

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 27<sup>th</sup>.

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 ½ 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 23<sup>rd</sup> 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