

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, July 12, 2022 at 3:00 p.m.***

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

Ex-Officio Members: Amber Villarreal, City Secretary
Chad Tustison, Director of Finance
Kevin Strength, 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 regular meeting of May 10, 2022
4. Consider Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2021
5. Discuss and consider Waxahachie Community Development Corporation Fiscal Year 2023 Budget
6. Hear update of activities from Convention & Visitors Bureau Director
7. Hear update of activities at the Civic Center
8. Hear update of Community Beautification
9. Hear update of activities at the Sports Complex
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) 309-4006 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
May 10, 2022

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, May 10, 2022 at 3:00 p.m.

Members Present: Daniel Morton, President
Bob Lynn, Vice President
Judy Demoney
Elizabeth Tull
David McSpadden

Members Absent: Doug Barnes, Mayor
Michael Scott, City Manager

Ex-Officio Chad Tustison, Director of Finance
Members Present:

Ex-Officio Amber Villarreal, City Secretary
Members Absent: Kevin Strength, President/CEO Chamber of Commerce

Others Present: Gumaro Martinez, Executive Director of Parks & Leisure Services
Laurie Mosley, Director of Convention & Visitors Bureau
Chris Seale, Horticulturist
James Villarreal, Assistant Director Sports Complex
Jami Bonner, Assistant City Secretary

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 regular meeting of March 1, 2022 and special meeting of March 18, 2022

Action:

President Dan Morton moved to approve minutes of the WCDC regular meeting of March 1, 2022 and special meeting of March 18, 2022. Ms. Elizabeth Tull seconded, All Ayes.

4. Consider authorizing the use of Convention Visitors Bureau FY22 contingency funds for Total Solar Eclipse Event in 2024

Director of Convention & Visitors Bureau Laurie Mosley requested approval to utilize CVB FY22 contingency funds to purchase solar eclipse viewing glasses for an event to be held in April 2024. She explained the glasses are selling quickly and would need to use the funds immediate to purchase approximately 20,000 glasses to be distributed to WISD facilities and community businesses for the event.

Stuart Stephenson shared his experience with attending a similar 2017 event in Illinois and the positive impact it had on the community.

Sandy King, WISD Community Outreach Coordinator, shared the school district is excited to partner with the City to provide locations for the solar eclipse event and educational opportunities.

Mr. Dave McSpadden encouraged Ms. Mosley to start preparations early and market the event to bring tourism and community involvement to Waxahachie.

Action:

Mr. Dave McSpadden moved to approve authorizing the use of Convention and Visitors Bureau FY22 contingency funds in the amount of \$10,000 for the Total Solar Eclipse Event in 2024. Vice President Bob Lynn seconded, All Ayes.

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

Ms. Mosley presented an update of activities noting several successful events including the ongoing Scarborough Renaissance Festival, Hachie 50 Ultra Marathon, Vintage Market Days, and Crossroads of Texas Film & Music Festival. She stated plans continue for Crape Myrtle Festival, Cowboy Poet Gathering, Stampede of Speed and Texas Country Festival. Ms. Mosley reported \$31,000 of the estimated \$38,000 needed for the Crape Myrtle Festival has been raised and encouraged Board members to share suggestions for sponsorship partners. She announced the headliner for the Texas Country Reporter Festival will be Diamond Rio.

6. Hear update of activities at the Civic Center

Gumaro Martinez, Executive Director of Parks and Leisure Services, announced April Ortiz, Civic Center Director, provided an update for the packet.

7. Hear update of Community Beautification

Chris Seale, Horticulturist, provided project updates for seasonal color change outs, Chautauqua Landscape Phase 2, Wags-A-Hachie Dog Park, Waxahachie Farmers Market, Ferris Avenue Median Landscape Improvements, Broadhead Road Median 4, and Park Schoolhouse Rd. Median 3 and 4. Mr. Seale noted supply chain issues; however, he is working to build relationships with new vendors to alleviate issues and complete projects.

8. Hear update of activities at the Sports Complex

James Villarreal, Assistant Director, reviewed the April and May tournament schedule and noted only one rain out occurred thanks to the newly installed synthetic turf fields. He provided an update on the running track noting the asphalt has been laid and rubber will be installed after the required fourteen 14 day waiting period. Mr. Villarreal shared the new Sports Complex maps which will help visitors navigate the facility easily and efficiently via the website and signage posted around the Complex.

9. Hear update on Lake Parks Improvement Project

Mr. Martinez presented the Lake Parks Improvement Plan which addresses issues at Boat Dock Park, Jetty Park, and Spring Park including public safety, access, and utilization. He noted the Plan was prepared by a Steering Committee consisting of Park Board members, City Council members, and City management staff and adopted by the Park Board and City Council.

Mr. McSpadden inquired if a water safety officer is being considered for Boat Dock Park during peak weekends. Mr. Martinez replied that with the new design for parking and moving the boat launch, he believes many of the issues will be alleviated. Albert Lawrence, Deputy City Manager, noted boat traffic can be monitored and possibly ticketed with a gate access system.

President Dan Morton encouraged enforcement to limit boats on the lake. He inquired about how the City will keep the lake level at appropriate levels. Mr. Lawrence replied that the Utilities Department is monitoring pumps and electrical issues to improve back up power to ensure lake levels are where they need to be to provide drinking water.

Mr. Martinez thanked the WCDC members for supporting the Wags-A-Hachie Dog Park.

Ms. Judy Demoney asked if there is consideration to connect the Wags-A-Hachie Dog Park with the Farmers Market. Mr. Martinez replied staff is considering opportunities.

10. Hear update on Mid-Way Airport

Darrell Phillips, Airport Manager, shared the city councils for Midlothian and Waxahachie both approved the Don Jackson Hanger project. He noted the hangers will be a 16,648 sq. ft. facility and will be a \$1.1 million development. Once complete and an occupancy permit is obtained, Mr. Jackson will deed the hanger to the Mid-Way Regional Airport. Mr. Phillips detailed the ground lease and construction agreement for individual hangers with no cost to the City of Waxahachie or City of Midlothian. The Airport will receive revenue from resale of the hangers and ground lease fees.

Mr. Phillips explained the Airport is moving forward with a Master Plan to plan for development inside and outside of the Airport fence. He noted the runway project has been moved to 2024, but Airport Board is working on design work now.

Mr. Phillips encouraged WCDC members to attend the Pancake Breakfast event on June 4th.

11. Adjourn

There being no further business, the meeting adjourned at 4:05 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary

WCDC FUND SUMMARY
FY 2023 PROPOSED DRAFT BUDGET

(5)

	a	b	c	d	e	f	g	h	i
					Proposed	Includes Budget Requests in 5-Year Plan			
	FY 2022 BUDGET	FY 2022 ESTIMATE	FY 2023 BASE	BUDGET REQUESTS	FY 2023 BUDGET	FY 2024 FORECAST	FY 2025 FORECAST	FY 2026 FORECAST	FY 2027 FORECAST
1 BEGINNING BALANCE	3,602,324	3,602,324			\$ 3,956,194	\$ 4,877,445	\$ 6,244,777	\$ 8,663,136	\$10,688,787
2									
3 REVENUES									
4 Sales Tax	6,070,000	6,601,000			6,898,000	7,104,940	7,318,088	7,537,631	7,763,760
5 Charges For Svc - Civic Center	412,590	491,345			518,200	523,382	528,616	533,902	539,241
6 Charges For Svc - Sports Complex	204,440	188,500			201,000	203,010	205,040	207,091	209,161
7 Miscellaneous	5,340	2,198			2,500	2,500	2,500	2,500	2,500
8 Transfers In	50,000	50,000			50,000	50,000	50,000	50,000	50,000
9 TOTAL REVENUES	\$ 6,742,370	\$ 7,333,043			\$ 7,669,700	\$ 7,883,832	\$ 8,104,244	\$ 8,331,123	\$ 8,564,662
10									
11 EXPENDITURES						---- Includes Requests in 5-Year Plan ----			
12 Non-Departmental	2,541,559	2,548,586	1,827,823	-	1,827,823	1,891,797	1,958,010	2,026,540	2,097,469
13 Civic Center	1,638,042	1,623,866	1,346,360	321,185	1,667,545	1,600,483	1,616,115	1,532,692	1,609,929
14 Sports Complex	2,227,141	2,244,632	1,226,196	1,402,000	2,628,196	2,531,813	1,602,763	2,218,762	2,594,774
15 Community Beautification	540,425	562,089	444,856	180,030	624,886	492,407	508,998	527,479	545,940
16									
17 TOTAL EXPENDITURES	\$ 6,947,167	\$ 6,979,173	\$ 4,845,235	\$ 1,903,215	\$ 6,748,450	\$ 6,516,499	\$ 5,685,885	\$ 6,305,472	\$ 6,848,113
18									
19 <i>Surplus / (Use of Fund Balance)</i>	(204,797)	353,870			921,250	1,367,333	2,418,359	2,025,651	1,716,549
20									
21 ENDING BALANCE	3,192,730	3,956,194			\$ 4,877,445	\$ 6,244,777	\$ 8,663,136	\$10,688,787	\$12,405,336
22 <i>Minimum Reserve (95 Days Operating)</i>					\$ (1,270,172)	\$ (1,574,653)	\$ (1,244,749)	\$ (1,313,987)	\$ (1,782,386)
23 <i>Available After Reserve Met</i>					\$ 3,607,272	\$ 4,670,125	\$ 7,418,387	\$ 9,374,800	\$ 10,622,951

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WCDC FUND 5-YEAR PLAN

Department	Budget Item Request	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027
RECOMMENDED AND FUNDED						
Civic Center	Update Electronic Theater Control lighting, etc	62,145				
Civic Center	Exterior Building Cleaning (3 year cycle)	28,040			28,040	
Civic Center	Replace banquet chairs (1,800) and dollies (2)	231,000				
Civic Center	Replace carpet throughout facility		200,000			
Civic Center	Replace Main Components with HVAC System			140,000		
Civic Center	Replace Commercial Ice Machine			6,950		
Civic Center	Replace Commercial Reach-In Refrigerator			4,100		
Civic Center	Replace Ten Indoor Commercial Trash Receptacles			11,250		
Civic Center	Replace Eight Outdoor Commercial Trash Receptacles				8,000	
Civic Center	Replace Flame Retardant Commercial Fabric Curtain					9,000
Civic Center	Basin Waterproofing Coating - Velosit					7,000
Civic Center	Replace Three Commercial Convection Ovens					18,900
Civic Center	Replace Two Commercial Quad-Heat Warming Ovens					15,400
Civic Center	Replace One Commercial Open Burner Range					6,300
Sports Complex	Replace Dirt for 2 Infields with Synthetic Turf	937,000	950,000			
Sports Complex	Replace Fence with Wrought Iron	170,000				
Sports Complex	Renovate Outfields	110,000	110,000	110,000	110,000	
Sports Complex	Replace Monuments Signs	40,000				
Sports Complex	Replace Goal Post	40,000				
Sports Complex	72" mower	20,000				
Sports Complex	Add Shade for Soccer Fields	40,000				
Sports Complex	Add Water Feature to Pond	15,000				
Sports Complex	Replace Trash Cans, Tables and Benches	30,000				
Sports Complex	Replace mower		85,000	85,000		
Sports Complex	Maintain Asphalt Parking Lot		60,000	60,000	65,000	65,000
Sports Complex	Replace Utility Vehicle		15,000	15,000		
Sports Complex	Replace Current Lights with LED				600,000	600,000
Sports Complex	Add New Large Pavilion					185,000
Sports Complex	Add Structural Spray Running Rubber Track					185,000

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Department	Budget Item Request	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027
Beautification	Tablet for creating landscape designs	1,675				
Beautification	Landscape Improvements in Park Schoolhouse Median 5 & 6	50,000				
	Annual Lawn and Landscape Maintenance Seasonal Color and					
Beautification	Chemical Applications	18,600	10,800	10,800	10,800	10,800
Beautification	Landscape Improvements in Broadhead Median 5 & 6	37,000				
Beautification	Broadhead Rd Landscape Maintenance	11,000	11,000	11,000	11,000	11,000
Beautification	Dog Park Seasonal Landscaping	5,300	5,300	5,300	5,300	5,300
Beautification	Chapman Park Deer, City Hall Christmas Wreath	7,500				
Beautification	Chapman Park Restroom Landscaping	12,900	3,200	3,200	3,200	3,200
	Purple Martin Bird Houses -Getzendaner, Brown Singleton, Belle Vue,					
Beautification	Mathews, Dog Park	7,800				
Beautification	Bell Vue Pond Fish Stocking	8,600				
Beautification	Sports Complex Pond Fish Stocking	9,666				
Beautification	Mustang Creek Pond Fish Stocking	9,989	600		600	600
	Total	1,903,215	1,450,900	462,600	841,940	1,122,500

NOT RECOMMENDED AND NOT FUNDED						
Beautification	Gateway Monument Landscape Maintenance	6,000	6,000	6,000	6,000	6,000
	Total	6,000	6,000	6,000	6,000	6,000

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: July 12, 2022

Re: Update of Activities from Convention & Visitors Bureau – July 2022

FESTIVAL & EVENT UPDATES

Summertime is in full swing offering some great events like the Gingerbread Trail Home Tour, Railyard Nights Concert Series, Crape Myrtle Festival and much more.

The CVB team is busy working on plans for an action-packed September and October including C10s in the Park & Party on the Square, Cowboy Poet Gathering, Stampede of Speed, and Texas Country Reporter Festival.

ADVERTISING, PR & MEDIA UPDATES

- For the Shop Across Texas "Register to Win" campaign for the month of April, there were 4,457 entries; 2,470 unduplicated leads; 1,724 opt-ins; 10,486 sweepstakes pageviews; and 864,533 impressions.
- The Hachie Heart e-newsletter has resulted in a 19.4% open rate for May, 22.2% in June, and 22.8 % for July 2022, with now over 11,000 contacts on the list.

- Promotions for the Crape Myrtle Festival were strong including being the lead story on an e-blast sent from Texas Highways magazine and a blog post written in-house. Follow link to read blog post - bit.ly/Hachie4th
- The Visit Waxahachie, Texas Facebook page has 15,586 likes/16,537 followers. The CVB Instagram account is up to 1,847 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 29% on average for May 2022 and up 26.8% on average for June 2022.

GROUP TOURS & CONVENTIONS

- August – Daughters of the Republic of Texas

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- The 4 week "Railyard Nights" Summer Concert Series resulted in approximately 2,000 visitors to the park over the course of the four weeks.
- Events for the next 4 months currently include:

July 9 – Saturday Morning Fitness: Abs and Booty
 July 9 – Moral Courage Foundation Downtown Jamboree
 July 16 – Saturday Morning Fitness: Cardio Dance
 July 23 – Saturday Morning Fitness: Abs and Booty
 July 23 – ECHC Fundraiser
 July 30 - Saturday Morning Fitness: Cardio Dance
 August 6 - Saturday Morning Fitness: Yoga
 August 6 - Back to School Bash
 August 13 - Saturday Morning Fitness: Yoga
 August 20 - Saturday Morning Fitness: Yoga
 August 27 - Saturday Morning Fitness: Yoga
 September 10 – Yoga Under the Stars with Violins
 September 17 – Family Day
 October 1 – ECHO Hispanic Heritage Festival
 October 7 – Cattle Drive
 October 8 – Big Al's 5-year Anniversary Party
 October 13 – NHRA Fall Nationals Fan Fest
 October 22 – Spook Out Run/Walk
 October 29 – GO TEXAN Stage at TCR Festival
 October 30 – Hallo-Screening with 93.3FM

OTHER NEWS

- During this period, the CVB staff has completed cyber security training and extended active shooter training with the Civic Center Staff.



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24th Annual

CRAPE MYRTLE Festival

JULY 3 & 4



JULY 3

Waxahachie Sports Complex

151 Broadhead Road

TAILGATE PARTY
6:00PM

KING GEORGE
A TRIBUTE TO GEORGE STRAIT
7:30PM

FIREWORKS
9:15PM

FREE KID ZONE ACTIVITIES

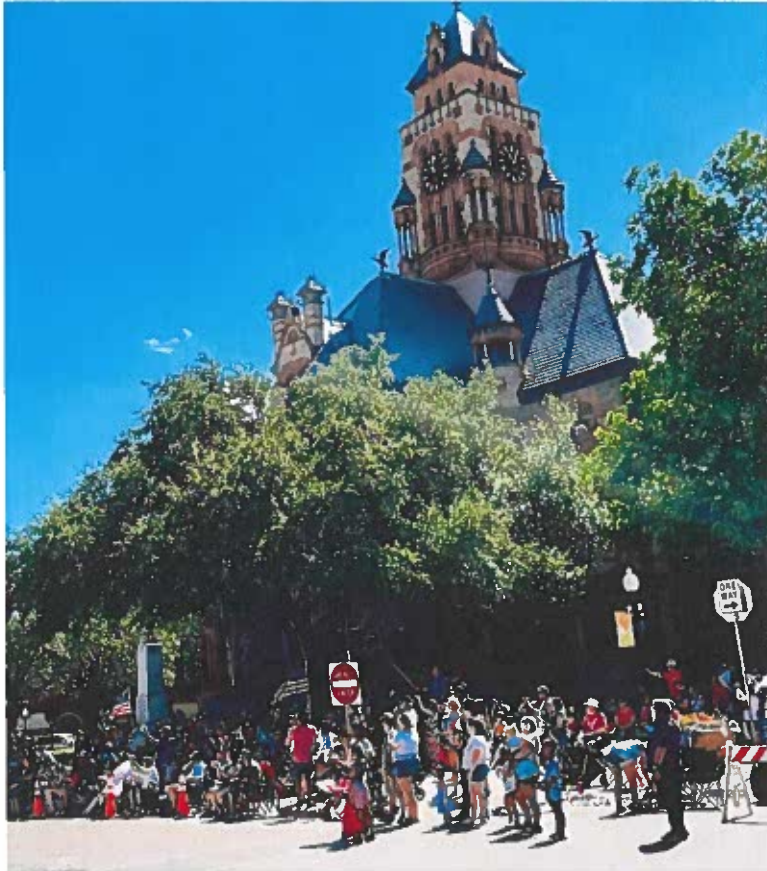
JULY 4

Parade - 10am



For more information
www.waxahachiecvb.com ♦ 469-309-4040









Courtesy Laurie Mosley, Visit Waxahachie

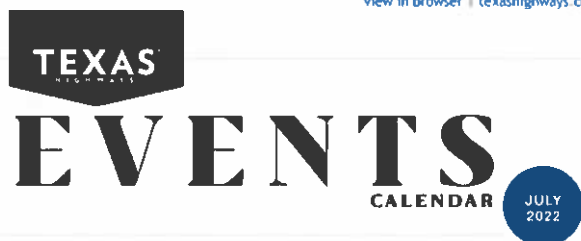
July 3-4, Waxahachie

Crape Myrtle Festival and Parade

In 1997, Waxahachie was designated the Crape Myrtle Capital of Texas after a yearslong effort to plant the colorful trees around the town. Today, these trees are in full bloom in early summer and locals and visitors alike celebrate with the annual Crape Myrtle Festival and Parade. Festivities include a tailgate party, concert (this year's show is a tribute to George Strait), fireworks display, kids' zone, and, of course, lots of pretty crape myrtles.

visitwaxahachie.com

view in browser | texashighways.com



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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz, Civic Center Director

Thru: Michael Scott, City Manager

Date: July 12, 2022

Re: Update of Activities at Civic Center for June – July 2022

June 1-30: 49 events

- Rotary (2 event days)
- City Meetings (4 event days)
- Graduations (10 event days)
- Baby Showers (4 event days)
- 365 Life Church
- Local Union #201 (Owens Corning)
- PMB Investments
- Event Move-In (2 event days)
- Birthdays/Celebrations/Reunions (12 events days)
- Weddings/Anniversaries (5 event days)
- Tammy's Dance Center (3 event days)
- Ellis County Jury Selections (3 event days)
- Crape Myrtle Queens Tea

July 1-31: 40 events

- Wedding Rehearsal/Wedding (6 event days)
- Celebration of Life
- Local Union #201 (Owens Corning)

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- Rotary (2 event days)
- Reunions (4 event days)
- City Meeting
- Birthdays (6 event days)
- Bridal/Baby Showers (5 event days)
- Ellis County Jury Selections (3 event days)
- Family Dinner
- Indian Artifact Show (2 event days)
- Graduation Party
- Baylor Scott & White (2 event days)
- Atlas Swim Spa Expo (5 event days)

Facility

- We have filled our part-time Event Coordinator; Ashley Alfaro joined the team on June 20th and is currently in training.
- Restroom/Dressing Room Renovations have started. They are currently working on the west set of restrooms and the Brides Room (small dressing room).
 - We have tentatively set calendar dates (workdays) aside thru the end of August to complete project. We will review at halfway point to see if dates need to be adjusted.

Upcoming

- Indian Artifact Show: July 23, 9am-4pm, free admission
- Atlas Swim Spa Expo: free admission
 - July 29, 2pm-8pm
 - July 30, 10am-8pm
 - July 31, 10am-5pm
- Big Top Entertainment Boutique Pop Up: August 6, 9am-5pm, free admission
- Premier Gun Show: September 3 & 4

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Photo credit: WCC Staff



Photo credit: WCC Staff



Restroom Demo: Photo taken by WCC Staff



Restroom Demo/Tile Work: Photo taken by WCC Staff





Restroom Demo/Tile Work: Photo taken by WCC Staff



Restroom Demo/Tile Work: Photo taken by WCC Staff





Memorandum

To: Waxahachie Community Development Corporation
From: Chris Seale, Horticulturist
Thru: Michael Scott, City Manager
Date: July 12, 2022
Re: Update on Community Beautification for July 2022

Current Projects

- Broadhead Medians 4 & 5
 - Work will begin the second week of July. The medians will be irrigated first to prepare for chemical burnout, then followed by soil conditioning. Once the soil has been conditioned the sod will be installed. Lastly, the contractor will construct the flower beds and install the plant material.
 - Estimated completion date - end of July.

- Parks School House Medians 3 & 4
 - The medians have been irrigated to prepare for the chemical burnout and soil conditioning. Once the soil has been conditioned the Bermuda grass sod will be installed. Lastly, the contractor will construct the flower beds and install the plant material.
 - Estimated completion date - beginning of August.

Completed Projects

- Hwy 77/Ferris Avenue Project
 - The area was excavated and prepped for the Grass Cell Pavers. The permeable pavers were installed and filled with soil.

- Buffalo Grass sod was installed and allowed to establish for 3 weeks.
- Seasonal color (Lantana Bandana Orange, Scaevola Surdiva Blue Violet mixed with Scaevola Blue Fan) was planted around the brick retaining wall and also on top of the retaining wall.

70,000 PSI per square foot Grass Cell Paver



Grass Cell Paver and buffalo grass sod



Ferris Avenue Project Completed





Memorandum

To: Waxahachie Community Development Corporation

From: James Villarreal, Sports Complex Assistant Director

Thru: Michael Scott, City Manager

Date: July 12, 2022

Re: Update of Activities at Sports Complex for June – July 2022

Tournament Schedule:

6/9	Senior Slow Pitch Softball
6/10	Senior Slow Pitch Softball
6/11	Senior Slow Pitch Softball
6/12	Senior Slow Pitch Softball
6/11	Premier Prospect Baseball
6/12	Premier Prospect Baseball
6/18	Premier Prospect Softball
6/18	American Sporting Events Baseball
6/19	Premier Prospect Baseball
6/19	American Sporting Events Baseball
7/9	Pine Tar Baseball

7/16	Aspire Adult Softball
7/16	American Sporting Events Baseball
7/23	Premier Prospects Softball
7/29	Midnight Madness 4v4 Soccer
7/30	Gold Crown Baseball

Leagues:

6/8	COED Adult Volleyball Leagues
6/13	Men's Adult Slow Pitch Church Leagues
6/13	YMCA Summer Baseball Leagues
6/16	Men's Adult Slow Pitch Recreation Leagues
6/17	COED Adult Slow Pitch Leagues
6/20	YMCA 7v7 Youth Flag Football Leagues
7/5	WYB Girl's Summer Softball Fast Pitch Leagues

April 2022 Revenue Recap:

Concession Revenue - \$816.65
Tournament Revenue - \$7,800.00
Team Fee Revenue - \$400.00

May 2022 Revenue Recap:

Concession Revenue - \$4,418.88
Tournament Revenue - \$36,830.00
Team Fee Revenue - \$8,800.00
Field Use Revenue - \$13,330.00

June 2022 Revenue Recap:

Concession Revenue - \$7,208.28
Tournament Revenue - \$13,750.00
Team Fee Revenue - \$2,656.00

Projects:

1. Running Track - Rubber installation is scheduled to begin July 11th, with striping to be completed the following week. The completion date for this project is estimated to be July 29th.

Hike and Bike Trail Improvements – Mile Markers and Pet Waste Stations



Girl's Fast Pitch Tournament



YMCA 7v7 Youth Flag Football



Girl's Fast Pitch League Champions

