

Waxahachie Community Development Corporation  
March 20, 2014

A worksession meeting of the Waxahachie Community Development Corporation was held on Thursday, March 20, 2014 at 3:00 p.m. at the Waxahachie Civic Center, 2000 Civic Center Lane, Waxahachie, Texas.

Members Present: John Sanders, III, President  
Mike Ramsey, Vice President  
Paul Stevens, City Manager  
Bob Lynn  
Daniel Morton  
Joe Jenkins

Members Absent: John Wray, Mayor

Ex-Officio Lori Saunders, City Secretary  
Member Present: Debra Wakeland, President, Chamber of Commerce

Ex-Officio Charles Harris, Director of Finance  
Members Absent:

Others Present: Steve Chapman, City Attorney  
John Smith, Director of Parks and Recreation  
James Villarreal, Recreational Superintendent  
April Ortiz, Civic Center Director  
Laurie Mosley, Director of Convention & Visitors Bureau

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President John Sanders called the meeting to order.

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**Vice President Mike Ramsey moved to approve the minutes of Waxahachie Community Development Corporation meetings of June 11, 2013, September 10, 2013 and October 15, 2013. Mr. Daniel Morton seconded, All Ayes.**

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Ms. April Ortiz, Civic Center Director, presented an update of activities at the Civic Center.

**October 2013** - closed with a total of 39 events including:

- Waxahachie Chamber Auction
- Gun & Knife Show
- Magnablend
- Luminant Energy

**November 2013** - closed with a total of 47 events including:

- N. TX Region Classic Car Club
- Veterans Memorial - Senior Center USO Dance

- GGA Holiday Showcase
- CPC Logistics

**December 2013**- closed with a total of 30 events including:

- TCCRA
- Baylor
- Dart Holiday Party
- Vision Global

**January 2014** - closed with a total of 35 events including:

- Navarro College
- Vision Global Winter Conference
- Oncor
- WHS Quarterback Club

**February 2014** - closed with a total of 46 events including:

- SGI USA
- Lone Star Business Association
- Oncor
- C.A.S.A Gala

**March 2014** - on schedule to close the month with 30 events

- Jr. Svc. League Spring Shopping Extravaganza, Fri 6pm-9pm, Sat 10am-5pm
- Lawn & Garden Expo, Sat. Mar. 29th 9am-5pm

**Up & Coming:**

Prom Season will be kicking off in April, and we have already booked WHS, Red Oak and Duncanville for 2015.

Facility

- Small pole lighting updated, see pictures
- Replacing shrubs/mulch that was removed during the roof/building project

President Sanders recommended adding color to the landscaping. Ms. Ortiz stated, in the past, flowers have been planted and rabbits eat them, therefore, the landscapers recommended against planting flowers. Other landscaping alternatives are being considered.

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Ms. Laurie Mosley, Director of Convention & Visitors Bureau (CVB), requested a budget transfer of \$2,000 from the CVB Contingency account to the CVB advertising account. The Board discussed sharing advertising cost with Mr. Jim Lake and Ms. Amanda Moreno for downtown events. Ms. Stated the CVB is sharing cost with them.

Ms. Mosley stated in February 2014 she received word that the Ranch Radio will no longer host the "Battle of the Bands" for the Crape Myrtle 4<sup>th</sup> of July festival. She reported she has located a band and with the sound system the cost will be \$4,000. Promotional ads will be an estimated

additional cost of \$1,500. She requested approval of \$5,500.00 for the event. Ms. Mosley stated she approached Carlise Chevrolet and they are 90% committed to sponsoring the event. She stated she needs to lock in the contract with the band and prepare marketing on the Dallas radio stations. She stated the CVB and Chamber of Commerce will solicit funding from local businesses.

**After further discussion Vice President Mike Ramsey moved to transfer up to \$6,000.00 from the CVB Contingency to the CVB advertising account. \$2,000 will be applied to the downtown merchants "Shop Across Texas" brochure for 2014. Up to \$4,000 to be utilized subject to potential receipt of other funds from other merchants within the City of Waxahachie.** Mr. Joe Jenkins seconded, **All Ayes.**

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Ms. Mosley presented an update of the Convention and Bureau activities January – March 2014:

### **FESTIVAL & EVENT UPDATES**

2nd Thursday Ladies' Night Out – Going strong each month hosted by the WDMA.

Ellis County Youth Expo - March 24-29, Ellis County Expo Center

Waxahachie Symphony Association – Ft. Worth Symphony - March 29; 7 pm, Waxahachie Fine Arts Center

Waxahachie Symphony Association – Dave Tanner and the Band -April 26; 7 pm, Waxahachie Country Club

Scarborough Renaissance Festival – (this year, the King will be looking for a new Queen)  
April 5-6, April 12-13, April 19-20, April 26-27, May 3- 4, May 10-11, May 17-18, May 24-26

The Great Bull Run - April 5, Texas Motorplex, plus NHRDA Texas Diesel Nationals - April 12, NHRA Lucas Oil Divisional - May 1-4 & Super Chevy Show – May 17-18 (we'll host the Super Chevy Cruise from downtown on Saturday morning).

Waxahachie Downtown Farmers Market Opens - April 5

Junk in the Trunk - April 12; 9 am-2 pm

Spring Classic Car Show - April 12; 5 pm-8 pm

Sip N Stroll - April 12; 2 pm-7 pm

Waxahachie Cinco De Mayo - May 2-3

Dirty Rotten Scoundrels - May 2-4, Chautauqua Auditorium  
For show times and tickets: [www.waxahachiecommunitytheatre.com](http://www.waxahachiecommunitytheatre.com)

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

A nice advertorial can be found in Texas Meetings + Events magazine in the Winter 2014 issue.

Advertising has been placed in the Feb-Mar-April issue of Tea in Texas magazine, plus the April issue of Texas Highways magazine and Texas Monthly. The Texas Monthly will also have an advertorial on Waxahachie.

For sports marketing, Waxahachie has a full page ad in the March/April 2013 issue of Sports Destination Management.

The Waxahachie CVB and the WDMA are partnering on a half-page ad and matching editorial in the Shop Across Texas "Dallas Shopping Guide" that is also distributed internationally by the Dallas CVB. The Galleria, Frisco, Allen and McKinney are just a few of the folks we will be keeping company with.

Our new trade show banner stands were finished just in time to be debuted at Grapevine Mills Mall on February 27 at the Dallas-Fort Worth Area Tourism Council's Market Place to showcase the community and upcoming events to visitor center workers in the DFW area and the shoppers at the mall.

The CVB will have a two page ad in the Texas Motorplex souvenir program/magazine, plus we will have an ad in the Scarborough Renaissance Festival souvenir program. Both of these groups are great cooperative partners of the CVB.

### **VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES**

9th Annual North Texas Lakes Rally - March 13-16

First United Methodist Church of Richardson Group Tour, April 10

We have been working a lot closer with Lakeview Camp & Conference Center providing visitor information for their women's retreats. There were several in November and a big one coming up - Stonebriar Community Church Women's Retreat, April 11-12. We also assisted with hospitality for the FCA Game Day Challenge.

Tyler Daytrippers on June 7 for Gingerbread Trail.

Beat the Heat World Finals coming back to Texas Motorplex this year on November 7-8. They are going to use Waxahachie hotels as their host properties.

The CVB will be attending the National Association of Sports Commissions Symposium in Oklahoma City on March 31-April 2. We've applied for appointments with event holders that would be good for the Civic Center, Lumpkins Stadium, etc. The sessions are always great information "to keep our head in the game."

Met with Dan Rowan that worked on the design of the Waxahachie Disc Golf Course. He's bringing larger events to the course (August) and will be looking for our help towards the end of the year to bid on a national event.

**OTHER NEWS**

The CVB organized a meeting for the hotels on January 23. Representatives from 3 of the 5 main properties showed up along with Louis Brown of the Chaska House. They will meet again on April 17.

We are already in motion for not only the Texas Country Reporter Festival this year, we are working on the 2015 Festival too (20th Annual).

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Mr. James Villarreal, Recreational Superintendent, reported the spring baseball season has begun but the numbers are low due to the lingering cold weather. School and Adult teams are down and will meet with them to increase the teams. Spring season has begun. Waxahachie Youth Baseball now has a girl's league and will be playing at the Sports Complex. He announced The Sports Hall of Fame tournament will be held at the complex and approximately 50 to 60 teams will participate. He thanked Ms. Laura Mosley for assisting him booking hotel rooms for the players and families. October 1, 2013, six baseball tournaments were booked and four were cancelled due to rain. Twelve tournaments remain for the season. Waxahachie Youth Soccer began March 8<sup>th</sup> and will have a tournament in April. One hundred teams are expected to participate. YMCA soccer will begin the first of April.

Mr. Villarreal reported Waxahachie 75165 requested use of the Sports Complex to hold their annual Easter Egg Hunt for 2015 and asked the fees of \$200 per field be waived. He stated the fields are booked during this time. After further discussion, Staff will review policies and report back to the Board.

The end of April the football field will be renovated and track repair. The walking trail will remain open.

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Mr. Brad Tolsen, ECI, Inc. presented a project update on the Civic Center roof repair. He presented a slide show of before and after pictures of the various elevations entrances, metal and flat roof installations, small barrel vault drainage, internal gutter installation, cast stone repairs, downspout installations, and planter box repairs.

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**There being no further business, Mr. Mike Ramsey moved the meeting adjourned at 4:35 p.m.**

Mr. Daniel Morton seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders  
City Secretary