

Waxahachie Community Development Corporation
April 15, 2014

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, April 15, 2014 at 3:00 p.m. in the Council Conference Room, 401 S. Rogers, Waxahachie, Texas.

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

Member Absent: John Wray, Mayor

Ex-Officio
Members Present: Charles Harris, Director of Finance
Debra Wakeland, President, Chamber of Commerce

Ex-Officio
Members Absent: Lori Saunders, City Secretary

Others Present: Steve Chapman, City Attorney
Michael Scott, Assistant City Manager
Amber Villarreal, Assistant City Secretary
John Smith, Parks and Recreation Director

President John Sanders called the meeting to order.

President Sanders amended the March 20, 2014 minutes noting other landscaping alternatives are being considered at the Civic Center.

Mr. Joe Jenkins moved approval of the amended minutes of the Waxahachie Community Development Corporation meeting of March 20, 2014. Mr. Dan Morton seconded, **All Ayes.**

City Manager Paul Stevens explained since the complex is a fee based facility, no other policy for Sports Complex uses and activities is needed. Fields can be rented for a fee and are subject to availability.

No action taken

Finance Director Charlie Harris presented spreadsheets outlining the list, from the Sports Complex and Civic Center, of capital assets, and their approximate costs, that will need to be fixed or replaced in the future. He noted the capital improvements are listed with their expected life terms and estimated cost. The purpose of the statement is to outline the perpetual cost of the capital improvements in the future.

In reviewing the capital improvements for the Sports Complex, Mr. Sanders recommended adding the parking lot to the list. Mr. James Villarreal noted the estimated cost would be about \$300,000 without a specific time frame for replacement.

Mr. Harris reviewed the capital improvements list for the Civic Center. Mrs. April Ortiz noted she is still waiting on cost estimates from the landscaper; therefore, her list doesn't include the cost of landscaping. President Sanders asked if replacement of the HVAC system needs to be added to the list. Mrs. Ortiz noted the system was replaced in 2009 to a chiller system and maintenance is covered under contract. She noted their warranty is almost expired and they will extend their current maintenance contract to include warranty on replacement parts.

President Sanders suggested adding signage to the Civic Center to inform the public of upcoming activities. Mr. Stevens noted there has never been a consensus of what type of sign is wanted there.

Mr. Dan Morton asked if the idea for an outside wedding venue should be added to the capital improvements list. President Sanders explained projects of that cost would need to be considered at a bond election.

Finance Director Charlie Harris recommended the Capital Improvements list be reviewed annually with the budget. He suggested keeping a minimum 60 day rainy day fund. Based on the Capital Improvements list provided, approximately \$110,000 needs to be set aside annually to cover those items.

Mr. Joe Jenkins expressed concern with building up a rainy day fund noting he doesn't like the idea of tying up tax dollars that could be used.

President Sanders commended Mr. Harris on the spreadsheets noting they provide a better way to handle things in the future by having a written list of needs and life expectancy of the Capital Improvements at both facilities. He requested a written version of all money and how and what it is allocated for.

City Manager Paul Stevens referenced the article The Hotel Tax "Two-Step", by Bennett Sandlin, TML Executive Director. He noted the article outlines what Hotel-Motel taxes can be used for.

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

March

We closed March with 31 events.

- Jr. Svc. League Spring Shopping Extravaganza
- Lawn & Garden Expo

April

We currently have 38 events scheduled.

- Proms: WHS and Palmer
- Ellis County Ducks Unlimited

Up & Coming

In May (30, 31, 1) we will host the APF Texas National Weight Lifting Meet, expecting lifters from as far away as Rhode Island, Maine, and Illinois.

President Sanders inquired about the status of the roof project. He noted certifications for the completed work should be received to begin the warranties. City Manager Stevens noted the contractors are nearing completion and are currently working on the lightning protection. Mr. Stevens noted some of the warranties have already been certified by the manufacturers.

Ms. Laurie Mosley, Convention and Visitors Bureau Director, presented an update of the Convention and Bureau activities for April-May 2014:

FESTIVAL & EVENT UPDATES

- This past weekend was extremely successful-we had 15 events on the schedule for that weekend alone. Still to come:
- **Scarborough Renaissance Festival**-every Saturday and Sunday thru Memorial Day
- **Waxahachie Cinco de Mayo**-May 2-3
- **Super Chevy Show Kick-Off Cruise** from downtown-May 17
- The **Crape Myrtle Festival Committee** officially met last week to discuss the details of the fireworks show and concert on the night of July 3 and parade on July 4th -Escape-Dallas Journey Tribute Band.

ADVERTISING, PR & MEDIA UPDATES

- *Texas Highways*-1/6 page ad June issue
- *Tea in Texas Magazine*-May, June, July & August issue
- *Sports Destination Management*-Full page ad in the May/June issue
- Distribute copies of the *Shop Across Texas-Dallas Shopping Guide*

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- The CVB attended the **National Association of Sports Commissions Symposium** at the beginning of the month to attend educational sessions about sports marketing and have appointments with sports commissions to try and recruit more sports business to Waxahachie-Mid-America Basketball, Primetime Sports, International Senior Softball Association and Color Run.
- **Regional marketing efforts** are really paying off-ex. Couple from GA attending the Final Four game and staying in Mansfield, lots of traffic from Ennis on Saturday, couple coming back after 7 years from NC staying in Waxahachie as their hub as they experience the region and visit movie/TV film locations.

Mr. James Villarreal, Recreational Superintendent, reported the spring baseball season has begun with games being played every day. He reported the rain on the weekends has hindered the completion of tournaments leading to refunding a portion of the fees to the teams. However, tournaments are still bringing teams to shop, eat, and stay in Waxahachie. Mr. Villarreal noted there will be a large baseball tournament coming up Memorial Day Weekend.

Citizens' Petitions and Requests

None

There being no further business, Mr. Dan Morton moved the meeting adjourn at 5:05 p.m.
Mr. Mike Ramsey seconded, **All Ayes.**

Respectfully submitted,

Amber Villarreal
Assistant City Secretary