

AGENDA

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, December 18, 2018 at 3:00 p.m.*** in the Waxahachie Civic Center Board Room, 2000 Civic Center Lane, Waxahachie, Texas.

Board Members: Daniel Morton, President
John Sanders, 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 November 13, 2018
3. Consider using CVB Contingency Funds for Poston Gardens Sponsorship
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
November 13, 2018

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, November 13, 2018 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

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

Member Absent: Kevin Strength, Mayor

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

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

Others Present: 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. Public Comments

None

3. Approval of minutes of the Waxahachie Community Development Corporation meeting of October 9, 2018

Action:

Mr. Mike Ramsey moved to approve minutes of the WCDC meeting of October 9, 2018. Vice President John Sanders seconded, All Ayes.

4. Discuss funding for Downtown Christmas Lighting Project and take any necessary action

Ms. Amber Caverly, President, Waxahachie Downtown Merchants Association (WDMA) and Downtown Merchant Mrs. Melissa Chapman requested funding for downtown Christmas lighting. Mrs. Chapman stated the WDMA would like to bring back the lights on downtown rooftops. She noted they received approval of all building owners except for one. Mrs. Chapman reviewed bids she received noting they are for a three year contract. She stated the vendors are aware the lights must be up by November 27th.

Vice President John Sanders stated he has visited with Mrs. Chapman and Ms. Caverly and suggested to expedite funding that is required in the first year due to time constraints and the WDMA can ask for reimbursements from their association and the TIRZ Board.

City Manager Michael Scott asked who the contract will be with and who is responsible for overseeing the project. He stated in the past it has been very difficult getting on top of the buildings noting the City does not want to take on liability if there is roof damage. He stated if the City is going to take on the liability, more contractors need to be considered. Mr. Scott asked about the method of installation, written approval from building owners giving access to roof tops, and accessing power resources. Mrs. Chapman stated she can get written approval from owners for roof access. Parks and Recreation Director John Smith stated there are meters on the side of the buildings on one block and power is located to the tops of the roof. He stated some electrical work will need to be factored in the cost.

Discussion was held and President Morton asked if the Board approves funding, who will take on the responsibility to oversee the project. Vice President Sanders suggested to approve the dollars subject to further confirmation of insurance and contractual approval of the City and property owners. It was also suggested to use a local company.

Mr. Scott suggested the WDMA be responsible for lighting this year due to the time constraints noting he is not comfortable with it.

Action:

After further discussion, Vice President John Sanders moved to approve up to \$7,000 for the Downtown Christmas Lighting Project with the hope and belief the WDMA will raise one half of the amount and meet the requirements the City needs for liability and contracts and negotiate the cost for years two and three Mr. Layne Ballard seconded.

Mr. Bob Lynn asked for clarification pertaining to the hope and belief mentioned in the motion noting it is vague and more specifics are needed. He asked if the City is going to be asked to write the contract, what is required, and can this project be completed in time to satisfy the needs of the request.

Mr. Scott directed to remove the City obligation noting WDMA will be responsible for contracting with a local installation company, as well as obtaining written permission from all property owners impacted, and obtaining liability insurance from vendors listing the WDMA, City and WCDC as insured entities. He stated this type of funding needs to be considered at the City's budget process and not two weeks before Thanksgiving. Mr. Scott stated because it is a downtown project, the TIRZ fund could provide a portion and the WDMA can participate with a partnership in donating funds.

Vice President Sanders rescinded his first motion and took action as follows:

Action:

Vice President John Sanders moved to approve up to \$7,000 for the Downtown Christmas Lighting Project with the WDMA reimbursing the WCDC up to 1/2 of these funds, utilize a local company, contract between WDMA and light installer, written permission from the downtown

building owners participating, and installer to provide insurance listing the WDMA, City and WCDC as additionally insured entities. Mr. Layne Ballard seconded, All Ayes.

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

Ms. Laurie Mosley, Director of Convention & Visitors Bureau (CVB), referenced the recent 23rd Annual Texas Country Reporter Festival noting most merchants downtown reported they had their best sales day ever. She reported the event stimulates a positive economic impact on downtown business as well as other businesses in town and hotels generating over \$200,000 in free publicity. Ms. Mosley reported at the festival \$7,000 was raised for the Downtown Merchants Association in the beer garden, \$1,000 for the Sheriff's Explorers, t-shirts for Waxahachie Fire and Police Departments charities, and another piece of street art/mural painted on the corner of Rogers and Jefferson valued at \$25,000. She reviewed the upcoming events:

- 6th Annual Festival of Trees – A Home for the Holidays - November 16-17; 5 pm-9 pm and 9 am-3 pm
- Junk in the Trunk - November 17; 9 am-1 pm
- Waxahachie Wine Walk - November 17 – 2 pm-6 pm
- Small Business Saturday - November 24
- Christmas Parade & Community Tree Lighting - November 27 – 6:30 pm
- Bethlehem Revisited - November 30, December 1-2 and December 7-9; 6 pm-9 pm
- A Christmas Carol Presented by SAGU - November 30-December 2
- Christmas Market & Gift Show - Sponsored by the Waxahachie Junior Service League
- Friday, November 30 – Preview Party from 6 pm-9 pm
- Saturday, December 1 – 10 am-5 pm
- Candlelight Home Tour - December 1-2; 2 pm-8 pm
- The Nutcracker - December 1-2; 2 pm
- Waxahachie Performing Arts Center
- Chocolate Sip 'N Stroll with Santa Photos - December 1; 2 pm-6 pm
- YMCA Santa Run - December 15

Ms. Mosley reported marketing for the Christmas events include advertisements in travel publications and a Holiday Kick-off story on WFAA's *Good Morning Texas* on November 30. She stated after the festival the Abilene market news stations highlighted one of the members on the mural team and something really nice the Waxahachie Police Department did for him. Ms. Mosley stated the CVB's marketing co-op with VisitDFW.com has generated stories about Waxahachie this past month. She reviewed other online articles that were recently posted marketing Waxahachie. The visit Waxahachie, Texas Facebook page now has over 10,000 likes. Ms. Mosley announced the *Wonderful Women in Waxahachie* event won one of the Texas Downtown Association's "2018 Best Promotional Event" awards noting the award was marked "Judges' Recognition."

6. Hear update of activities at the Civic Center

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

October: closed with 57 events booked including:

- Baylor Scott & White
- Waxahachie Chamber Annual Auction "WaxSafari"
- Just Between Friends Children's Resale Event; Rebooked for June 2019
- Action Fire Pros
- Vision Global
- Empowerment Ministries

November: currently has 47 events booked including:

- Waxacon; Rebooked for November 2019
- WX Leaders Summit; November 14th at 1pm
- Baylor Scott & White (6 total event days)
- Workforce Solutions
- Vision Global
- Coal City Cobb
- Refrigeration Design Technologies

Up & Coming

We will end our November and start our December with the Waxahachie Jr. Service League Christmas Market Show; Friday, November 30th 6pm-9pm (sold-out/tickets sold out in a little over 24 hrs.), Saturday, December 1st 9am-4pm.

Life Line Screenings will be here Wednesday, December 5th 8am-5pm, TSTC Graduation will be December 17th, as well as several Christmas parties.

As we gear up for the holidays, our decorating will start as well, you will start to notice our decorations going up the last couple weeks of November.

Facility

Margo Gordon, our F/T Event Coordinator put in her resignation and will be taking a position with the City of Dallas. As she completes her degree next month, she will be moving into her field, Sports & Recreation Management. It is bittersweet, but we wish her the best.

We posted the position within Neogov and have had a great response. Hoping to start interviewing within the next couple weeks.

Star and Fountain Plazas Project

The rain is continuing to play havoc with the work schedule, but has given us a few days of good weather.

A few things that have been started and/or completed: rough grading/excavation, electrical work (west end), remove white rock, import select fill. They are really in need of a week of a dry weather pattern for the next phase, but knowing that isn't in the forecast they have started on the manhole, drainage catch basins and pipe this week (Monday-Wednesday).

We have also selected the pole and fabric (shade sails) colors. We will be going with a black pole, and for the fabric colors: Terracotta, Desert Sand and Cinnamon.

We also had a sign made for each entrance to ask our clients "Please excuse our mess as we continue to make improvements to better serve you."

7. Hear update of activities at the Sports Complex

Mr. James Villarreal, Recreational Superintendent, reported the Complex was awarded the Women's Softball National Tournament to be held August 6, 2019. He stated teams from across the United States will participate. Mr. Villarreal stated the Sports Complex was rained out for 6 weekends in row from the weekend of September 22-23 through the weekend of October 27-28.

Mr. Villarreal reviewed the following report:

Tournaments 2018 - November

- Texas Sporting Events Baseball – November 3-4
- Arlington Grand Slam Fast Pitch Softball – November 3 and November 17
- American Sporting Events Baseball - November 17-18
- USA Softball of Texas – November 10-11

Leagues

- Waxahachie Youth Girl's Fast Pitch Softball League – Finishes November 13th
- Fall Adult Softball League – Finishes December 5th
- Waxahachie Youth Soccer League – Finishes November 18th
- Red Oak Youth Soccer League – Finishes November 18th
- YMCA Soccer League – Finishes November 17th
- YMCA Flag Football League – Finishes November 15th

Projects

Began working with the irrigator to set the wheels in motion to irrigate the north end of the Sports Complex near the Park Place entry gate. The irrigator began to bore under the drive on Wednesday, November 7th.

All playing fields normally over seeded with winter rye have been completed.

8. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, presented the following report:

Completed Projects

- Broadhead Road first island
- Fall decorations
- Rogers Street color change out
- Civic Center color change out
- Parks and Recreation office color change out
- Park Place color change out

Projects Currently Working On

- I'm meeting with the landscape lighting expert from Ewing to finalize the design and fixtures for Bynum Plaza on Friday.
- I'm putting together an order for winter shrub and flowers to go down in the bypass planters. We are expected to get a couple of early freezes in the next couple of days that will melt most of the plants currently down there.
- Lantana is on the ready to pull out any plants affected by the upcoming frost/freeze.
- John Smith and I met with Lantana to discuss the first phase of the Chautauqua landscape improvements.
- I'm currently working on a plant list for the courtyard area at City Hall. I've been playing around with different designs for the north side but I'm not happy with what I've come up with.

Future Projects

- City Hall Landscape Improvements. January-February
- Upper Chautauqua landscape Improvements. May
- Broadhead median #2 landscape install. June
- Park Schoolhouse Road landscape install. June

9. Adjourn

Mr. Bob Lynn recognized staff for their drive to achieve higher standards than previous budget years. He congratulated them on the work they do.

There being no further business, Vice President John Sanders moved the meeting adjourn at 4:09 p.m. Mr. Layne Ballard seconded, All Ayes.

Respectfully submitted,

Lori Cartwright
City Secretary



Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: December 5, 2018

Re: Consideration of Using CVB Contingency Funds for Poston Gardens Sponsorship

Poston Gardens is seeking sponsorship and support for the one million tulips that will bloom in March and April of 2019 in Waxahachie at the corner of Cantrell Street/FM 1446 & I-35E.

Not only will Poston Gardens be a month long attraction of its own, there will also be a "Tulipalooza" on March 30 in Getzendaner Park with a 5K run, bbq, live music and much more!

The event also meets the two-part test of usage of Hotel-Motel Tax:

1. Heads-In-Beds – We anticipate people traveling from all over the state of Texas and beyond to see OVER ONE MILLION tulips in bloom.
2. Marketing & Advertising – We anticipate to generate thousands of dollars in publicity from traditional news outlets and priceless coverage on all social media channels with a visual that cannot be found anywhere else in Texas.

(3)

It is the CVB's recommendation that \$10,000 of the CVB's contingency budget line item be used for sponsorship of the Poston Gardens event.

As always, thank you for your time and consideration of this item.

Sincerely,
Laurie Mosley
Director, Waxahachie CVB



(3)

900 Cantrell Street
Waxahachie, Texas
www.postongardens.com

POSTON GARDENS

Over one million tulips will bloom next March and April in Waxahachie, Texas, unlike anything the Lone Star State--or most of the US--has ever seen before. The one million tulips in a vast array of rainbow colors will benefit residents of Daymark Living, a community for people with intellectual and developmental delays (IDD) and bring economic benefits to the Waxahachie area as well.

Economic Impact to the City of Waxahachie

Tulip festivals in Washington and Michigan see hundreds of thousands of visitors during their respective tulip festival each year.

Greater Cause

The spring tulip festival is the brainchild of Daymark Living's founder, John Poston, who was seeking a way to provide financial independence for Daymark Living residents. Poston's son Michael lives with IDD and was inspirational in the creation of Daymark Living and the quest to find employment opportunities beyond minimum wage.

Partners

YMCA, Daymark Living Residents, Parking Co. of America, ABBOTT - IPCO, City of Waxahachie, Don Walker, Kars Tamminga, Thijs Van Zaal, KerryBrooke and Co. (Marketing), State Fair of Texas

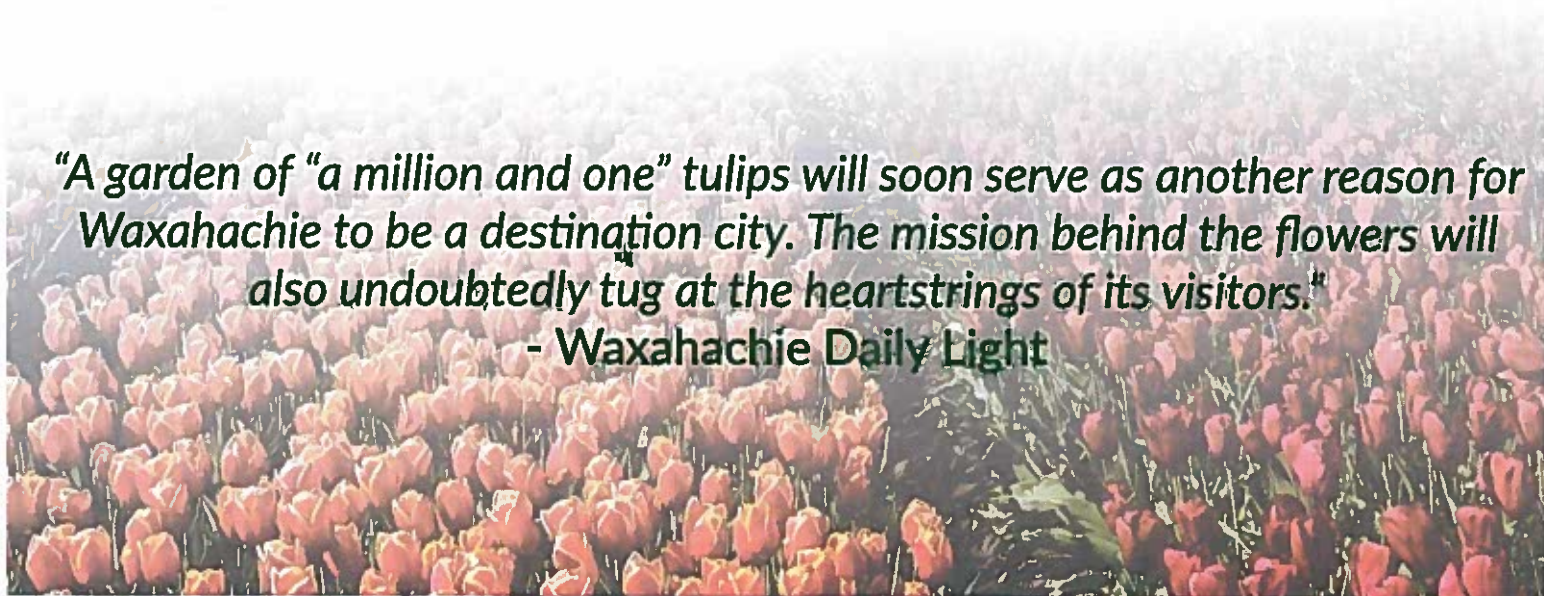
IMPORTANT DATES

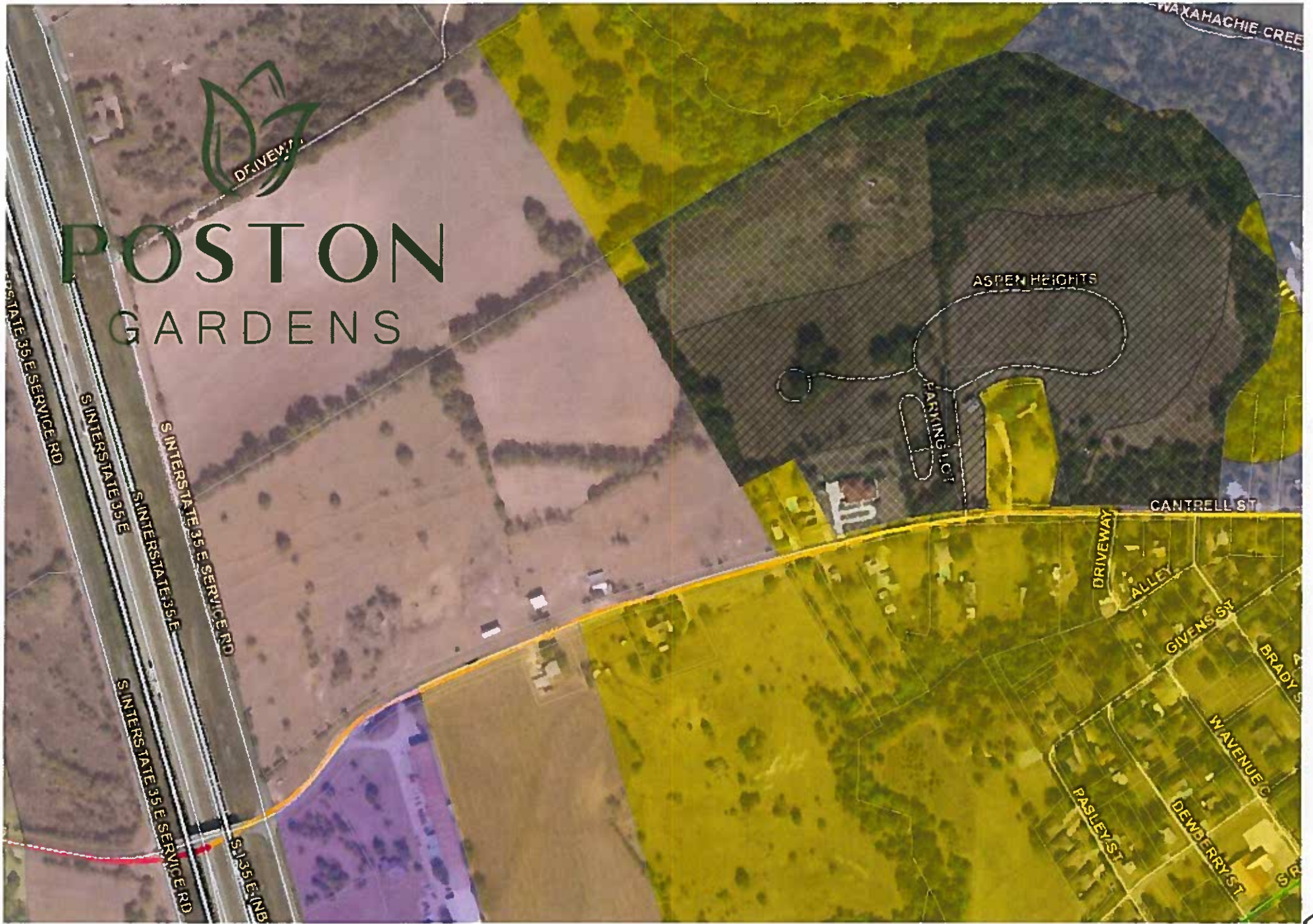
Opens March 1 (Friday)

Tulipalooza (March 30th) 5K run, BBQ, Live Music

"A garden of "a million and one" tulips will soon serve as another reason for Waxahachie to be a destination city. The mission behind the flowers will also undoubtedly tug at the heartstrings of its visitors."

- Waxahachie Daily Light







TBB

Poston

framework
diagram

Wanahatchie,
Terra
06/06/2018



TBB
2018 Bryan Street
Suite 100
Atlanta, GA 30309

The information shown
is based on the best
information available
and is subject to change

POSTON
GARDENS





Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: December 5, 2018

Re: Convention & Visitors Bureau December 2018 Update

FESTIVAL & EVENT UPDATES

The Waxahachie CVB staff has been in holiday hustle mode assisting and promoting a long list of Christmas events: Christmas Parade & Tree Lighting, Bethlehem Revisited, Santa Run, The Nutcracker and Candlelight Home Tour to name a few.

The combination of events from the first weekend of December resulted in a 4.1% occupancy increase for the Waxahachie hotels compared to the same week last year and a 5.7% increase in revenue.

The addition of *The Nutcracker* to the holiday line-up added a whole other level excitement and positive economic impact for the city, not only with the ballet crew staying in the hotels, but also with the ticket holders immersing themselves in town, eating in our restaurants and much more.

Both performances of *The Nutcracker*, including the Sugar Plum Fairy Experience, sold out. When speaking with some of the board members of the Pow Wow Players Booster Club, they are already brainstorming for 2019!

The \$10,000 sponsorship using CVB contingency funds that the WCDC board voted on will be paid directly to the Lake Cities Ballet and satisfy the agreement made with the Pow Wow Players Booster Club.

Still to come for Christmas 2018:

Caroling with the Mayor – December 14

YMCA Santa Run – December 15

Big Al's Santa & Reindeer Visit – December 20

As much fun as the CVB staff is having immersing themselves in Christmas, there are an array of 2019 events that are currently in motion, including:

Tulip Festival Month at Poston Gardens – March 2019

Classic Truck Nationals – April 13

Crossroads of Texas Film & Music Festival, plus Wonderful Women in Waxahachie – April 25-28.

ADVERTISING, PR & MEDIA UPDATES

- The *Good Morning Texas* coverage on November 30 kicking off their "Hometown Holiday" series went well including two segments that 1. Featured everything Waxahachie has to offer as it relates to shopping, dining, historic charm, etc. 2. Bethlehem Revisited.
- The Christmas publicity line-up included listings and/or ads in the following publications outside of Ellis County: Texas Highways, Texas Monthly, Texas Co-Op Power Magazine, 360 West, 94.9 KLTY (Christian Radio), WFFA 8, Fox 4 News, ShopAcrossTexas.com, VisitDFW.com, Texas Events Calendar and more.
- The Visit Waxahachie, Texas Facebook page now has nearly 10,300 likes (10,296 at the time of the report)

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- TICA Cat Show – December 8-9
- 2018 ARS National Hoopfest – December 14-15; Waxahachie High School

OTHER NEWS

- The CVB has organized another "Waxahachie Hotel Christmas Service Project" for the CVB staff and employees at the Waxahachie hotels to assist Waxahachie Care with packaging food. This year, the event will be on December 18 and everyone will help moved packed food for the "Night of Wonder" that is planned for WISD families in need.



Memorandum

To: Waxahachie Community Development Corporation
 From: April Ortiz
 Thru: Michael Scott, City Manager 
 Date: December 6, 2018
 Re: Civic Center – December 2018 Update

November: closed with 47 events booked including

- Waxacon; *Rebooked for November 2019*
- WX Leaders Summit
- Baylor Scott & White
- Workforce Solutions
- Vision Global
- Coal City Cobb
- Refrigeration Design Technologies

December: currently has 64 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 *(7 total event days)*
- United Way of West Ellis County *Havana Nights NYE Party*

Up & Coming

As we are still working to get thru the holidays, we are in full planning mode for the Daddy Daughter Dance already. Our 2019 theme will be "Rainbow Wishes & Unicorn Kisses". The artwork is currently being finalized now and then sent to the printer, and tickets will go on sale January 2nd.

Premier Gun Show: January 12th & 13th
Last Call Boutique Sale: January 25th & 26th

Facility

We have filled our Event Coordinator position, our new employee Rosa Garcia, formerly with the City of Glenn Heights; is tentatively scheduled to start around the 13th. We look forward to having her join our team.

Star and Fountain Plazas Project

We have now had some dry weather and been able to get some progress made:

Fountain Plaza

- Completely removed light footing
- Installed drainage
- Utility rough work/boring

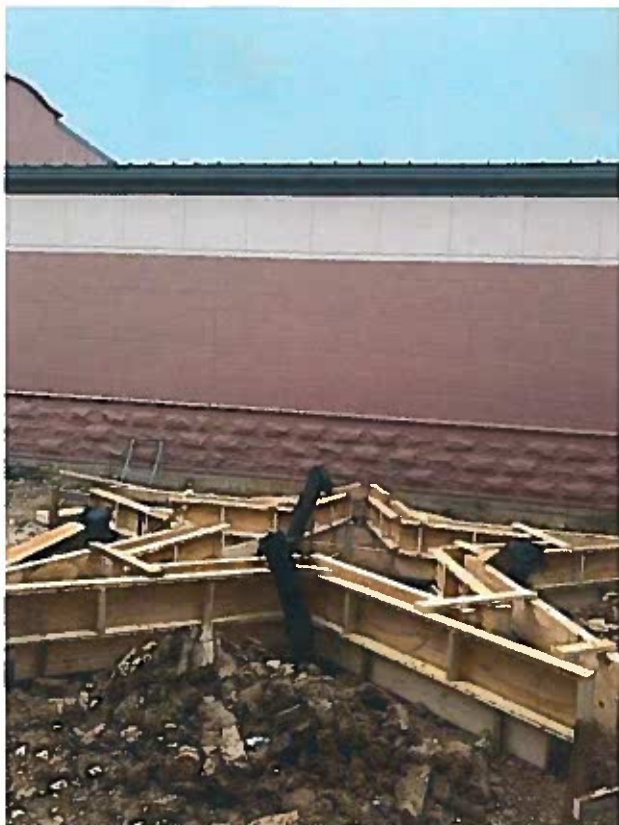
Star Plaza

- Installed drainage
- Utility rough work
- Survey and start footing for star
- Forming footings/walls
- Boring











Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 12-5-2018

Re: December Sports Complex Report

Tournaments 2018 December

3xtreme Sports Toy Drive Tournament – Dec. 8th

Leagues

Waxahachie Youth Girl's Fast Pitch Softball League – **Finished November 13th**

Fall Adult Softball League – **Finished December 5th**

Waxahachie Youth Soccer League – **Finished November 18th**

Red Oak Youth Soccer League – **Finished November 18th**

YMCA Soccer League – **Finished November 17th**

YMCA Flag Football League – **Finished November 15th**

Projects

The irrigator continues to work on the north drive project and should be finished within the week.

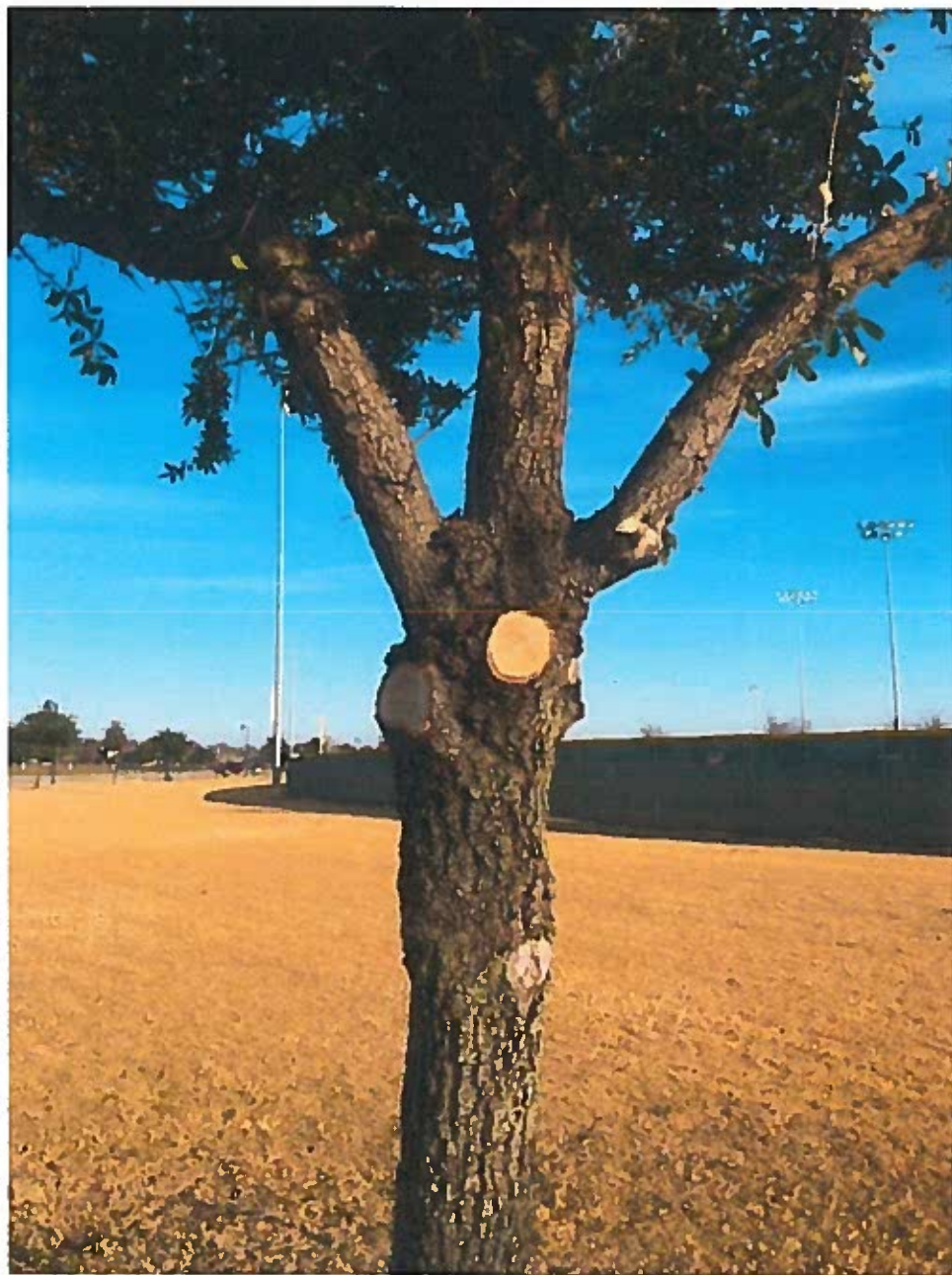
Started our winter maintenance program with trimming of trees throughout the complex and will continue to work on other projects during the winter months.

The pond was stocked with 1,000 trout this month with another 1,000 to be stocked in January.





(6)







Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager

Date: 12/6/2018

Re: WCDC Beautification Report

Beautification Department Report:

December 11th, 2018

Completed Projects

- Christmas decorations throughout the City.
- Lighted Christmas panels at the Courthouse.
- The Waxahachie Express Train at SoCo Depot.
- Spring blooming bulbs and winter color are in the ground at the Sports Complex, Rogers Street bed and Broadhead Road median.

Projects Currently Working On

- I'm working on getting the remainder of the spring blooming bulbs (tulips, narcissus and hyacinth) and winter annual color in the ground within the week.

Future Projects

- City Hall Landscape Improvements. January-February
- Upper Chautauqua landscape Improvements. May
- Broadhead median #2 landscape install. June
- Park Schoolhouse Road landscape install. June

