

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation to be held on **Tuesday, March 17, 2020 at 3:00 p.m.** in the Council Chamber, 401 South Rogers, Waxahachie, Texas.

Board Members: Daniel Morton, President
Bob Lynn, Vice President
David Hill, Mayor
Michael Scott, City Manager
Judy Demoney
Elizabeth Tull
David McSpadden

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

1. Call to Order
2. **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.
3. Approval of minutes of the Waxahachie Community Development Corporation meeting of January 14, 2020
4. Consider Waxahachie Community Development Corporation Financial Report for year ended September 30, 2019
5. Hear update of activities from Convention & Visitors Bureau Director
6. Hear update of activities at the Civic Center
7. Hear update of Community Beautification
8. Hear update of activities at the Sports Complex
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, January 14, 2020 at 3:00 p.m. in the Council Chamber, 401 South Rogers, Waxahachie, Texas.

Members Present: Daniel Morton, President
Bob Lynn, Vice President
David Hill, Mayor
Michael Scott, City Manager
Judy Demoney
Elizabeth Tull
Dave McSpadden

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

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

Others Present: Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
James Villarreal, Assistant Parks Director
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 meetings of October 15, 2019 and November 1, 2019

Action:

Mayor David Hill moved to approve minutes of the WCDC meetings of October 15, 2019 and November 1, 2019. Mr. Dave McSpadden seconded, All Ayes.

4. Hear update of activities from Convention & Visitors Bureau Director and update on the Railyard Park

Ms. Laurie Mosley, Director of Convention & Visitors Bureau, recapped festival and events for 2019 noting the Fourth Quarter had many combined activities including a long list of Christmas activities. Overall hotel revenues were up an average of 11.2% and occupancy 5.7%. She reported 2020 through April is booked with events including:

- The Third Annual Martin Luther King Jr. Unity Parade
- Broadway Musical at the Waxahachie High School Performing Arts Center
- Brown Bag & History at Ellis County Museum

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- Downtown Waxahachie Mardi Gras Parade and Celebration
- Tulip Festival
- Ellis County Livestock Show and Rodeo
- Crossroads of Texas Film and Music Festival

Ms. Mosley stated the Tulip Festival would operate late February to mid-April at Poston Gardens with activities planned every weekend that will include car shows. She reported the *Texas Co-Op Power Magazine* “Gordon’s Gold” article featured the Ellis County Courthouse. Chet “The Daytripper” Garner filmed an episode in Waxahachie featuring Matt Pittman/Meat Church, the Ellis County Courthouse, Ellis County Museum, the Munster Mansion and 878 Airsoft. Ms. Mosley stated the episode would air in the spring of 2020. She reported the radio ad with IHeart Radio/Star 102.1 resulted in some great added value with morning show host/WHS alumni Jeremy Robinson playing Mother Ginger in “The Nutcracker” production. She reported upcoming group tours include Premier Tours Global – Spring Bluebonnet Tour and Baptist Missionary Association of America Convention.

Ms. Mosley presented the Railyard Park update noting the first event will be a Mardi Gras concert on February 22 following WDMA’s parade and Beer and Beads Stroll. Spring will kick-off with the official Grand Opening concert on March 21, 2020. She stated Ms. Kelly Skistimas is working on many activities and events at the Railyard Park that will include local music nights, the Cinco De Mayo Festival, School’s Out for Summer Bash, BBQ Festival, Coffee Festival, Summer Night Concert Series, and more.

President Morton asked the status of the construction of the Railyard. Mr. Albert Lawrence, Assistant City Manager, stated some issues had to be re-designed and therefore the new projected completion date is the end of January.

5. Hear update of activities at the Civic Center

Ms. April Ortiz, Civic Center Director, reported October closed with 58 events and November closed with 62 events. December closed with 38 events and January currently has 50 events booked. She reported some bookings in December are already booked for 2020.

Up and Coming events include: Last Call Boutique Sale, Daddy Daughter Dance, and 15th Annual Jazz Cafe

Ms. Ortiz stated the facility’s exterior coating will be cleaned in the spring, a Hachie Heart was installed in November, and new Christmas lights were on display during the holidays.

6. Hear update of Community Beautification

Mr. Chris Seale, Horticulturist, introduced his new employee Mr. Mohammadreza Yavarikhah (Reza) who previously worked eight (8) years at the Dallas Arboretum. His duties will include landscape and planter maintenance, fertilizing and assisting Mr. Seale.

Mr. Seale reviewed completed projects noting winter change outs at all 80 planters and all 14 locations including but not limited to Civic Center, Rogers Street, Sports Complex and the planters

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Waxahachie Community Development Corporation

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on Highway 77 median. He stated over 18,000 tulips were planted this year at Poston Gardens and he will be adding some to planters.

Mr. Seale stated in addition to the Christmas Light display, the Civic Center added a new Santa's Toy Company display. He stated there is new landscaping at the Wastewater Treatment Plant and City Hall on the northeast side received landscape improvements as well as the courtyard receiving lush native plantings. Current projects include the Hachie Heart planters, Oaklawn Park, Spring Park landscaping, and Lion's Park Soccer Field.

7. Hear update of activities at the Sports Complex

Mr. James Villarreal, Assistant Parks Director, noted there is approximately thirty-seven (37) weekends of reported tournaments for 2020 and reviewed the process it takes to book the weekends with organizations. He stated from the second weekend of December to the second weekend of February there are not a lot of activities at the sports complex. Mr. Villarreal reviewed projects noting the playground has been installed and is ready for play. Parking Lot Phase III design is in progress with bidding scheduled for March and construction beginning on May 4, 2020. Winter maintenance continues throughout the Sports Complex. An irrigation audit is scheduled for January and the entire irrigation system will be checked and maintenance. He stated there is 85 acres of irrigation.

8. Adjourn

President Morton thanked staff for their reports and stated he is excited to see the direction we are going. He stated he is proud of City Staff for making Waxahachie a better place to live and play.

There being no further business, Mr. Dave McSpadden moved the meeting adjourn at 3:50 p.m. Mayor David Hill 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: March 11, 2020
Re: Convention & Visitors Bureau February-March 2020 Update

FESTIVAL & EVENT UPDATES

The first quarter of the year includes some great events hosted by our community partners, Waxahachie Arts Council members, PLUS a variety of fun at Railyard Park that kicked-off with the Downtown Waxahachie Mardi Gras Celebration. Other upcoming events include:

Waxahachie Old Fashioned Singing - March 20-21 & March 27-28; Friday at 7 pm – Saturday at 2 pm
Chautauqua Auditorium

Railyard Park Grand Opening with Willow City and Smithfield in Concert - March 21; 6 pm-9 pm
Railyard Park

Brown Bag & History at Ellis County Museum - March 27; Noon

Ellis County Livestock Show & Rodeo Presented by Ellis County Youth Expo - March 27-April 4

Friday Night Flicks at the Chautauqua - Sponsored by the Chautauqua Preservation Society
April 3; 6:30 pm-9 pm - Come out and enjoy a family friendly movie in one of Waxahachie's most beloved historic buildings. First Friday of each month.

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Scarborough Renaissance Festival

April 4-5, April 11-12, April 18-19, April 25-26, May 2-3, May 9-10, May 16-17, May 23-25

Easter Weekend Celebration hosted by a Variety of Waxahachie Churches - April 10-12 - Railyard Park

Antique Alley on the Square/Junk in the Trunk/Downtown Sidewalk Sale – April 18

Waxahachie Symphony Association – Mercury - April 18; 7 pm

Crossroads of Texas Film & Music Festival - April 23-25

Crossroads Cowgirl Campout - April 23-26

Vintage Market Days - April 24-26

Brown Bag & History at Ellis County Museum - April 24; Noon

Waxahachie Downtown Farmers Market 2020 Season Grand Opening - April 25; 8 am-1 pm

WHS Project Graduation Rocks the Railyard – April 25; 4 pm-11 pm; Railyard Park

ADVERTISING, PR & MEDIA UPDATES

- Waxahachie dominated the March 2020 issue of Texas Monthly with a story on Julie and Bruce Webb of the Webb Gallery (the online edition included a lot more content on the couple), an ad promoting the city, a photo of Poston Gardens and advertorial promoting the upcoming spring events. <https://www.texasmonthly.com/style/waxahachie-art-antiques-julie-bruce-webb-home-gallery/>
- Texas travel publication print ads have also been placed for the spring and summer in the April and June issue of *Texas Monthly*; April, May and June of *Texas Highways*; April & June issue of *360 West*; *County Line Magazine* – March/April issue; and *Authentic Texas* spring and summer issue.
- The Waxahachie CVB is working with Mansfield, Ennis, Grand Prairie and Cedar Hill on a regional approach to some of our social media posts to cross promote each other to keep visitors in the region longer. Unofficially, the group calls themselves the South Metro Tourism Alliance.
- The CVB is working with the Chamber on a photo/video shoot to capture interaction with the different art hearts and call it “Hachie Heart Day.”

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- The CVB Instagram account is up to 1,234 followers organically. The Visit Waxahachie, Texas Facebook page has 12,514 fans.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- **Navarro College E-Sports Tournament – Mortal Kombat II (Corsicana Campus) – March 20-21**
- **Kaleo Tours (Oklahoma City) – March 20-21**
Visiting overnight for Old Fashioned Singing, Poston Gardens, shopping, touring and dining downtown.
- **Central Texas Travel Club – March 27**
- **Premier Tours Global – Spring Bluebonnet Tour – April 16**
- **Classic Truck Nationals - April 18; Getzendaner Park**
- **Baptist Missionary Association of America Convention – April 27-29, 2020**

RAILYARD PARK UPDATE

Excitement continues to build for the rest of the year at Railyard Park!

Here's a list of series planned to-date so far:

- **Saturday Morning Fitness (Saturdays at 9AM, free and open to community)**
- **June Summer Concert Series (Saturday nights, professional touring acts, free and open to community)**
- **July Live 'n Local Concert Series (local musicians to help solidify our Music Friendly Community designation we are working on)**
- **Worship Wednesdays (1st Wednesday of the month, local church brings out their worship band for concert)**

Here's an easy schedule to follow:

March 21 – Grand Opening Concert: Smithfield and Willow City
April 1 – Worship Wednesday w/ The Avenue Church
April 4, 11, 18, 26 – Saturday Morning Fitness w/ 402 Hot Yoga
April 10 – Good Friday Service w/ Farley Street Baptist Church
April 11 – Easter Egg Hunt and Service with Covenant Life
April 12 – Sunrise Easter Service w/ Waxahachie Bible Church
April 25 – WHS Project Graduation Rocks the Railyard
May 2 – Cinco De Mayo Festival (all day event)
May 6 – Worship Wednesday w/ Covenant Life
May 9 – Mother's Day Tea w/ Sims Library
May 9, 16, 23 – Saturday Morning Fitness w/ FitWithNat
May 28 – End Of School Bash (splashpad, dj, popsicles)

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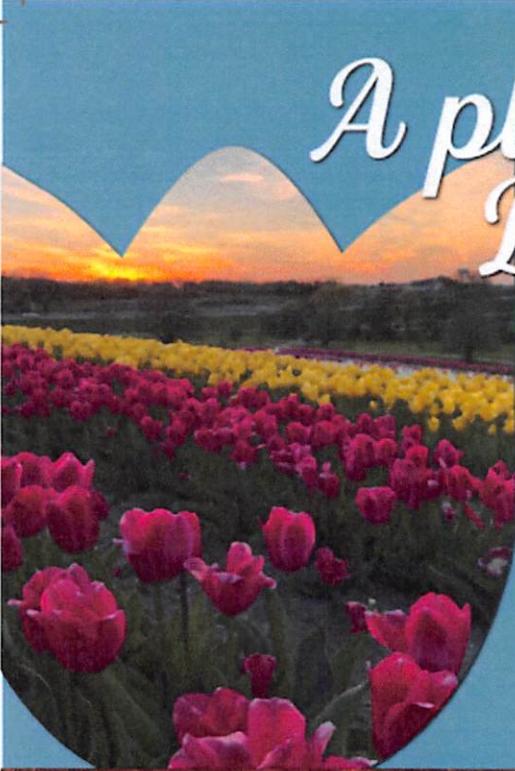
June 3 – Worship Wednesday w/ Cowboy Church
June 5, 12, 19, 26 – Sims Library Summer Reading Program morning events
June 6, 13, 20, 27 – Saturday Morning Fitness w/ YMCA
June 13 – City of Waxahachie lunch picnic
June 6, 13, 19, 26 – Summer Concert Series
July 3 – Crape Myrtle Festival
July 11, 18, 25 – Live ‘N Local Concert Series
September 2 – Worship Wednesday w/ The Avenue
October 10 – Waxajam
October 15 – Texas Motorplex Fan Fest
October 24 – Texas Country Reporter Festival
October 29 – Halloween at Railyard Park
December 11 - Christmas Movie Night, YMCA Santa Run packet pick-up and candlelight walk
December 12 – YMCA Santa Run

OTHER NEWS

- The Waxahachie CVB assisted in putting together the bid for the “Hospitality Educators Association of Texas Conference” in November 2021, and Waxahachie was selected as the host of the conference.
- The CVB staff is already working towards planning events for the Solar Eclipse tourists in 2024. Waxahachie resident, Stuart Stephenson, has already agreed to assist with the planning.

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Here's the ad that ran in the March 2020 issue of *Texas Monthly*:



A place to Bloom

From antiques to boutiques or one-of-a-kind creations, treasures are blooming at every turn in downtown Waxahachie.

Every weekend, there's something popping up including the Tulips at Poston Gardens, Scarborough Renaissance Festival, Crossroads of Texas Film & Music Festival, and much more.

WAXAHACHIE • *A Place in Your Heart, Texas*

waxahachievb.com | 469-309-4040

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Memorandum

To: Waxahachie Community Development Corporation
From: April Ortiz
Thru: Michael Scott, City Manager
Date: March 11, 2020
Re: Civic Center – March 2020 Update

January: closed with 53 events booked including

- Body & Balance: Health and Wellness Fair
- OnCor Safety & Health Conference
- Premier Gun Show
- Keller Williams
- Ellis County Republican Women
- Aramark
- Desoto Winter Ball (*rebooked for 2021, entire facility*)
- Texas Food Show
- Gypsy Soul Holistic Fair (*returning in July 2020*)

February: closed with 51 events booked including

- WCC Daddy Daughter Dance
- Friends of First Look 25th Anniversary Celebration (*rebooked for 2021*)
- WHS Jazz Café
- Life School Cheer Banquet
- Community Church Anniversary Celebration
- Encore Performing Arts Dance Competition

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- Buc-ees Hiring Fair
- Air Salvage of Dallas (*rebooked for 2021, entire facility-2 days*)

March: currently has 62 events booked including

- Keller Williams
- Premier Gun Show
- Chili's
- Desoto Police Department Awards & Fundraiser
- Ink Masters Tattoo Expo (Friday, March 20th 1pm-11pm; Saturday, March 21st 11am-11pm; Sunday, March 22nd 11am-8:30pm)
- Sun West Mortgage Company
- C.A.S.A. Gala (Thursday, March 26th 6pm)
- Luminant
- Ellis County Master Gardeners Lawn & Garden Expo (Saturday, March 28th 9am-5pm)
- TxDot

Up & Coming

Navarro College Foundation *Brilliance at Tiffany's* : Saturday, April 4th

Finance & Real Estate Fair: Thursday, April 9th, 4pm-6pm

Ellis County Ducks Unlimited: Friday, April 24th, 6pm

City Limits Championships: Friday, May 1st & Saturday, May 2nd

Facility

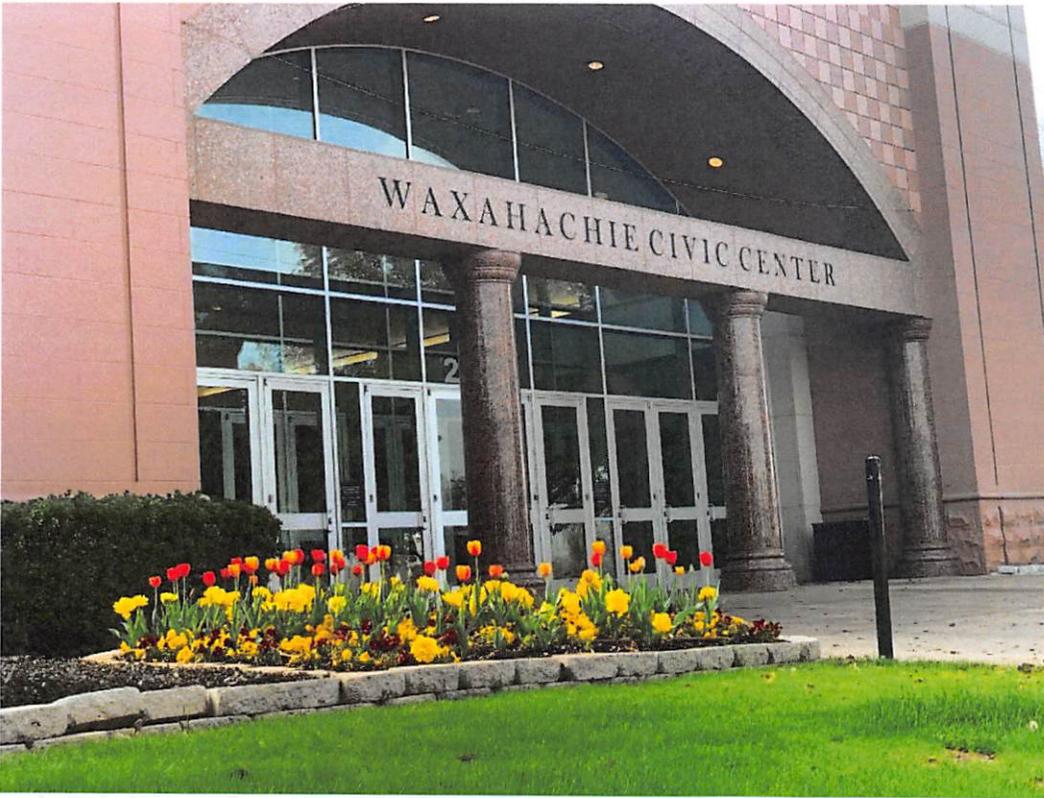
- Exterior Coating Cleaning (scheduled for May)
- Blooming Tulips (see pics)

Coronavirus

We have had 2 cancellations citing their reason for canceling was due to the coronavirus concern.

We also had another client that is in the healthcare industry send us notification, they will be cancelling any meetings scheduled that require their front line personnel (nurses, doctors, or critical care) to attend, as they need to keep this personnel in the hospitals for the next 3 months. **1 meeting cancelled, 1 meeting rescheduled*

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Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager
Date: 3/11/2020
Re: WCDC Beautification Report

Beautification Department Report:

March 17th 2020

Completed Projects

- Oaklawn Park Landscape Installation
 - 5- 200 gallon Shade Trees (Burr Oak, Cedar Elm, Chinkapin Oak)
 - Flower Beds Located in Front of Pavilion
 - 7 Earth Planters Located Along Wyatt Street (Pansies, Tulips)

- Spring Park Landscape Installation
 - 13- 200 Gallon Shade Trees (Red Oak, Chinkapin Oak, Cedar Elm, Shantung Maple)
 - 22- 30 Gallon Ornamental Trees/Shrubs (Eastern Red Cedar, Oklahoma Redbud, Possumhaw Holly, Chaste Tree)
 - 16- 15 Gallon Ornamental Shrubs (Chaste Tree)
 - 30- Large Size Boulders

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- **Poston Garden Donated Tulip Installation**
 - 15,000 Tulips Donated to the Beautification Department
 - Hachie Heart Planters, Oaklawn Park, Chapman Place, Wastewater Treatment Plant, Woman's Building, Boyce Feed Parking Lot, Convenience Station, Chautauqua Ticket Booth, Enchanted Gardens.

- **Hachie Heart Planters**
 - 12 Planters
 - Planted with Tulips and Pansies
 - Small Poston Garden Signs
 - 2 Placed at the Hearticulture Heart Located at MKT Railway Park
 - 2 Placed at the Crape Myrtle Capital Heart Located between the two Train Depots
 - 2 Placed at the Hollywood, Texas Heart Located next to the Parking Garage
 - 2 Placed at the All American City Heart and the High Cotton In Hachie Heart Located under the Canopies across from the old Courthouse.
 - 2 Placed at the Oobie's Town and Waxahachie All-Star Band Heart Located at Getzendander Park
 - 2 Will be Placed at the Flag Pole at Chapman Park
 - 2 Will be Placed at the Trailhead Entrance to Little Creek Trail behind HEB

- **Hwy 77 weeds have been sprayed**
 - Mojave herbicide
 - For bare ground applications and right of ways
 - Slow acting at first but gives 12 month control

Current Projects

- **Spring Color Change outs**
 - Downtown planters
 - Civic Center Star bed
 - Hwy 77 flowers have been ordered

- **Broadhead Road Median 3 Irrigation**
 - Currently working with the Utility Department to get a 1" water meter installed at that location.
 - This meter will supply median 3 and median 4 with water for irrigation.
 - This median will have both lawn grass and ornamental beds.

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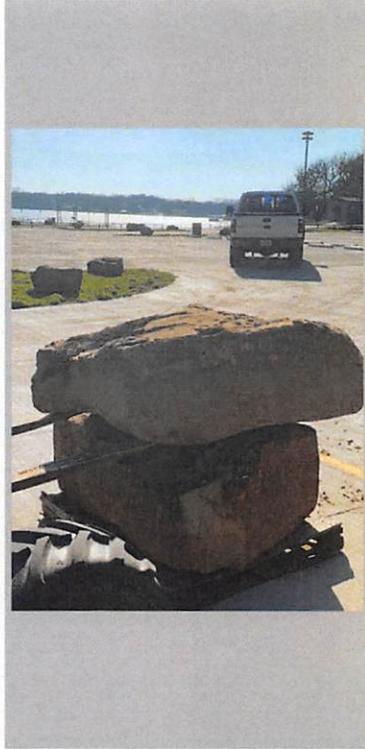
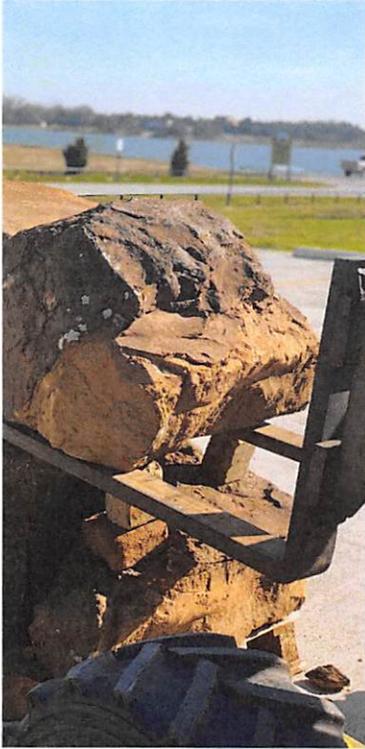
- Park Schoolhouse Median Landscape and Lawn
 - The irrigation was completed last year. I'm now making preparations for hydromulching and ornamental landscape bed install.

Future Projects

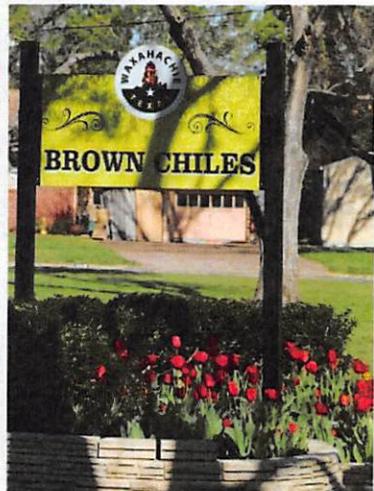
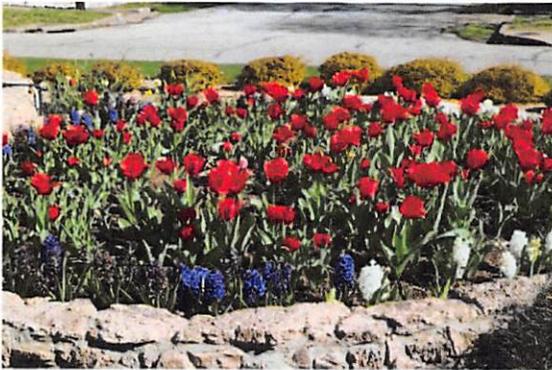
- Add additional water meters along Broadhead Road for landscaping



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Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 3-11-2020

Re: March Sports Complex Report

Tournaments 2020

<u>March</u>	7th	Lone Star Slow Pitch Softball (58 Teams) American Sporting Events Baseball (20 Teams)
	21	American Sporting Events Baseball (25 Teams)
	28th	Spotlight Baseball (24 Teams)

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Individual Games

Ellis County Christian Homeschool Organization (ECCHO) Baseball

March 5th 6:00pm

March 16th 6:00pm

March 26th 6:00pm

March 30th 6:00pm

SAGU Baseball

March 13th 7:00pm

March 27th 12:00pm (DH)

March 28th 12:00pm (DH)

SAGU Softball

March 14th 12:00pm (DH)

Ovilla Christian Softball

March 17th 6:30pm

March 19th 6:30pm

March 24th 6:30pm

March 30th 6:30pm

Leagues

Adult Men's Church Softball League – March 16th

Adult Men's Recreation Softball League – March 18th

Adult Coed Softball League – March 19th

Girl's Fast Pitch Softball League – March 30th

YMCA Youth Soccer League – March 7th

Waxahachie Soccer Association Soccer League – March 14th

Red Oak Soccer Association Soccer League – March 14th

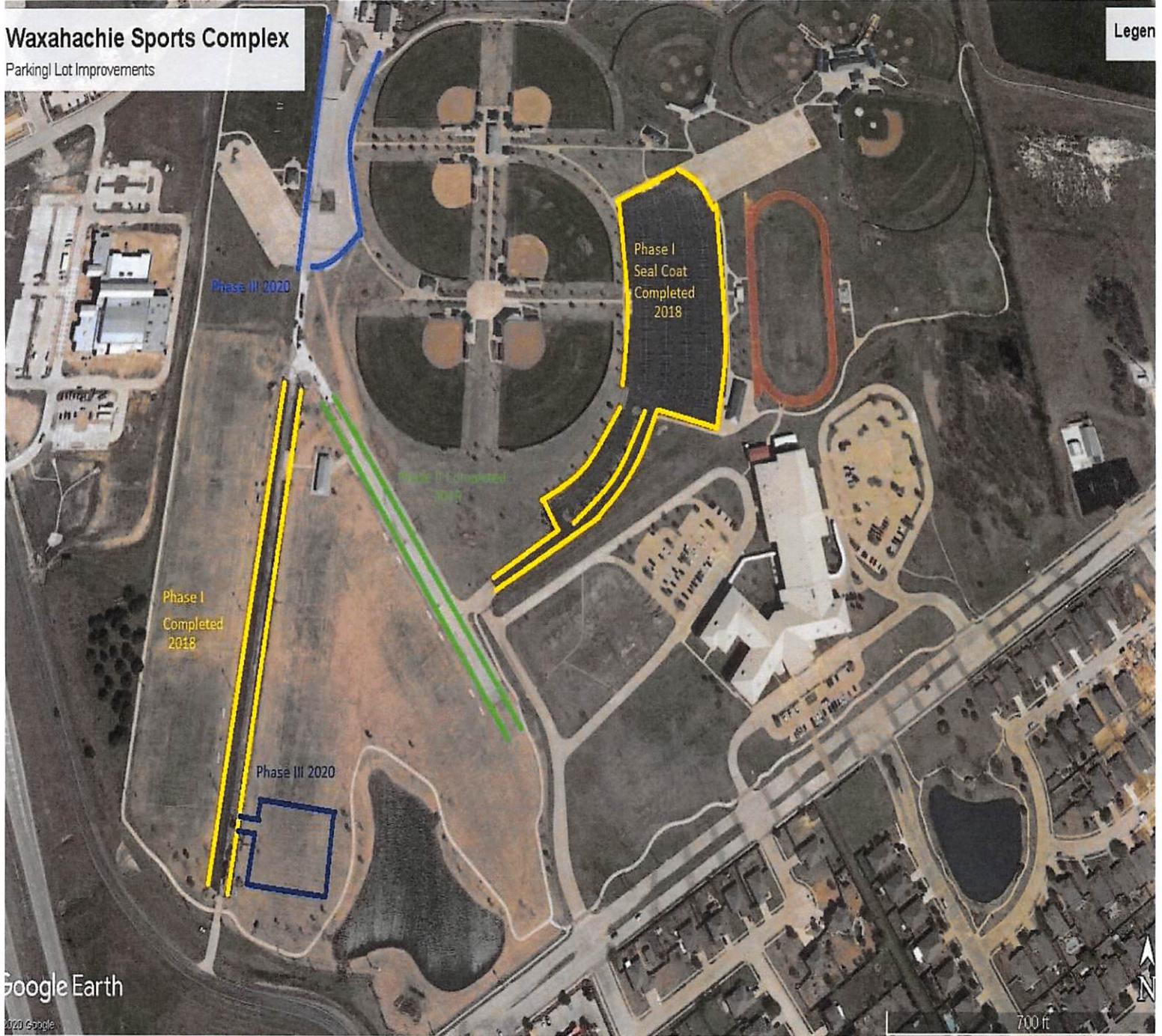
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Projects

Parking Lot Phase III bid opening on March 26th with lone bidder going to council April 6th

Wrought Iron Fence being constructed along Park Place Blvd entrance gate

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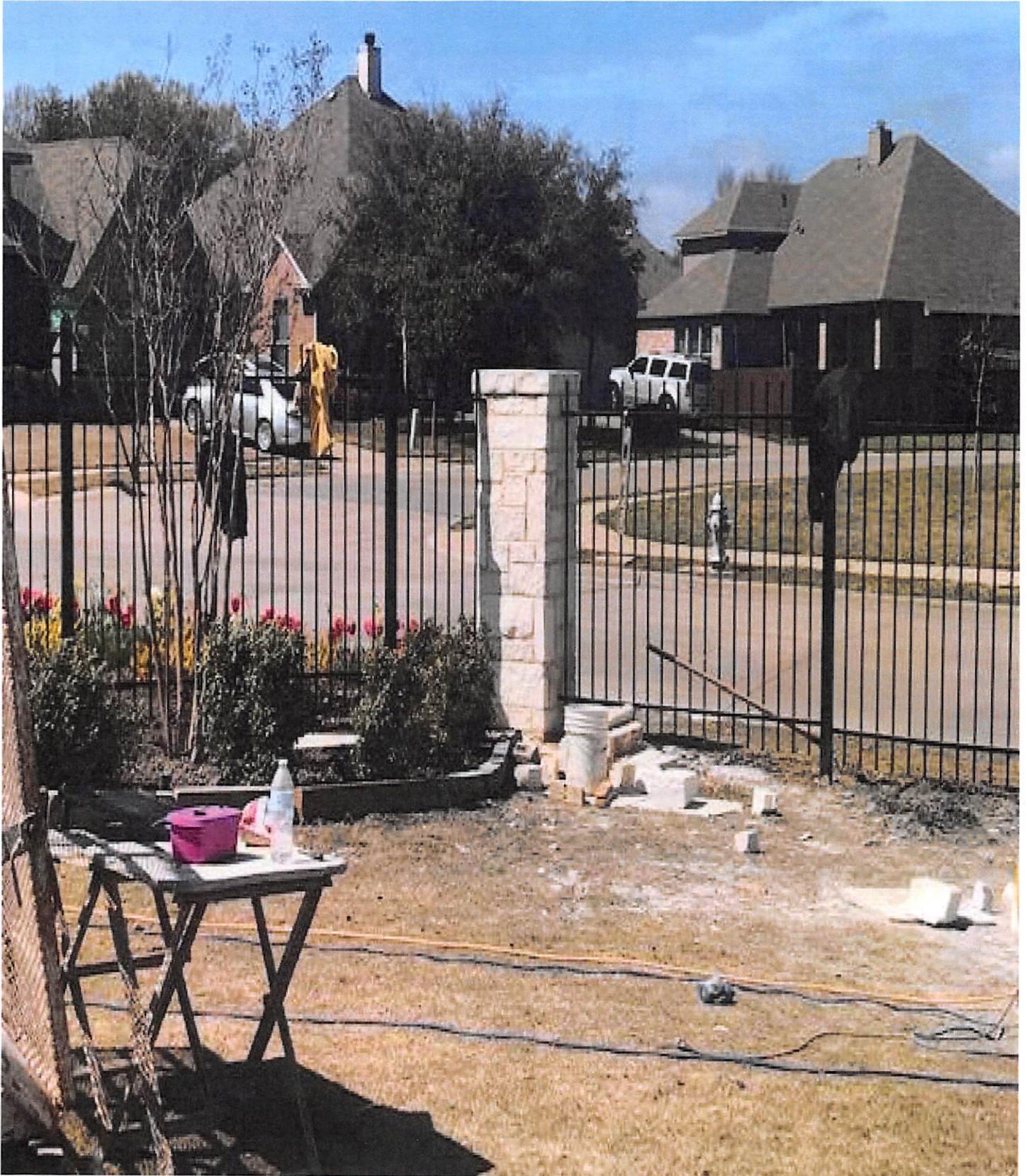
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