

# **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, November 8, 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  
Jim Phillips

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. Reorganize the Board
4. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of September 13, 2022 and work session of October 18, 2022
5. Consider contract with Sports Fields, Inc. for Synthetic Turf Improvements Project Phase III
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.***

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 13, 2022 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  
Jim Phillips

Ex-Officio Amber Villarreal, City Secretary  
Members Present: Chad Tustison, Director of Finance

Ex-Officio  
Member 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  
April Ortiz, Civic Center Director  
Chris Seale, Horticulturist

**1. Call to Order**

President Dan Morton called the meeting to order and welcomed new board member Jim Phillips.

**2. Public Comments**

None.

**3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of July 12, 2022**

**Action:**

*Mr. David McSpadden moved to approve minutes of the WCDC regular meeting of July 12, 2022. Ms. Elizabeth Tull seconded, All Ayes.*

**4. Hear presentation of Downtown Gateway Monument Project and take any necessary action**

Gumaro Martinez, Executive Director of Parks & Leisure Services, introduced John Fielder, Kimley-Horn Landscape Architect and Project Manager. Mr. Martinez explained Kimley-Horn was hired to provide a conceptual design for a monument sign on the vacant median across from Citizens National Bank downtown due to the viaduct project.

Mr. Fielder explained there is a triangular median downtown that was reviewed after road alignments and TxDOT rights-of-way. He presented the landscape pallet noting the sign is double sided and will be clearly visible when leaving and entering downtown Waxahachie. He explained the sign was limited by TxDOT guidelines and the proposed sign is 7 ½ feet in height and 20 feet wide. The total projected cost of the project is \$625,000.

Mr. Martinez noted staff has reviewed the proposal and is requesting approval of funding from WCDC.

City Manager Michael Scott explained the conceptual design was paid from the General Fund in the FY 22 budget. He noted the proposed monument sign will look nice and be easy to maintain.

President Morton asked if there is water onsite and Mr. Martinez noted water will be added in from across the street.

Mr. David McSpadden asked if the curb cutting is included in the cost estimate and Mr. Fielder noted it was.

The Board expressed support for the proposed monument sign.

**Action:**

*Mr. David McSpadden moved to approve funding for the Downtown Gateway Monument Project as presented. President Dan Morton seconded, All Ayes.*

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

Laurie Mosley, Director of Convention & Visitors Bureau, presented an update of upcoming activities: C10s in the Park and Party on the Square, Hispanic Heritage Celebration, Stampede of Speed Cattle Drive & Fan Fest, Chautauqua Cowboy Poet Gathering, and Texas Country Reporter Festival. Ms. Mosley reported Waxahachie had the second highest performance results amongst featured cities in the ShopAcrossTexas.com Summer Getaway campaign. She also reviewed current and upcoming advertising, PR, and media updates explaining Waxahachie was featured in three promotional Eblasts, Hachie Heart e-newsletter, full ad in Texas Monthly magazine spotlighting Texas Country Reporter Festival, as well as radio ads to promote fall events. Ms. Mosley noted the “2024 Total Eclipse of the Heart” event is moving forward and a website landing page has been created. She reviewed upcoming events at Railyard Park.

**6. Hear update of activities at the Civic Center**

April Ortiz, Civic Center Director, reviewed the monthly report for the Civic Center noting the facility ended August with 32 events and have 40 events booked in September. She noted some events are already booking for 2023 and 2024. Ms. Ortiz presented updates on the restroom/dressing room renovations which are estimated to be completed by the end of September. Upcoming events include the 18<sup>th</sup> Annual Bridal Extravaganza, Ellis County College & Career Fair, Navarro College Brilliance, and Just Between Friends Children’s Resale Event.

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**7. Hear update of Community Beautification**

Chris Seale, Horticulturist, reviewed current projects: Park Schoolhouse Median 3, tulips and spring blooming bulbs ordered, and pumpkins are ordered. He also reviewed completed projects: Broadhead Road Median 4 and Park Schoolhouse Median 4.

**8. Hear update of activities at the Sports Complex**

Mr. Martinez explained there have been several large tournaments recently including NAGAAA Softball World Series. He read a letter from one of their directors praising staff at the Sports Complex and the beautiful fields. Mr. Martinez thanked the board for their support of the improvements at the Sports Complex. He also noted there were many compliments after the Keepers of the Peace Tournament held this past weekend with police officers participating from all across the United States.

**9. Convene into Executive Session for deliberation regarding real property as permitted under Section 551.072, Texas Government Code**

President Morton announced at 3:43 p.m. the Waxahachie Community Development Corporation would convene into Executive Session for deliberation regarding real property as permitted under Section 551.072, Texas Government Code.

**10. Reconvene and take any necessary action**

The meeting reconvened at 4:07 p.m.

**Action:**

*Mr. David McSpadden moved to approve the acquisition and purchase of 54 acres of the Doyle property along the Hike and Bike Trail. Vice President Bob Lynn seconded, All Ayes.*

**11. Adjourn**

*There being no further business, President Dan Morton moved the meeting adjourn at 4:08 p.m. Ms. Elizabeth Tull seconded, All Ayes.*

Respectfully submitted,

Amber Villarreal  
City Secretary

A Work Session of the Waxahachie Community Development Corporation (WCDC) was held in the Council Conference Room at City Hall, 401 S. Rogers, Waxahachie, Texas on Tuesday, October 18, 2022 at 3:00 p.m.

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

Member Absent: David Hill, Mayor

Ex-Officio Amber Villarreal, City Secretary  
Members Present: Chad Tustison, Director of Finance

Ex-Officio  
Member Absent: Kevin Strength, President/CEO Chamber of Commerce

Others Present: Albert Lawrence, Deputy City Manager  
Gumaro Martinez, Executive Director of Parks & Leisure Services

**1. Call to Order**

President Dan Morton called the meeting to order.

**2. Discuss strategic direction and priorities of the WCDC**

President Morton reviewed the purpose of the WCDC and led the discussion of what the Board can do to attract visitors and improve the quality of life for the citizens of Waxahachie. Mr. Morton discussed entertaining new projects for WCDC to lead and possible economic development opportunities.

Vice President Bob Lynn expressed his support of the work the Board has done addressing City needs as they come up.

Mr. David McSpadden noted he is proud of the progress of the Board and provided a list of possible projects WCDC can participate in. He expressed his support for focusing on projects beneficial to the City and asked for the Board to be included in economic development opportunities.

Ms. Elizabeth Tull explained she supports the Board relying on City staff to attract economic development opportunities and presenting those to the Board when appropriate.

City Manager Michael Scott explained staff is constantly working on economic development opportunities; however, most of those discussions are under a Non-Disclosure Agreement. He noted staff will bring those opportunities to WCDC once they are able to be disclosed.

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Mr. Jim Phillips asked if projects are generated from staff, WCDC, or City Council and if they align with the strategic plan of WCDC. Furthermore, Mr. Phillips asked if the focus of economic development aligns with the corporation's budget and is supported by staff and City Council.

Council Member Travis Smith encouraged the Board to review economic development and beautification opportunities in downtown Waxahachie assisting small business owners.

Mayor Pro Tem Chris Wright encouraged the Board to contact City Council and ask what projects they support.

Deputy City Manager Albert Lawrence explained staff, City Council, and WCDC have collaborated to move forward with funding projects in the past. He noted there is a possibility for WCDC to assist with economic development projects in the future.

Mr. Scott noted the WCDC budget aligns with City Council's priorities and the budget should prioritize what voter's approved. He explained the Civic Center and Sports Complex are top priorities of the WCDC budget followed by reserve fund and 5-year capital improvements replacement plan. He expressed his hesitation with allocating funds by restricting WCDC to certain projects and noted flexibility allows funds to be spent at the right time.

The Board discussed considering yearly projects, allowing flexibility and openness to new ideas, collaborating with staff and City Council, and maximizing current assets before taking on additional projects.

It was the consensus of the Board to hold Work Sessions with City Council every other month beginning in 2023.

### **3. Adjourn**

There being no further business, the meeting adjourned at 4:11 p.m.

Respectfully submitted,

Amber Villarreal  
City Secretary

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## Memorandum

To: Waxahachie Community Development Corporation  
From: James Villarreal, Assistant Director of Sports Complex  
Thru: Michael Scott, City Manager  
Date: November 8, 2022  
Re: Consider Contract with Sports Fields, Inc. for Synthetic Turf Improvements Project Phase III

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**Item Description:** Consider contract with Sports Fields, Inc., in the amount of \$860,900 for the Waxahachie Sports Complex Synthetic Turf Improvements Phase III project.

**Item Summary:** Request for bids were solicited and received for the Waxahachie Sports Complex Synthetic Turf Improvements Phase III and staff has worked with our consultant, CEI Engineering, to evaluate the bids and qualifications to select the lowest qualified bidder.

The following base bids were received:

- Sports Fields, Inc. - \$895,200
- Paragon - \$908,053

Based on the submittals and consultation with the CEI Engineering, Sports Fields, Inc. was determined to be the lowest qualified bidder. The approved FY22-23 construction budget for the turf improvement is \$875,000, not including professional services. Since the bid was over the budgeted amount, staff asked CEI Engineering to contact Sports Fields, Inc. and value-engineer the project to find some potential cost savings.

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Sports Fields, Inc. was able to offer the following value-engineering options: (1) using a substitute supplier for the turf of same grade and quality, realizing a cost savings of \$15,400; (2) reducing the aggregate sublayer underneath the turf from 5" to 4", with no hindrance or change to drainage and realizing a cost savings of \$18,900. The combined value-engineering options total \$34,300 in cost savings. The adjusted bid award to Sports Fields, Inc., would be for \$860,900.

**Fiscal Impact:** The proposed bid award to Sports Fields, Inc., in the amount of \$860,900 is part of the approved FY22-23 budget and is within the approved funding of \$875,000.



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## Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: November 8, 2022

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

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### **FESTIVAL & EVENT UPDATES**

Fall has been fun for everyone with the Cowboy Poet Gathering, 10 days of Stampede of Speed events, Texas Country Reporter Festival, and many more in between. Plus, there's still more on the horizon and a busy Christmas season.

### **ADVERTISING, PR & MEDIA UPDATES**

- The Hachie Heart October e-newsletter resulted in a 27% open rate with over 11,000 contacts on the list.
- The one-day festival that is the Texas Country Reporter Festival really equals a 6-month plus media promotion. CBS 11 dedicated a great amount of time and resources the weekend of the festival. This translates to great coverage for the City of Waxahachie and downtown on the Friday evening news, Saturday morning and evening news, plus the TV promos that ran leading up to the event.
- Bob and Kelli had interviews that aired on 99.5 and 96.3 Friday morning before the festival. Not to mention all the radio promos that aired the weeks leading up to the

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festival. There was also a 30-minute TCR episode dedicated to Waxahachie and the Festival that aired mid-October, plus numerous other promotions from Texas Monthly magazine and others.

- Radio ads on 99.5 the Wolf continue to promote Fall events and then will switch to Christmas mid-November.
- The CVB Team worked a booth at the State Fair of Texas on October 19<sup>th</sup> promoting Waxahachie as part of their Destination Days Program.
- The Visit Waxahachie, Texas Facebook page has 16,305 likes. The CVB Instagram account is up to 1,976 followers organically.
- Google analytics for the CVB's website show traffic (sessions, new users and pageviews) up 14% on average for September 2022 and down 27% on average for October 2022.

A digital marketing firm that Laurie works with said that clients are seeing a decline in website traffic as social media continues to take over as a method of search.

- On ShopAcrossTexas.com, Waxahachie pulled nearly 2.8 million impressions over the past 12 months, which was an 83% increase over last year. The Waxahachie City Page on the site, plus related Waxahachie materials were selected 166,668 times which was a 69% increase over last year.

### **GROUP TOURS & CONVENTIONS**

- November 12-13 – Texas Payroll Clerk Board Retreat

### **RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES**

- The HOT 93.3 radio team loves Railyard Park so much and the staff, that they have agreed to come back on October 21, 2023 for another Hall-O-Screening.
- Upcoming Events for the Fall & Winter Include:

November 13 – BREWED: Coffee & Tea Festival

November 29 – Jingle Jam Parade Pre-Party

December 10 – YMCA Santa Run

### **OTHER NEWS**

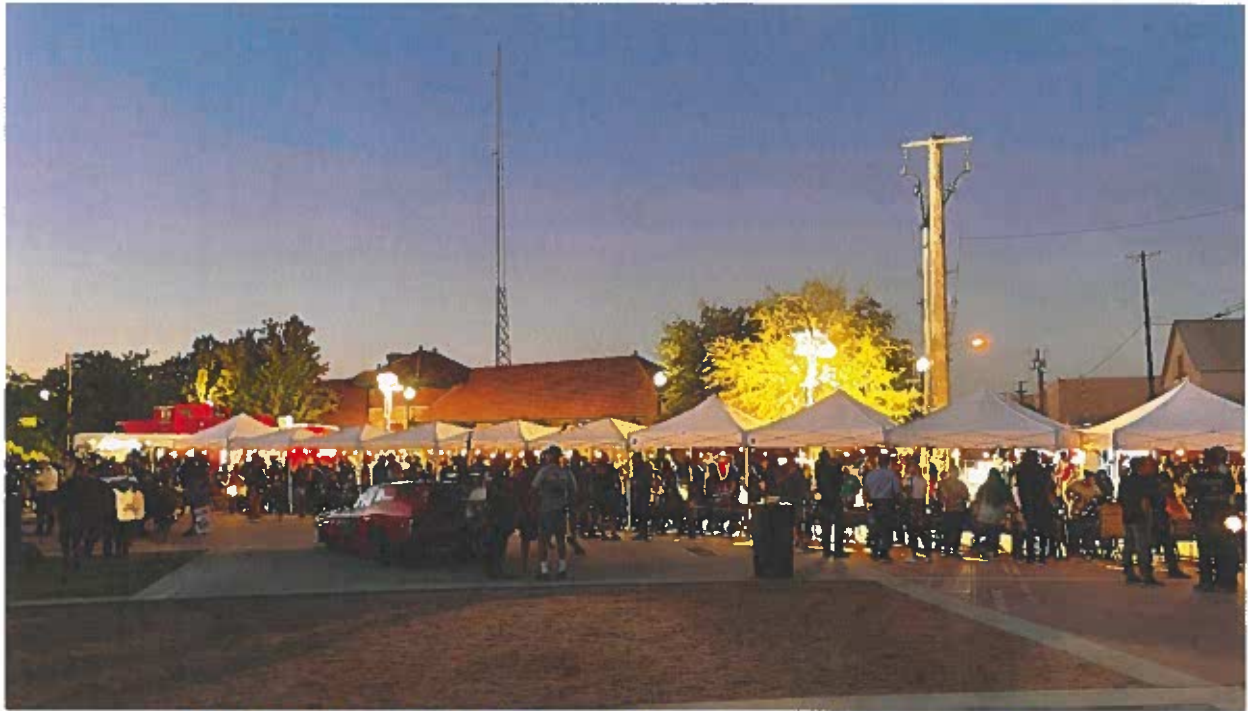
- Laurie joined Gumaro Martinez and Thomas Griffith for a panel discussion with Leadership Ellis County on the topic of "Leading vs Managing" as it relates to the Texas Country Reporter Festival.

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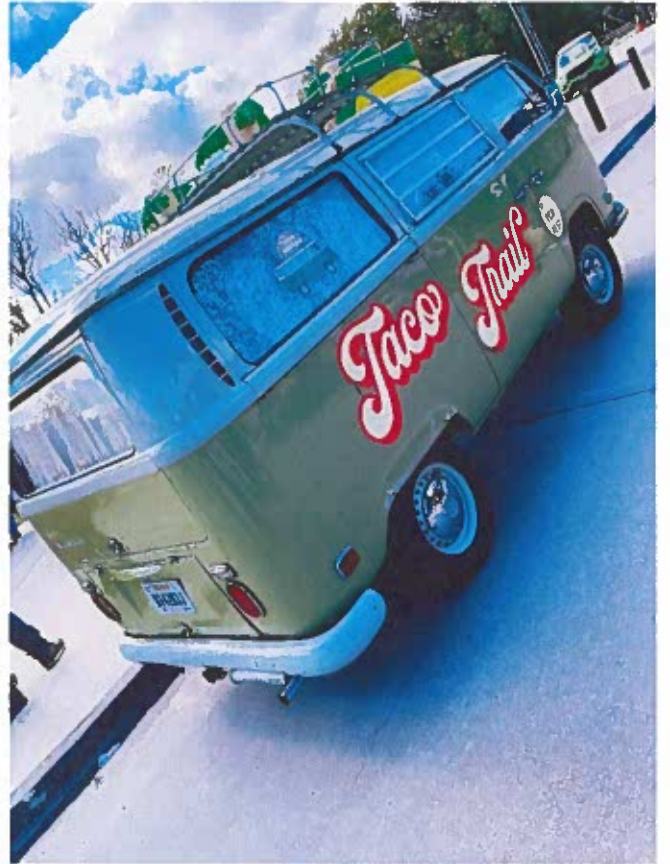


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**M-K-T**  
More than Kansas. Just less.

**WAXAHACHIE**  
A place to be  
*Merry*  
this holiday season!

**CHRISTMAS TOUR OF HOMES \* SANTA RUN  
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## Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz, Civic Center Director

Thru: Michael Scott, City Manager

Date: November 8, 2022

Re: Update of Activities at Civic Center – November 2022

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### **October 1<sup>st</sup> – 31<sup>st</sup>: 50 Events**

- Rotary (2 event days)
- City Meetings (2 event days)
- Local Union #201 (Owens Corning)
- Baby Showers (7 event days)
- Navarro College - Brilliance
- Baylor Scott & White (2 event days)
- James Hardie
- Ellis County Jury Selections (3 event days)
- Wellness Expo (2 event days)
- Birthdays/Reunions (13 events days)
- Weddings (3 event days)
- Just Between Friends Children's Resale Event (4 event days)
- Insurance/Retirement Meetings (4 event days)
- Brian Carter Cutco Meeting
- Premier Gun Show (3 event days)
- Ex-Ministries Rewind "The Truth About Hip Hop"



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## **November 1<sup>st</sup> – 30<sup>th</sup>: 68 Events**

- Ellis County Jury Selections (3 event days)
- Newtown 65<sup>th</sup> Anniversary
- City Meetings (2 events days)
- Baby Showers (9 event days)
- Rotary (2 event days)
- Saddlebrook HOA Meeting
- Desoto Volleyball Banquet
- Benefits Insurance Meetings (2 event days)
- Event Move-In (2 event days)
- Congressman Jake Ellzey Military Service Academy Nominations
- NAVCO Security Meeting
- Baylor Scott & White
- Veterans Memorial Ceremony
- Oath Law (4 event days)
- Atlas Spa (5 event days)
- James Hardie Meetings (4 event days)
- Gerdau Meetings (5 events days)
- Birthdays (14 event days)
- Banquet/Dinner/Celebration (8 event days)
- Hope Clinic Christmas Party Luncheon

## **Facility**

- Restroom/Dressing Room Renovations
  - The opening of the East restrooms was delayed due to work schedule conflicts and supply chain issues for the tile and wall coverings. The restrooms are scheduled to be opened on November 12<sup>th</sup>, and dressing rooms finished the following week.
  - Staff will be working with the contractor on punch list items starting November 7<sup>th</sup>, and there are also some change order items such as the bull nose tile and ceiling vents/grills that were delayed and are scheduled for delivery mid-November.
- Capital Items – FY23
  - New Banquet Chairs - Order has been placed with Mity-Lite, tentative ship date is March 10, 2023.
  - Upgrade Lighting Controls – Staff is scheduled to meet with the contractor, Barbizon, the week of Thanksgiving to discuss the

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updated quote and how their work schedule may potentially impact the event schedule.

- Exterior Coating Cleaning: The exterior cleaning will be scheduled for the spring.

### **Upcoming Events**

- Ellis County Veterans Ceremony
  - November 12<sup>th</sup>, 10am
- Atlas Swim Spa Expo
  - November 18<sup>th</sup>, 2pm – 8pm
  - November 19<sup>th</sup>, 10am – 8pm
  - November 20<sup>th</sup>, 10am – 8pm
- Waxahachie Junior Service League
  - Friday, December 2<sup>nd</sup> - Mimosas at Market, 9am – 2pm
  - Friday, December 2<sup>nd</sup> – VIP Party & Taste of Ellis County, 6pm – 9pm
  - Saturday, December 3<sup>rd</sup> – Christmas Market Show, 9am – 4pm

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*Brilliance Event (Main Ballroom): Photo taken by WCC Staff*

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Brilliance Event (Main Ballroom): Photo taken by WCC Staff



Building Pictures: Photo taken by WCC Staff



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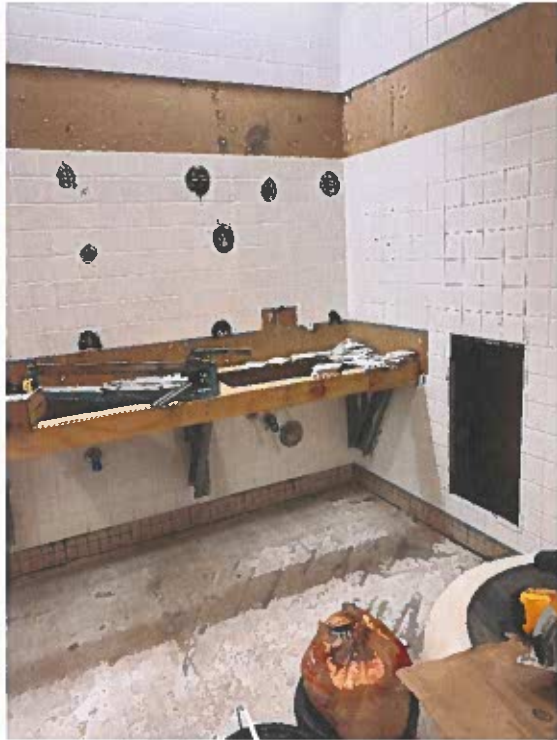


Main Hallway Restroom (Men's/Completed): Photo taken by WCC Staff \*punch list still needs to be completed



Main Hallway Restroom (Women's/Completed): Photo taken by WCC Staff \*punch list still needs to be completed

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*Restroom Demo - East Hallway: Photo taken by WCC Staff*



*Restroom Demo - East Hallway: Photo taken by WCC Staff*

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## Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale, Horticulturist

Thru: Michael Scott, City Manager 

Date: November 8, 2022

Re: Update from Beautification Department – November 2022

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### Current Projects

- Purple Martin Bird Houses
  - Staff is obtaining quotes from multiple vendors including Ravenox, Wild Birds Online, and Purple Martin.org.
  - Installation will be coordinated with separate contractors and quotes are being obtained.
- Seasonal Color Change Outs
  - Staff started planting cool season annuals a couple weeks ago in some of the low visibility areas. In the next couple of weeks everything will be changed out.
- Pond Fish Stocking
  - Staff is working on obtaining quotes for stocking fish in the Bell-Vue Park, Mustang Creek Park, and the Sports Complex ponds. This is a great eco-friendly alternative for the biological control of weeds and algae.

- Christmas Decorations
  - Staff is preparing for panel and holiday light installation throughout City facilities.
  - Timeline for completion is November 30th.

### **Completed Projects**

- Park Schoolhouse Median 3
  - Shrubs and seasonal color have been planted.
  - Staff will have the shrubs trimmed and shaped in the spring.
- Pumpkins and Fall Displays
  - All the fall displays held up really well this year and only had a few rotten ones to deal with. The Big Mac's were the only ones lost towards the end of October.
  - Staff planted a variety of mums in some of the high visibility areas around town, which included the South Downtown Parking Lot, Sports Complex Pond Bed, and Bynum Plaza.
- Ryegrass Overseeding
  - Some of the areas overseeded with Empro Par perennial ryegrass are the South Downtown Parking Lot, Bynum Plaza, City Hall, and the Civic Center.
  - A new area to be overseeded with ryegrass this year will be the Lions Park lighted and irrigated practice sports field. Once the field is scalped and aerated, the field will be overseeded and will be a great improvement.



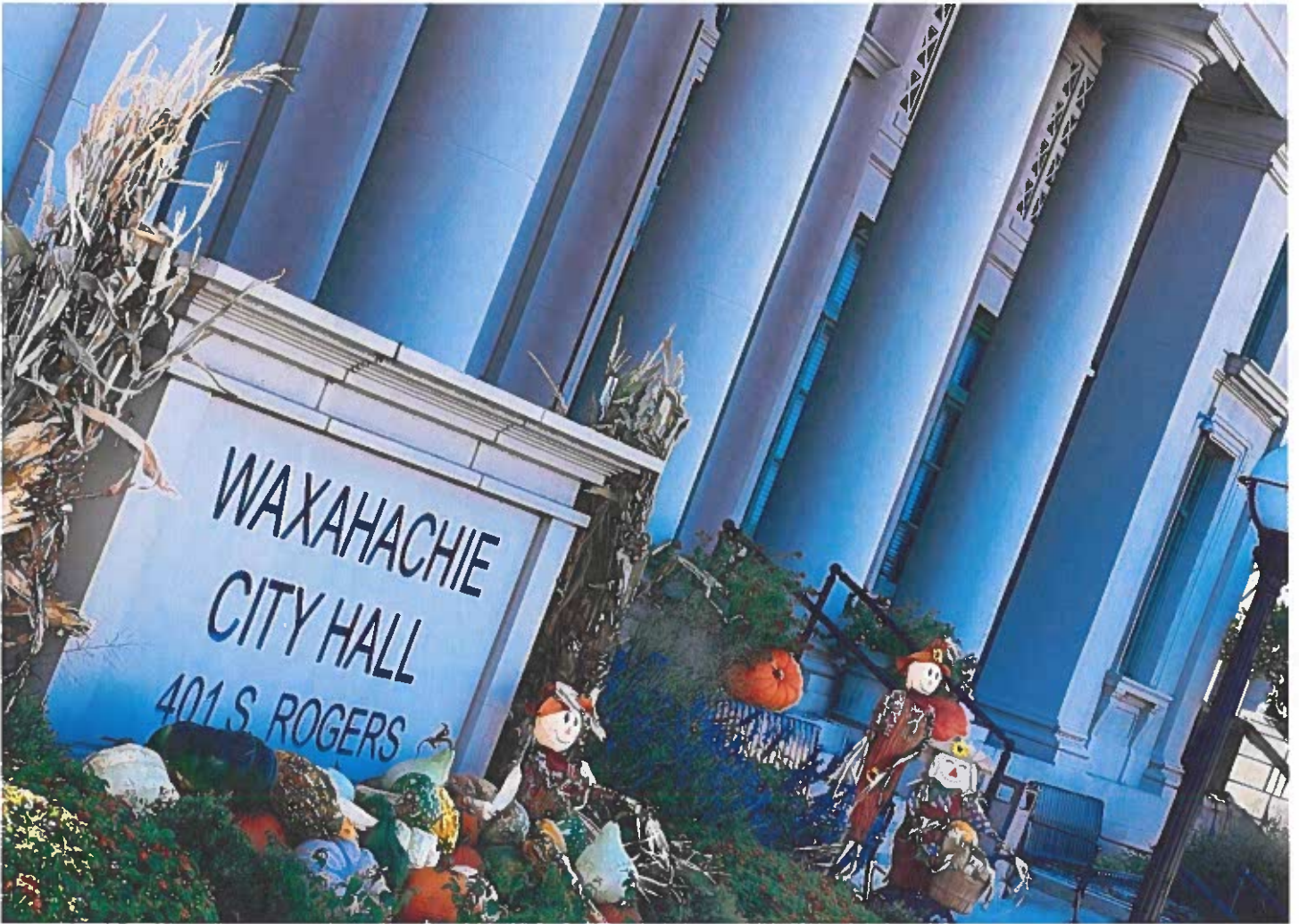
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Park Schoolhouse Median 3



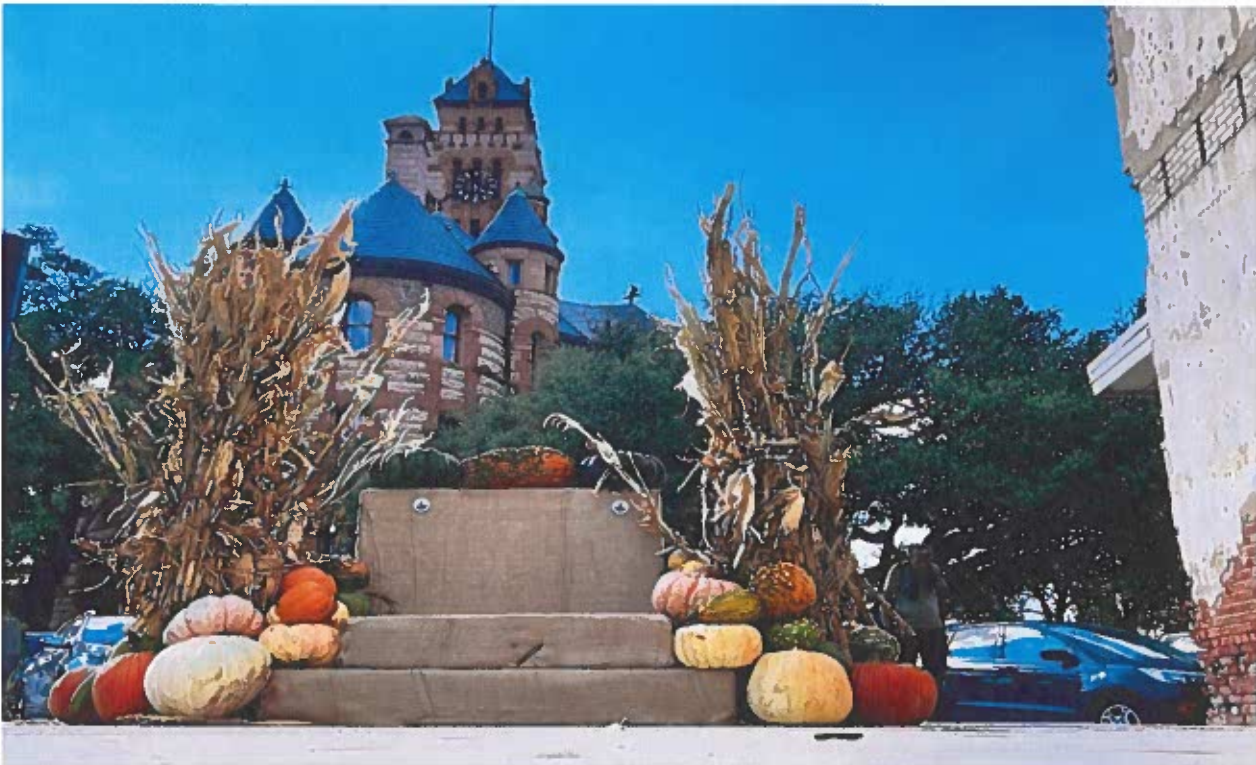
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City Hall Fall Display



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Pumpkin Chair



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Garden Mums





Fall Planters

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## Memorandum

To: Waxahachie Community Development Corporation

From: James Villarreal, Sports Complex Assistant Director

Thru: Michael Scott, City Manager *[Signature]*

Date: November 8, 2022

Re: Update of Activities at Sports Complex – October/November 2022

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### Tournament Schedule:

10/1	Palau Independent Softball
10/1	American Sporting Events Baseball
10/8	Pine Tar Baseball
10/15	Texas Youth Fast Pitch Softball
10/22	Texas Style Senior Slow Pitch Softball
10/29	Gold Crown Baseball
10/29	Midnight Monster 4v4 Soccer Tournament
11/5	Son of God Adult Softball
11/5	Gold Crown Baseball
11/12	American Sporting Events Baseball
11/19	Pine Tar Baseball

**Leagues:**

Ends 10/26	COED Adult Volleyball Leagues
Ends 11/28	Men's Adult Slow Pitch Fall Church Leagues
Ends 10/29	YMCA Fall Soccer Leagues
Ends 11/14	Waxahachie Soccer Association Fall Leagues
Ends 11/9	Men's Adult Slow Pitch Recreation Fall Leagues
Ends 11/3	COED Adult Slow Pitch Fall Leagues
Ends 11/7	YMCA Youth Flag Football Fall Leagues
Ends 10/26	WYB Girl's Fall Softball Fast Pitch Leagues

**Revenue Recap:**

September 2022

Concession Revenue - \$2,409.50  
Tournament Revenue - \$11,400.00  
Team Fee Revenue - \$10,000.00

October 2022

Concession Revenue - \$6,073.74  
Tournament Revenue - \$32,462.40  
Field Use Fee - \$14,090.00

**Projects:**

Synthetic Turf Improvements Phase III

Quotes were received on Thursday, October 27, 2022 with the apparent lowest qualified bidder being Sports Fields, Inc. They are the same contractor that has performed the first two phases of turf improvements. The contract award will be presented to the WCDC Board on November 8, 2022 and then to City Council on November 21, 2022 for their consideration and approval. The contractor has set a tentative start date of December 5, 2022.



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*Youth Flag Football League*





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*Midnight Monster Madness 4v4 Soccer Tournament*

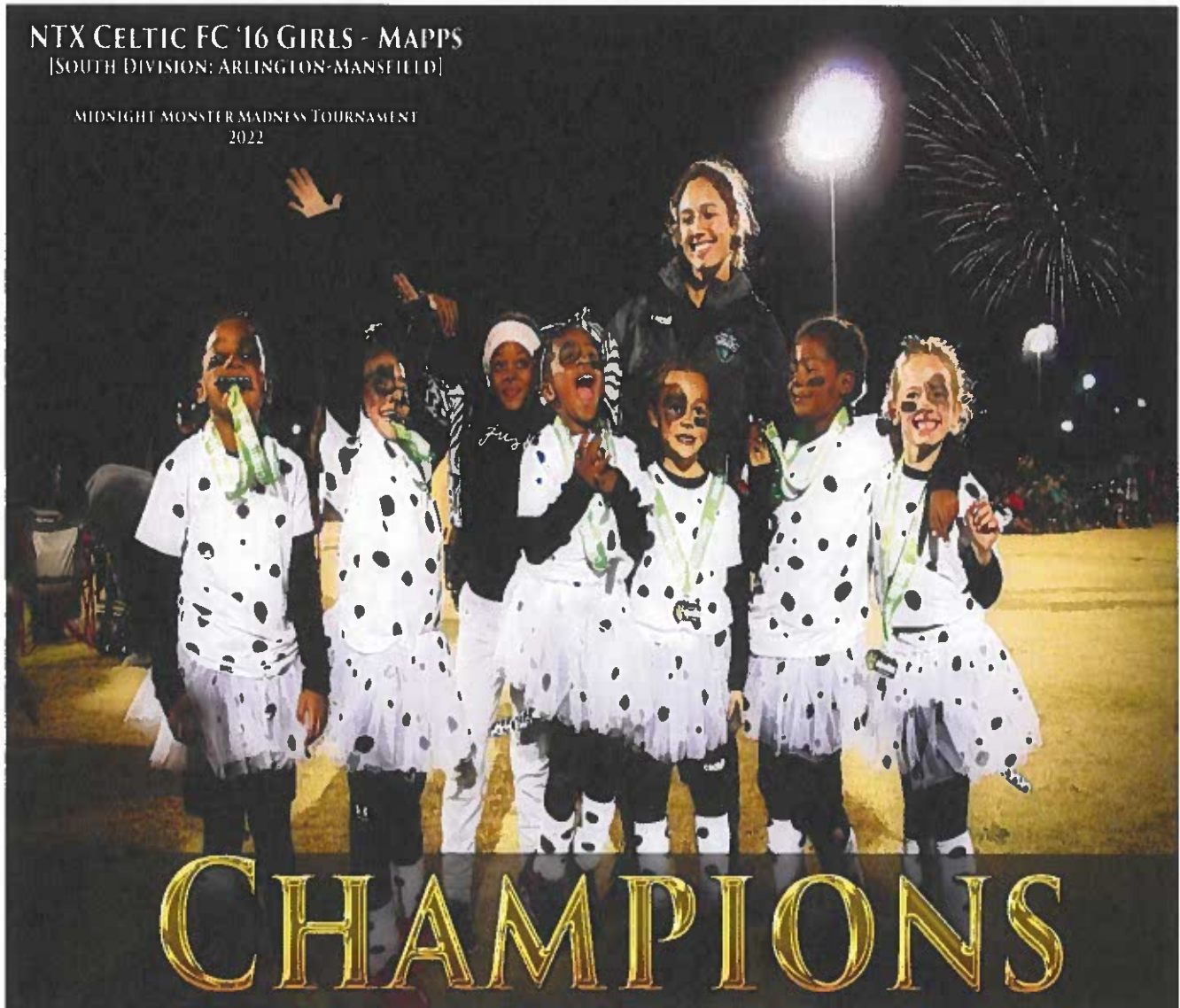


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*Midnight Monster Madness 4v4 Soccer Tournament*

**NTX CELTIC FC '16 GIRLS - MAPPS**  
[SOUTH DIVISION: ARLINGTON-MANSFIELD]

MIDNIGHT MONSTER MADNESS TOURNAMENT  
2022





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*Scared Hitless Baseball Tournament*





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Waxahachie ISD Jr. High District Cross Country Meet

