

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, October 13, 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. Reorganize the Board
4. Approval of minutes of the Waxahachie Community Development Corporation meeting of September 8, 2020
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. Discuss and consider site preparation of 1601 W. Highway 287, Waxahachie, TX 75165 for future economic development opportunities
10. 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.

Waxahachie Community Development Corporation
September 8, 2020

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

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

Member Absent: Judy Demoney

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

Ex-Officio
Member Absent: Lori Cartwright, City Secretary

Others Present: Amber Villarreal, Assistant City Secretary
Gumaro Martinez, Director of Parks and Recreation
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 meeting of August 25, 2020

Action:

Mayor David Hill moved to approve minutes of the WCDC meeting of August 25, 2020. Mr. David McSpadden seconded, All Ayes.

4. Discussion related to the WCDC departmental reports

City Manager Michael Scott explained departmental reports were included in the packet for review and city staff is available for questions.

James Villarreal, Assistant Director Sports Complex, reviewed Phase III of the parking lot update at the Sports Complex noting the project will be completed by September 12th. He

Waxahachie Community Development Corporation

September 8, 2020

Page 2

explained funding was available to seal all parking at the facility other than the new parking lots. Mr. Villarreal thanked the Board for their support of the parking lot projects.

Mr. David McSpadden inquired about events at the Sports Complex and Mr. Villarreal noted since re-opening on June 15th the facility began league play and tournaments. He explained Waxahachie Soccer Association will begin league play on September 12th and YMCA soccer will begin on September 26th.

President Morton noted the parking lot improvements have been needed and they look good. He inquired about adding the parking lot improvements to the maintenance program and Mr. Villarreal noted they will be added.

5. Continue discussion of current needs and future direction and priorities of the WCDC and take any necessary action

President Morton explained the Board has discussed current needs and future direction of the Waxahachie Community Development Corporation noting the consensus is to focus on the West 287 project site (previous Magnablend property) and the FM 664/Marshall Road water lines.

Assistant City Manager Albert Lawrence explained he contacted the previous contractor who provided the preliminary bid a year and a half ago to provide an updated cost estimate. He recommended authorizing up to \$500,000 for funding but noted the project would still need to go out for the official bid process to get an accurate cost.

Mr. McSpadden asked what scope of work would be included in the \$500,000 and Mr. Lawrence noted it would include cleanup of the property to include removing fencing and concrete, adding backfill dirt, and removal of the rail spur.

Action:

Mr. David McSpadden moved to request City staff to prepare a Request for Proposal for the West 287 project for the scope of work referenced above. President Dan Morton seconded. Discussion was held.

Mr. Scott asked for clarification for funding intentions for the West 287 project. President Morton noted his consensus from the last meeting was that the Board's intent is to split the cost with the City Council to use some general fund dollars. Mr. Scott explained the intent should be relayed to City Council. Mr. McSpadden noted the request to City Council would be for a 50/50 split in cost for the West 287 project.

Mr. Bob Lynn explained he didn't think a motion was needed to express their intent to move forward due to additional steps needed in order to proceed with the project. Mr. Scott explained directing City staff to move forward with the Request for Proposals would not require formal action by the City Council.

Action:

Mr. David McSpadden reiterated his motion to request City staff to prepare a Request for Proposal for the West 287 project for the scope of work to include cleanup of the property to

Waxahachie Community Development Corporation
September 8, 2020
Page 3

include removing fencing and concrete, adding backfill dirt, and removal of the rail spur. President Dan Morton seconded, All Ayes.

David Bailey, Director of Utilities, reviewed the map showing the future northwest water lines including the estimated costs and projected engineering and construction time frames. He noted Lofland Phase 1 is in the construction phase and the City is working to obtain Right-of-Way easements from property owners. He reviewed the cost estimates for FM 664 water lines noting engineering is planned for FY 22 Budget and Construction in FY 23 Budget.

Mr. Scott explained he is not in support of approving WCDC funding for this project to speed up the construction of this water line due to General Fund revenue constraints caused by lower tax revenue and the pandemic.

Mayor David Hill noted timing is an issue and does not think there is a need to move the project up a year on engineering if the City is unable to move the construction funding up a year due to funding constraints.

Mr. McSpadden noted he thought the FM 664 project was ready to move forward and Mr. Scott noted there is not a prospect for that site and there is no city funding to move the project forward faster.

Warren Kettman, Economic Development Director, thanked the Board for their support of the West 287 project. He explained FM 664 is crucial and needed but funding is an issue at this time. He noted he would be hesitant to move forward with this project without knowing the future revenues of the city.

Mr. Lynn noted he agreed with Mr. Kettman to move forward with the West 287 project and to pause the FM 664 project at this time.

President Morton recommended revisiting this project after the first of the year.

6. Adjourn

Parks and Recreation Director Gumaro Martinez introduced the new Assistant Parks & Recreation Director Brad Barnes.

There being no further business, Mr. Dan Morton moved the meeting adjourn at 3:39 p.m. Ms. Elizabeth Tull seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: October 7, 2020

Re: Convention & Visitors Bureau October 2020 Update

FESTIVAL & EVENT UPDATES

Niche events like Antique Alley, North Texas Yarn Crawl, Waxahachie Disc Golf Open and Vintage Market Days really boosted traffic for our downtown merchants for the month of September.

Upcoming events include:

- **TCR Festival Virtual Market** – online the entire month of October
- **NHRA Fall Nationals** – October 14-18, Texas Motorplex
- **Ellis County Livestock Show & Rodeo** - October 22-24, Ellis County Expo Center
- **Trick or Treat on the Square** – October 29, participating downtown merchants
- **WHS Homecoming Weekend** – October 30-31

ADVERTISING, PR & MEDIA UPDATES

- Our participation with Texas Country Reporter is resulting in some great TV promotion. In addition to the on-air spots that run to promote Waxahachie as a Top Texas Town, we are receiving additional spots as part of their “See Texas First” tourism initiative whereby Phillips Productions spotlights the 5 Top Texas Town advertisers. Then, they are also running spots to promote the TCR Festival Virtual Market that directs viewers straight to the CVB website.
- In efforts to create more content for the CVB website and aid in SEO, 3 new blog posts were written and more to come:

How to Hachie: What the Cowboys Do

How to Hachie: Antique & Vintage Shopping Guide

How to Taco ‘Bout Hachie

A direct link to the blog can be found at www.hachieheart.com.

- The SoMetro regional tourism continues to blossom with each of the cities promoting each other with various resources that they have including ad in regional publications like Living Magazine to state-wide exposure in Authentic Texas magazine to pole banners in downtown Mansfield.

This will be extremely valuable as we approach the National Finals Rodeo taking place in Arlington this year and Mansfield being their neighbor and the rest of the cities being in the region.

- The CVB has worked closely with the Ellis County Livestock Show & Rodeo committee on some extra marketing opportunities to ensure a successful weekend for the event and Waxahachie.
- The Visit Waxahachie, Texas Facebook page has 13,162 likes/13,570 followers. The CVB Instagram account is up to 1,438 followers organically.

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- Statewide publicity for December is being placed to promote the Christmas season in Waxahachie including Texas Monthly Magazine and Texas Highways Magazine to-date.

RAILYARD PARK/CULTURAL ARTS UPDATE

- The microsite www.hachieheartstrail.com continues to develop with the weekly videos of local musicians performing at the various painted hearts. The videos are posted on the Visit Waxahachie, Texas and Railyard Park Facebook pages producing 1k-4.9K views per week, plus YouTube.
- There is still 1 more larger virtual concerts to live stream on the Railyard Park Facebook page to keep excitement and interest building:

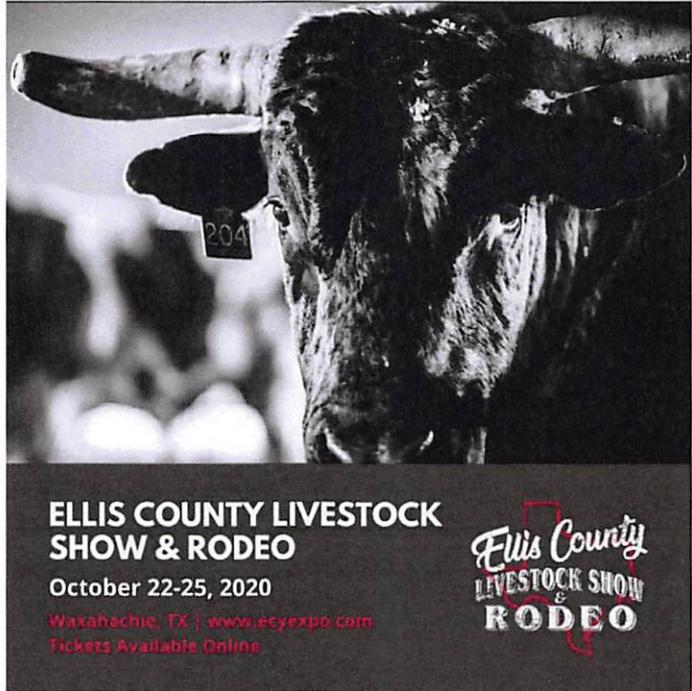
October: **Holly Beth** at **Big Al's**

OTHER NEWS

- The staff attended sessions virtually for the Texas Travel Alliance E-Tourism Symposium.
- For the past 5 weeks, hotel occupancy has been -11.2% and revenue -17.5% on average.



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84° Hours & Directions



ABOUT EVENTS LODGING THINGS TO SEE & DO SHOPPING DINING GROUPS

#HachieHeart

When people begin to describe the history and charm of Waxahachie, they mention the historic homes, the vibrant downtown full of cheerful shop owners and antiques dealers. Or, they get caught up in telling the story of how they watched their hometown on the big screen in "Tender Mercies" in the 80s and saw Miranda Lambert play the Texas Theater before she made it big.

Waxahachie's 120 years of history is more than one courthouse or a brush with Bonnie and Clyde (yep, that happened) or the energy they get walking the square on a warm summer night. For us who live and love here, it's bigger than any folk tale. It's our hometown.

#HachieHeart is a place where both locals and visitors can tell stories about the things they love and what makes Waxahachie a place in their heart. We invite you to join in on the storytelling by adding #HachieHeart to all of your Facebook, Twitter and Instagram posts.

FEATURED STORIES



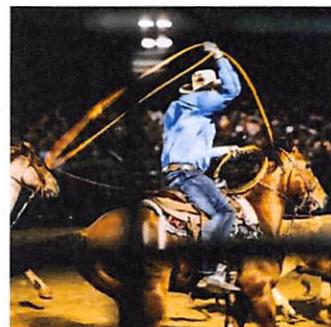
HOW TO TACO 'BOUT HACHIE

Written by Waxahachie Locals



HOW TO HACHIE: ANTIQUE & VINTAGE SHOPPING GUIDE

Written by Laurie Mosley



HOW TO HACHIE LIKE A LOCAL: WHAT THE COWBOYS DO

Written by Laurie Mosley

(7)



Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager 

Date: 10/8/2020

Re: WCDC Beautification Report

Beautification Department Report:

October 13thth 2020

Completed Projects

- Park School House Road Median
 - Plants used: Twilight Crape Myrtle, Blue Diddley Vitex, Golden Ticket Ligustrum, Salvia Mirage Deep Purple and Pink, Artemesia Powis Castle and annual color.
- Fall 2020 Color Change Outs
 - All properties received color change outs.
 - Flowers used: Mixed, Yellow and Orange Marigolds, Ornamental Pepper, Orange Fire Zinnias and Crotons.
- Fall Pumpkin Displays
 - 10 Displays with Hay, Cornstalks and Pumpkins.
 - 8 Planters with pumpkins.

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- 2 Beds lined in pumpkins.

Current Projects

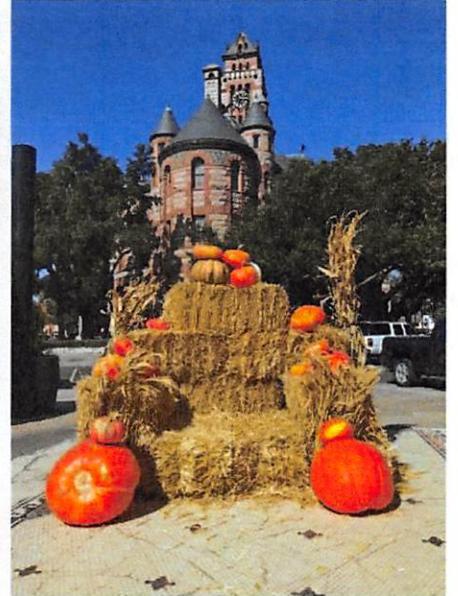
- South East Parking Lot
 - Irrigation has been installed.
 - The nutsedge has been treated.
 - Landscape install will begin next week.
 - Perennial ryegrass over-seed will be spread next week once all planting material has been delivered.
- Chapman Park Tree Project
 - Irrigation install will begin Monday October 12th.
 - A total of 39 trees will be planted ranging in sizes from 4"- 8"+ caliper.
 - Trees will be scheduled for installation once the irrigation is completed.
- Christmas Decorations for Getzendaner Park
 - I'm currently getting prices on a number of displays for this year.

Future Projects

- Broadhead Road Median 3 plant and flower install
- Broadhead Road Median 4 Irrigation install
- Park Schoolhouse Road Median 2 Irrigation and landscaping

Chapman Tree Project Legend

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Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC:

Thru: Michael Scott, City Manager

Date: 10-7-2020

Re: October Sports Complex Report

Tournaments 2020

October

- 3rd Texas Youth Sports Girl's Fast Pitch**
- 7th Keepers of the Peace First Responder National Slow Pitch**
- 10th Pinnacle Sports Adult Slow Pitch**
- 17th American Sporting Events Baseball**
Pinnacle Sports Adult Slow Pitch
- 24th Softball Texas Style Seniors Slow Pitch**
- 31st American Sporting Events Baseball**
IFA North Texas Fall State Girl's Fast Pitch

Individual Games

9th Waxahachie High School Woodhouse JV XC 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

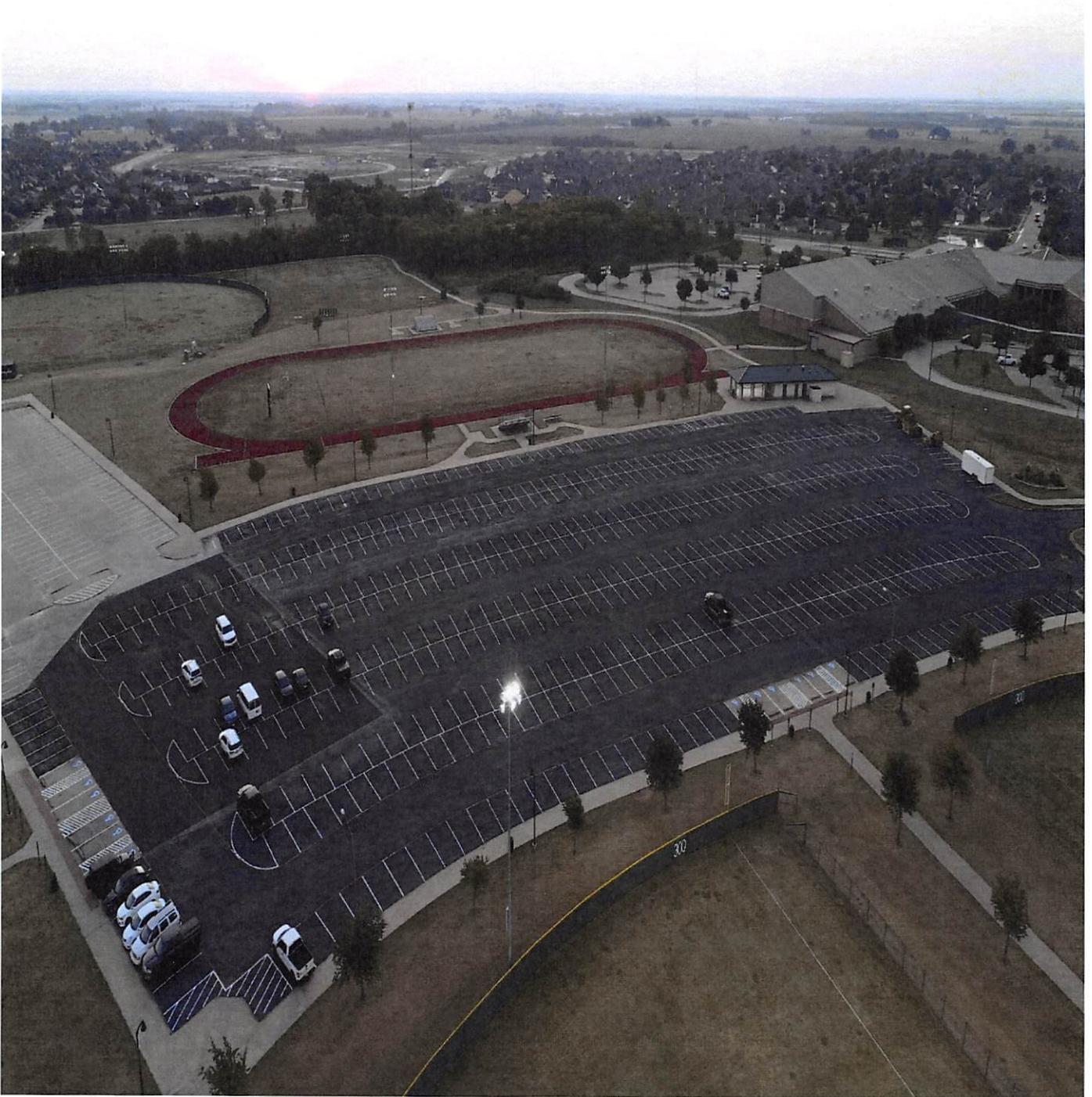
Synthetic Turf Improvement Project Phase I advertisement for bids have been submitted.

Competitive sealed bids are scheduled to be opened on November 3rd.

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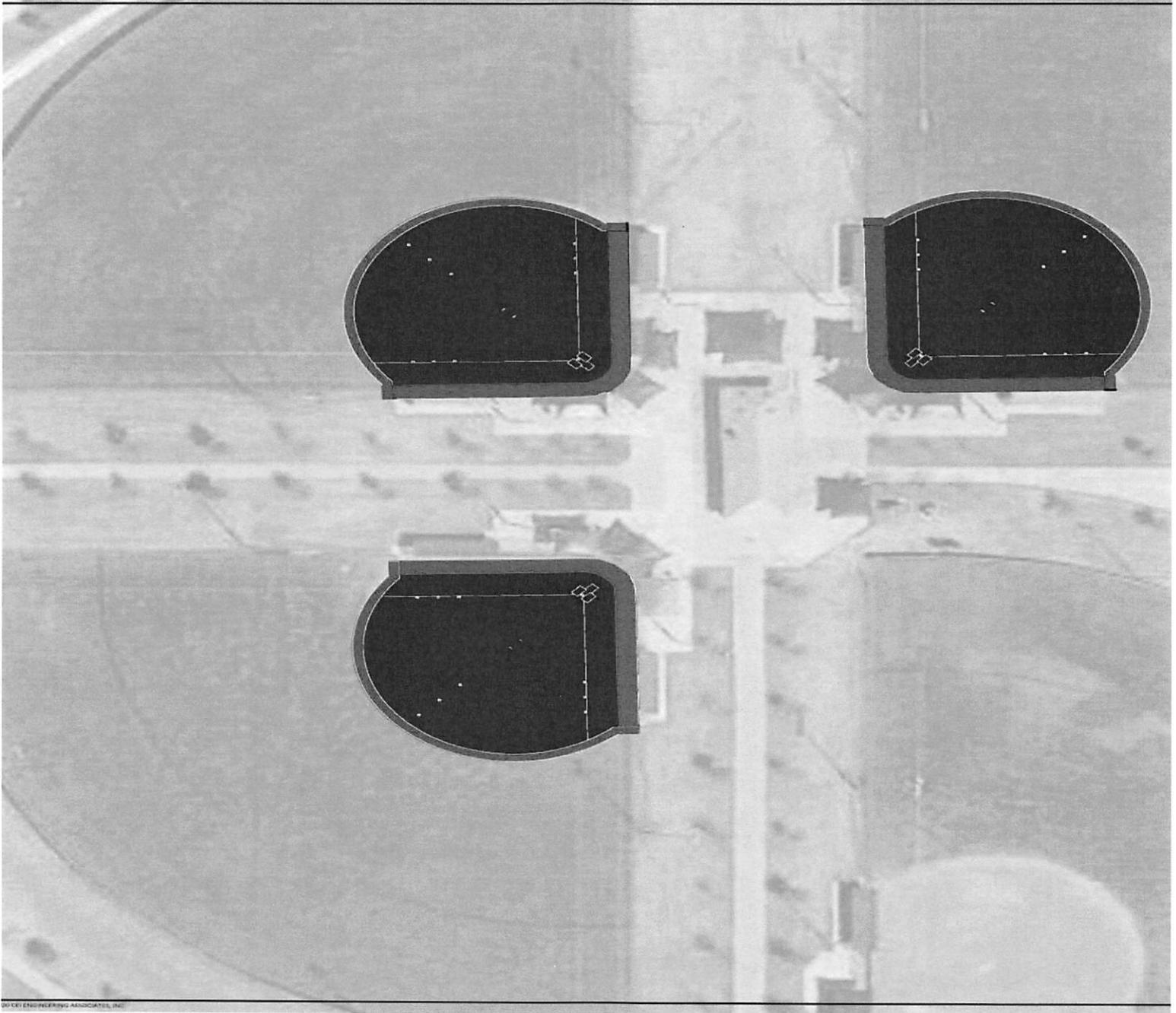
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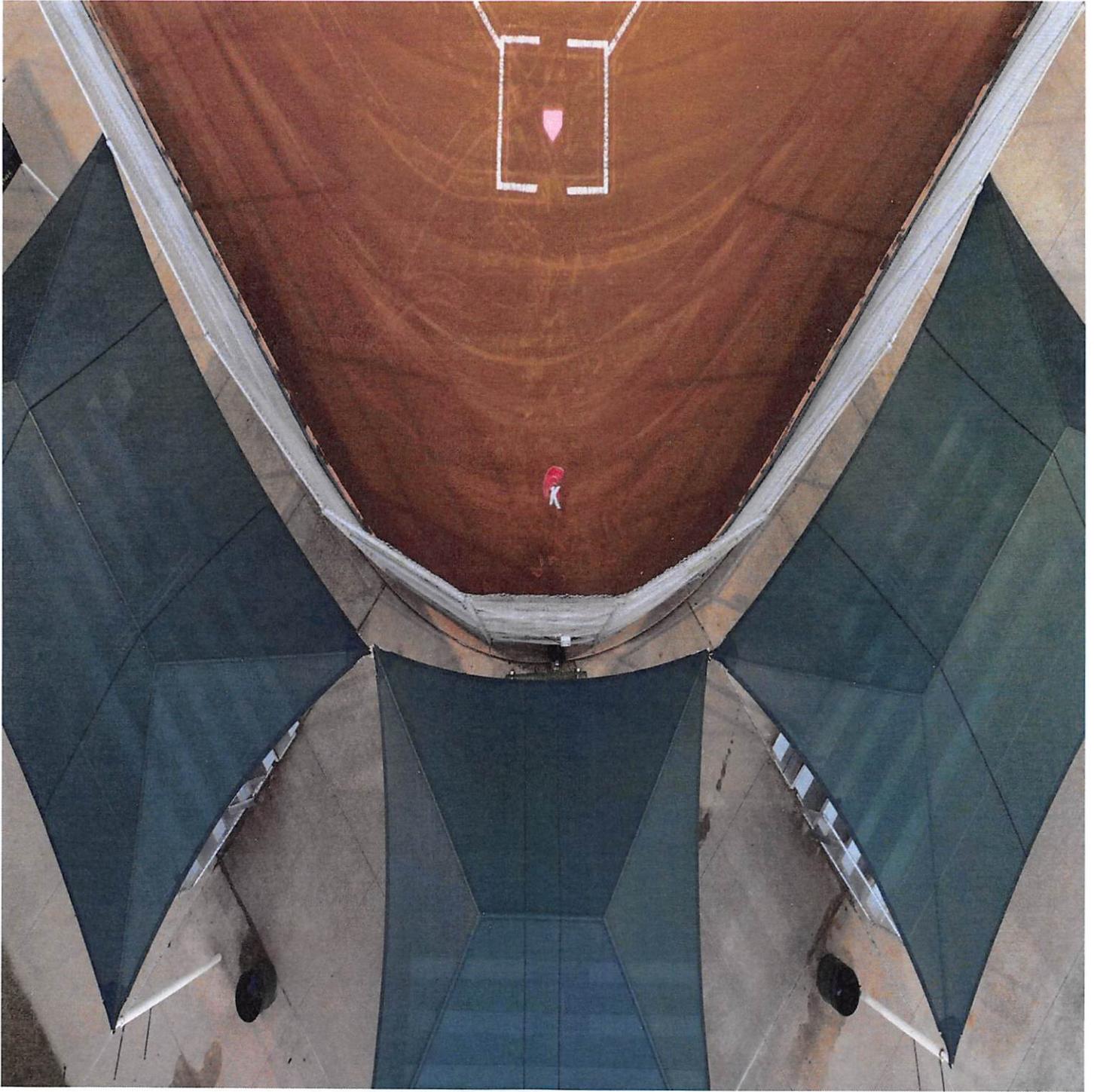


WICKI ENGINEERING ASSOCIATES, INC.

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