

A G E N D A

A regular meeting of the Waxahachie Community Development Corporation (WCDC) to be held in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas on ***Tuesday, September 8, 2020 at 3:00 p.m.***

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
Chad Tustison, 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 August 25, 2020
4. Discussion related to the WCDC departmental reports
5. Continue discussion of current needs and future direction and priorities of the WCDC and take any necessary action
6. 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.

<p style="text-align: center;"><i>Notice of Potential Quorum</i> <i>One or more members of the Waxahachie City Council may be present at this meeting.</i> <i>No action will be taken by the City Council at this meeting.</i></p>

Waxahachie Community Development Corporation
August 25, 2020

A Special meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Council Conference Room at City Hall, 401 S. Rogers, Waxahachie, Texas on Tuesday, August 25, 2020 at 12:00 p.m.

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

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

Others Present: April Ortiz, Civic Center Director
James Villarreal, Assistant Director Sports Complex
Chris Seale, Horticulturist
John Smith, Director of Parks and Recreation

Others Absent: Laurie Mosley, Director of Convention & Visitors Bureau

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 August 11, 2020

Action:

Mrs. Elizabeth Tull moved to approve the minutes of the WCDC meeting of August 11, 2020. Ms. Judy Demoney seconded, All Ayes.

4. Consider Waxahachie Community Development Corporation 2020-2021 fiscal-year Budget

City Manager Michael Scott explained the process of adopting the WCDC Budget and ratifying it through City Council. He explained the WCDC Board will not need to formally adopt the CVB Budget because the City Council will take action on it.

Director of Finance Chad Tustison reported the FY2021 beginning balance is \$2,034,872. Total revenues are \$5,435,501 and total expenses are 5,118,898. The gross ending balance equals \$2,351,576. He reported minimum reserves (95 days operating) equals \$1,188,046.

Waxahachie Community Development Corporation

August 25, 2020

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Action:

Mr. David McSpadden moved to approve the Waxahachie Community Development Corporation 2020-2021 fiscal-year Budget as presented. Ms. Judy Demoney seconded, All Ayes.

5. Continue discussion of current needs and future direction and priorities of the WCDC

The Board continued discussion of priorities of the WCDC. Mayor Hill stated infrastructure is needed for future growth noting construction is active in every quadrant of the city.

City Manager Michael Scott explained the steps of getting a project started that includes affordability, location, and feasibility.

Director of Economic Development Warren Kettman, stated prospects want infrastructure in place for their project before committing to Waxahachie.

After discussion, the Board determined the two projects they would like to focus on is the West 287 project site (Magnablend property) and the waterline located at FM 664 from Highway 287 to Marshall Road. City staff was asked to provide cost update, if available, on the West 287 project at their meeting of September 8, 2020.

Action:

None

6. Adjourn

There being no further business, Mr. David McSpadden moved the meeting adjourn at 1:45 p.m. Mrs. Elizabeth Tull seconded, All Ayes.

Respectfully submitted,

Lori Cartwright
City Secretary

(4)



Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager *ms*

Date: September 3, 2020

Re: Convention & Visitors Bureau September 2020 Update

FESTIVAL & EVENT UPDATES

The "TCR Festival Virtual Market" is now a microsite on the CVB website complete with links to vendors and sponsors. The domain www.tcrfestival.com has been secured so that users will be able to find it easily. The TCR television show will promote the virtual market the month of October which will be added publicity Waxahachie on a statewide/nationwide level. The best part is that the website is built into the platform that the CVB already pays, so it did not cost anything but time.

Other events still on the schedule:

- **Antique Alley** – September 19
- **Vintage Market Days** - October 2-4, Ellis County Expo Center
- **NHRA Fall Nationals** – October 14-18, Texas Motorplex
- **Ellis County Livestock Show & Rodeo** - October 22-24

ADVERTISING, PR & MEDIA UPDATES

- The SoMetro regional tourism initiative brought home some awards for the group of 5 cities at the TACVB Idea Fair Awards on August 12. The “SoMetro Staycation” video project was awarded the “2020 Idea Fair Judges Choice Winner for Cooperative Marketing” to recognize all 5 destinations and the project.

Individually, Waxahachie won 3rd place in the “Video” category for the SoMetro videos for destinations with \$1 Million or Less budgets. Grand Prairie CVB won 1st place with the same video project in “Tourism & Branding,” “Cooperative Marketing” and “Video” categories. The SoMetro team is thrilled over all of the awards the project won no matter which destination’s name was on it. In the end, they won as a group.

- Another regional tourism initiative that the Waxahachie CVB participates actively in is the Texas Lakes Trail Region, part of the Texas Historical Commission’s Heritage Trails Program and Waxahachie was chosen for a spotlight on the Texas Heritage Trails Facebook page to promote the painted Hachie Hearts as a safe social distance activity.
- The CVB is assisting with a cooperative advertising initiative with the antique stores and WDMA. It will help create a larger presence on an “Antique Trail of Texas” map that also includes exposure on the website www.antiquetrail.com.
- The Visit Waxahachie, Texas Facebook page has 13,000 likes/13,364 followers. The CVB Instagram account is up to 1,397 followers organically.
- Statewide publicity for October includes Texas Monthly Magazine, Texas Highways Magazine and Texas Country Reporter.

RAILYARD PARK/CULTURAL ARTS UPDATE

- Another microsite has been developed as part of the CVB website – www.hachieheartstrail.com, and it houses not only all of the information the 21 painted hearts with the link the story map, it also includes the “Music Journey” of

the hearts with links to the weekly performances that Kelly and Monica have been filming.

- The Texas Music Office is impressed the “Heart of a Music Friendly Community Local Showcase” and will be featuring some of the video on their social channels.

Another win from this local music showcase is that it has created a relationship between the musicians and Kelly. Plus, it creates an awareness/following in the community for them for future events.

- There are still 2 more larger virtual concerts to live stream on the Railyard Park Facebook page to keep excitement and interest building:

September 10: **Alex and Anni w/ D & Chi and John Marlin at Studio 516 – 7-8 pm**
October date TBA: **Calamity Janes at Big Al’s**

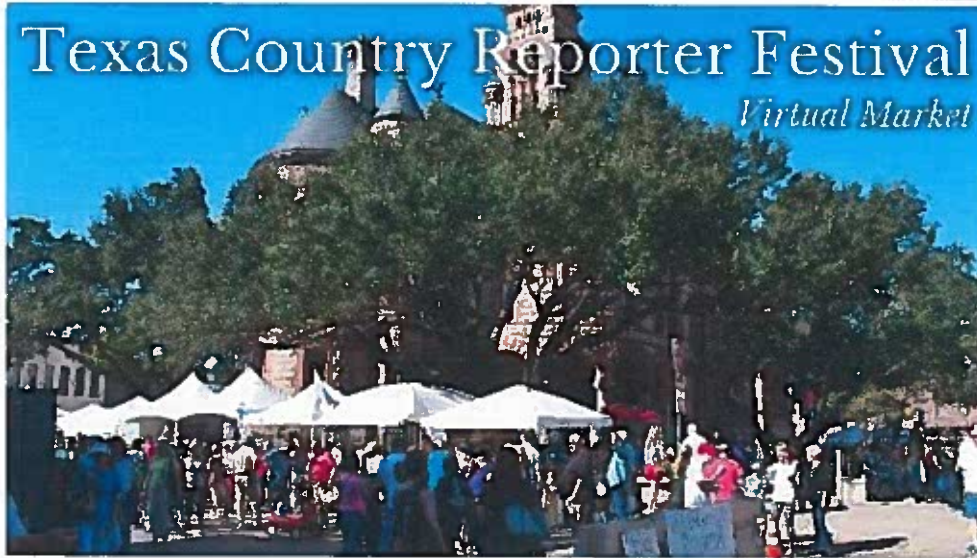
OTHER NEWS

- The staff attended sessions virtually for the Texas Association of Convention & Visitors Bureau Annual Conference on August 11-13. Education credits were earned towards TACVB related certifications.



Texas Country Reporter Festival

Virtual Market



It's TCR Festival time! But, this year it's all online at the TCR Festival Virtual Market!

Here you will find ways to buy the wonderful wares of the people you've seen featured on Texas Country Reporter, plus discover many of those great items you've come to expect at the TCR Festival. Shop from the comfort of home for original artwork, scratch-made foods, and Texas music - just in time for the holidays.

The year would have been the 25th Annual TCR Festival in Waco, Texas featuring the music of "The Prairie Dogs" and lots of other great musicians. We typically get 60-70,000 people at the event and it's become the largest one-day festival in the state.

As another result of our COVID-19 world, we had to cancel rather than take a chance with the health of our friends and neighbors.

But there is good news! Next year, the 25th Annual TCR Festival will be on Saturday October 23rd and it will coincide with the beginning of our yearlong celebration of 50 Years of "Texas Country Reporter!" It will be the biggest and best TCR Festival yet!

Put it on your calendar and come out and join us for what we think is the festival with the best Texas vibe in the Lone Star State!

Bob Phillips

Texas Country Reporter



Show Vendors [More](#)



Artist & Craftsperson Vendors [More](#)

TCR SHOW SPONSORS





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HACHIE HEARTS TRAIL

Category(s):

[Things To See & Do](#)[Tours](#), [Arts & Culture](#), [Attractions](#)

Take an interactive story tour of the "Hachie Hearts" - 21 uniquely painted hearts by local artists and sponsored by local businesses

Each heart has a special theme. Take your photo with the hearts and post on social media using #HachieHeart. [Click here](#) for an interactive map.

For a music journey of the hearts featuring Waxahachie's local musicians, click on the links below. A new video will be added weekly thru the end of December 2020 for a total of 21 performances

HEART MUSIC JOURNEY

- [Heart #1 - Featuring Jade Flores](#)
- [Heart #2 - Featuring Stacy Arnold](#)
- [Heart #3 - Featuring Five Times August](#)
- [Heart #4 - Featuring Holly Beth](#)
- [Heart #5 - Featuring Burning Slow](#)

HEART LOCATIONS

[Interactive Story Map](#)

HEART OF A MUSIC FRIENDLY COMMUNITY LOCAL SHOWCASE

Take a music journey of the hearts with a new video added weekly featuring one of Waxahachie's local musicians

Is this your business? [Click here](#) to update your page



Texas Heritage Trail Regions

August 13 at 7:54 AM · 🌐

...

You have heard of the Heart of Texas but, did you know that there are hearts in North Central Texas in the [Texas Lakes Trail Region](#)?

Follow your heart to Waxahachie and tour the Hachie Hearts Trail, 20 colorfully painted and uniquely themed hearts placed around town with lots of history as a backdrop. Along the way, look for vibrant murals in the historic downtown district and Getzandaner Park from artists GONZO247, Calina Mishay Johnson and more. Plus, you're gonna love t... [See More](#)



(4)



Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: Michael Scott, City Manager

Date: September 3, 2020

Re: Civic Center – September 2020 Update

General Update:

- Events currently continue at a 50% capacity.
- Continuing to follow the CDC recommended health protocols & the standard health protocol checklists (Gov. Abbott/Open Texas website).
- Implemented a contract addendum to clarify client's responsibilities on enforcement of certain protocols (mask, social distancing, capacity, etc.).
- Continuing to get inquiries for fall dates and 2021 dates.
- We have seen a small increase in last minute/week of bookings.

September 1-30: 17 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Sound Testing Mtg.
- Rehearsal
- Wedding
- Baby Shower
- Bridal Shower
- Local Union #201 (Owens Corning)

- Wedding
- Waxahachie Police Department
- Dance Company Event
- Navarro College Scholarship Luncheon - Brilliance
- 1st Birthday
- Premier Gun Show (3 day event)
- Mediation

October 1-31: 20 events

- Rotary (bi-monthly meetings, 1st & 3rd Thursdays)
- Spartan Football
- 16th Birthday
- 50th Birthday
- Local Union #201 (Owens Corning)
- Ellis County Ducks Unlimited
- Baylor Scott & White Health *6 total event days for October (*these are their first bookings back with us*)
- Just Between Friends Children's Resale Event (5 day event, public sale)
- O'Reilly Auto Parts Mtg.
- Wedding

Facility

- GFC Update: They are still working on putting together the numbers for the quote for the restrooms/dressing room's remodel. The pricing from a couple vendors/manufacturers is taking longer than anticipated.
- We have scheduled the AHU chilled & hot water coil cleanings to start on September 9th and they will be completed by September 11th.
- The parking lot is being re-striped next week. It will be power washed on Friday, September 4th, and then they will start the re-striping on Monday, September 7th. They will also be repainting all the handicap ramps, fire lanes, no parking and loading zones. We have also replaced the all the handicap parking signs (faded).


Upcoming

- We are starting to work with some of our larger December events (public/private) so they can figure out how the current restrictions apply to their event. We are doing our best to answer any questions they may have, and let them know we will update them as soon as we hear of changes to the restrictions.

(4)



Memorandum

To: Waxahachie Community Development Corporation
From: Waxahachie Sports Complex
CC:
Thru: Michael Scott, City Manager 
Date: 9-2-2020
Re: August/Sept. Sports Complex Report

Tournaments 2020

<u>August</u>	1st	Texas Youth Girl's Fast Pitch
	15th	North Texas Bat Warz Slow Pitch
	22nd	Champions Series Girl's Fast Pitch
	28th	Slam Softball Midnight Adult Softball
<u>September</u>	12th	American Sporting Events Baseball USSSA Old School Slow Pitch Shootout
	19th	Centex Girl's Fast Pitch Softball
	26th	American Sporting Events Baseball Pure Batz Adult Slow Pitch

Individual Games

24th

Waxahachie Life School Cross Country Meet

Leagues

Adult Men's Church Softball League - Mondays

Adult Men's Recreation Softball League - Wednesdays

Adult Coed Softball League – Thursdays

Girl's Fast Pitch Softball League – Mondays & Tuesdays

Waxahachie Youth Soccer – Mondays, Tuesdays, Thursdays, & Saturdays

Y.M.C.A. Soccer – Saturday

Y.M.C.A. Flag Football – Tuesdays & Thursdays

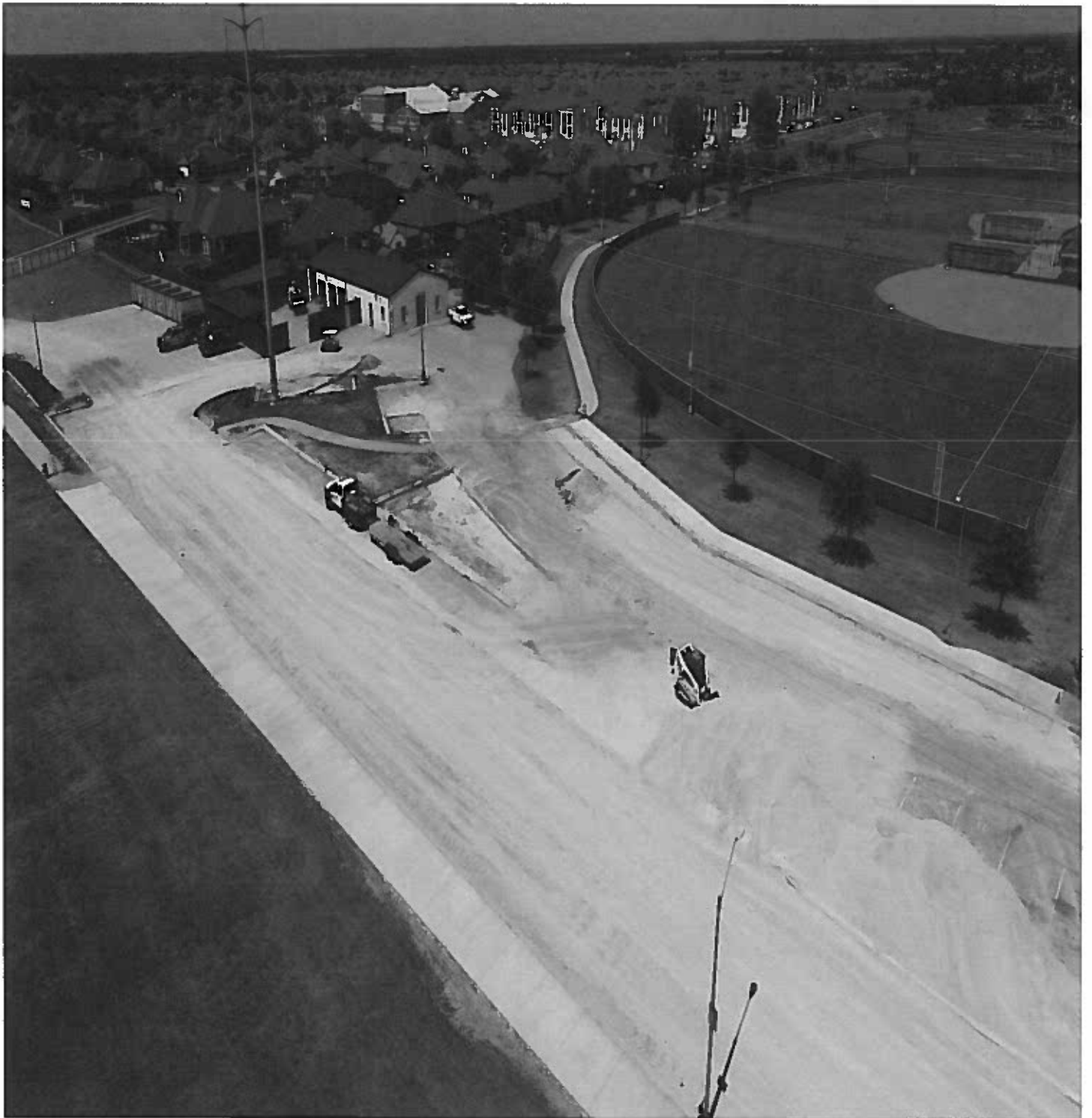
Projects

Parking Phase III continues to move forward in its last week to completion.











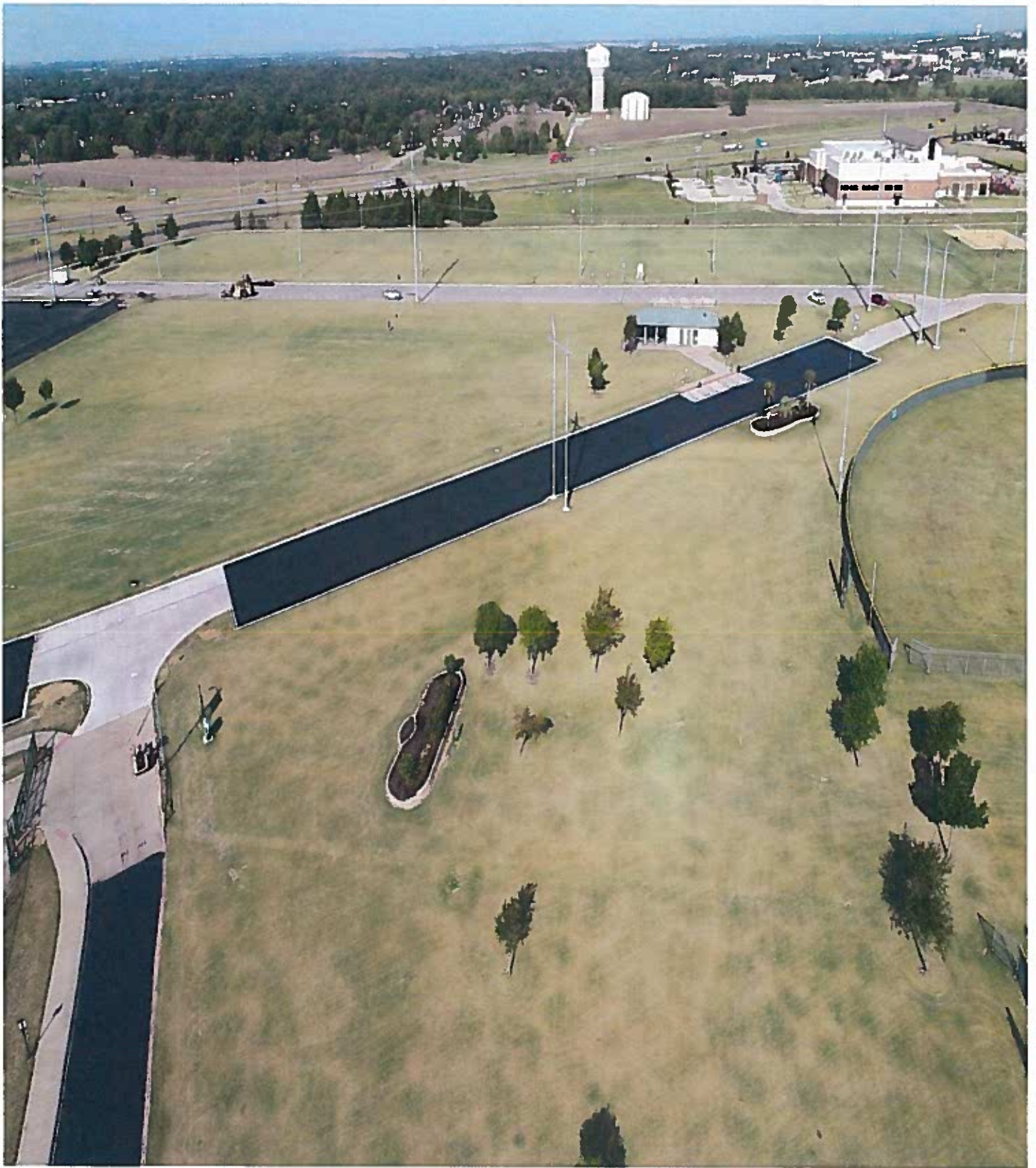













(4)



Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale
Thru: Michael Scott, City Manager 
Date: 9/3/2020
Re: WCDC Beautification Report

Beautification Department Report:

September 8th 2020

Completed Projects

- Broadhead and Park Schoolhouse Median Grass and Landscape
 - The hydromulching of the two medians was a success. Both medians have had their first cut and besides a few weeds is looking great. Both medians were seeded with Blackjack Bermuda.
 - The landscape for Park Schoolhouse will be installed in the next couple of weeks. I need to spray the area again to kill off some weeds and let the soil dry out a bit before we continue with that project. All the plant material has been delivered for that median landscape.

Current Projects

- **South East Parking Lot**
 - A redesign for the landscaping and irrigation has been established to accommodate for added interest.
 - Irrigation install has been scheduled for the week of the 14th, weather permitted.

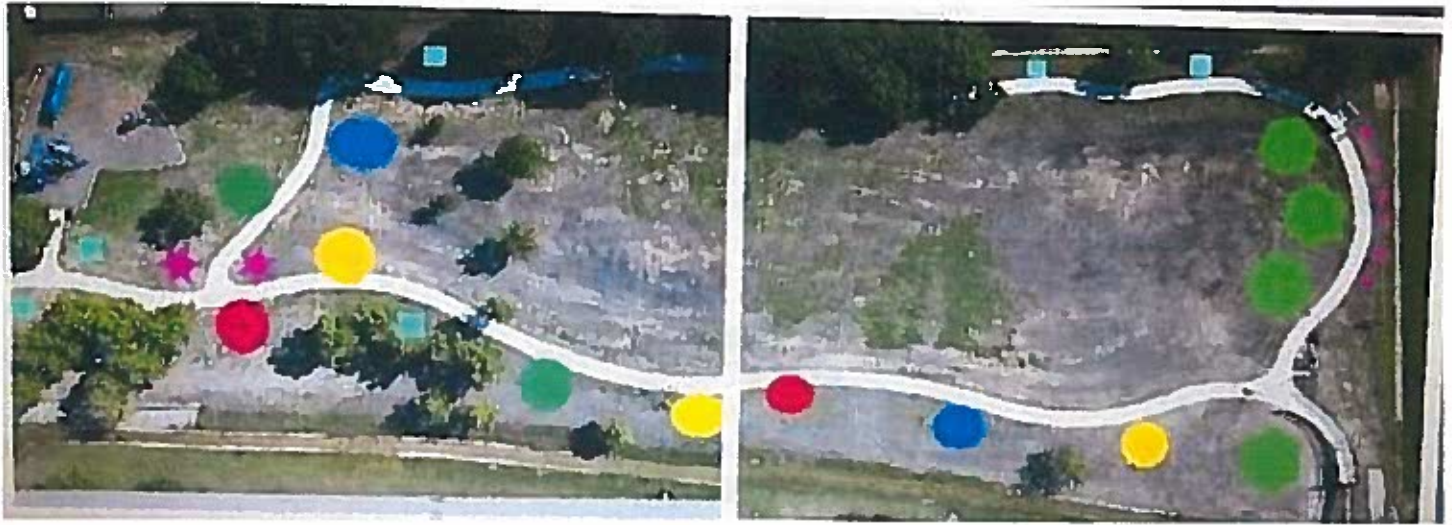
- **Streets/Utilities Yard landscape project**
 - Design and install plant material to screen off view from street.
 - This project has been postponed until the irrigation tap from the Clift, Flat and Madison rehab project can be installed.

- **Chapman Park Tree Project**
 - Tree layout has been established
 - The Chapman Family has been very generous to donate more funds to this project. With the additional funds we've agreed to plant much larger trees than the previous design.
 - I'm in contact with the tree supplier to determine what size trees we can use for this project.
 - I've also talked to the licensed irrigator, to be sure we'll have plenty of water to water the trees with.








Future Projects

- **Broadhead Road Median 3 plant and flower install**
- **Broadhead Road Median 4 Irrigation install**
- **Park Schoolhouse Road Median 2 Irrigation and landscaping**
- **Christmas Decorations for Getzendaner Park**

Chapman Park Tree Project Layout



Chapman Tree Project Legend

	Live Oak 8" Caliper- 4
	Live Oak 95 Gallon 4" Caliper- 2
	Red Oak 95 Gallon 4" Caliper- 3
	Cedar Elm 95 Gallon 4" Caliper- 3
	Bur Oak 95 Gallon 4" Caliper- 3
	Crape Myrtle Centenial Spirit 45 Gallon- 11
	Oaklahoma Redbud 30 Gallon- 5

Broadhead and Park Schoolhouse Median Turf Grass Establishment

