

Waxahachie Community Development Corporation  
July 8, 2014

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, July 8, 2014 at 3:00 p.m. in the Council Chamber, 401 S. Rogers, Waxahachie, Texas.

Members Present: John Sanders, III, President  
Mike Ramsey, Vice President  
Kevin Strength, Mayor  
Paul Stevens, City Manager  
Bob Lynn

Member Absent: Daniel Morton  
Joe Jenkins

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

Others Present: Steve Chapman, City Attorney

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President John Sanders called the meeting to order.

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**Mr. Mike Ramsey moved approval of minutes of the Waxahachie Community Development Corporation meeting of April 15, 2014.** Mr. Bob Lynn seconded, the vote was as follows:

Ayes: John Sanders, III, President  
Mike Ramsey, Vice President  
Paul Stevens, City Manager  
Bob Lynn

Absent: Kevin Strength, Mayor

**The motion carried.**

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Director of Finance, Charles Harris presented the Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2013. At the close of the fiscal year, total revenues were \$3,662,651 and total expenses were \$3,432,403, including depreciation. The Corporation's net position increased by \$230,248, as a result of increased charges for services and sales tax revenue offset by an increase in general government expenses. As of the close of the current fiscal year, unreserved fund balance for the Corporation's General Fund was \$1,319,198.

**Vice President Mike Ramsey moved to accept the Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2013 as presented.** Mr. Bob Lynn seconded, **All Ayes.**

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Convention and Visitors Bureau Director, Laurie Mosely, reported contingency funds previously requested and approved were not used due to local businesses provided sponsorship. She requested usage of the remaining \$8,000 of contingency funds for sponsorship of the following events and advertising initiatives:

\$1,000 – Sponsorship of two (2) disc golf tournaments to take place at the Waxahachie Disc Golf Course. The first tournament is scheduled for September 19-20, 2014 and the second tournament will take place late December or early January. Both of these events will take place over the course of two days, Friday thru Saturday, and 90 players are expected at each event.

**City Manager Paul Stevens moved to approve \$1,000 to sponsor 2 disc golf tournaments as presented.** Mayor Kevin Strength seconded, **All Ayes.**

\$5,000 – Sponsorship of the Crossroads of Texas Film Festival, a 4 day event that ultimately celebrates the 30th anniversary of the release of PLACES IN THE HEART. Ms. Mosley stated this is anticipated to be an annual event that will not only celebrate films made in Waxahachie, but also films made in Texas and/or by Texans.

**After a brief discussion, Mr. Bob Lynn moved to approve \$5,000 to sponsor the Crossroads of Texas Film Festival as presented.** Vice President Mike Ramsey seconded, **All Ayes.**

\$2,000 – Other Cooperative Advertising Initiatives

**Mayor Kevin Strength moved to approve \$2,000 for other cooperative advertising initiatives.** City Manager Paul Stevens seconded, **All Ayes.**

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City Manager Paul Stevens provided a summation and its layout of the previous workshop referencing Capital Improvement Plan.

Director of Finance Charles Harris stated he would add to the list the carpet and HVAC to the Convention Center. He noted approximately \$700,000 will be reserved toward the Capital Improvement Plan.

After a lengthy discussion, the consensus of the Board is to incorporate the Capital Improvements Plan into the FY2014-2015 budget.

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The board discussed hiring personnel through the Waxahachie Community Development Corporation to oversee management and landscaping maintenance of City portals and designated points of interest.

After a lengthy discussion, it was determined to discuss hiring personnel through the Waxahachie Community Development Corporation in a board meeting to be held on Tuesday, July 22, 2014.

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Civic Center Director April Ortiz presented the following report of events:

**May**

Closed with 39 events.

- Proms: Duncanville (over 900 tickets sold, largest ever) & Cedar Hill
- Hard Kick Classic

**June**

Closed with 37 events.

- Palmer Graduation
- APF Texas (2 visitors from South America, expected up to 100 lifters, had over 175, largest attended national event)
- N. TX District Council Luncheon (SAGU)

**Up & Coming**

Several private events and we are continuing to work renovations in when we can with current scheduled events.

Ms. Ortiz reported the next couple months will be filled with several expos and shows, including Ark Wildlife Expo, Oktoberfest, Region 10 Food show and the Bridal Extravaganza.

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Recreational Superintendent James Villarreal reported May and June was busy hosting numerous baseball events. Memorial Day weekend the Sports Complex was booked with a huge event and hotels were booked. He stated in August there are not a lot of games booked due to the hot weather. September the Fall League will begin. Mr. Villarreal reported the hydro-mulch has been cancelled due to the watering restrictions. He presented charts depicting revenue comparisons for 2011-2014.

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Convention & Visitors Bureau Director Laurie Mosley reported on the May – July 2014 activities as follows:

**FESTIVAL & EVENT UPDATES**

Since the last time we met, we've had record visitors thanks to Scarborough Renaissance Festival, 9th Annual Paint Historic Waxahachie Plein Aire Paint-Out, Gingerbread Trail Historic Home Tour, Waxahachie Cow Creek Country Classic Bike Ride and the Crape Myrtle Festival.

Coming up this weekend, we are packaging the following 3 events:

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

HWI Ice Cream Social - July 12; Ellis County Courthouse lawn

Summer Moonlight Movies – Frozen - July 12; 9 pm, Downtown Waxahachie

Trucks 'N Tunes proved to be so popular on June 28, that downtown is hosting 2 more this summer: July 26 and August 30.

The next 3 biggest events on the CVB radar is Texas Country Reporter Festival, Dale Hansen Football Classic and the Crossroads of Texas Film Festival.

**ADVERTISING, PR & MEDIA UPDATES**

Waxahachie has been in the WFAA spotlight lately. GMT was in Waxahachie in May to cover the new restaurant, The Reservation, at Waxahachie High School then made their way to Brown Street to the home of Mike and Chris Roberts for a sneak peak for Gingerbread Trail. Plus, GMT was at the Chaska House TODAY as part of their bed and breakfast feature that they are doing.

Also the news has covered Tuscan Slice as being voted the Best Family Friendly restaurant in DFW, then Angela Madison included the Cinco de Mayo Festival as one of the top FREE things to do that weekend along with coverage of the Waxahachie Farmers Market on their extended list of FREE things to do that they post online.

The Knot Texas - 1/2 page ad in the Fall/Winter Issue

AAA Texas Journey Magazine was in Waxahachie photographing Bob Phillips for their October issue.

The CVB also purchased a 2 week schedule of spots during the morning show on KLUV with Jody Dean to promote the Crape Myrtle Festival.

We are also in the process of working on a tourism video promo piece that we look forward to sharing in the near future. M2 Marketing has helped with the creative direction tremendously.

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

Since May, we've hosted: Super Chevy Car Cruise, Temple Bible Church Group Tour and the Tyler Day Tripper Group Tour

Coming up: Texas Soaring Association Sports Class Nationals – July 15-24

Not only has the Sports Complex and Optimist Fields been packed with tournament action, we've had a couple of Dallas Anarchy football games at Lumpkin's Stadium.

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**There being no further business, the meeting adjourned at 5:37 p.m.**

Respectfully submitted,

Lori Saunders  
City Secretary