

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, February 13, 2018 at 3:00 p.m.*** in the City Council Conference Room, 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. Approval of minutes of the Waxahachie Community Development Corporation meeting of December 12, 2017
3. Consider use of contingency fund for sponsorship of Texas Country Reporter Festival
4. Hear update on Amphitheater project
5. Discussion of alternative funding opportunities for the Trestle Bridge and trail projects
6. Hear update of activities from Convention & Visitors Bureau Director
7. Hear update of activities at the Civic Center
8. Hear update of activities at the Sports Complex
9. Hear update of Community Beautification
10. Public Comments
11. 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.

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Waxahachie Community Development Corporation
December 12, 2017

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, December 12, 2017 at 3:00 p.m. in the City Council Conference Room, 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

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

Others Present: John Smith, Director of Parks and Recreation
Laurie Mosley, Director of Convention & Visitors Bureau
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 meetings of November 14, 2017 and November 28, 2017

Action:

Vice President Mike Ramsey moved to approve minutes of the WCDC meetings of November 14, 2017 and November 28, 2017. Mr. Daniel Morton seconded, All Ayes.

3. Consider funding for the Amphitheater construction project

President Sanders recapped previous meetings discussing the Amphitheater project and stated it takes approximately three (3) million in bond funding to complete the project. He stated through discussion it was determined the project could be funded, but other alternatives would help with the balance sheet. President Sanders reported at the recent Tax Increment Reinvestment Zone No. 1 (TIRZ) meeting the board approved 1 million dollars. TIRZ also approved 1/3 of the ongoing yearly maintenance cost for the Amphitheater. He reported the project plans are 75% completed. The splash pad will be broken into three (3) pieces to be utilized as needed. After meeting with Oncor to redirect overhead power lines and it was determined it can be achieved.

Mr. Jim Phillips, 606 West Marvin, Waxahachie, stated Halff and Associates, Inc. discussed the trestle and how it can be reutilized. He stated the park can open without it.

City Manager Michael Scott suggested when the city goes out for bids, restrooms and trestle can be bid as alternates.

The Board held discussion. Mr. Layne Ballard stated he is 100% in favor of the park but still struggling with the splash pad and the location of the pad as well as the cost, operation and use.

Action:

President John Sanders moved to approve Waxahachie Community Development Corporation bonding capacity up to 2 million for the Amphitheater construction project. Mayor Kevin Strength seconded, All Ayes.

4. Consider CVB Sponsorship for Signage at Texas Motorplex

Ms. Laurie Mosley, Convention & Visitors Bureau (CVB) Director, addressed the Board regarding CVB Sponsorship for Signage at the Texas Motorplex. She stated in September the Board held discussion about signage and billboards welcoming folks to Waxahachie. Ms. Mosley stated funds can be used for signage and billboards or we can advertise with the Texas Motorplex.

Texas Motorplex General Manager Andy Carter stated with their new schedule their goal is to fill hotels in Waxahachie three (3) to four (4) times a year. He noted Waxahachie has more to offer in terms of stays, shopping and restaurants.

Ms. Mosley stated advertising at Texas Motorplex is a healthy way to advertise and gives us an established presence at the Motorplex year-a-round.

Texas Motorplex Sales Director Terry Smith presented a handout depicting a 10' x 20' grand stand billboard noting it will be highly visible at all events and from the highway. The yearly commitment cost is \$10,000 and will include logo inclusion on highway marquee, logo with link on Motorplex home page, listing on corporate partner's page and special ticket pricing for events including hospitality for AAA Texas NHRA Fall Nationals.

Ms. Mosley stated it will be a good return on our investment and give both parties an opportunity to be financial partners.

Action:

After further discussion, Mr. Bob Lynn moved to approve sponsorship for signage at Texas Motorplex as presented. Vice President Mike Ramsey seconded, All Ayes.

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

Ms. Mosley, Director of Convention and Visitors Bureau (CVB), reported the Christmas parade and tree lighting was successful; it had a large attendance. She noted over 25,000 visited Bethlehem Revisited. Tour groups spent the night attending events around town.

6. Hear update of activities at the Civic Center

Ms. April Ortiz, Director of Civic Center, reported November closed with 39 events. WaxaCon was successful and they booked for 2018. December currently has 36 events booked. The Jr. Service League Christmas Market was very well attended. The Daddy/Daughter dance is expected to have 425 in attendance. The Bird blockers are installed. Mr. Bob Stoffels is working with the City Engineer on the sewer for the fountain outside the Crepe Myrtle room and plans should be back in January for consideration.

7. Hear update of activities at the Sports Complex

Mr. James Villarreal, Recreational Superintendent, reported they are working on bookings for 2018 for spring/summer tournaments. He reported Reliable Paving will start the large parking lot on the east side with seal coat and restriping. The triangle area is getting prepared for concrete. He reported there will be new concrete parking near the baseball fields and the parking lots on the west side need to be stripped. Restrooms are being cleaned and painted.

President Sanders stated with the base bid and alternates approximately \$97,000 left over and be left for next year.

8. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, stated planters have been changed out for winter colors and bulbs are being planted for the spring.

President Sanders stated the lights and hanging lights on the square look very nice. He recommended Mr. Seale visit with SAGU on how they install their Christmas lights.

9. Public Comments

Ms. Amy Hedtke, 106 Vanderbilt, Waxahachie, stated the school projects were voted down because things are all ready to high noting if the City wants to support the school district, the city taxes need to be lowered. She urged the Board to throw out the Amphitheater project, billboards, etc. noting something has to give.

10. Adjourn

There being no further business, Mr. Daniel Morton moved the meeting adjourn at 4:05 p.m. Vice President Mike Ramsey seconded, All Ayes.

Respectfully submitted,

Lori Cartwright
City Secretary

MEMORANDUM

(3)



TO: Waxahachie Community Development Corporation
FROM: Laurie Mosley, Convention & Visitors Bureau Director
DATE: February 8, 2018
SUBJECT: Consideration of Using CVB Contingency Funds for 2018 Texas Country Reporter Festival

The Waxahachie Convention & Visitors Bureau would like to propose utilizing at least \$16,250 of the CVB's contingency fund to reimburse the *Texas Country Reporter Festival* for the expense of the Waxahachie hotel rooms booked for years 2016, 2017 and proposed 2018.

The financial reports for the 2016 and 2017 *Texas Country Reporter Festival* are attached showing the revenue and expenses for each year along with the budget forecast for 2018.

With the reimbursement, there would still be a short-fall of \$11,000 to cover for 2018 that we will attempt to cover through sponsorships and booth rentals.

Moving forward, I would like to propose to budget \$10,000 each year in the CVB budget for a sponsorship of the *Texas Country Reporter Festival*.

The biggest thing that is not captured on the financials is the positive economic impact this event creates for our local businesses and hotels, plus the countless dollars of television and radio publicity that Waxahachie receives at no charge for hosting this event.

Local organizations like the Waxahachie Downtown Merchants Association have been able to use the event as a fundraiser thru beer sales creating dollars that they are able to reinvest in downtown events/promotions throughout the year.

Our city also benefits from long-term gifts like the mural on the side of the building across from the Ellis County Museum that would have normally cost \$25,000 for only the price of materials because it was an activity at the festival.

This is the largest one-day arts & crafts festival in the state of Texas, and I appreciate your support of the event.

Sincerely,
Laurie Mosley
Director, Waxahachie CVB

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	21st Annual	
	TEXAS COUNTRY REPORTER FESTIVAL	
	Financial Report - 2016	
	Balance from Last Year's Festival (2015)	\$12,867.95
	INCOME	
	Children's Activities	\$355.00
	Food Vendors (Phil Hull Concessions)	\$5,200.00
	Sponsors	\$9,000.00
	T-Shirt Sales	\$4,045.00
	Vendor Booths	\$36,260.00
	Petty Cash Returned	\$500.00
	TOTAL INCOME	\$55,360.00
	EXPENSES	
	Accommodations (Phillips, Prairie Dogs, Blues Boy, Wes	\$3,434.95
	Entertainment (Restless Heart)	\$17,500.00
	Entertainment (Prairie Dogs)	\$2,500.00
	Entertainment (Blues Boy Willie)	\$750.00
	Stage Manager	\$250.00
	Transportation (Local & Airport)	\$600.00
	Festival T-Shirts	\$4,097.05
	Food & Supplies (Non Green Room)	\$209.62
	Generators (Rental One)	\$3,571.02
	Green Room (Chamber, Carpet, Food & Supplies)	\$2,767.31
	Rental Supplies (Confetti's)	\$5,792.70
	Stage & Sound System & Backline (Eagle AVL)	\$19,751.00
	Petty Cash	\$500.00
	TOTAL EXPENSES	\$61,723.65
	Festival Ending Account Balance	\$6,504.30

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	22nd Annual		
	TEXAS COUNTRY REPORTER FESTIVAL		
	Financial Report - 2017		
	Balance from Last Year's Festival (2016)		\$6,504.30
	INCOME		
	Children's Activities	\$270.00	
	Food Vendors (Phil Hull Concessions)	\$5,200.00	
	Sponsors	\$14,500.00	
	T-Shirt Sales	\$2,840.00	
	Vendor Booths	\$34,485.00	
	Reimbursent of Tent Rental - Beer Garden	\$589.00	
	Petty Cash Returned	\$500.00	
	NSF Check Fees	\$64.00	
	TOTAL INCOME		\$58,448.00
	EXPENSES		
	Accommodations (Phillips, Praire Dogs, Blues Boy, Wes	\$6,215.70	
	Advertising (Posters & Rack Cards)	\$1,229.25	
	Banners	\$719.50	
	Entertainment (Exile)	\$10,000.00	
	Entertainment (Prairie Dogs)	\$2,500.00	
	Entertainment (Blues Boy Willie)	\$750.00	
	Entertainment (Mary Ann/Dawn Wells)	\$2,500.00	
	Entertainment (Western Swing)	\$1,900.00	
	Stage Manager	\$250.00	
	Security - Explorers	\$1,000.00	
	Transportation (Local & Airport)	\$600.00	
	Festival T-Shirts (856 shirts)	\$0.00	
	Food & Supplies (Non Green Room)	\$554.08	
	Generators (Rental One) includes Boom for Gonzo	\$4,619.48	
	Green Room (food/1517.69/carpet/548.83)	\$2,066.52	
	Rental Supplies (Confetti's)	\$6,430.70	
	Stage & Sound System & Backline (Eagle AVL)	\$22,108.80	
	Phillips Productions Expense Reimbursement	\$2,453.32	
	Paint Supplies for Mural	\$1,600.00	
	Petty Cash	\$500.00	
	TOTAL EXPENSES		\$67,997.35
	Festival Ending Account Balance		-\$3,045.05

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	23rd Annual	
	TEXAS COUNTRY REPORTER FESTIVAL	
	Budget Forecast - 2018	
	Balance from Last Year's Festival (2017)	-\$3,045.05
	INCOME	
	Children's Activities	\$300.00
	Food Vendors (Phill Hull Concessions)	\$5,200.00
	Sponsors	\$14,500.00
	T-Shirt Sales	\$4,000.00
	Vendor Booths	\$36,000.00
	Petty Cash Returned	\$500.00
	TOTAL INCOME	\$60,500.00
	EXPENSES	
	Accommodations (Phillips, Praire Dogs, Blues Boy, Wes	\$6,600.00
	Advertising (Posters & Rack Cards)	\$1,250.00
	Banners/Signage	\$1,000.00
	Entertainment (Headliner - TBA)	\$25,000.00
	Entertainment (Prairie Dogs)	\$2,500.00
	Entertainment (Blues Boy Willie)	\$750.00
	Entertainment (Western Swing)	\$1,900.00
	Stage Manager	\$250.00
	Security - Explorers	\$1,000.00
	Transportation (Local & Airport)	\$2,000.00
	Festival T-Shirts	\$4,500.00
	Food & Supplies (Non Green Room)	\$600.00
	Generators (Rental One)	\$3,600.00
	Green Room	\$2,100.00
	Rental Supplies (Confetti's)	\$6,430.70
	Stage & Sound System & Backline (Eagle AVL)	\$22,200.00
	Phillips Productions Expense Reimbursement	\$2,500.00
	Petty Cash	\$500.00
	TOTAL EXPENSES	\$84,680.70
	Proposed Festival Ending Account Balance	-\$27,225.75

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Convention & Visitors Bureau February 2018 Board Update

FESTIVAL & EVENT UPDATES

Our Waxahachie Arts Council members are hard at work for the first quarter of the year. The Waxahachie Community Theatre hosted their season kick-off event followed by their first production of the season.

The Ellis County Museum started their "Brown Bag Lunch Series" in January along with planning multiple events to coincide with the 50th Anniversary of the Gingerbread Trail in June. Other Arts Council events for the month include:

Brown Bag & History at Ellis County Museum

February 23; Noon

Ellis County Museum

For more information: 972-937-0681

Waxahachie Symphony Association – Best of Broadway: The Uptown Singers

February 24; 7 pm

SAGU Hagee Communication Center Performance Hall, 1200 Sycamore

www.waxahachiesymphony.org

The Waxahachie Downtown Merchants Association has multiple fun-raising events, including:

Downtown Dine Around

February 1-28

The entire month of February at participating restaurants in downtown Waxahachie.

For more information: www.downtownwaxahachie.com

2nd Thursday Ladies Night Out

March 8; 5 pm-8 pm

Every Month in Downtown Waxahachie with Participating Merchants

BOGO 2nd Saturday

March 10

Participating Downtown Merchants

Junk in the Trunk

March 10; 9 am-1 pm

Downtown Waxahachie

Other favorite annual events on the horizon:

Vintage Market Days

March 16-18

Ellis County Expo Center

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ADVERTISING, PR & MEDIA UPDATES

- Our print advertising campaign will continue in the state's major travel publications this spring: ***Texas Highways***, ***Texas Monthly*** and ***Texas Coop Power Magazine***. We also are participating in Winter issue of ***Texas Meetings and Events Magazine*** and Scarborough Renaissance Festival Souvenir Program.
- The Waxahachie CVB will be adding a digital partnership with ***Shop Across Texas*** to the marketing mix.
- Waxahachie can be seen in several niche publications promoting the Film & Music Festival including ***Authentic Texas*** magazine, ***Texas Music Magazine*** and ***Austin Monthly***, plus our two billboards on I-35E.
- **Visit Waxahachie, Texas Facebook page** currently has 9,296 likes. A new social media campaign is on the horizon as part of Laurie's Tourism College project.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

Skills USA District 6

February 15-17

Waxahachie Civic Center

1st Annual Sporting Clay Shoot

Hosted by Waxahachie Rotary Club

March 2

Ellis County Sportsmans Club

Sweethearts & Orphans Car Show

March 3

Downtown Waxahachie

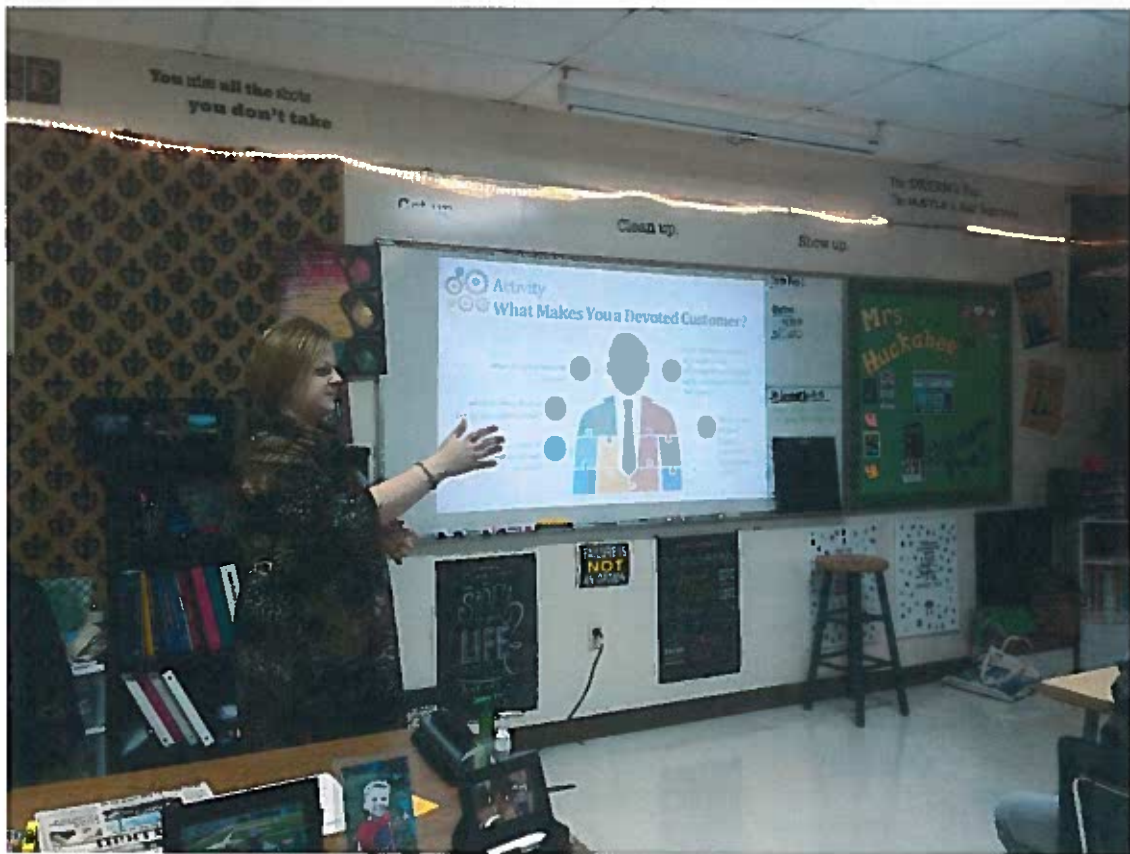
SAGU ½ Marathon took place on February 3 and it grew from 80 registrations last year to 149 this year with 6 states represented. One of the teams stayed at the Hampton Inn. The goal is to grow to 225 registered runners next year.

OTHER NEWS

Crape Myrtle Festival Chairman, Bonney Ramsey, and the CVB met with Chick-fil-A of Waxahachie and secured a sponsorship for the Crape Myrtle Festival in July. Please join us in thanking them!!

The Waxahachie CVB worked with Amber Huckabee, Career Technical Education Teacher at Waxahachie High School, to put nearly 60 students in the job corps thru ***Texas Friendly Hospitality Training***.

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WCDC Meeting

February 13, 2018

Welcome

December: closed with 38 events booked including

- Jr. Service League Christmas Market
- Vision Global
- Cotton Creek Capital/Coal City Cobb
- CNB Christmas Party
- WHS Quarterback Club Banquet
- Lillian Custom Homes
- International Extrusion
- Dart Container Christmas Party

January: closed with 46 events booked including

- Gun & Knife Show (*booked 2019 shows*)
- Baylor Scott & White Health Senior Leader Network Meeting
- Ellis County Republican Candidate Forum
- Triumph
- Desoto High School Winter Formal
- OnCor Employee Safety Conference (*3-day event*)

February: currently has 50 events booked including

- Daddy Daughter Dance (*505 tickets sold in a week, see pictures*)
- Lula Roe Expo (*booked for Fall/Sept 2018*)
- Waxahachie Guitar Show (*2/10/18 & 2/11/18; 10am-5pm*)
- OnCor PMDS Conference (*2-day event*)
- SkillsUSA Texas District 6 Skills Competition (*now a 3-day event; 2/15 – 2/17*)
- Lonestar Business Association
- Waxahachie Chamber of Commerce Annual Awards Banquet
- Encore Performing Arts Dance Competition (*3-day event; 2/23 – 2/25*)

Up & Coming

We are waiting to hear the final registration numbers from District 6, and just finalizing all other event details and hoping for good weather.

We are right around the corner from this year's prom season, but are currently getting all of our large proms scheduled for 2019.

One of our current part-time coordinator has accepted a promotion with her fulltime job, so she will no longer be able to commit to WCC. However, she has agreed to stay on and work the weekend shifts until we find a replacement. So we have that position posted and will be interviewing within the next few weeks.

Facility

We are working on getting our capital replacement items replaced, we received the quote for the office desks, tables and seating. We have requested a site visit to obtain a quote for the blind replacement from Stoneside.

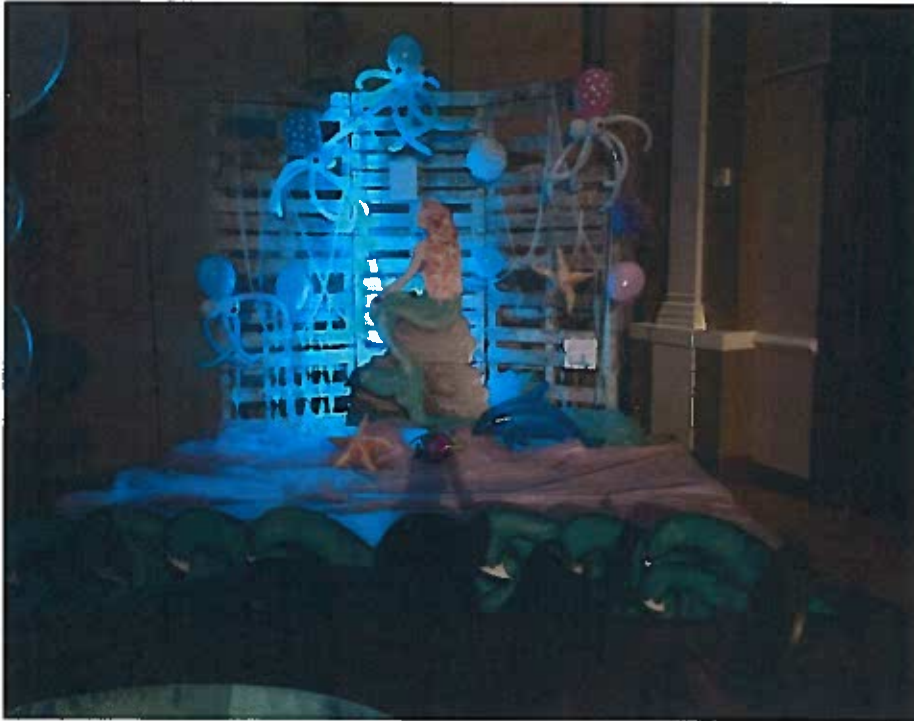
The outside trash receptacle choices were narrowed down to two and the quotes came in today. Once a selection has been made they will be ordered (within the next 2 weeks) and usually take 6-8 weeks for production and delivery.

Patio Project Update

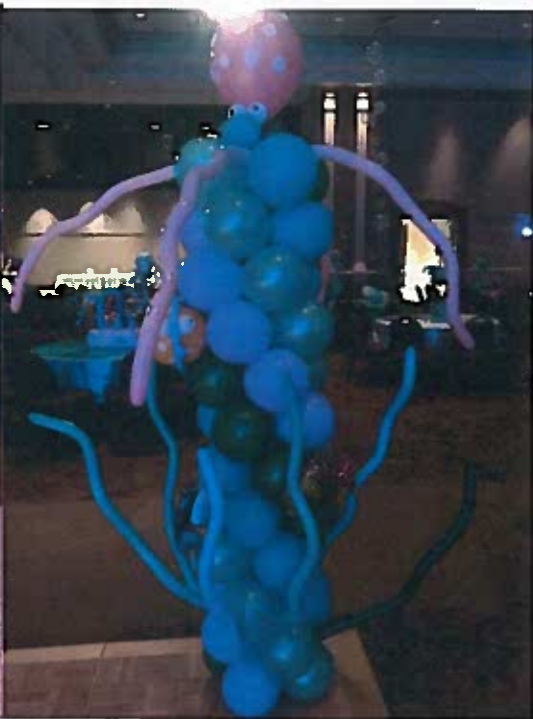
Met with Bob Stoffels last Friday and got some preliminary drawings and numbers; however, it does not include the electrical/lighting or the irrigation. He expects to have those figures in next week and plans on making a full presentation during the March meeting.

**The documents will be available for viewing at the meeting.*

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Waxahachie Sports Complex

Tournaments 2018

Texas Sporting Events Baseball
DYBAT Baseball Tournaments
American Sporting Events Baseball
Triple Play Baseball Tournaments
Slade Russo Baseball Tournament
Grand Slam Softball Tournaments
Arlington Girls Softball Tournaments
North Texas Sports Management Softball
3XTREME Softball Tournaments
Senior Slow Pitch Tournaments
VTD Junior National Fast Pitch Tournament
USA of TEXAS Senior Slow Pitch STATE
Waxahachie Soccer Tournament

Games

SAGU Baseball
SAGU Softball
Spartan Home School Baseball
Ovilla Christian Baseball
Faith Family Softball

Leagues

Waxahachie Adult Slow Pitch Softball
Waxahachie Youth Girl's Fast Pitch Softball
Waxahachie Soccer Association
YMCA Soccer
YMCA Baseball

Projects**Landscaping:**

Large entrance area in progress
Electricity buried and set for area
Large berms have been installed

Parking Lot Soccer Area:

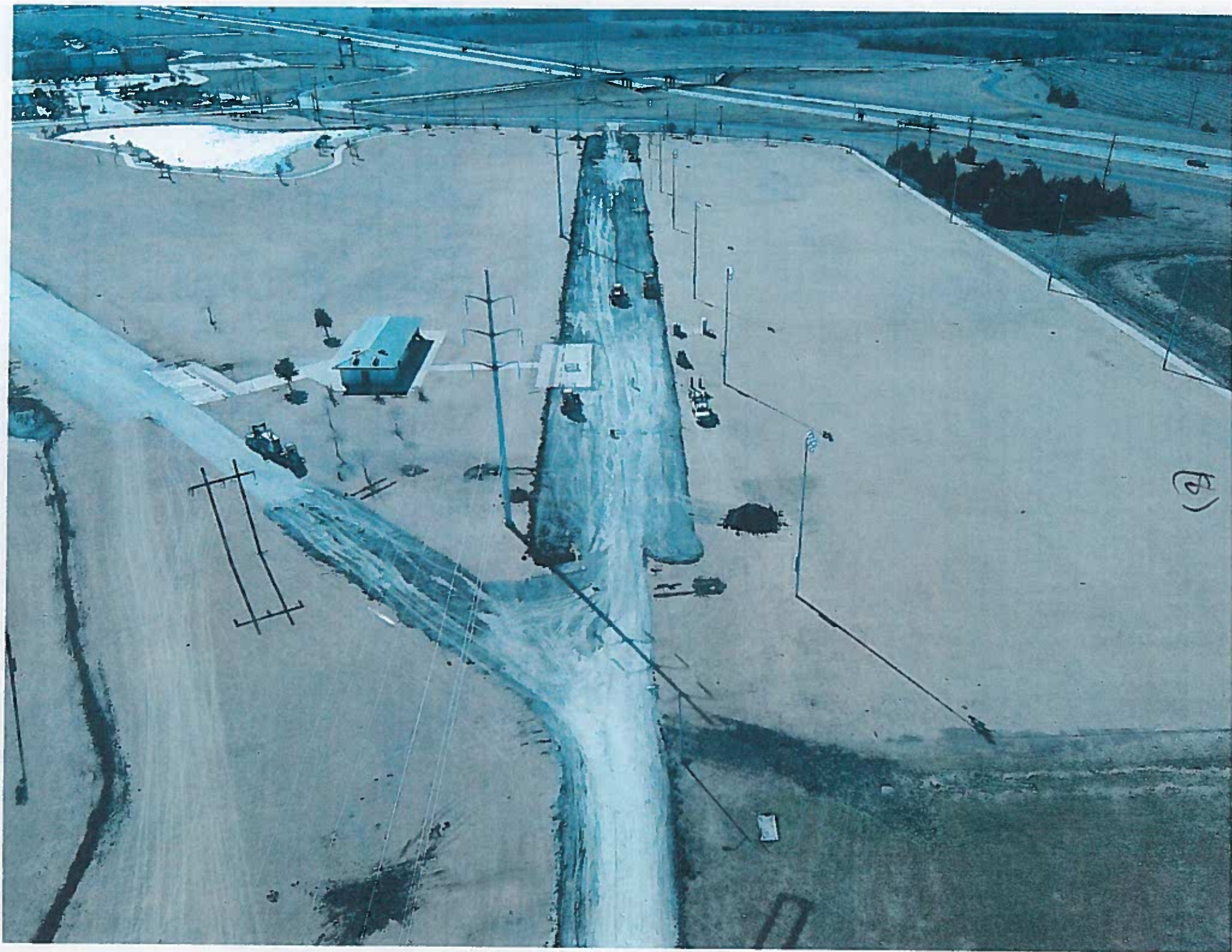
Large Parking Area is sealed and striped.
Soccer Parking is continued to constructed.

Playing Fields:

Preemergent herbicide has been sprayed.

Restrooms:

All restrooms have been painted.
Working on flooring.





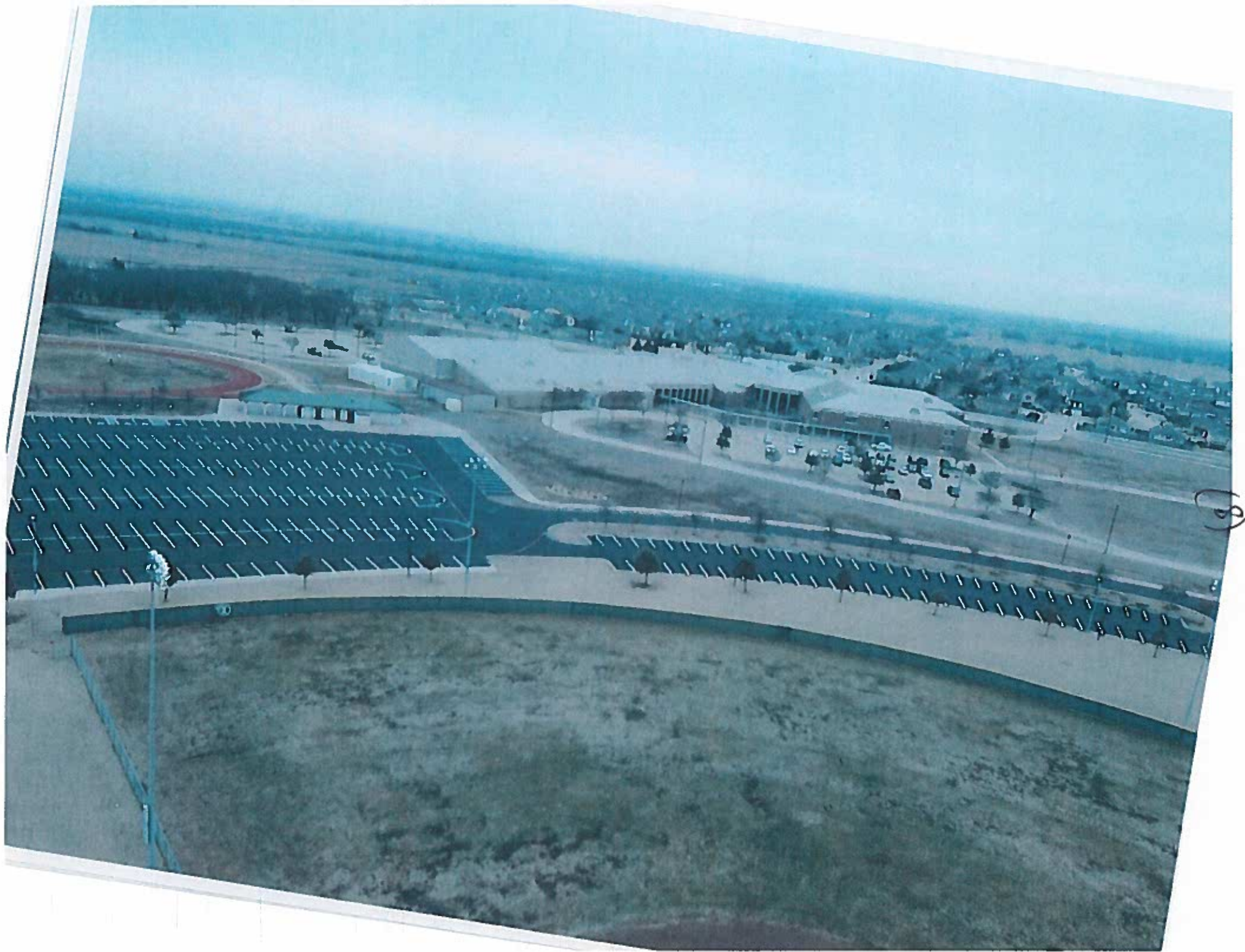
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Beautification Department Report:

February 13th, 2018

Completed Projects

- The Parking Garage wall planters were repaired and planted. I'm having issues with the drainage in planter 3 and planter 10. I've removed the soil out of #3 and it looks like I'll have to remove the liner to see what's going on underneath it.
- The Berms at the Sports Complex are almost complete. I'm waiting on a tree and plant shipment. I've decided to wait on planting annual color until spring (March 15th).
- The spring bulbs are all in the ground and coming up as scheduled. What to look for: Paperwhites- Clusters of fragrant white blooms on upright stems about 15 inches tall
- I planted 4 Avondale redbud trees at Bynum Plaza. Avondale's are quite unique as far as redbuds go. These trees are multi-trunk similar to a crape myrtle and grow upright with the same bright purple/pink blooms in the spring.
- I added small trees and shrubs to the planters at the Bypass as well as in the Downtown area. They are much more noticeable and create more of a presence. Some will be removed and some will stay the closer we get to the summer.
- Pond Landscape at Sports Complex. I removed what was left of the shrub roses at the top of the bed and replaced them with kaleidoscope abelia. I then surrounded the new shrubs with a chicken wire fence to keep beavers from destroying them. I placed a trail camera in the bed facing the pond to see if said beavers are still in the area.

Projects Currently Working On

- Park Schoolhouse Road (Service Enhancement). I'm in the process of sorting through the as-builds to get an idea on where and how many water meters will be needed. I've reached out to James Gaertner, the City Engineer, to help decipher the drawing. He's been a big help on this project.
- Broadhead Road (Service Enhancement). Still in the planning phase. I want to get Park Schoolhouse planned out before I start Broadhead.
- Parking Garage Landscape (Service Enhancement). I hired Kimley-Horn to create construction documents for this project.
- Woman's Building. Planning stage. After looking at the as-builds, it had been determined that a little more irrigation work is needed before starting on the flowerbed at the sign.
- Madison X Elm. Very small project across from Parks and Recreation offices. Creating a decomposed granite walkway on one half and a mulched bed on the other, with 2 planters in between the crape myrtles.

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- There have been a number of City departments wanting to beautify the fronts of their buildings. Streets Department asked me to design a maintenance free landscape for the front of their building. Animal Control, Cemetery and Waste Water have asked for my help.
- Enchanted Gardens Sign Bed landscape
- Civic Center secret garden

Future Projects

- Accent lighting for Bynum Plaza
 - Adding more spring blooming trees to Bynum Plaza
 - Parking area across the street from the Train Depot
 - Broadhead medians landscape install (Service Enhancement)
 - Park Schoolhouse Road landscape install (Service Enhancement)
 - Parking Garage Construction Documents (Service Enhancement)
 - Parking Garage Landscape (Service Enhancement)
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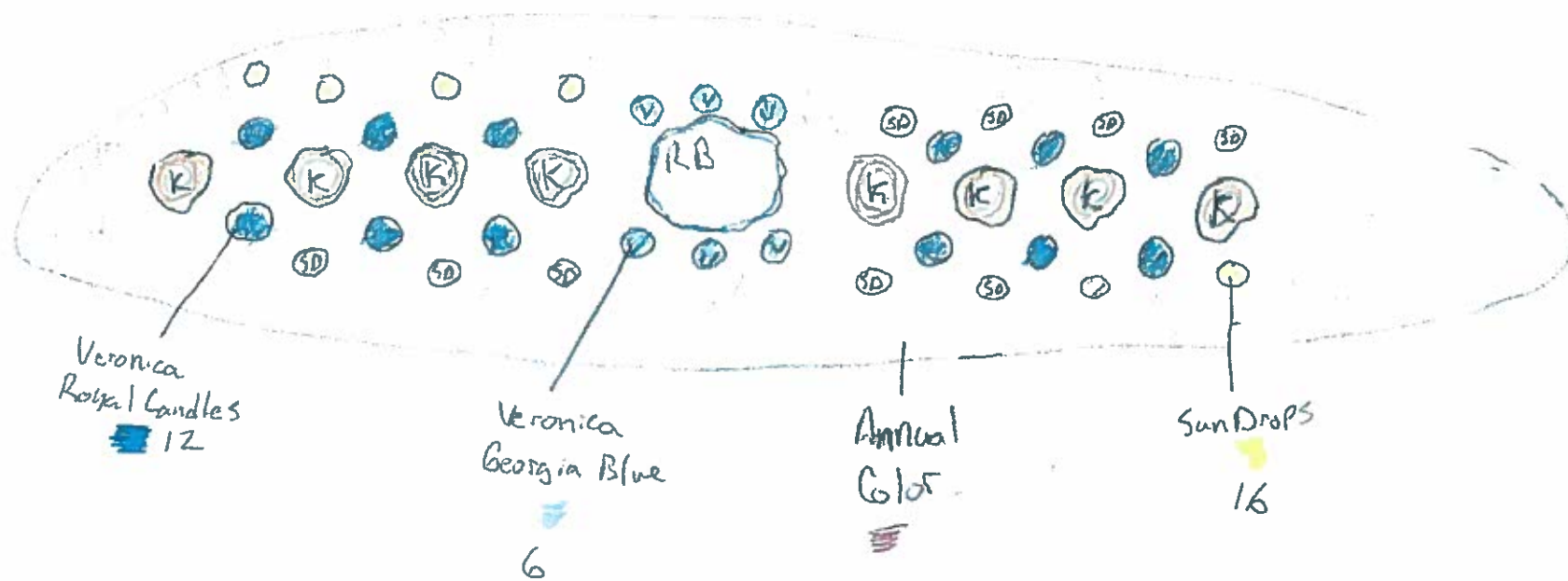


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