

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, March 12, 2019 at 3:00 p.m.*** in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Board Members: Daniel Morton, President
John Sanders, Vice President
Mike Ramsey
Kevin Strength, Mayor
Michael Scott, City Manager
Bob Lynn
Layne Ballard

Ex-Officio Members: Lori Cartwright, City Secretary
Charles Harris, Director of Finance
Sandy King, President/CEO Chamber of Commerce

1. Call to Order
2. Approval of minutes of the Waxahachie Community Development Corporation meeting of February 12, 2019
3. Consider Waxahachie Community Development Corporation Financial Report for year ended September 30, 2018
4. Hear update of activities from Convention & Visitors Bureau Director
5. Hear update of activities at the Civic Center
6. Hear update of activities at the Sports Complex
7. Hear update of Community Beautification
8. Public Comments
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) 309-4005 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.***

Waxahachie Community Development Corporation
February 12, 2019

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, February 12, 2019 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President
Kevin Strength, Mayor
Michael Scott, City Manager
Bob Lynn
Layne Ballard

Members Absent: John Sanders, Vice President
Mike Ramsey

Ex-Officio
Member Present: Charles Harris, Director of Finance

Ex-Officio
Members Absent: Lori Cartwright, City Secretary
Sandy King, President/CEO Chamber of Commerce

Others Present: Albert Lawrence, Assistant City Manager
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 December 18, 2018

Action:

Mayor Kevin Strength moved to approve minutes of the WCDC meeting of December 18, 2018. Mr. Layne Ballard seconded, All Ayes.

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

Director of Convention & Visitors Bureau Laurie Mosley reviewed a few of the upcoming events for Spring 2019 and reported on the following updates:

UPCOMING EVENTS

- Tulip Festival Month - March 1-30; Poston Gardens
- Vintage Market Days - March 1-3; Ellis County Expo Center
- Ellis County Fair & Rodeo Presented by Ellis County Youth Expo - March 21-30, Ellis County Expo Center
- Scarborough Renaissance Festival, Saturdays and Sundays in April and May, including Memorial Day

- Classic Truck Nationals - April 13; 8 am-4 pm, Getzendaner Park
- Waxahachie Craft Beer & Crawfest - April 13; 2 pm-8 pm, Downtown Waxahachie
- Crossroads of Texas Film & Music Festival - April 25-28, Chautauqua Auditorium
- W3 – Wonderful Women in Waxahachie Girl Camper & Sisters on the Fly Texas Rally, April 25-28; Getzendaner Park

ADVERTISING, PR & MEDIA UPDATES

- Our digital marketing co-op partnerships with Visit DFW and Shop Across Texas has been successful.
- The billboards promoting Poston Gardens north and south on I-35E are part of the CVB's sponsorship for the tulip farm.
- Have been working with the Matcha, a content marketing company, on the strategy for some new online content for the CVB's website. More to come on the topic soon.
- Working on CrowdRiff to implement user generated photos on the CVB's website. Actual product to come soon!
- The Visit Waxahachie, Texas Facebook page now has nearly 10,478 likes at the time of the report.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- The CVB was pleased to assist Poston Gardens in helping them book the first motor coach/bus tour booked on March 27 titled "Picking with a Purpose" with Premiere Tours.
- One of our new downtown businesses, Meat Church, is hosting people from the United States and beyond for his BBQ classes, and the CVB has assisted with making connections for a host hotel to offer a special rate for his attendees, plus he is allowing us to supply them with "extra" stuff about the city. Not only is Matt Pittman a huge niche influencer, a lot of the people that he hosts has a social following so one of our pizza cutters was being promoted by an attendee in Virginia.
- The CVB staff continues to work with Lions State Convention committee to market Waxahachie and create excitement for the 2019 State Convention.
- The Wonderful Women in Waxahachie event will currently host ladies from 13 different states; however, we still have room for more.

4. Hear update of activities at the Civic Center

Civic Center Director April Ortiz reviewed the following activities at the Civic Center:

December: closed with 67 events booked including

- Waxahachie Jr. Service League Christmas Market Show
- WHS Volleyball Banquet
- CNB Christmas Party
- International Extrusion
- Triumph
- TxDot
- Dart Container
- T&B Boiler
- TSTC Graduation
- Baylor Scott & White
- United Way of West Ellis County *Havana Nights NYE Party*

January: closed with 60 events booked including

- Premier Gun Shows
- Oncor
- Baylor Scott & White SNL
- Desoto Winter Formal
- Scarborough Faire
- The Southern Social Bridal Show
- WHS Quarterback Club
- Last Call Boutique Sale

February: currently has 39 events booked including

- Vision Global Winter Conference
- Baylor Scott & White
- Daddy Daughter Dance (*Sold out in less than 3 days, 509 tickets*)
- First Look Clinic
- SkillsUSA Texas District 6
- Encore Performing Arts Dance Competition
- Waxahachie Chamber Awards Banquet

Up & Coming

- We are planning for a busy Spring season, and we have also started on the planning for the Lions State Convention in May.
- Waxahachie Guitar Show: March 2nd & 3rd
- TxDot Public Meeting: March 5th
- Premier Gun Show: March 16th & 17th
- Ellis County Master Gardeners Lawn & Garden Expo: March 30th

Facility- We had one of the part-time event coordinators resign, she was able to gain a full-time position; so we will be looking to fill that position in the coming weeks.

Star and Fountain Plazas Project

Fountain Plaza

- Utilities completed; Fountain pump installed; Fountain walls poured (concrete); Concrete for paver base, border and bench platforms have been poured; Kettle Color: Exterior Copper Vein; Bench Color: Black

Star Plaza

- Star walls poured/colored; Planter concrete poured; Shade structure poles installed; Banner poured; Stamped concrete poured; Paver base and border poured

5. Hear update of activities at the Sports Complex

Recreational Superintendent James Villarreal reviewed the following report:

Tournaments 2019 (February)

- Texas Sporting Events Baseball – 23/24
- Grand Slam Girl's Fast Pitch Softball - 23

Leagues

- Waxahachie Youth Girl's Fast Pitch Softball League – **Begins in April**
- Fall Adult Softball League – **Begins in March**
- Waxahachie Youth Soccer League – **Begins in March**
- Red Oak Youth Soccer League – **Begins in March**

- YMCA Soccer League – **Begins in March**

Games

- January 25th – SAGU Baseball Double Header
- February 12th – Life School JV/V Baseball
- February 27th – Spartans Home School Baseball

Projects

- Started our winter maintenance program with trimming of trees throughout the complex and will continue to work on other projects during the winter months.
- The pond was stocked with 1,000 trout in December as well as another 1,000 in January.
- Infields on the baseball fields and 3 of the softball fields are being laser leveled and additional clay is being brought in.
- Outfield windscreens are being replaced where needed.
- Parking Lot Phase II is currently under design with a cost projection to be brought to you once completed.
- Volleyball courts are currently under design with opinion of probable cost to be completed soon.

Noteworthy Activities

- Hosted the USA Softball of Texas Winter Workshop January 25-27
- Currently accepting applications for a maintenance worker position

6. Hear update of Community Beautification

Horticulturist Chris Seale reviewed the following report:

Completed Projects

- Poston Gardens donated 6500 tulips. 4000 of them have been planted around Getzendaner Park
- MKT Parking Lot Landscape Project. The other 2500 Poston tulips have been planted in the circle bed.
- Irrigation at Broadhead Median #2 has been installed and wires pulled through to the next median.
- Phase 1 of the Chautauqua Landscape Renovation is nearing completion. All the irrigation has been retrofitted 21st century technology, flower beds installed and flowers are being delivered today.

Projects Currently Working On

- Ordered and received 4 new planters, from Equinox Industries, for the ADA ramps along Rogers Street. These planters have three planting areas to create a dramatic cascading effect coming off the ledge. These are self-watering and hold approximately 40 gallons of water a piece and will install and plant these towards the end of February with trailing petunias.
- Will be ordering plant material for Broadhead Road Median #2 towards the end of February when plant stock becomes available.
- An order will be placed for more Christmas decorations in the next couple of weeks through Arnett Marketing. Focusing on areas at the Civic Center and Chapman Park.
- Ewing Irrigation has received all the landscape lighting fixtures for Bynum Plaza. The manufacturer is now working on preprogramming the DMX controller.
- Spring flower change out is right around the corner.

Future Projects

- City Hall Landscape Improvements (February)
- Oak Lawn Beautification. Trees, Irrigation, Shrubs, Flower beds.
- Broadhead median #2 landscape install (June)
- Park Schoolhouse Road landscape install (June)

7. Public Comments

None

8. Adjourn

Action:

*There being no further business, Mayor Kevin Strength moved the meeting adjourn at 3:37 p.m. Mr. Layne Ballard seconded, **All Ayes.***

Respectfully submitted,

Amber Villarreal
Assistant City Secretary



Memorandum

To: Waxahachie Community Development Corporation
From: Laurie Mosley
Thru: Michael Scott, City Manager
Date: March 6, 2019
Re: Convention & Visitors Bureau March 2019 Update

FESTIVAL & EVENT UPDATES

Upcoming Events for Spring 2019 (featuring Waxahachie Arts Council Member Events):

Tulip Festival Month – Opening as soon as Mother Nature allows the tulips to bloom; Poston Gardens

Vintage Market Days - March 1-3; Ellis County Expo Center

Ellis County Fair & Rodeo Presented by Ellis County Youth Expo - March 21-30
Ellis County Expo Center

Brown Bag & History at Ellis County Museum -March 22; Noon
Ellis County Museum

Waxahachie Old Fashioned Singing - March 22-23; Friday at 7 pm – Saturday at 3 pm
Chautauqua Auditorium

Youth Art Show - March 25-April 6
ART on the Square Gallery/Ellis County Art Association

Waxahachie Symphony Association – Pianist Sean Chen - April 6; 7 pm
SAGU Hagee Communication Center Performance Hall, 1200 Sycamore

Scarborough Renaissance Festival

April 6-7, April 13-14, April 20-21, April 27-28, May 4-5, May 11-12, May 18-19, May 25-27

Classic Truck Nationals - April 13; 8 am-4 pm
Getzendaner Park

Downtown Block Party - April 13; 4 pm-8 pm
Downtown Waxahachie

Crossroads of Texas Film & Music Festival - April 25-28
Chautauqua Auditorium

W3 – Wonderful Women in Waxahachie Girl Camper & Sisters on the Fly Texas Rally
April 25-28; Getzendaner Park

Brown Bag & History at Ellis County Museum - April 26; Noon
Ellis County Museum

Annual Event Update:

H-E-B is graciously sponsoring the Grape Myrtle Festival again, and the entertainment has been booked for the event. More exciting details to come!

ADVERTISING, PR & MEDIA UPDATES

- A digital radio buy on iHeart Radio has been purchased to promote the festivities on April 13. We will receive 200,000 impressions March 18-April 12, plus a display ad that is synchronized with audio for an additional 30,000 impressions. It's just another way to make a traditional means of advertising radio more targeted thru digital.
- A new :15 Waxahachie promo has been produced for our Top Texas Town sponsorship with *Texas Country Reporter*, plus we are circulating it on the CVB's Facebook page.
- The Waxahachie mural across from the Ellis County Museum was seen on the season opening for *American Idol* on March 3.
- Our digital marketing co-op partnerships with Shop Across Texas has resulted in the following articles:
<https://shopacrosstexas.com/hitherandyonder/spring-2019-trends/>

<https://shopacrosstexas.com/more-to-do/million-and-one-tulips/>

- Our local Hampton Inn is a part of a marketing co-op thru Hilton Travel, and it has generated a nice content marketing piece for Scarborough Renaissance Festival leading readers to book a room at the Hampton which = great visibility for Waxahachie.
https://travel.hilton.com/en_us/articles/make-your-way-over-to-the-renaissance-festival-c/
- The March issue of Texas Monthly Magazine has a nice 1/3 article on Poston Gardens that is added value for the CVB being an advertiser.
- The CVB now has an Instagram account with 150 followers and counting. The Visit Waxahachie, Texas Facebook page is about to cross the 10,600 mark of fans. Our Pinterest page attracts around 1,000 visitors per month per the Pinterest analytics that we have access to which does not cost us anything to maintain.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- The Sweethearts & Orphans Car Show had a nice gathering on Saturday, March 2 in downtown Waxahachie. Despite the unpredictable weather, there were around 40 cars on display downtown along with all of the touring they did of the city.
- We are less than 3 months away from the Lions Club International State Convention, and we are looking forward to helping make it a memorable event for everyone involved!

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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: March 6, 2019

Re: Civic Center – March 2019 Update

February: closed with 41 events booked including

- Vision Global Winter Conference
- Baylor Scott & White
- Daddy Daughter Dance (*Sold out in less than 3 days, 509 tickets*)
- First Look Clinic
- SkillsUSA Texas District 6
- Encore Performing Arts Dance Competition (*rebooked for 2020 & 2021*)
- Waxahachie Chamber Awards Banquet

March: currently has 60 events booked including

- Waxahachie Guitar Show
- Premier Gun Show
- Baylor Scott & White
- Vision Global
- Texas Mosquito Control Association
- Elliott Electric
- Desoto Police Department
- Ellis County Master Gardeners Lawn & Garden Expo (March 30th, 9am-5pm)

Up & Coming

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April Proms: Life School & WHS

CASA *Share the LOVE Gala*: Friday, April 5, 2019 at 6pm

City Limits Championships: Friday, April 19th & Saturday, April 20th, 2019

Ellis County Ducks Unlimited Dinner: Friday, April 26th, 2019 at 6pm

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

- Started irrigation/landscape work
- Installed the kettle
- Installed the pavers
- Started lighting work

Star Plaza

- Started irrigation/landscape work
- Installed shade sails (carpets)
- Started install of metal star
- Started lighting work

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Memorandum

To: Waxahachie Community Development Corporation
From: Waxahachie Sports Complex
Thru: Michael Scott, City Manager
Date: 3-6-2019
Re: March Sports Complex Report

Tournaments 2019 **March**

Texas Sporting Events Baseball – 2nd & 3rd (Rained Out)

- 9th & 10th
- 30th & 31st

Grand Slam Girl's Fast Pitch Softball – 9th & 30th

American Sporting Events Baseball – 16th & 17th

3xtreme Slow Pitch Softball - 2nd (Rained Out) & 23rd

9u Preseason Baseball Tournament – 23rd

Leagues

Waxahachie Youth Girl's Fast Pitch Softball League – **Begins March 25th**

Adult Softball League – **Begins March 11th**

Waxahachie Youth Soccer League – **Begins March 16th**

Red Oak Youth Soccer League – **Begins March 16th**

YMCA Soccer League – **Begins March 9th**

Tomahawks 7v7 Flag Football – **Begins March 22nd**

Games

Spartans Home School Baseball – March 7th, 11th, 14th, 21st, & 26th

SAGU Baseball – March 16th & 29th

SAGU Softball – March 15th & 30th

Ovilla Christian Baseball – March 18th & 28th

Ovilla Christian Softball – March 19th & 25th

Projects

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

New outfield windscreens are in transit to be replaced where needed.

Parking Lot Phase II is currently under design with a cost projection to be brought to you once completed.

Volleyball courts are currently under design with opinion of probable cost to be completed soon.

Noteworthy Activities

Currently accepting applications for a maintenance worker position






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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager 
Date: 3/6/2019
Re: WCDC Beautification Report

Beautification Department Report:

March 12th, 2019

Completed Projects

- 14 new planters on Highway 77 median. The planters are self-watering, 74 inches in diameter and 18 inches tall. Each one has a water holding capacity of 38 gallons that slowly wicks up into the grow bed supplying water to plant roots.
- Bynum Plaza landscape lighting. Color changing RGBW (red, green, blue, white) LED's on crape myrtles, accent trees and fountain. The system can produce over 16 million colors. Additional white down lights have been added to the larger shade trees. The controller is pre-programmed with color themes that I created for holidays and events happening within the City of Waxahachie.
- Christmas light decorations have been ordered.

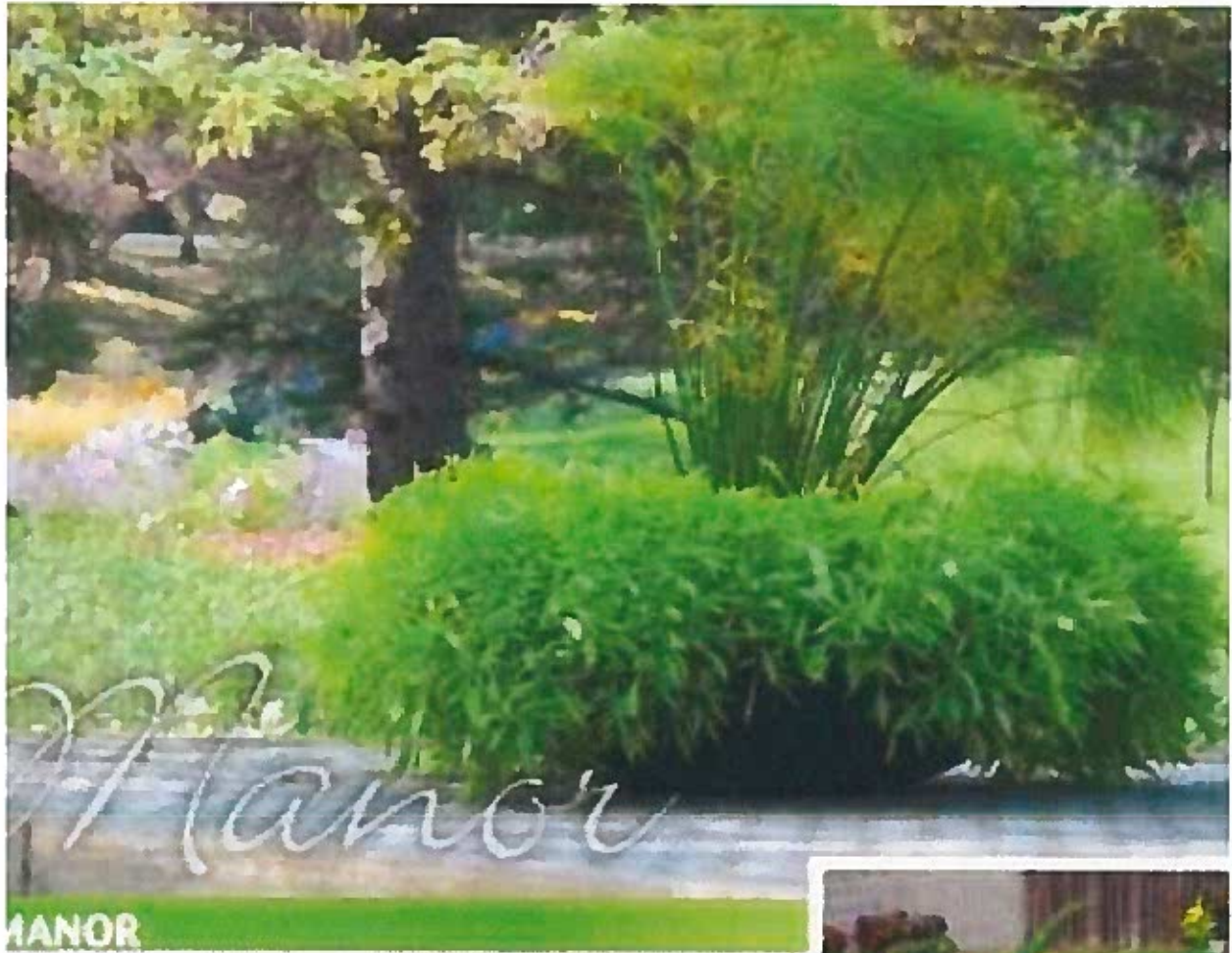
Projects Currently Working On

- Spring change out programing.
- Broadhead median planting. I placed an order for plant material. Waiting for the weather to cooperate for installation.
- SoCo Depot new Landscape Improvements.

Future Projects

- City Hall Landscape Improvements. May
- Oak Lawn Beautification. Trees, Irrigation, Shrubs, Flower beds.
- Broadhead median #2 landscape install. June
- Park Schoolhouse Road landscape install. June





MANOR 74

Dimensions:
188 cm Dia x 45.7 cm H
(74" Dia x 18" H)

Water Reservoir:
146 l. (38½ U.S. Gal)

Soil Capacity: .65 m³
(0.85 cubic yards)



MANOR 60

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