

Waxahachie Community Development Corporation
March 12, 2019

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, March 12, 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
Kevin Strength, Mayor
Bob Lynn
Layne Ballard

Member Absent: Michael Scott, City Manager

Ex-Officio

Member Present: Charles Harris, Director of Finance

Ex-Officio

Members Absent: 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
John Smith, Director of Parks and Recreation

1. Call to Order

President Dan Morton called the meeting to order. He congratulated Mike Ramsey, Kevin Strength, and Bob Lynn on their awards they received at the Waxahachie Chamber Banquet. He thanked them for their commitment to excellence and their service to the city.

2. Approval of minutes of the Waxahachie Community Development Corporation meeting of February 12, 2019

Action:

Vice President John Sanders moved to approve minutes of the WCDC meeting of February 12, 2019. Mayor Kevin Strength seconded, All Ayes.

3. Consider Waxahachie Community Development Corporation Financial Report for year ended September 30, 2018

President Morton noted in reviewing the 2018 Financial Report sales tax was up and expenditures down making for a good year.

Finance Director Charlie Harris presented the Waxahachie Community Development Corporation Financial Report for year ended September 30, 2018. He reviewed the Independent Auditor's report noting the financial statements presented fairly, in all material respects, the respective financial position of the governmental activities and each major fund of the Corporation, as of

September 30, 2018, and the respective changes in financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America. Mr. Harris reviewed the following financial highlights:

- Received an increased credit rating from A- to A+
- Reviewed adopted budget versus actual budget. Budget adjustments for the year included Civic Center Projects, Amphitheater, and purchase of old Magnabland Property
- Healthy fund balance to operate for 157 days
- “Clean”, unqualified opinion, which is the highest level that can be given

The board thanked Mr. Harris for his work.

Action:

Mr. Mike Ramsey moved to accept the Waxahachie Community Development Corporation Financial Report for year ended September 30, 2018 as presented. Vice President John Sanders seconded, All Ayes.

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

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

FESTIVAL & EVENT UPDATES *Upcoming Events for Spring 2019 (featuring Waxahachie Arts Council Member Events):*

- Tulip Festival Month – Opening March 15th, due to weather delay; 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 Crape 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!

Mayor Kevin Strength inquired about the hotel occupancy and Ms. Mosley noted that is tracked weekly and trending well for our area.

5. Hear update of activities at the Civic Center

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

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

- 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 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

6. Hear update of activities at the Sports Complex

Mr. James Villarreal, Recreational Superintendent, praised his staff for working through the rain to prepare the fields for tournament play this past weekend. He reported the Sports Complex page on the city website has recently been updated. Mr. Villarreal presented the following monthly 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.

7. Hear update of Community Beautification

Mr. John Smith, Director of Parks and Recreation, presented the following monthly report:

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.

Current Projects

- Spring change out programing.
- Broadhead median planting. 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)

President Morton announced he has received nothing but good things about beautification around the city. He praised Mr. Chris Seale for a job well done noting he is an asset to the city and he is proud to have support from the Waxahachie Community Development Corporation.

Mayor Strength inquired about the Oak Lawn Park update. Mr. Gumaro Martinez, Assistant Parks and Recreation Director, explained the pavilion for the park has been ordered and he is putting together a concept plan to do new landscaping improvements. Assistant City Manager Albert Lawrence explained landscaping improvements will be done in this budget cycle and greater improvements will be done with the future budget cycle.

8. Public Comments

President Morton announced the Amphitheater Project is progressing.

9. Adjourn

There being no further business, Mayor Kevin Strength moved the meeting adjourn at 4:00 p.m. Vice President John Sanders seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary