

# **A G E N D A**

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, March 12, 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 January 9, 2024 and special meeting of February 27, 2024
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. Hear update on Nature Trail project
9. Discussion related to lake parks
10. 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.***

(3)

Waxahachie Community Development Corporation  
January 9, 2024

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, January 9, 2024 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 Gail Turner, Assistant Director of Finance  
Members Present: Kevin Strength, President/CEO Chamber of Commerce

Ex-Officio Amber Villarreal, City Secretary  
Members Absent:

Others Present: Gumaro Martinez, Executive Director of Parks & Leisure Services  
Laurie Mosley, Director of Convention & Visitors Bureau  
April Ortiz, Civic Center Director  
Chris Seale, Horticulturist  
James Villarreal, Assistant Director Sports Complex  
Jami Bonner, 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 regular meeting of December 12, 2023**

**Action:**

*Vice President Elizabeth Tull moved to approve minutes of the WCDC regular meeting of December 12, 2023. Motion was seconded by David McSpadden and carried unanimously (6-0).*

**4. Hear update on mural project and take any necessary action**

*{Jim Phillips arrived at 3:02 p.m.}*

The Item was presented by City Manager Michael Scott. Mr. Scott noted the mural committee will work with the artist to review the artwork concept for the property at 401 S. Elm St. The Waxahachie Community Development Corporation will provide a recommendation for City Council consideration prior to the work commencing.

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

The Item was presented by Laurie Mosley, Director of Convention & Visitors Bureau.

**6. Hear update of activities at the Civic Center**

The Item was presented by April Ortiz, Civic Center Director

**7. Hear update of Community Beautification**

The Item was presented by Chris Seale, Horticulturist.

**8. Hear update of activities at the Sports Complex**

The Item was presented by James Villarreal, Assistant Director Sports Complex.

**9. Adjourn**

There being no further business, the meeting adjourned at 3:28 p.m.

Respectfully submitted,

Jami Bonner  
Assistant City Secretary

Waxahachie Community Development Corporation  
February 27, 2024

A special 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, February 27, 2024 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 Gail Turner, Assistant Director of Finance  
Members Present:

Ex-Officio Amber Villarreal, City Secretary  
Members Absent: Kevin Strength, President/CEO Chamber of Commerce

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau  
April Ortiz, Civic Center Director  
Chris Seale, Horticulturist  
James Villarreal, Assistant Director Sports Complex  
Jami Bonner, Assistant City Secretary

**1. Call to Order**

President Dan Morton called the meeting to order.

**2. Public Comments**

None.

**3. Consider proposed mural at the Waxahachie Parks Building, 401 S. Elm Street**

The Item was presented by City Manager Michael Scott.

Leighton Autrey presented the mural design and requested approval.

**Action:**

*Jim Phillips moved to approve the mural design for the Waxahachie Parks Building at 401 S. Elm Street as presented. Motion was seconded by David McSpadden and carried unanimously (7-0)*

**4. Discuss and take any necessary action on mural proposed for 109 N. Rogers**

The Item was presented by Mr. Scott and Mr. Autrey requested approval of the presented mural design.

**Action:**

*Jim Phillips moved to approve the mural design for 109 N. Rogers as presented. Motion was seconded by David McSpadden and carried unanimously (7-0).*

**5. Adjourn**

There being no further business, the meeting adjourned at 3:35 p.m.

Respectfully submitted,

Jami Bonner  
Assistant City Secretary

(4)



## Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: March 12, 2024

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

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### **FESTIVAL & EVENT UPDATES**

The year 2024 is off to a great start with Hachie Gras attracting approximately an additional 2,000 visitors to downtown on February 10 despite the rain. The spring will be strong with Tulipalooza, Ellis County Livestock Show & Rodeo, Hachie Eclipse of the Heart, Cowboy Poet Gathering and Big Top Shopping Festival.

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

- In addition to a 6-week radio campaign, 99.5 the Wolf is scheduled to broadcast live from Waxahachie the day of the eclipse for nearly 10 hours with ads and promotions leading up to the day. The Wake-Up with the Wolf Show – Ryan and Tara will be at FRESH Coffee and Smokey Rivers' mid-day show will be live at Railyard Park.
- New billboard art for Tulipalooza can be seen on the City's digital billboard.
- In the March issue of Texas Monthly, a print ad along with advertorial can be found, giving us nearly a full-page presence. To round out the Texas Monthly package is a Texas Travel Trip Planner Newsletter e-blast, plus an

online "Mark Your Calendar" listing and the "Spring 2024 Digital Travel Guide."

- We have a display ad in the April and May issue of Texas Highways.
- Monica and Laurie attended the Spring Travel Information Center Blitz to give the travel counselors at Wichita Falls, Gainesville, and Denison the details of upcoming spring events.
- The Visit Waxahachie, Texas Facebook page has 20,436 likes. The CVB Instagram account is up to 2,482 followers organically.
- Google analytics for the CVB's website traffic in January: 6,214 new users; 6,400 total users; 15,318 pageviews; and 7,690 sessions.  
In February: 8,500 total users; 18,259 pageviews and 10,498 sessions.

### **GROUP TOURS**

- North Dallas Area Women's Club – April 2
- The CVB team has been working with multiple groups converging on Waxahachie for the solar eclipse. One of those groups is the Texas Winnebago RV Club that has rented out the Northside RV Park and is fully enjoying all Waxahachie has to offer with tours of the courthouse, Waxahachie history, Cowboy poetry with David Smith, and more.
- Robson Ranch Bluebonnet Thrills Tour – April 19

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

- Danielle has been busy organizing details for the upcoming events at Railyard Park for the solar eclipse. Additionally, she is also strategizing how to maximize the usage of Railyard Park, ensuring not to oversaturate it with summer events but having them spread out through the year.
- Danielle attended the Fort Worth Music Festival & Conference to learn from some of the best in the business.

### **OTHER NEWS**

- The Waxahachie Arts Council approved the Ellis County Hispanic Organization (ECHO) as a member.

Rangers. Here in Waco, you'll find the Texas Ranger Hall of Fame, where you'll wind back the clock and learn about the heroes and the stories that made the Rangers the most famous police force in the world.

It's time you finally take the trip you've been planning for years, and make the trip to Waco.

[DestinationWaco.org](http://DestinationWaco.org)

## WAXAHACHIE

Waxahachie is blooming with outdoor fun this spring! Come greet 300,000 tulips in bloom fresh from Holland with Tulipalooza, a 10-day outdoor celebration benefitting 10 North Texas charities including U-Pick-Em Tulip Field in Getzendaner Park from March 15-24.

Spring fun continues all season with the Ellis County Livestock Show & Rodeo offering a PRCA sanctioned outdoor rodeo (March 21-23); Hachie Eclipse of the Heart, where the solar eclipse comes for fun with a three-day weekend of concerts, education, and viewing locations (April 6-8); and Waxahachie Cowboy Gathering including a full day of Western music, cowboy culture, and cowboy poetry (April 13).

Visitors can step back in time for the time of their life at Scarborough Renaissance Festival with 20+ stages of continuous live entertainment, full combat armored joust, birds of prey, a Mermaid Lagoon, five food court areas, an artisan marketplace, and other merriment (April 6 - May 27, Saturdays, Sundays, and Memorial Day Monday).

Add shopping and dining downtown to your list of spring fun and find live music every weekend, 50 boutiques, antiques and specialty stores, plus 30 unique food experiences and two breweries.

[WaxahachieCYB.com](http://WaxahachieCYB.com)

## WICHITA FALLS

Springtime means that festival season in Wichita Falls kicks off with two of the most highly anticipated downtown events of the year. Festivalgoers are encouraged to dress in head-to-toe green and fully immerse in the downtown shenanigans during the Annual St. Patrick's Day Street Festival. Put on your festival best and join in the 5k run through historic



**ABOVE** | Enjoy a day of merriment this spring at the Scarborough Renaissance Festival in Waxahachie.

## A Place to Bloom


From antiques to boutiques or one-of-a-kind creations, treasures are blooming at every turn in downtown Waxahachie.

Come greet 300,000 tulips in bloom fresh from Holland with Tulipalooza, a 10-day outdoor celebration benefitting 10 of our favorite local charities, including a u-pick-em tulip field in Getzendaner Park from March 15-24.



**WAXAHACHIE** ♥ A Place in Your Heart, Texas  
[visitwaxahachie.com](http://visitwaxahachie.com) | 469.309.4040



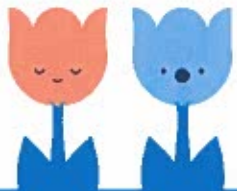



*Hachie Eclipse  
of the Heart*

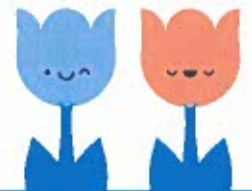
WHERE THE ECLIPSE COMES FOR FUN!

*Waxahachie, TX*

APRIL 6-8, 2024 ♡ [WAXAHACHIEECLIPSE.COM](http://WAXAHACHIEECLIPSE.COM)



# TULIPALOOZA



MARCH 15-24 | WAXAHACHIE



# HACHIE ECLIPSE OF THE HEART

AT RAILYARD PARK

BLUES TRIBUTE CONCERT  
FEATURING BRITISHMANIA

HERE COMES  
THE SUN



SATURDAY • APRIL 6 • 6PM

PINK FLOYD LASER LIGHT SHOW  
BY DYNAMICS EX

DARK SIDE  
OF THE MOON



SUNDAY • APRIL 7 • 8PM

SOLAR ECLIPSE WATCH PARTY

HACHIE ECLIPSE  
OF THE HEART



MONDAY • APRIL 8 • 12PM



WHERE THE ECLIPSE  
COMES FOR FUN!



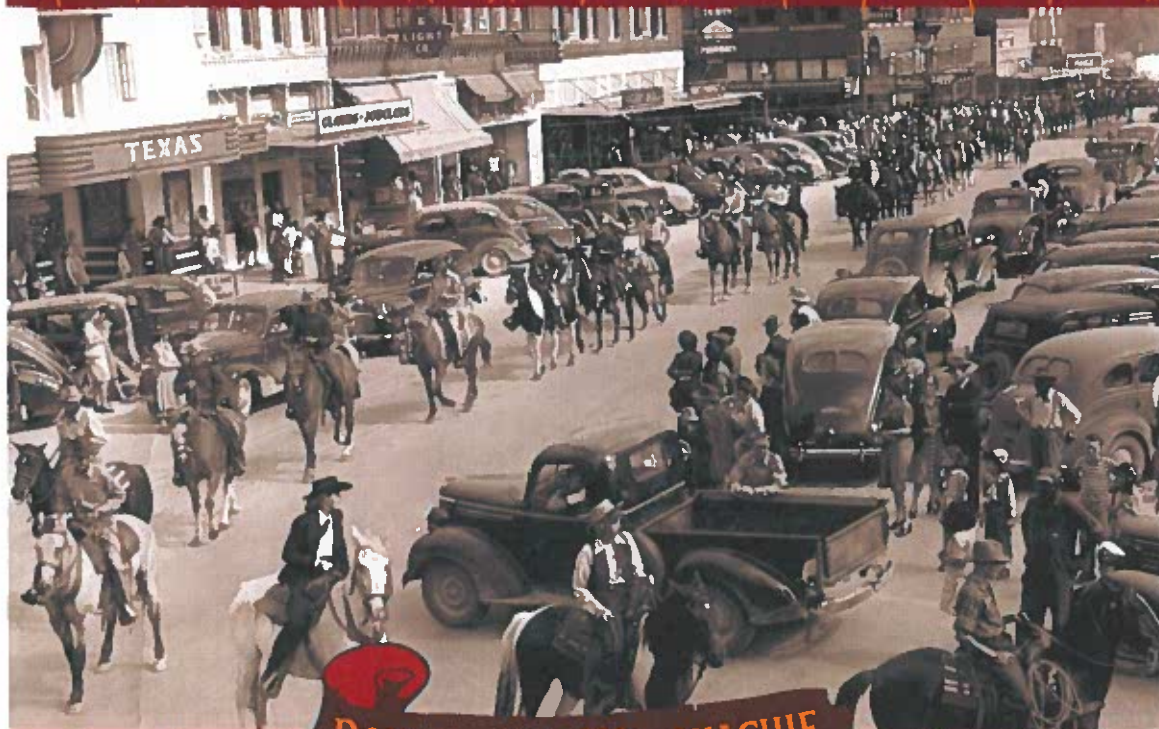
**RAILYARD**  
PARK

[WAXAHACHIEECLIPSE.COM](http://WAXAHACHIEECLIPSE.COM)



3rd Annual  
**WAXAHACHIE  
COWBOY  
GATHERING**

Saturday  
**APRIL 13**



**DOWNTOWN WAXAHACHIE**

**LIVE  
WESTERN  
MUSIC**

**COWBOY  
KID'S  
CORRAL**

**COWBOY  
POETRY**

**[WWW.WAXAHACHIECOWBOY.COM](http://WWW.WAXAHACHIECOWBOY.COM)**





## Memorandum

To: Waxahachie Community Development Corporation  
From: April Ortiz, Civic Center Director  
Thru: Michael Scott, City Manager  
Date: March 12, 2024  
Re: Update of Activities at Civic Center – March 2024

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### **January 1<sup>st</sup> – 31<sup>st</sup>: 44 Events**

- Rotary (3 event days)
- Weddings/Anniversaries (3 event days)
- Birthdays/Reunions/Celebrations (7 event days)
- Baby Showers (4 event days)
- Luminant Energy Meeting
- City Meetings (4 event days)
- Desoto Football Banquet
- Premier Gun Show (3 event days)
- Ellis County Jury Selections (3 event days)
- Desoto High School Winter Ball
- Southwest Festivals Auditions
- James Hardie Meeting
- Ferreira Power South Meetings (3 event days)
- HEB (4 event days)
- Ellis County Republican Women
- Big Top Entertainment Boutique Pop-Up (2 event days)
- Goodwin & Co. Meeting
- Closed/Canceled Events {fees charged} (1 event day)

## **February 1<sup>st</sup> – 29<sup>th</sup>: 39 Events**

- Daddy Daughter Dance
- Rotary (2 event days)
- Waxahachie Police Dept. Awards
- Birthdays/Reunions/Celebrations (2 event days)
- Baby Showers (2 event days)
- WHS Band Jazz Gala
- City Meetings (5 event days)
- Ellis County Jury Selections (3 event days)
- TBHC "Ellis County Dancing with the Stars" (2 event days)
- AA Meeting
- James Hardie Meetings (3 event days)
- Hope Health Meeting
- Encore Performing Arts dance Competition (5 event days)
- Century 21 Meeting
- ASOD Training (2 event days)
- Cheer World
- Reach Council Prom Pop-Up (2 event days)
- AmeriTurf Meetings (2 event days)
- LSBAC Expo (2 event days)

## **Capital Items – FY24 Update**

- Automatic Doors – Staff received several quotes, and identified Tormax as the qualified vendor for this project. The installation of the automatic door components are tentatively scheduled to start on March 11<sup>th</sup> and be completed by March 13<sup>th</sup>.
- Carpet – Staff continues to work with vendors on color themes and patterns to obtain quotes and receive samples.

## **Notable Upcoming Events**

- Ink Masters Tattoo Expo
  - March 8<sup>th</sup>, 1pm – 10pm
  - March 9<sup>th</sup>, 11am – 10pm
  - March 10<sup>th</sup>, 11am – 9pm
- The Grand Mega Meet
  - March 15<sup>th</sup>, 5pm - 11pm
- Waxahachie Chamber of Commerce Awards Banquet
  - March 21<sup>st</sup>, 6pm - 9pm

- Ellis County Master Gardeners Lawn & Garden Expo
  - March 23<sup>rd</sup>, 9am – 4pm
- Just Between Friends Children's Resale Event
  - April 19<sup>th</sup>
  - April 20<sup>th</sup>
  - April 21<sup>st</sup>
- Ellis County Ducks Unlimited Dinner
  - April 26<sup>th</sup>





*Tulips Starting to Bloom (Main East Entrance): Photo taken by WCC Staff*



*Private Event (Birthday): Photo via Facebook/C. Gilbert-Howell*



*Desoto Football Banquet (Main Ballroom); Photo via Facebook/C. Smith*

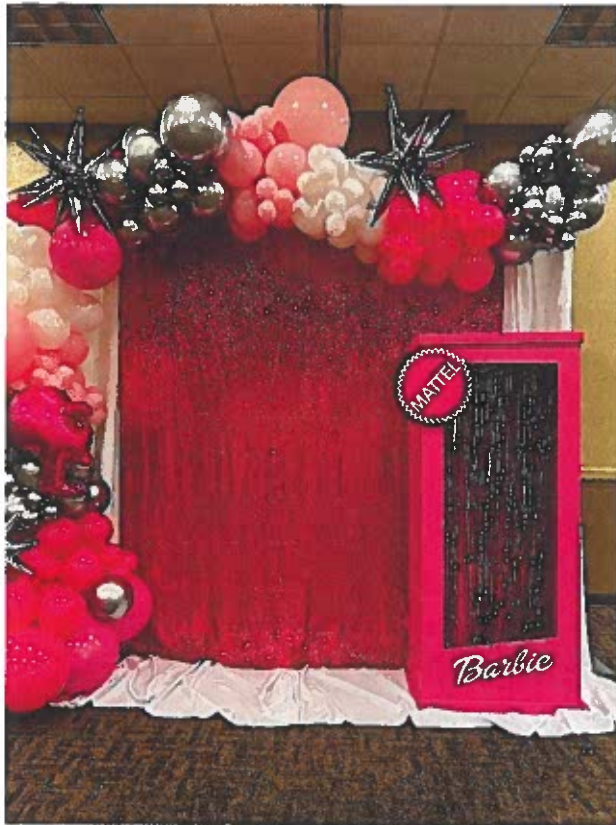




*Encore Dance Competition (MOVZ Dance Co.): Photo via Facebook/J. Daniels*



*Encore Dance Competition: Photo via Facebook/J. Daniels*



*Daddy Daughter Dance (Décor/Photo Backdrop): Photo taken by WCC Staff*



*Daddy Daughter Dance (Décor/Temp. Tattoo Station): Photo taken by WCC Staff*





*Daddy Daughter Dance (Dance Floor): Photo taken by WCC Staff*



*Daddy Daughter Dance (Dance Floor): Photo taken by WCC Staff*

(6)



## Memorandum

To: Waxahachie Community Development Corporation  
From: Chris Seale, Horticulturist  
Thru: Michael Scott, City Manager  
Date: March 12, 2024  
Re: Update from Beautification Dept – March 2024

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### Current Projects

- Park Schoolhouse Median 6
  - Lantana Lawn Care, with the help of Beautification Department, marked all the measurements and removed the top six inches of soil from for the landscape bed.
  - The Greenery delivered and set the large limestone blocks.
  - The Beautification Department ordered the plant material while Lantana added new bedding soil.

### Completed Projects

- Bluebird Houses
  - A total of 22 composite Bluebird houses were installed 600 feet apart along the Waxahachie Creek Hike and Bike Trail by the Beautification Department. These birdhouses will provide long-term housing for Bluebirds for many years.
  - The birdhouses is made from 95% recycled plastic, fabricated in the USA. The birdhouses have a viewing window and a latched door to clean out the house at the end of each season.

- Purple Martin Houses
  - The Beautification Department installed four Purple Martin gourd racks, mounted on 20ft poles. Each rack can hold up to 24 gourds for the Purple Martins to brood their young, however, we currently installed 12. As the gourds get filled with mating pairs, we'll look at installing more gourds.
- Spring Blooming Bulbs
  - The bulbs started blooming two weeks ago. What you are mostly seeing now are the mid-season blooms, while the late-season bulbs are just beginning to come up.





Bluebird and Purple Martin Houses





Tulips

(1)



## Memorandum

To: Waxahachie Community Development Corporation  
From: James Villarreal, Sports Complex Assistant Director  
Thru: Michael Scott, City Manager  
Date: March 12, 2024  
Re: Update of Activities at Sports Complex

### **Tournament Schedule:**

3/2	Premier Prospect Baseball
3/9	Premier Prospect Baseball
3/16	Gold Crown Baseball
3/23	Premier Prospect Baseball
3/30	Premier Prospect Baseball
4/6	Premier Prospect Baseball
4/13	Game Day Baseball
4/18 - 4/21	Senior Slow Pitch Softball
4/20	Premier Prospect Baseball
4/26 - 4/28	Waxahachie Soccer Association Tournament



**Leagues:**

Begin 3/18	COED Adult Volleyball Leagues
Begin 3/18	Men's Adult Slow Pitch Church Leagues
Begin 3/23	YMCA Soccer Leagues
Begin 3/2	Waxahachie Soccer Association Leagues
Begin 3/20	Men's Adult Slow Pitch Recreation Leagues
Begin 3/21	COED Adult Slow Pitch Leagues
Begin 3/25	YMCA Youth Football Leagues
Begin 3/25	WYB Girls' Softball Fast Pitch Leagues

**Projects:**

**Synthetic Turf Improvements Phase IV** – The project is nearing completion and should be fully completed by Friday, March 8<sup>th</sup>.

**Wrought Iron Fence Project** – The project is moving forward and is nearing completion.

**Shade Pavilion** - The shade pavilion near the volleyball courts is near completion.

*Baseball Field#8 Turf Installation*



*Baseball Field#9 & Field#10 Crushed Stone*





Wrought Iron Fence Project



## *Shade Pavilion Foundation*



*Shade Pavilion*

