

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, October 9, 2018 at 3:00 p.m.*** in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Board Members: John Sanders, President
Mike Ramsey, Vice President
Kevin Strength, Mayor
Michael Scott, City Manager
Bob Lynn
Daniel Morton
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. Reorganize the Board
3. ***Public Comments:*** Persons may address the Waxahachie Community Development Corporation on any issues. This is the appropriate time for citizens to address the Corporation on any concern whether on this agenda or not. In accordance with the State of Texas Open Meetings Act, the Corporation may not comment or deliberate such statements during this period, except as authorized by Section 551.042, Texas Government Code.
4. Approval of minutes of the Waxahachie Community Development Corporation meetings of August 14, 2018 and August 23, 2018
5. Hear update of activities from Convention & Visitors Bureau Director
6. Hear update of activities at the Civic Center
7. Hear update of activities at the Sports Complex
8. Hear update of Community Beautification
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.***

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, August 14, 2018 at 3:00 p.m. in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas.

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

Member Absent: Mike Ramsey, Vice President

Ex-Officio Charles Harris, Director of Finance
Members Present: Sandy King, President/CEO Chamber of Commerce

Ex-Officio
Member Absent: Lori Cartwright, City Secretary

Others Present: Albert Lawrence, Assistant City Manager
Amber Villarreal, Assistant City Secretary
John Smith, Director of Parks and Recreation
April Ortiz, Civic Center Director
James Villarreal, Recreational Superintendent
Chris Seale, Horticulturist

1. Call to Order

President John Sanders called the meeting to order.

2. Approval of minutes of the Waxahachie Community Development Corporation meeting of July 10, 2018

Action:

Mr. Dan Morton moved to approve minutes of the WCDC meeting of July 10, 2018. Mayor Kevin Strength seconded, All Ayes.

3. Consider use of contingency fund for sponsorship of *The Nutcracker* production

Ms. Sandy King introduced Ms. Jenny Bridges, Dr. Peggy Linguist, Mr. Andy Reynolds, and Mr. Tracy Jordan.

Mr. Reynolds, Waxahachie High School Drama Director, explained the Pow-Wow Booster Club and the Waxahachie High School Drama Department are seeking a \$19,000 sponsorship to bring "Lake Cities Ballet-The Nutcracker" to Waxahachie as part of the new WHS Performing Arts Center's debut season calendar and add more excitement to Waxahachie's list of Christmas

events. He noted the event would be a matinee show on Saturday and Sunday, December 1-2, 2018 strategically not to compete with Bethlehem Revisited.

Mr. Tracy Jordan, past Director of Dallas Summer Musicals, explained this would be the only performance south of the Trinity and would showcase Waxahachie as a destination during the Christmas season.

Ms. Jenny Bridges, Waxahachie ISD Public Information Officer, reviewed the donated costs from Waxahachie ISD estimating at about \$15,820.

Ms. King explained the requested donation from the city would be used to pay the dancers and the Chamber of Commerce is willing to offer promotional marketing for the production. She noted at least 150 hotel rooms would need to be booked for cast and crew members alone.

Mr. Layne Ballard asked where the money from ticket sales goes and Ms. King noted revenues go to the Pow-Wow Booster Club which can serve as seed money for the following year's production.

Dr. Peggy Linguist, Pow-Wow Booster Club, explained this is a one-time request and thinks this is a sustainable model for a successful event each year.

Mr. Dan Morton and Mayor Kevin Strength spoke in support of the production.

Mr. Bob Lynn inquired about other sponsorships for the production. Mr. Reynolds explained he was presented with the idea at the end of July so there wasn't a lot of time to ask for other donations. He noted the full amount is needed to secure the production. Mr. Lynn offered to help seek sponsorships for the production to alleviate some of the financial burden to WCDC.

City Manager Michael Scott noted if the board approves the full request, it will deplete half of the contingency fund; however, the board does have the option to also allocate money from working capital to fulfill the request. Mr. Scott suggested committing to the \$19,000 so the contracts can be signed for the production and have the booster club solicit sponsorships to help WCDC recoup about \$9,000 of the full amount.

Action:

After a lengthy discussion, President John Sanders moved to approve funding for the Nutcracker production in the amount of \$19,000.00 and have the Pow-Wow Booster Club work with other groups to attempt to raise approximately \$9,000 of the \$19,000 and the WCDC Board will commit to the \$10,000 plus the guarantee. Mayor Kevin Strength seconded, All Ayes.

4. Consider Waxahachie Community Development Corporation 2018-2019 fiscal-year Budget

Mr. Scott presented the 2018-2019 Waxahachie Community Development Corporation proposed budget and noted council has reviewed it.

Finance Director Charlie Harris reviewed the budgets for Hotel/Motel fund, Civic Center Department, Sports Complex Department, Community Beautification Department and Debt Service. Mr. Harris stated revenues have increased in the last few months after a slow start to 2018. He explained after capital improvement projects in 2018, the rainy day fund is projected to have about an \$860,000 surplus next year.

It was noted the budget presented included the following 2019 Service Enhancements:

- VLC Controllers (Civic Center)
- Maintenance Worker (Sports Complex)
- North soccer fields and two baseball fields remodeled (Sports Complex)
- Irrigation installed near Park Place entrance (Sports Complex)
- Broadhead Road median landscape improvements (Beautification)
- Park Schoolhouse Road median landscape improvements (Beautification)
- Landscape lighting Bynum Plaza (Beautification)

President Sanders asked if money is budgeted in the Beautification department for Christmas displays and staff noted they will look into that.

The board requested further discussion of the budget to include money for parking lot improvements at the Sports Complex.

It was the consensus of the board to schedule a work session on Thursday, August 23rd at 2:00 p.m. to continuing discussions on the 2018-2019 WCDC budget.

5. Hear and discuss monthly activity updates from city staff

Mr. Scott explained monthly reports were in the agenda packet for review and entertained questions for staff.

Civic Center Director April Ortiz noted the preconstruction meeting for the star and fountain plaza will be held the week of August 27th.

6. Public Comments

None

7. Adjourn

There being no further business, Mayor Kevin Strength moved the meeting adjourn at 4:27 p.m. Mr. Ballard seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary

A special meeting of the Waxahachie Community Development Corporation was held on Thursday, August 23, 2018 at 2:00 p.m. in the Council Conference Room at City Hall, 401 S. Rogers, Waxahachie, Texas.

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

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

Others Present: Albert Lawrence, Assistant City Manager
Laurie Mosley, Director of Convention & Visitors Bureau
John Smith, Director of Parks and Recreation
James Villarreal, Recreational Superintendent
Chris Seale, Horticulturist

1. Call to Order

President John Sanders called the meeting to order.

2. Discuss Sports Complex Parking Lot

City Manager Michael Scott reported at the last board meeting, the Corporation's budget that was presented did not include the parking lot at the Sports Complex. Staff was tasked to come back and recap projects completed as well as projects pending. He stated last year at this time, we talked about breaking this project into a number of phases and staff made as much headway with the dollars tasked last year. Mr. Scott stated James Villarreal, Recreational Superintendent, got back with the engineering firm and refreshed the numbers for fiscal year 2018-2019 noting those were distributed to the board last week.

Mr. Villarreal recapped projects completed last year that included three phases in general being the service road entrance and triangle, Broadhead Road entrance, and Park Place entrance. Mr. Villarreal stated in last year's budget \$550,000 was allocated for the service road entrance and seal coating of the large parking lot. He stated the concrete parking with curb, gutter and striping, and the dumpster area were completed earlier this year.

Mr. Villarreal presented projected parking lot cost for the Broadhead Road entrance being asphalt, curb and gutter totals \$420,072. The cost for the service road new parking lot totals \$299,294 and the Park Place parking totals \$662,676. He stated the Broadhead entrance is used by the majority of attendees and participants and recommended moving forward with the entrance and budget for the Park Place entrance parking and service road parking in next year's budget.

President Sanders asked Mr. Villarreal to review the requested service enhancements for the upcoming fiscal year. Mr. Villarreal stated sprigging two baseball fields, north of the park near the dumpster area, and outside the fence at Park Place totaling \$117,000. He stated the request for a new employee is in the budget.

{Mayor Kevin Strength arrived at 2:16 p.m.}

Discussion was held pertaining to allocating funds for the next phase of projects at the Sports Complex. President Sanders stated earmarking approximately \$500,000 for fiscal year 2018-2019 is a large amount based on the cash the Corporation currently has. He recommended re-visiting earmarking funds in the spring with a budget adjustment keeping it as part of the request but don't take action at this time. Mayor Kevin Strength concurred.

Mr. Layne Ballard asked Mr. Villarreal what the time-frame to get the work done if the board re-addresses the request in April 2019. Mr. Villarreal stated June would be the best time due to soccer games being over.

Mr. John Smith, Director of Parks and Recreation, recommended approving engineering of \$55,000 for the Broadhead entrance and to look at a budget review in March 2019 so the project can start first of June.

3. Consider Waxahachie Community Development Corporation 2018-2019 fiscal year budget

Michael stated at the last meeting staff presented year end numbers, next year numbers and talked about the parking lot at the Sports Complex. He recommended the proposed budget as presented at the last meeting with the following amendments:

- \$55,000 for Kimley- Horn professional services for Broadhead road entrance to Sports Complex
- \$300,000 associates with funding of the Amphitheater
- \$40,000 increase for Christmas decorations
- \$10,000 for Oak Lawn tree project
- \$10,000 for City Hall landscape enhancements

Action:

President John Sanders moved to approve the Waxahachie Community Development Corporation budget subject to amendments presented by City Manager Michael Scott. Mayor Kevin Strength seconded, All Ayes.

Mr. Mike Ramsey referenced the Sports Complex and suggested naming the Sports Complex after Councilmember Chuck Beatty. The board will hold discussion at their next meeting.

4. Discuss downtown amphitheater project and take any necessary action

President Sanders presented an update noting the recent bid process generated five (5) bids ranging from \$3.5 million to over \$5 million. He stated since that time city staff and Halff and

Associates have been involved trying to figure out what can be done to adjust the project cost. President Sanders stated David Buchanan, Halff and Associates, is present to review multiple design concepts to adjust the cost and allow us to get to the \$3 million that we have funded through the bond issue.

Mr. Buchanan presented five (5) different options and alternatives to include removing the Flat Street connection, reducing capacity, alternating paving to concrete, reduce bollards, shifting the venue to the north, and less table seating.

After reviewing the options, President Sanders stated none of the versions met the monies that were funded. He stated Mr. Buchanan feels there is a lot of opportunity of grants for the trellis project. President Sanders stated if we elect to not do the Flat Street now, and enroll into the grant program, we might be able to continue the trellis and allow us to ask for approximately \$300,000 and complete the project except Flat Street. He recommended proposed project 1.1 to include alternate of paving to concrete, reduce the bollard space to ten (10') foot on center; remove Flat Street connection and no loss of seating and work towards a grant program for Flat Street.

Mr. Buchanan stated the grant program is normally 80/20 match and are geared to transportation and we can look at this to see how it will connect to the downtown area. He stated the grant needs to have the validity and specific to the connectivity.

Action:

President Sanders moved to accept project 1.1 and add \$300,000 to the total amphitheater project. Mayor Kevin Strength seconded,

City Manager Michael Scott asked for clarification noting the additional funding will be considered in item 3. He stated the board needs to accept the bid with the caveat that we are going to reduce the scope to recommendation 1.1 as outlined by Halff and Associates.

President rescinded his first motion, Mayor Strength rescinded his second.

Action:

President John Sanders moved to approve recommended bid and revise the scope to meet the requirements to, at the present time remove the Flat Street extension from the bid and electrical and lighting associated with the extension. Mr. Dan Morton seconded, All Ayes.

5. Adjourn

There being no further business, Mr. Dan Morton moved the meeting adjourn at 3:28 p.m. Vice President Mike Ramsey seconded, All Ayes.


Respectfully submitted,

Lori Cartwright
City Secretary

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Memorandum

To: Waxahachie Community Development Corporation
From: Laurie Mosley
Thru: Michael Scott, City Manager 
Date: October 3, 2018
Re: Convention & Visitors Bureau August 2018 Update

FESTIVAL & EVENT UPDATES

C10 trucks and NHRA Race Teams from all around the USA are responsible for revving up the excitement for the last 4 months of the year!

This is also the time of the year where Fall, Winter and Spring all collide with preparation and promotion of many exciting upcoming events – Texas Country Reporter Festival, WWII Reenactment, Christmas, Tulip Festival Month, Crossroads of Texas Film Festival and Wonderful in Waxahachie just to name a few that are all in the works.

Upcoming Events:

SCREAMS – September 28-29, October 5-6, 12-13, 19-20, 26-27

AAA Texas NHRA Fall Nationals - October 4-7, Texas Motorplex

4th Annual IOOF Oddfest - October 6, Singleton Plaza

Waxahachie Symphony Association – Saint Louis Brass - October 6; 7 pm

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Vintage Market Days - October 12-14, Ellis County Expo Center

Texas Country Classic Bluegrass Featuring Highroad & Southern Raised Band; October 26, SAGU

Texas Country Reporter Festival - October 27; 9 am-7 pm, Historic Downtown Waxahachie
Join Kelli & Bob Phillips, hosts of the weekly TV show, *Texas Country Reporter*, for the 23rd Annual Texas Country Reporter Festival. This one-day arts and music festival will take place around the historic courthouse square in downtown Waxahachie on Saturday, October 27, 2018 from 9 a.m.-7 p.m. Admission is FREE.

Festival goers will be entertained all day, including a free concert by Shenandoah. Surrounding the Waxahachie courthouse square will be more than 250 booths set-up with artists, craftspeople, food, live entertainment and some of the people who have been featured on *Texas Country Reporter* over the years.

Trick or Treat on the Square - October 31; 3 pm-5 pm, Downtown Waxahachie

Fall Farm-to-Table Feast - November 3, Downtown Waxahachie

Waxahachie WWII Weekend & Reenactment; November 9-11 (the big battle will be at 3 pm on Saturday, November 10), Historic Downtown Waxahachie

Ellis County Veterans Appreciation Ceremony; November 10, Waxahachie Civic Center

6th Annual Festival of Trees – A Home for the Holidays; November 16-17

ADVERTISING, PR & MEDIA UPDATES

- There was a nice article featuring Waxahachie on VisitDFW.com as part of our content marketing package that the CVB was able to share on the Visit Waxahachie, Texas Facebook page on August 24 - <https://visitdfw.com/waxahachie-things-to-do/>.
- The CVB office submits our upcoming events to numerous travel publications and DFW news outlets, and Waxahachie and the Texas Country Reporter Festival was picked-up to be featured in the GuideLive's article about "Your Guide to 75 Fall Festivals in North Texas." <https://www.guidelive.com/fun-places-and-events/2018/08/29/guide-75-fall-festivals-north-texas>
- Our content marketing package with VisitDFW.com also resulted in Waxahachie being a part of their "Trail Guide: Texas Dining Made in DFW" article showcasing the Doves Nest – <https://visitdfw.com/trail-guide-dining/>.

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- As a result of the content marketing package that we pay www.ShopAcrossTexas.com for, Waxahachie was included in their "Antiquing North Texas" article which was timely for the Round Top Antiques Fair fans.
- Shop Across Texas is also including Halloween in Waxahachie and SCREAMS in a variety of their online products valued at \$3,750 for FREE.
- The promotions of the Texas Country Reporter Festival is going great, and it should be another big year for the event and downtown. Some of the promotions include:
 - TCR Festival rack cards to be distributed at the State Fair of Texas in the Food & Fiber Building as part of the THC/Heritage Trails Information Booth.
 - Texas Monthly Magazine
 - Texas Highways Magazine
 - Texas Co-Op Power Magazine
 - Texas Music Magazine
 - 360 West
 - PLUS, thousands of dollars in "in-kind" publicity from our promotional partners.
- The Visit Waxahachie, Texas Facebook page now has 9,890 likes. The CVB hopes to hit the 10,000 mark by the end of October thru all of the TCR Festival Facebook posts.
- The #HachieHeart video that was created as part of the CVB's presentation to the Council of Governors at the Lions Club meeting in Kerrville in August to help promote the 2019 conference in Waxahachie has now been viewed nearly 23K times on the Visit Waxahachie, Texas Facebook page.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

NHRDA World Finals - October 12-13, Texas Motorplex

Waxahachie ISD Dance/Drill Team Color Run - October 13, Getzendaner Park

Legacy Run – 5k and 1 Mile Fun Run - October 20; 8 am

Group Tour: Arlington Women's Club

October 24; 9:30 am

Attendance: 100 women.

Main Program: Chautauqua Assembly, driving tour and lunch at Tuscan Slice

2018 DFW Area Beekeepers Conference - October 27, SAGU

Ultimate Street Night - October 27, Texas Motorplex

Salvation Army Boys & Girls Club of Ellis County 5K - November 3; 7:30 am, Downtown Waxahachie

O'Reilly TOPMA Outlaw Pro Mod Series - November 3, Texas Motorplex

Import Face Off - November 4, Texas Motorplex

OTHER NEWS

- The CVB coordinated a meeting with the Waxahachie hoteliers on Wednesday, September 26. The Hampton Inn, Fairfield Inn, Comfort Suites, LaQuinta, Best Western and Executive Inn & Suites were all in attendance. The only group missing was the Holiday Inn Express, and they already had training booked off-site.



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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: October 3, 2018

Re: Civic Center – October 2018 Update

September: closed with 45 events booked including

- Lula Roe Expo
- Ellis County College Fair
- Mentores Care
- Ten80
- Baylor Scott & White
- Premier Gun Shows

October: currently has 57 events booked including

- Baylor Scott & White (7 total event days)
- Waxahachie Chamber Annual Auction "WaxSafari"
- Just Between Friends Children's Resale Event; *Friday Oct. 19th 9am-6pm, Saturday Oct. 20th 9am-12pm & 1pm-6pm*
- Action Fire Pros
- Vision Global
- Empowerment Ministries

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Up & Coming

November: Waxacon, November 3rd & 4th from 10am-6pm; Ellis County Veterans Ceremony, November 10th at 10am; WX Leaders Summit, November 14th at 1pm

We will also be starting to plan for the Annual Daddy Daughter Dance in February.

Events

We now have a full staff and completed our 15th Annual Bridal Extravaganza *Market*, and it went great! Our whole team had a hand in pulling off this wonderful event, and I could not be more proud of the team that we have here at the Waxahachie Civic Center!!

(Pictures Below)

Star and Fountain Plazas Project

The work on the plazas started on September 18th. The rain has delayed the work several days but they continue to work when they can and the progress is exciting! Just some notes: They have completed the fencing for the equipment area behind the building; and installed the fencing around the plaza areas at the star and fountain areas, installed the temporary walkway by the meeting room entrance. The Crape Myrtle Trees in the fountain plaza area were removed, and we saved several trunk pieces to recycle into a plaque/frame as discussed. Also, we will have the first construction meeting on October 10th.



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Ellis County College Fair



Image Credit Palmer ISD FaceBook Page



Image Credit Palmer ISD FaceBook Page

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Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 10-3-2018

Re: October Sports Complex Report

Tournaments 2018 October

Texas Sporting Events Baseball – October 6th – 7th

October 20th – 21st

Arlington Grand Slam Fast Pitch Softball – October 6th – 7th

October 20th – 21st

American Sporting Events Baseball - October 13th - 14th

3xtreme Adult Slow Pitch Softball – October 13th

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Leagues

Waxahachie Youth Girl's Fast Pitch Softball League

Fall Adult Softball League

Waxahachie Youth Soccer League

Red Oak Youth Soccer League

YMCA Soccer League

YMCA Flag Football League

Projects

Reliable Paving has completed the parking lot project.

FIG Enterprises has completed the baseball common area sprigging.

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. Plans are to start this project the end of this month.

Began to scalp and vacuum clippings on playing fields for preparation to seed winter perineal rye grass.

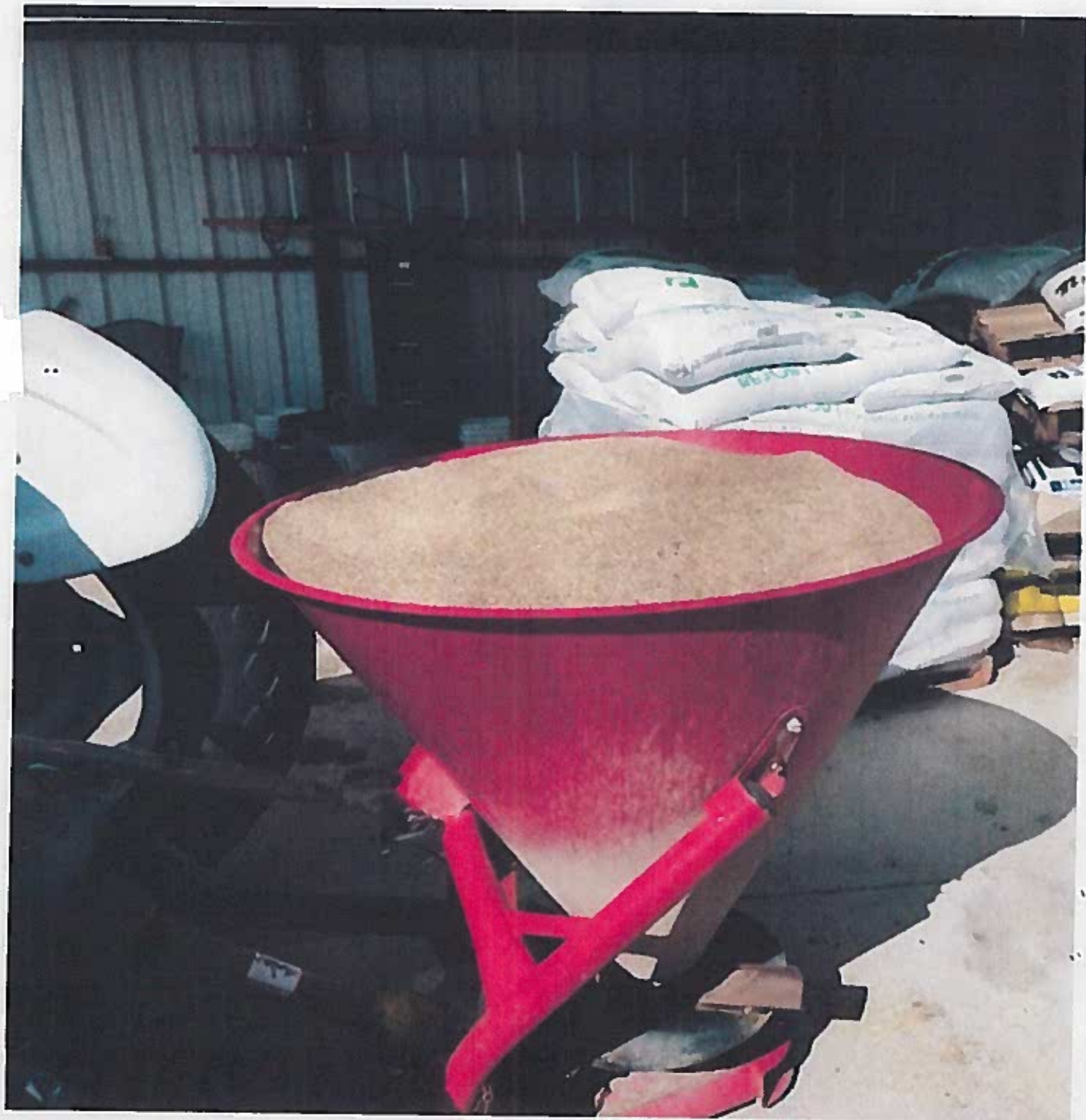
Notes

The sports complex held up very well during the heavy rains on the night of 9/21. We did have to cancel ALL games on 9/22 but suffered no damage.

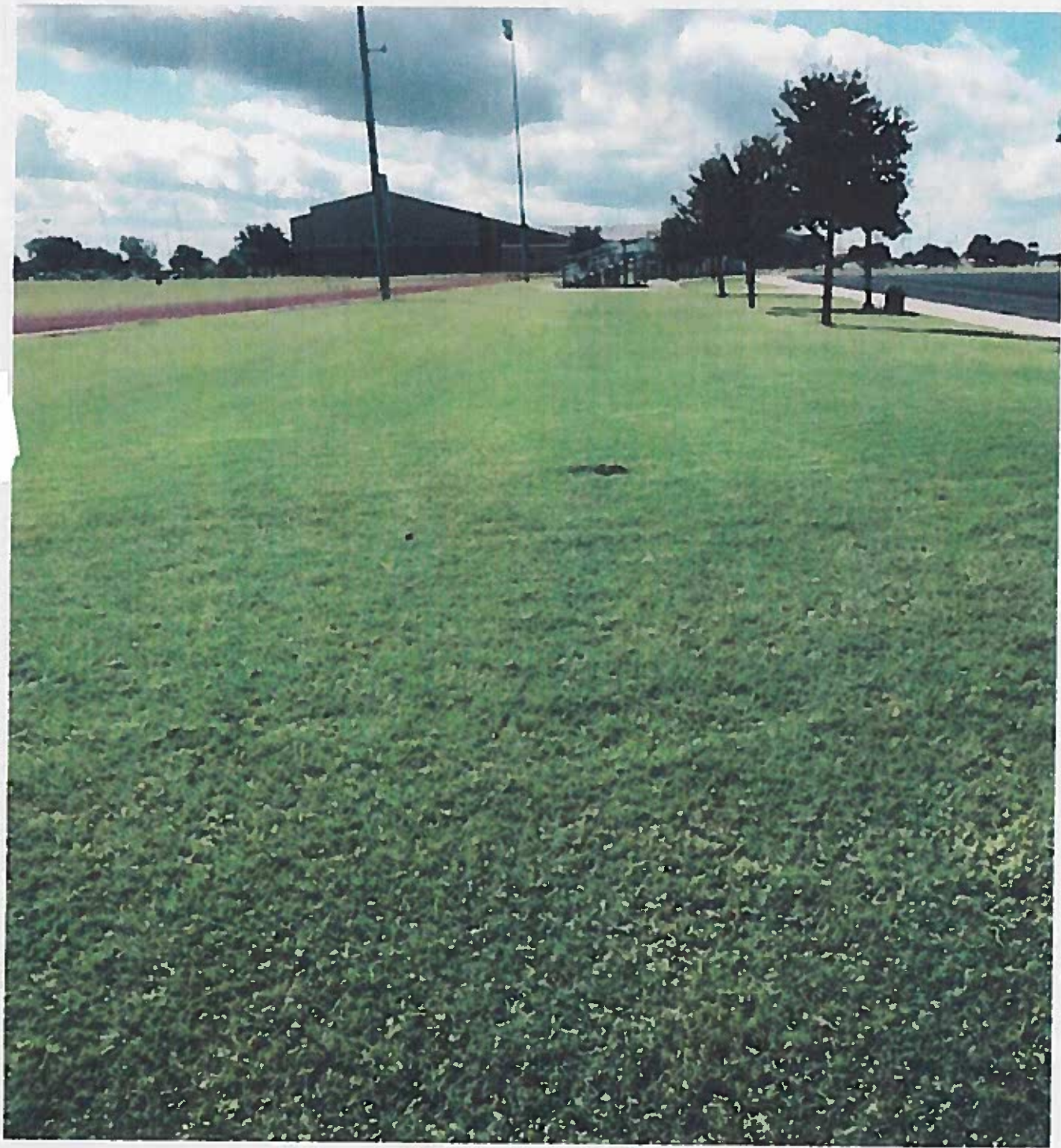




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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager 
Date: 10/9/2018
Re: WCDC Beautification Report

Beautification Department Report:

October 9th, 2018

Completed Projects

- Pumpkin, Hay and Cornstalks have been delivered

Projects Currently Working On

Rain has delayed several landscape installations that are currently in progress

- Broadhead Road Median- 1 of 3 plant deliveries has arrived. Soil delivery set for the 6th. Plant delivery set for the 8th. Installation of plant material set for the 8th weather permitting.
- Fall color change outs are in progress. City Hall and the Downtown planters will be complete by Friday. The Bypass planters will remain the same with exception to 4 planters receiving cornstalk topiaries.

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- Parking area across from the Depot- I have the plant material. Lantana is working on this project on Saturdays. Rain has been a factor in the delays.
- I'm have 6 Lighted Christmas trees being made for Bynum Plaza
- I had a landscape lighting expert, from Ewing Irrigation, come out to take a look at Bynum Plaza. He is working on a lighting design for me.

Future Projects

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

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