

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, February 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 December 18, 2018
3. Hear update of activities from Convention & Visitors Bureau Director
4. Hear update of activities at the Civic Center
5. Hear update of activities at the Sports Complex
6. Hear update of Community Beautification
7. Public Comments
8. 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.***

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, December 18, 2018 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

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

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

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

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
John Smith, Director of Parks and Recreation
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 November 13, 2018

Action:

Vice President John Sanders moved to approve minutes of the WCDC meeting of November 13, 2018. Mr. Mike Ramsey seconded, All Ayes.

3. Consider using CVB Contingency Funds for Poston Gardens Sponsorship

Mr. John Poston, Poston Gardens, 900 Cantrell Street, Waxahachie, presented an aerial view of the location of Poston Gardens noting it will be located adjacent to Daymark Living Residents and will be seen from IH35. He stated over 1 million tulips will bloom in March and April of 2019. The venture is for profit and proceeds will go to scholarships for Daymark Living Residents living expenses. The main business is a tulip picking garden and is a great work opportunity to the residents of DayMark Community. Mr. Poston stated the barns on the property will be used as entertainment and gift shops, and parking will be around the barns in designated parking areas.

Ms. Laura Mosley, Director of Convention and Visitors Bureau, stated on March 30, 2019 a Tulipalooza will be held with a 5K run, BBQ, Live Music. She stated Getzendaner Park will be reserved to hold events. She requested \$10,000.00 from the CVB contingency fund to sponsor the event.

President Morton thanked Mr. Poston for the presentation noting it will be a great event for the city and adding more beautification. He stated it is a great opportunity for Poston Gardens and the City.

Action:

President Dan Morton moved to approve \$10,000.00 from the CVB Contingency Fund to support Poston Gardens as presented. Mayor Kevin Strength seconded, All Ayes.

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

Ms. Mosley presented a revised Visitors Guide noting page 2 promotes the tulip garden and festival. She reported the recent Santa Run had a record number of participants this year and the addition of the Nutcracker sold out and was a positive economic impact for the City. Ms. Mosley stated Big Al will have two reindeers with Santa on December 20th from 7:00 p.m. to 9:00 p.m. for picture opportunities. Spring events scheduled for 2019 include: Tulip Festival Month at Poston Gardens in March, Classic Truck Nationals on April 13, Crossroads of Texas Film & Music Festival, plus Wonderful Women in Waxahachie scheduled from April 25-28. Ms. Mosley stated she is working on the Lions Club State Convention as well.

Ms. Mosley stated the CVB organized “Waxahachie Hotel Christmas Service Project” for the CVB staff and employees at the Waxahachie hotels to assist Waxahachie Care with packaging food for WISD families in need.

President Morton stated the Nutcracker was a great event and all involved were very thankful and appreciated of the WCDC assistance this year.

5. Hear update of activities at the Civic Center

Ms. April Ortiz, Civic Center Director, reported progress is being made outside the Center with the construction of the star plaza and fountain plaza. She stated the Center is very active with holiday events. Ms. Ortiz stated November closed with 47 events booked and December currently has 64 events booked. Upcoming events for 2019 include: Daddy Daughter Dance, Premier Gun Show, and Last Call Boutique Sale. She announced the Event Coordinator position has been filled and the new employee will start in January.

6. Hear update of activities at the Sports Complex

Mr. John Smith, Director of Parks and Recreation, reported activities have slowed down during the holiday season which gives the crew time to start the winter maintenance program with trimming trees throughout the complex, recondition the fields, and provide maintenance on the buildings. He stated the pond was stocked with 1,000 trout this month with another 1,000 to be stocked in January.

7. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, reported Christmas decorations are throughout the City including the lighted Christmas panels at the Courthouse. He stated the Waxahachie Express Train located

at the SoCo Depot has over 2,000 likes on Facebook. Mr. Seale stated spring blooming bulbs and winter color are planted at the Sports Complex, Rogers Street bed and Broadhead Road median noting the remainder of the bulbs will be planted within the week.

8. Public Comments

None

9. Adjourn

Mayor Kevin Strength thanked the Board and City Staff for their participation in beautifying the city. He wished everyone a Merry Christmas.

President Morton closed the meeting wishing everyone a Merry Christmas.

*There being no further business, Mayor Kevin Strength moved the meeting adjourn at 3:54 p.m. Vice President John Sanders seconded, **All Ayes.***


Respectfully submitted,

Lori Cartwright
City Secretary

(3)



Memorandum

To: Waxahachie Community Development Corporation
From: Laurie Mosley
Thru: Michael Scott, City Manager 
Date: February 7, 2019
Re: Convention & Visitors Bureau January-February 2019 Update

FESTIVAL & EVENT UPDATES

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

Forever Plaid – Presented by Waxahachie Community Theatre - February 15-17
University Church

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

Waxahachie Symphony Association – Henry Brun & The Latin Playerz - February 23; 7 pm
SAGU Hagee Communication Center Performance Hall, 1200 Sycamore

Tulip Festival Month - March 1-30; Poston Gardens

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

Radium Girls - March 1-3
Presented by Waxahachie High School Drama Department

Sweethearts & Orphans Car Show - March 1-2
Downtown Waxahachie

Junk in the Trunk - March 9; 9 am-1 pm
Downtown Waxahachie

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

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

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

ADVERTISING, PR & MEDIA UPDATES

- Our digital marketing co-op partnerships with Visit DFW and Shop Across Texas has resulted in the following articles:

[*Weekend Festivals in DFW: Your Ultimate Guide for 2019*](#)

[*7 Must-See Historic Places in DFW*](#)

<https://shopacrosstexas.com/hitherandyonder/editors-picks-what-to-wear-on-valentines-day-2/>

- Waxahachie experienced some online/social publicity for "The Daytripper" in regards to competing for a chance for him to choose Waxahachie as the destination for his Season Finale. We made it to the "Elite 8" status, but unfortunately did not make it the "Final 4" which is Wichita Falls, Palacios, Canton and Kerrville.
- Print ads have been placed in the major state travel publications for the month of April including: Texas Monthly, Texas Highways, Texas Coop Power Magazine and more.
- The billboards promoting Poston Gardens north and south on I-35E are part of the CVB's sponsorship for the tulip farm.
- Laurie, with the assistance of Bob Lynn, 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.
- Plus, Laurie has the ball rolling with 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 please 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 is excited about our local Hampton Inn & Suites taking advantage of a new Hilton marketing campaign called "Destination Marketing at Hilton" branding us as part of the DFW experience and other opportunities to gain business from Hilton connections.
- 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.



Memorandum

To: Waxahachie Community Development Corporation
 From: April Ortiz
 Thru: Michael Scott, City Manager 
 Date: February 7, 2019
 Re: Civic Center – February 2019 Update

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



(4)



(4)



(4)



(4)



(4)





Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 2-5-2019

Re: February Sports Complex 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

(5)



(5)



(5)



(5)



(6)



Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager

Date: 2/7/2018

Re: WCDC Beautification Report

Beautification Department Report:

February 12th, 2019

Completed Projects

- Poston Gardens donated 6500 tulips. 4000 of them have been planted around Getzendaner Park
- MTK 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

- I 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. I will install and plant these towards the end of February with trailing petunias.

- I 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. I'm 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

(6)



(u)



(u)

