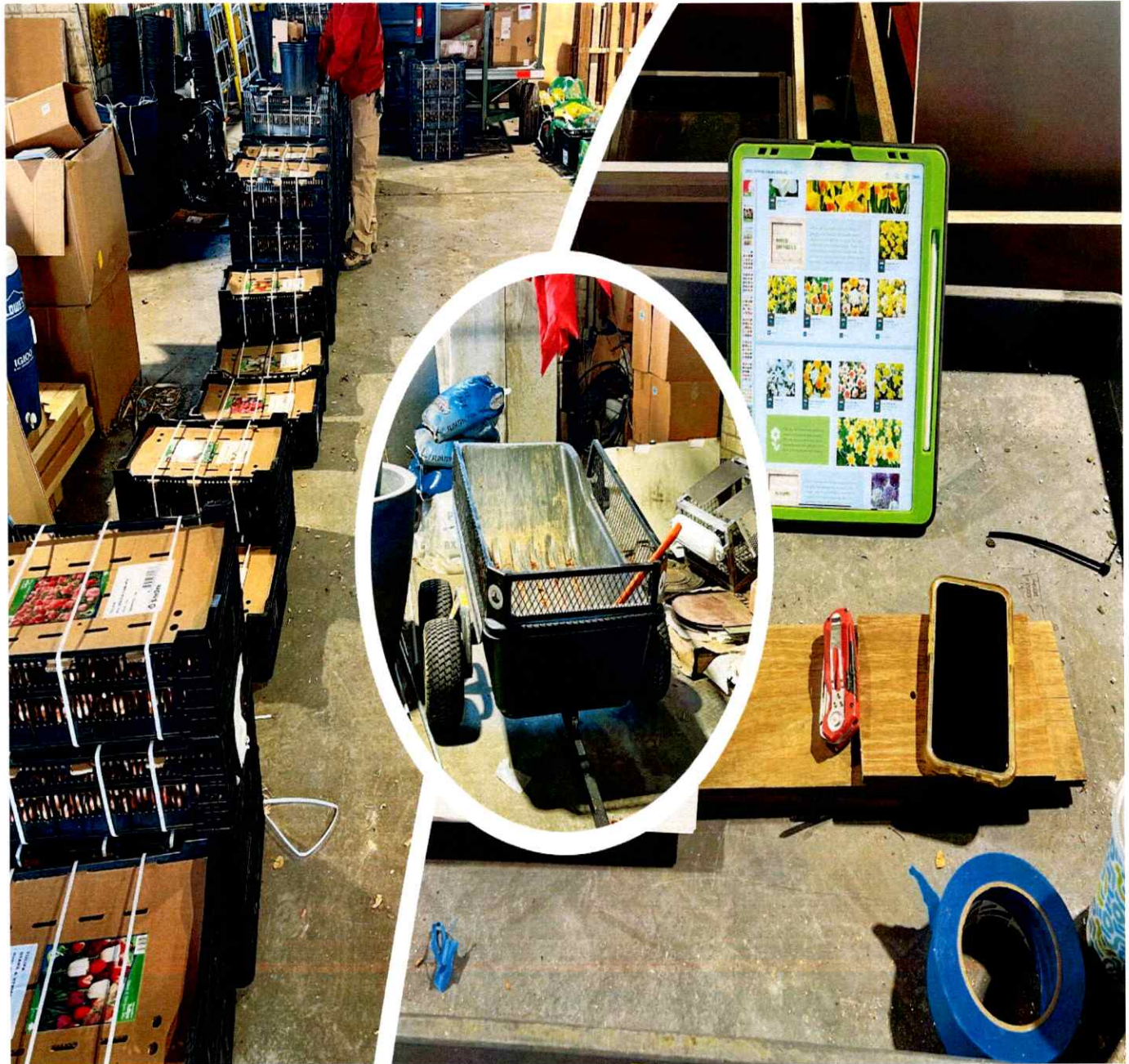
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Cool Season Annuals



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Tulip Bulb Sorting

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## Memorandum

To: Waxahachie Community Development Corporation  
From: James Villarreal, Assistant Director – Sports Complex  
Thru: Michael Scott, City Manager   
Date: January 9, 2024  
Re: Update of Activities at Sports Complex – January 2024

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### **Tournament Schedule 2024:**

01/20	SOG Adult Softball
01/27	SOG Adult Softball
02/10	Sweetheart Soccer Cup 4v4
2/10	SOG Adult Softball
02/17	Senior Slow Pitch Softball
02/24	Premier Prospect Baseball
03/02	Premier Prospect Baseball
03/9	Premier Prospect Baseball
03/16	Gold Crown Baseball



**Tournament Schedule 2024 (Continued):**

03/23	Premier Prospect Baseball
3/29 – 3/30	Premier Prospect Baseball
04/06	Premier Prospect Baseball
04/13	Game Day Baseball
04/18 – 4/21	Senior Slow Pitch Softball
04/20	Premier Prospect Baseball
04/26 – 4/28	Waxahachie Soccer Association Tournament
05/04	Gold Crown Baseball
05/11	Premier Prospect Baseball
05/18	Premier Prospect Baseball
05/25	Premier Prospect Baseball
06/01	Game Day Baseball
06/08	Truman NCS Baseball
06/12 – 06/16	Premier Prospect Baseball
06/20 – 06/23	Senior Slow Pitch Softball
06/22	Premier Prospect Baseball
6/24 – 6/28	USSSA World Series Baseball
6/29	Premier Prospect Baseball
07/05 – 07/08	Gold Crown Baseball
07/12 – 07/15	Gold Crown Baseball
07/20	Premier Prospect Baseball
07/27	Midnight Madness Soccer 4v4
07/27	Premier Prospect Baseball
08/03	SOG Adult Softball
08/10	Senior Slow Pitch Softball
08/17	Gold Crown Baseball
08/24	Senior Slow Pitch Softball
09/05 – 09/07	Keepers of the Peace Softball

09/14	Bash Adult Softball
09/14	Premier Prospect Baseball
09/21	Gold Crown Baseball
09/28	Game Day Baseball
10/05	Premier Prospect Baseball
10/12	Hightower Fast Pitch Softball
10/12	Game Day Baseball
10/19	Duncanville Boys Baseball
10/26	Gold Crown Baseball
10/26	Monster Midnight Soccer 4v4
11/02	Premier Prospect Baseball
11/09	Senior Slow Pitch Softball
11/16	Gold Crown Baseball
11/23	Premier Prospect Baseball
12/7	Premier Prospect Baseball
12/14	Big Bang Fast Pitch Softball

### **Leagues**

03/18	Adult Men's Church Softball
03/20	Adult Men's Recreation Softball
03/21	Adult Coed Softball
03/16	Waxahachie Youth Soccer Association
03/23	YMCA Youth Soccer
03/30	Waxahachie Girls' Fast Pitch Association
03/20	Waxahachie Adult Volleyball

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## **Projects**

1. Synthetic Turf Improvement Project Phase IV – The project is moving along with over 100 truckloads of dirt excavated from all three fields. Soil stabilizing chemical injections are complete. Testing to verify the soil stabilization is adequate will be performed to determine if additional stabilization is required.

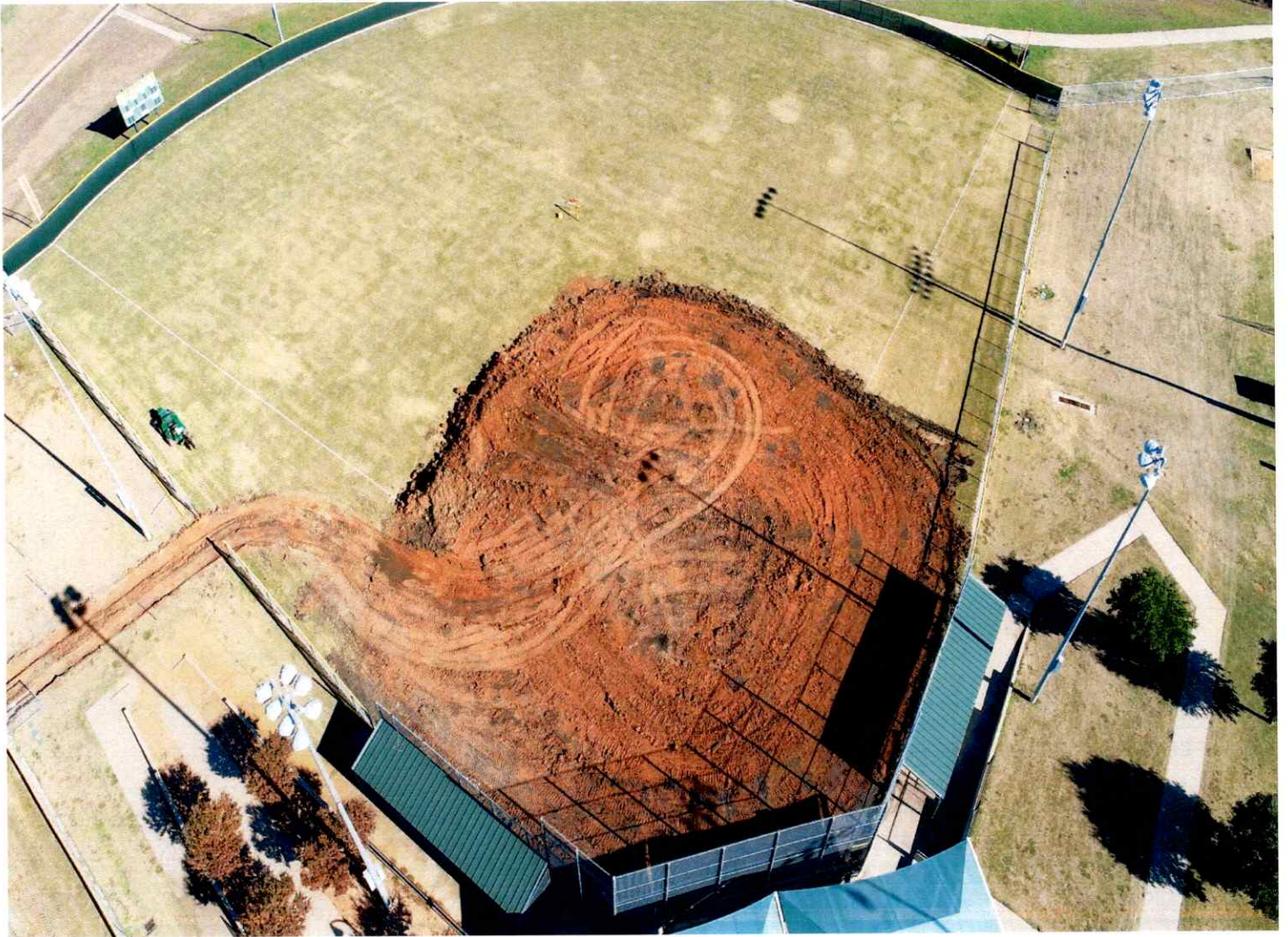
*Synthetic Turf Improvements PH4 Field #9 – Dirt excavation*





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*Synthetic Turf Improvements PH4 Field #8 – Dirt excavation*





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*Synthetic Turf Improvements PH4 – Chemical Injection*

