

Waxahachie Community Development Corporation  
October 14, 2014

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, October 14, 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  
Kevin Strength, Mayor  
Paul Stevens, City Manager  
Bob Lynn  
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: Michael Scott, Assistant City Manager  
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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**Mr. Bob Lynn nominated Mr. John Sanders II as President of the WCDC Board for fiscal year 2014-2015.** Mayor Kevin Strength seconded, **All Ayes.**

**Mr. Daniel Morton nominated Mr. Mike Ramsey as Vice President of the WCDC Board for fiscal year 2014 – 2015.** Mayor Kevin Strength seconded, **All Ayes.**

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**Vice President Mike Ramsey moved to approve minutes of the WCDC meetings of July 8, 2014, July 22, 2014, and August 22, 2014.** Mr. Daniel Morton seconded, **All Ayes.**

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Mr. Bart Burnett, Skills USA District 6, reported Skills USA is about preparing students to become leaders in the workforce. He stated their leadership conference will be held at the Civic Center February 27-28, 2015 with projected participants totaling 1,300. He requested sponsorship from the Convention and Visitors Bureau to offset the expenses of the conference.

Ms. April Ortiz, Director of Civic Center, reported the room rental fees total \$7,300.00. She noted Skills USA paid a \$500 deposit leaving a balance of \$6,800.00.

Mr. Burnett stated they estimate each person in attendance will spend at least \$75.00 while in Waxahachie, and with a projected attendance at 1,300 it totals \$97,500 over a 36 hour period.

**After a lengthy discussion, Mayor Kevin Strength moved to pay \$6,800 from CVB Contingency Fund.** President John Sanders seconded, **All Ayes.**

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Mr. Paul Stevens, City Manager, reported the 2007 Bond Fund has a balance of \$193,097.00 and explained it has to be spent at the Sports Complex and Civic Center. He asked James Villarreal, Recreational Superintendent and April Ortiz, Civic Center Director, to consider what is needed.

Mr. Stevens referenced a patio area on the east entrance of the Civic Center being approximately 1,740 square feet and stated it is a piece of property that is rocky and grass doesn't grow well. He presented a quote from Associated Paving, Inc. for the following options:

Sidewalks	\$ 9,957.00
Colored Sand Blasting	\$17,305.00
Concrete Pavers	\$21,950.00

Mr. Stevens stated the Board once discussed putting a table and chairs in this area. After further discussion Mr. Stevens asked the Board if they would like for Staff to compile a list of items needed and bring back for consideration. The Board concurred.

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

**July;** was closed with 23 events. This is down from our monthly average; and is due to us doing the major parts of our renovations (carpet/painting) during this month.

- Vision Global
- Life Team Leadership

**August;** was closed with 34 events.

- Wildlife Expo
- Life School
- Navarro College Convocation

**September;** was closed with 45 events.

- Luminant Energy
- Baker Hughes (Job Fair)
- Ellis Co. College Fair
- Oktoberfest (St. Joseph Catholic Church)
- Gun & Knife Show

**Up & Coming:**

We are gearing up for a busy holiday season. Currently we have events booked the weekend after Thanksgiving and the day after Christmas. We have our normal holiday bookings including the Jr. Service League Christmas Market, TCCRA and the corporate holiday parties along with several private events.

**Facility:**

We have completed the roof project. ECI, Inc. brought in the warranty binders in September. To-date we have not had any leaks.

We have also completed the majority of our renovations. There are a couple areas they have primed but need to wait the 14 days to cure. So we should be completely finished within the next few weeks.

**Projects:**

- Getting options for Christmas lighting at center (building, trees or walkways).
- Getting the landscaping scheduled with Turf-Scape.
- Getting quotes/pricing for patio (left side of east entrance by office).

**Proposals:**

We are working with Laurie on these current bid opportunities:

- Trampoline & Tumbling State Competition (Spring 2015)
- Texas Fly Fishing & Wine Festival (Spring/Summer 2015)
- SkillsUSA Regional Competition (Spring 2015)
- APF Nationals (Summer 2016)

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Ms. Laurie Mosley, Director of Convention & Visitors Bureau, presented an update of events for August – October, 2014 as follows:

**FESTIVAL & EVENT UPDATES**

Since the last time we met, we've had some major events that have drawn us major media attention and visitors, including: Dale Hansen Football Classic, NHRA Fall Nationals, Crossroads of Texas Film Festival and Junk in the Trunk.

On the horizon: Texas Country Reporter Festival - October 25 and WWII re-enactment – November 7-9.

**ADVERTISING, PR & MEDIA UPDATES**

Along with Waxahachie being in the eye of the media for the Dale Hansen Football Classic on WFAA, we also have had the following:

- Full page of editorial about Bob Phillips and the festival in the October issue of AAA's Texas Journey magazine
- Segment on Good Morning Texas for the Film Festival
- 1/6 page ad in the September/October issue of Tea In Texas
- A full page of exposure in the October issue of Texas Monthly's October issue
- 1/6 page ad in the October issue of Texas Highways

- Full page ad in the Texas Sports Facilities Guide produced by Texas Monthly
- Promo spots on 98.7 KLUV for the Film Festival, and they will start for Texas Country Reporter Festival soon.
- Promos already running for the TCR Festival on Texas Country Reporter, and soon on TXA 21 and Me-TV with some news coverage from CBS 11.

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

- The Waxahachie Open Disc Golf Tournament was a success on September 27. Dan Rowan reported that we had 60 players from as far away as Colorado. We received so many compliments about how nice the park looked and how cool it was that the city sponsored the event!
- We also hosted the Northwest Texas Annual Conference of the AME Church on September 9 – 13, 2014 at the Waxahachie Bible Church (350 – 500 people from 44 churches; 100 pastors), plus an Airstream group that Historic Waxahachie, Inc. assisted me by doing a tour of the courthouse as part of their time in Waxahachie.

**Coming Up:** American Legion Convention - Chris Kyle Post 388 October 18-19, Waxahachie Civic Center, Beat the Heat – November 7-8, First Baptist Richardson Women’s Retreat – November 6-8, plus, Waxahachie was awarded the bid to host the 2015 Texas Downtown Association Conference!!! We will debut our new Waxahachie tourism video that M2 Marketing handled the creative on for us at that conference.

The CVB is working with the Waxahachie Civic Center staff on a bid for the 2016 Texas Fly Fishing & Wine Festival and assisting the SkillsUSA group in February 2015. Speaking of 2015, we hope to announce the entertainment for the 2015 Texas Country Reporter Festival on October 25. It will be the 20th annual event, and we hope to knock it out the park!!

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Mr. James Villarreal, Recreational Superintendent, presented the following report of activities at the Waxahachie Sports Complex:

#### **Fall Leagues –**

Fall leagues have been in full swing as of September 8th. Waxahachie Youth Soccer, YMCA Soccer, YMCA T-Ball, Waxahachie Youth Baseball/Girls’ Softball, and Adult Slow Pitch Softball make up the fall leagues. YMCA Flag Football is scheduled to begin on Tuesday October 14th – November 25th.

**Fall Tournaments –** There are 8 tournaments scheduled through mid-November. American Sporting Events, Lonestar Softball, and Arlington Girls’ Association will be hosting tournaments this fall.

**Maintenance –** The Fall season brings us to a time where we scalp the fields and over seed with perennial rye grass. Over seeding will take place the entire second week of October.

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**Running Track** - The running track repair is now complete. The entire outside curb was removed. Piers were dug every 10ft and down 8ft around the entire perimeter of the track. A new 18' curb was poured and sealed, along with repairs made to the track itself. Two coats of structure spray were applied to the entire track, once the sealant cured the track was re-marked. An irrigation drip line was installed on both inside curb and outside curb to help prevent curb failure in the future.

**There being no further business, Mayor Kevin Strength moved to adjourn at 5:03 p.m.** Vice President Mike Ramsey seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders  
City Secretary