

Waxahachie Community Development Corporation  
May 14, 2019

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, May 14, 2019 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President  
John Sanders, Vice President  
Mike Ramsey  
David Hill, Mayor  
Michael Scott, City Manager  
Bob Lynn  
Layne Ballard

Ex-Officio  
Member Present: Sandy King, President/CEO Chamber of Commerce

Ex-Officio  
Members Absent: Charles Harris, Director of Finance  
Lori Cartwright, City Secretary

Others Present: Amber Villarreal, Assistant City Secretary  
Laurie Mosley, Director of Convention & Visitors Bureau  
April Ortiz, Civic Center Director  
James Villarreal, Recreational Superintendent  
Chris Seale, Horticulturist

**1. Call to Order**

President Dan Morton called the meeting to order.

**2. Approval of minutes of the Waxahachie Community Development Corporation meeting of April 16, 2019**

**Action:**

*Mr. Layne Ballard moved to approve minutes of the WCDC meeting of April 16, 2019. Mr. Mike Ramsey seconded, All Ayes.*

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

Ms. Laurie Mosley, Director of Convention & Visitors Bureau, reviewed the following report:

**Festival & Event Updates**

Crossroads of Texas Film & Music Festival joined forces with the Wonderful Women in Waxahachie Girl Camper Event on April 25-28 for another successful year! On the girl camper side of the event, we received coverage from Go RVing again with promise of even bigger things to come next year. Plus, the event will be an episode on The Don't Wait Project to air this summer. The host of the show and her camera man camped with the group for several days/nights. The event is also has a strong tie-in with other influencers like cookbook author, Kate Dunbar (The Campground Gourmet) and bloggers like Camper Groove, Where is Tiffany. Plus, the positive word of mouth from the 100 women posting to their individual social media audiences about how great Waxahachie is creates a lot of Facebook/Instagram envy.

On April 17, Bob & Kelli Phillips made a big announcement on social media pertaining to the headlining entertainer for the 2019 Texas Country Reporter Festival! Other details are also in motion.

#### Upcoming Events:

Waxahachie Old Fashioned Singing - May 17-18; Chautauqua Auditorium

Paint Historic Waxahachie - May 17-25

Gingerbread Trail Historic Home Tour - June 1-2

Pancake Breakfast Fly-In - June 1; 8:00 am – 11:00 am

Junk in the Trunk - June 15; 9 am-1 pm

#### Advertising, PR & Media Updates

- Poston Gardens rounded out the end of their tulip season on a media high with 1/3 page editorial in “People Magazine” and dominating the front page of the Metro section in the “Dallas Morning News.”
- Not only did we receive all of the digital media exposure from the Wonderful Women in Waxahachie Girl Camper event, 99.5 the Wolf was a promotional partner of the Crossroads of Texas Film & Music Festival which resulted in promotional ads and coverage on Hondo’s Front Porch Texas Music Show that airs on Sunday evenings.
- Ads have been placed in the major state of Texas travel publications (Texas Highways, Texas Monthly, Texas Co-Op Power) for the June issues to promote the summer events in Waxahachie.
- E.C.H.O was featured on WFAA’s “Good Morning Texas” on Friday, May 2.
- Our digital marketing co-op partnerships with Visit DFW has resulted in the following articles:  
<https://visitdfw.com/renaissance-fair-waxahachie/>
- County Line Magazine featured Waxahachie in their May-June 2019 publication:  
<http://www.countylinemagazine.com/May-June-2019/Waxahachie-A-Place-in-Your-Heart-Texas/>
- The CVB now has an Instagram account with 596 followers and counting. The Visit Waxahachie, Texas Facebook page has 11,052 fans.
- The homepage of [www.waxahachiecvb.com](http://www.waxahachiecvb.com) now features user generated photos from Instagram.
- Laurie attended the TACVB Marketing Symposium the first week of May to keep her knowledge of digital marketing trends fresh.

#### Visitor Center, Group Tour, Convention & Sports Updates

The Waxahachie Running Club’s partnership with the Waxahachie Lions Club to host the Hachie 50 results in great tourism for the city of Waxahachie. There were 350 runners from 12 states and Thailand that participated in the event. Even the participants from the DFW area stayed overnight in the Waxahachie hotels.

Lions Club State Convention will be May 30-June 1 at the Waxahachie Civic Center. The Civic Center staff is working hard on the details inside the Civic Center and the CVB staff is working hard on the details and events that take place outside the building. There are around 400 attendees registered at the time of the report.

#### **4. Hear update of activities at the Civic Center**

Ms. April Ortiz, Civic Center Director, reviewed the following monthly report:

March: closed with 60 events booked including: Waxahachie Guitar Show, Premier Gun Show, Baylor Scott & White, Vision Global, Texas Mosquito Control Association, Elliott Electric, Desoto Police Department, and Ellis County Master Gardeners Lawn & Garden Expo.

April: closed with 38 events booked including: CASA Share the LOVE Gala (*Rebooked for 2020*), Victron/Exxon, Baylor Scott & White (*4 Event Days*), WHS Prom, WHS Band Boosters Banquet, Red Oak Band Boosters Banquet, and City Limits Championships.

May: currently has 49 events booked including: TSTC Spring Graduation, Red Oak Hawkette Drill Team Banquet, Baylor Scott & White (*9 Event Days*), Local Proms (*Duncanville, Red Oak, Cedar Hill*), TX DOT, Palmer Graduation, and Lions Club State Convention

#### Up & Coming

- Just Between Friends Children's Resale Event: Friday, June 7, 9am – 6pm and Saturday, June 8, 9am – 6pm
- All Ellis County Best of Preps: Tuesday, June 11, 6pm – 9pm
- Premier Gun Shows: Saturday, June 15, 9am – 5pm and Sunday, June 16, 10am – 4pm

#### Facility

We have completed our interviews and are making an offer for the part-time event coordinator position.

#### Star and Fountain Plazas Project

##### Fountain Plaza

- Completed the fountain basin & brick work; Installed capstone on fountain; Installed the light poles; Completed the irrigation and landscaping; Installed the benches

##### Star Plaza

- Completed the irrigation and landscaping; Sealed star and star banner; Installed pavers; Completed brick work on sign planter; Installed sign on planter; Installed capstone on sign planter; Installed lighting around sign; Planted flowers in star

#### **5. Hear update of Community Beautification**

Mr. Chris Seale, Horticulturist, reviewed the following monthly report:

#### Completed Projects

- Spring Color Change Outs - All of the planters and landscape beds that did not have tulips received spring color change outs.
- Bynum Plaza Lighting

### Current Projects

- Early Summer Color Change Outs – Cemetery entrance, City Hall, Getzendaner Park entrance, Rogers Street bed, Parks building, Bypass Planters, Downtown Planters, Bynum Plaza, University Street bed, Pocket Park, , Chautauqua, Park Place entrance (Sports Complex), Pond bed (Sports Complex), Broadhead Road Median#1, MKT Railway parking lot, Hwy 77 Median Planters.
- Senior Center Landscape Improvements - Replacing dead shrubs and trees and installing colorful perennials and annual color in beds.
- Streets Building Landscape Improvements – The buildings' front beds will receive a xeriscape style landscape. The design and budget are completed and approved.
- SoCo Depot Landscape Improvements - TIRZ funding was approved. The planters have been ordered. Plant material and concrete pads will be installed as soon as possible (weather permitting).
- Chapman Addition Wall Planter - Waiting for Oncor to drop down a power line to the back of the wall. Once the electrical work is completed, Lantana can install irrigation, soil and plant material.
- Park Schoolhouse Road - Waiting for the soil to dry before sleeve location and irrigation plumbing starts.
- Broadhead Road Median #2 - I'm waiting for the soil to dry up before bed prep and plant installation.

### Future Projects

- City Hall Landscape Improvements - July
- Oak Lawn Beautification - Trees, Irrigation, Shrubs, Flower beds
- Broadhead Rd Median #2 – Landscape installation, May-June
- Parks Schoolhouse Rd – Landscape installation, June-July

## **6. Hear update of activities at the Sports Complex**

Mr. James Villarreal, Recreational Superintendent, reviewed the following monthly report:

### Tournaments 2019 (May)

Texas Sporting Events Baseball – 25<sup>th</sup> & 26<sup>th</sup>; Grand Slam Girl's Fast Pitch Softball – 4<sup>th</sup> & 5<sup>th</sup> (Rained Out); 18<sup>th</sup> & 19<sup>th</sup>; American Sporting Events Baseball–4<sup>th</sup> & 5<sup>th</sup> (Rained Out); Play For Slade Baseball – 18<sup>th</sup> & 19<sup>th</sup>

### Leagues

Waxahachie Youth Girl's Fast Pitch Softball League; Waxahachie Youth Baseball Boys 15-18yr Division; Adult Spring Softball League; Waxahachie Youth Soccer League; Red Oak Youth Soccer League; YMCA Soccer League

### Games

Ovilla Christian Softball; SAGU Softball

### Projects

Continuing our spring maintenance program with weed control throughout the complex as well as applying ant bait throughout the complex.

New outfield windscreens have been installed.

Parking Lot Phase II design is complete and is set to advertise.

The perimeter of the small soccer fields have been sprayed and will begin the sprigging process the end of this month.

Concession Building Soffits have been painted.

Mr. Villarreal noted the Waxahachie YMCA requested a discount on their spring usage invoice due to rainouts. Mr. Villarreal explained they were offered the opportunity to make up their games and declined. The board discussed overhead costs, partial discounts, and recognizing the Sports Complex as a service to the city. After a brief discussion, it was the consensus of the board not to set a precedence for rainout discounts. President Morton requested Mr. Villarreal and Parks and Recreation Director John Smith to create a written contract outlining rules and procedures for organizations using the fields.

## **7. Consider proposals for Sand Volleyball Courts at Sports Complex**

Mr. Villarreal presented proposals for construction, lighting, and sprigging of Sand Volleyball Courts at Sports Complex totaling \$112, 125.00. He noted he spoke with the Pastor at First Baptist Church and they committed to contribute to the cost of the courts since the city authorized their sewer easement on the sports complex property. He explained the pastor discussed adding a small pedestrian bridge from the church to the sports complex in hopes to utilize for overflow parking during special times of the year such as Easter and Christmas.

City Manager Michael Scott explained staff can work out the details with First Baptist Church on their contribution.

### **Action:**

*Mr. Mike Ramsey moved to approve \$112,125.00 for the construction of the Sand Volleyball Courts at Sports Complex. Vice President John Sanders seconded, All Ayes.*

## **8. Public Comments**

None

## **9. Adjourn**

There being no further business, the meeting adjourned at 4:15 p.m.

Respectfully submitted,

Amber Villarreal  
Assistant City Secretary