

Waxahachie Community Development Corporation
November 11, 2014

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, November 11, 2014, 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
Members Present: Lori Saunders, City Secretary

Ex-Officio
Member Absent: 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
Steve Chapman, City Attorney

President John Sanders called the meeting to order.

Vice President Mike Ramsey moved to approve minutes of the WCDC meeting October 14, 2014. Mr. Joe Jenkins seconded, **All Ayes.**

Ms. April Ortiz, Director of Civic Center, reported October closed with 47 events. Staff is currently starting the holiday decorating and considering a new commercial Christmas. She reported the fall color planting is complete and Turf-Scape cleaned up the Veterans Memorial Garden in preparation of the service this past Saturday. Ms. Ortiz noted, after much discussion and input of Christmas lighting at the center, Staff is looking at some outdoor seasonal lighting that would be self-sustaining. She reported the center is booking for 2015 and 2016 events.

Chairman Sanders commended Ms. Ortiz and her staff for the beautification of the Civic Center.

Ms. Laurie Mosely, Director of Convention & Visitors Bureau, reported the 19th Annual Texas Country Reporter Festival was successful and this year Ellis County Sheriff's department participated. The Committee is already working on the 20th annual event and has contracted with "America" as the head-liner entertainment. The Waxahachie Veterans Weekend/WWII reenactment along with two other special interest groups – Beat the Heat World Finals and First Baptist of Richardson Women's Retreat was held the weekend of November 7th and 8th.

Upcoming activities include:

- 2nd Thursday Ladies' Night Out - November 13; 5 pm-8 pm
- 2nd Annual Festival of Trees – A Home for the Holidays
November 21-22; 5 pm-9 pm and 10 am-3 pm respectively
Waxahachie Bible Church, 621 N. Grand Avenue
Benefitting Habitat for Humanity of Ellis County
For more information: elliscountyhfh@gmail.com or 972-937-2797
- Junk in the Trunk -November 29; 9 am-2 pm
- Community Tree Lighting -Saturday, November 29; 6 pm-9 pm
- Dashing Through the Snow -December 5 (7 pm) & December 6-7 (3 pm)
Hagee Communication Center Black Box Theater at SAGU
- Bethlehem Revisited - December 5-7 and 12-14. 6 pm-9 pm
- Christmas Market & Gift Show - Sponsored by the Waxahachie Junior Service League
Friday, December 5 – Preview Party from 6 pm-9 pm; Saturday, December 6 – 10 am-5 pm
- Candlelight Home Tour - December 6-7 and 13-14. 2 pm-8 pm
- Christmas Parade - Saturday, December 6
- 2nd Thursday Ladies' Night Out - December 11; 5 pm-8 pm
- Waxahachie Community Theater: Forever Plaid Presents Plaid Tidings –
December 12-14
- Santa Run - December 13

ADVERTISING, PR & MEDIA UPDATES

Waxahachie was represented well on TXA 21, MeTV and KLUV leading up to the Texas Country Reporter Festival, plus CBS 11 sent a crew out to do live shots the day of the event. Bob Phillips also designates one of his episodes on the Texas Country Reporter to promote the Festival and Waxahachie. I've said it before, and I'll say it again, we couldn't afford to buy this type of publicity.

The billboards on the highway are being switched out reflecting the upcoming Christmas events, plus we have publicity already hitting around the state in publications like Texas Monthly magazine, Tea In Texas, Living Magazine, plus others that will publish soon like Texas Highways.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

The CVB co-hosted with the Ellis County Museum a volunteer appreciation lunch last week for those Visitor Center/Museum volunteers that give of themselves month after month to serve our visitors.

The CVB was also in attendance last week at the Texas Downtown Association Conference in Granbury to work behind the scenes with board members to learn more about hosting duties next year, plus we were able to announce Waxahachie as the host city in 2015!!!

Mr. John Smith, Director of Parks and Recreation reported on the Waxahachie Sports Complex noting Fall leagues have been in full swing as of September 8th and include: Waxahachie Youth Soccer, YMCA Soccer, YMCA T-Ball, Waxahachie Youth Baseball/Girls' Softball, and Adult Slow Pitch Softball. YMCA flag football season is in full swing through December 11th. The last tournament of the season will be held on Nov 8th. Arlington Girl's will host 24 teams from all over the state.

Mr. Smith stated 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. Winter irrigation audits will begin as soon as the fall leagues end.

The Board discussed projects using remaining bond funds. Ms. Ortiz presented the following proposed items for the Civic Center:

Interior Lights; 94 small cans (hallways)

- Change existing fixture to accommodate LED bulb, bypass ballast. Currently we use a halide bulb (175 watt).
- Ballast: \$82.50; Halide bulb: \$13.29
- LED R40: \$30.00

Sand Blasted Concrete

- 1,740 sq. feet

Pergola

- Option 1: 15'x15' open pergola, constructed of cedar wood.
- Option 2: 15'x15' with a roof, constructed of cedar wood.

Office A/C Replacement (2 units)

- Units are 14 years old, changing from R22 system to the R410A system.
- 4 total units, 2 have already been replaced.

Outdoor Furniture

- 3-4 Benches

Total \$49,930.00

Mr. Smith presented the following proposed items for the Sports Complex:

Baseball/Softball Scoreboard	\$10,565.00
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Shade Structures:

Field 10-18x72x10 Custom Cantilever Structure (1)	\$12,726.31
Field 9-18x72x10 Custom Cantilever Structure (1)	\$14,772.31
Field 8-18x72x10 Custom Cantilever Structure (1)	\$14,772.31
Field 1 – 4 -18x26x10/13 Slant Hip Structure (4)	\$5,142.72
Field 7 18x26 Slant Hip Structure (1)	\$7,788.72
Field 11-20x57x10 Extended Hip Structure (1)	\$9,654.92

Total \$95,993.17

Mayor Strength moved to approve \$125,000 of bond funds for Waxahachie Sports Complex.

Mr. Dan Morton seconded, All Ayes.

Mayor Strength move to approve \$70,000 of bond funds for the Waxahachie Civic Center.

Mr. Mike Ramsey seconded, All Ayes.

President Sanders updated the Board on the Marvin Street rehab noting the aesthetics of the street will include bull-outs, hike and bike trail and lamp post along the street.

Mr. Paul Stevens, City Manager, reported the sales tax for October was up 15% and for the previous quarter it was up 13%. He stated year-end will be better for anticipated sales tax.

There being no further business, Mayor Kevin Strength moved to adjourn at 4:13p.m. Mr.

Mike Ramsey seconded, All Ayes.

Respectfully submitted,

Lori Saunders
City Secretary