

Waxahachie Community Development Corporation
June 9, 2020

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, June 9, 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
David McSpadden

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

Ex-Officio
Members Absent: Lori Cartwright, City Secretary

Others Present: Amber Villarreal, Assistant City Secretary
Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
James Villarreal, Assistant Director Sports Complex
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 March 17, 2020 and April 14, 2020

Action:

Mr. David McSpadden moved to approve minutes of the WCDC meetings of March 17, 2020 and April 14, 2020. Ms. Judy Demoney seconded, All Ayes.

4. Hear briefing on impacts of COVID-19 on WCDC revenues/budget

City Manager Michael Scott explained many city facilities were impacted from COVID-19 as well as revenues. He explained facilities such as the Sports Complex and Civic Center are sales tax operated and have been greatly affected.

Charles Harris, Finance Director, reviewed the effects of COVID-19 noting most of the revenues for the corporation are funded 85% from sales tax. He explained staff is waiting on the Comptroller's Office to release April sales tax numbers and the fund was tracking ahead of budget

before the pandemic. He noted there is a healthy fund balance and progress has slowed due to COVID-19 but hopefully numbers will increase with the State re-opening.

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

Laurie Mosley, Convention & Visitors Bureau Director, provided an update of departmental activities noting one of her employees was temporarily re-assigned to Emergency Management Operations and she and the Cultural Arts & Program Manager were able to work remotely. She noted Waxahachie missed approximately 275,000 visitors during quarantine.

She updated the Board on the following items:

- Promotional activities supporting local businesses, Downtown Merchants, and local restaurants
- Virtual story time
- Educational Webinars
- Hotel/Motel Occupancy down 48%
- Educational Training/Travel restricted for employees for remaining budget year and next fiscal year
- Additional advertising opportunities included The Daytripper episode virtual watch party, article on Catfish Plantation in Texas Co-op Magazine, digital banner ads through Texas Monthly magazine, and Texas Country Reporter advertising
- Coordinated with Chamber of Commerce for inspirational signs for local businesses
- Soon will be certified with State of Texas Governor's Office as "Music Friendly Community"
- Railyard Park grand opening concert moved to September 26th in conjunction with Gingerbread Trail and Chautauqua Assembly
- Cinco de Mayo event moved to September in conjunction with Mexican Independence Day
- Calina Mishay Johnson currently painting mural in Getzendaner Park
- July 3rd events cancelled for 2020

6. Hear update of activities at the Civic Center

April Ortiz, Civic Center Director, provided an update of the facility since its closure in mid-March. She reported one employee was temporarily re-assigned to Emergency Management Operations and one was re-assigned part-time to city hall maintenance. Staff was able to work from home due to the updated phone system as well as connecting remotely to city desktop. She explained the building closure was utilized to complete budgeted maintenance work on the building.

She updated the Board on the following items:

- Mobile Testing Site
- Rescheduled Events, several were cancelled
- June 15, 2020 events will open at 50%
- June 20, 2020 first wedding hosted since closure and will follow all state guidelines
- Bookings are slowly increasing
- Baylor Scott and White has put all their scheduled meetings on hold at this time

- 112 cancellations since closure and approximately \$130,000 revenue loss
- Updated Social Distancing signage throughout the facility

7. Hear update of Community Beautification

Chris Seale, Horticulturist, provided an update of beautification efforts around the city including the continuance of grass maintenance contracts during the quarantine. He explained his department provided the maintenance on cleaning out flowerbeds and they are continuing to move forward with plantings.

8. Hear update of activities at the Sports Complex

James Villarreal, Assistant Director Sports Complex, thanked City Management and departmental direction regarding social distancing for staff. He explained during the last 13 weeks, staff was divided into teams to continue maintaining the 90 acres at the Sports Complex while allowing social distancing. He noted during quarantine he noticed many people fishing at the pond and utilizing the walking trail.

He also updated the Board on the following activities:

- Approximate revenue loss during 13 week closure estimated between \$45,000-\$55,000
- Mobile testing site at Sports Complex
- Adult Summer League starts June 15, 2020
- Baseball Tournament and Adult Softball Tournament June 19-21, 2020
- Safety precautions at the Sports Complex including additional sanitizing stations
- Hosting Collegiate Summer League
- Parking Lot Phase 3 is under construction

9. Adjourn

There being no further business, Ms. Elizabeth Tull moved the meeting adjourn at 3:57 p.m. Ms. Judy Demoney seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary