

Waxahachie Community Development Corporation
January 20, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, January 20, 2015 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

Members Present: Lori Saunders, City Secretary

Ex-Officio

Member Absent: Charles Harris, Director of Finance
Debra Wakeland, President, Chamber of Commerce

Others Present:

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 November 11, 2014. Mayor Kevin Strength seconded, **All Ayes.**

Ms. April Ortiz, Director of Civic Center, reported November closed with 34 events and December closed with 39 events. The Jr. Service League Christmas Market exceeded their goal and the two largest holiday parties were Dart Container and Magnablend.

Up & Coming

Tickets went on sale for the 4th Annual Daddy Daughter Dance, and we are currently selling some everyday, our goal this year is 300. The theme for this year's event is "Frozen".

Facility

The interior lights that were discussed in November are almost complete. There was an error on the shipment, and we are 3 short. They are hoping to be in by the end of this week.

Projects

- Outdoor patio area/pergola; I met with Bob and discussed some ideas and are waiting to hear back from Rusty Scott.

- Office A/C work is scheduled to start in February.
Proposals
Update on current bid opportunities:
- Texas Fly Fishing & Wine Festival, Beau Beasley came on Dec. 10th, decision won't be made for a while, per his email (Dec).
- CNB Holiday Party 2016 *booked **We have proposed to TCCRA that they do a Sunday or the weekend after Thanksgiving.

Ms. Laurie Mosely, Director of Convention & Visitors Bureau, presented the following Convention & Visitors Bureau report for December 2014 & January 2015:

FESTIVAL & EVENT UPDATES

Thanks to the help of many volunteers, the Christmas 2014 season was big success with increase attendance numbers recorded!

Events since the last time we met include:

- 2nd Thursday Ladies' Night Out - November 13
- 2nd Annual Festival of Trees – A Home for the Holidays - November 21-22
- 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) – SAGU
- Bethlehem Revisited - December 5-7 and 12-14. 6 pm-9 pm
- Christmas Market & Gift Show - December 5 – 6
- 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
- Waxahachie Gun & Knife Show - December 27-28
- 2nd Thursday Ladies' Night Out - January 8; 5 pm-8 pm
- Junk in the Trunk (CANCELLED) - January 10; 9 am-2 pm
- Martin Luther King Day Parade - January 19; 3:30 – Dedication and march begins

Upcoming events include:

Ellis County Museum Brown Bag Speaker Series – Jim West Nature Photographer (Ferris, TX)

January 22; Noon-1 pm

Ellis County Museum

Mustache . . . Dash

Benefiting Texas Baptist Home for Children Post Adoption Services

January 24 – Getzendaner Park

Registration: 8 am; Race Start: 9 am

Online Registration: www.texasbaptisthome5k.org

For more information: 972-937-1321 or email Dana Holt at dholt@tbhc.org

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Hachie Health Hike

January 24; 10 am-Noon

Downtown Waxahachie (Begins at Farmers Market - 410 S. Rogers)

Jazz Café

February 7

Waxahachie Civic Center

Daddy Daughter Dance

February 12; 6 pm-9 pm

Waxahachie Civic Center

Tickets: \$15; On-Sale January 5 at the Waxahachie Civic Center

2nd Thursday Ladies' Night Out

February 12; 5 pm-8 pm

Every Month in Downtown Waxahachie with Participating Merchants

Gingerbread House Chili Cook-Off

February 13-15

Ellis County Youth Expo Center

For more information: 972-937-1870 or www.elliscountycac.org

ADVERTISING, PR & MEDIA UPDATES

Advertising could be found to promote our Christmas activities utilizing the following media: billboards, direct mail brochure, Texas Monthly magazine (Nov & Dec), Texas Highways (Dec), Tea in Texas Magazine, KLTU Radio, WFAA.com, Texas Select Television ad package, Facebook boosts, NOW Magazine, Living Magazine, Daily Light, KBEC, posters and more!

Bethlehem Revisited was chosen as the #1 Free holiday event on "Angela's A List" on WFAA.

Be on the look-out in the Texas Highways December 2015 issue for a Waxahachie holiday story. The photographer was in town the first weekend of December shooting photos.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

The CVB worked closely with The Turkish Van Cat Connection Club Cat Show - December 13-14 – that took place at the Ellis County Expo to help create connectivity for them throughout the city with restaurants and our special events.

Several of the Waxahachie Hotels joined with the CVB on December 18 and we packaged food for Waxahachie CARE instead our regular quarterly meeting.

The Chamber joined the CVB and assisted in Texas Friendly Hospitality training for the Executive Inn & Suites on January 8.

We had 2,271 visitors logged at the Ellis County Museum for the 4th quarter of the year.

Upcoming special groups include:

2015 Growing Green Naturally Symposium Hosted by Green Garden Club

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January 24 - Farley Street Church of Christ

Annual Ladies Day Symposium Hosted by Graham Street Church of Christ

February 14

Expected Attendance: 100

Skills USA District 6

February 27-28

Waxahachie Civic Center

Texas Downtown Association Conference

November 3-6

Waxahachie Civic Center

Expected attendance: 300

Mr. James Villarreal, Recreation Superintendent, presented the following reported on the Waxahachie Sports Complex:

Spring Games:

SAGU Baseball plays next Friday and Saturday with a few games in February. Ovilla Christian, Life School and Home School Spartans have games that begin in February. Youth Soccer and Adult Softball begin in March.

Tournaments:

Ten (10) baseball tournaments have been secured. A Girls National will be held in July. Mr. Villarreal is working to secure tournaments with Senior Slow Pitch Association and working with the Sand Pit to secure volleyball leagues.

Maintenance:

Winter maintenance includes painting restrooms, etc. Three (3) soccer fields will be renovated in the spring.

City Manager Paul Stevens reported the City has received several good resumes for Horticulturist and recommended the Board elect a sub-committee consisting of three members to interview the candidates.

There being no further business, Mr. Mike Ramsey moved to adjourn at 4:23p.m. Mayor Kevin Strength seconded, **All Ayes.**

Respectfully submitted,
Lori Saunders
City Secretary