

Waxahachie Community Development Corporation
March 10, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, March 10, 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
Paul Stevens, City Manager
Bob Lynn
Joe Jenkins

Members Absent: Kevin Strength, Mayor
Daniel Morton

Ex-Officio Debra Wakeland, President, Chamber of Commerce
Members Present: Lori Saunders, City Secretary

Ex-Officio Charles Harris, Director of Finance
Member Absent:

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

Others Absent: Steve Chapman, City Attorney

President John Sanders called the meeting to order.

Mr. Joe Jenkins moved to approve minutes of the WCDC meeting of January 20, 2015. Vice President Mike Ramsey seconded, **All Ayes.**

Ms. Laurie Mosley, Director of Convention & Visitors Bureau (CVB), requested utilizing CVB funds for sponsorship of the Jennie Finch Softball Camp. She introduced Jamie and Lisa representing Waxahachie Youth Softball who reported a contract has been signed between Waxahachie Youth Softball and Jennie Finch to hold a girls softball camp May 15-17, 2015 for ages 3rd grade – 12th grade. Campers will experience hands-on assistance from Jennie Finch, and other pro and college athletics. The maximum number of participants is 400.

Items required by Ms. Finch include: hotel rooms for Jennie Finch and approximately seven athletics; vehicles (Carlise Chevrolet is providing); provide 24 hour security; and medical assistance.

Total cost of the camp is \$22,746. A “Dinner of Champions” fundraiser, including a silent auction, will be held at the Avenue Church. Waxahachie Youth Softball is also seeking higher levels of sponsorship such as platinum, silver and gold. Sponsors will be listed on the campers t-shirts.

Ms. Mosley stated this is definitely a high profile event, and recommended allocating \$2,000 to the Waxahachie Youth Baseball to help support the Jennie Finch program. She recommended allocating \$500 to offset hotel expenses.

After further discussion, Vice President Mike Ramsey moved to approve \$2,500 of contingency funds for the Convention and Visitors Bureau sponsorship of the Jennie Finch Softball Camp as presented. Mr. Joe Jenkins seconded, **All Ayes.**

Ms. Mosley presented the following Conventions & Visitors Bureau February-March 2015 Board Report:

FESTIVAL & EVENT UPDATES

- Gingerbread House Chili Cook-Off - February 13-15
- Cupid Shuffle 5K & 15K - February 14
- Remembering Our Fallen from Texas Exhibit - February 16-20; Waxahachie Civic Center
- Waxahachie Symphony Association – Arts District Chorale - February 28; 7 pm
- Knights of Columbus BBQ Cook-Off - March 6-7, Texas Motorplex
- Waxahachie Gun & Knife Show - March 7-8, Waxahachie Civic Center
- 2nd Thursday Ladies’ Night Out - March 12; 5 pm-8 pm
- PDRA Pro Mod National Season Kick-Off - March 19-21, Texas Motorplex
- Waxahachie Guitar Show - March 21, Waxahachie Civic Center
- Waxahachie Music ‘N Art Walk - March 21; 2 pm-8 pm, Downtown Waxahachie
- St. Joseph Spring Fiesta - March 21; Begins at 10 am - Activities include Carnival Games, Bingo, Raffle Drawings, Karaoke Contest, Washer Tournament, Mexican Food, BBQ, and Live Music!
- Waxahachie Old Fashioned Singing - March 27-28; Friday at 7 pm – Saturday at 3 pm, Chautauqua Auditorium
- Spring Lawn & Garden Expo - March 28, Waxahachie Civic Center
- Waxahachie Lions Club Spring Dodgeball Tournament - Saturday, March 28, Waxahachie High School and Ninth Grade Academy

ADVERTISING, PR & MEDIA UPDATES

- Waxahachie is the cover story of the February 2015 issue of Texas Farm & Home Magazine
- We have an ad in the Winter issue of Texas Meetings and Events Magazine with nice editorial to match
- Billboards have been switched out on the highway heading north and south on I-35E

- Advertising has been placed for the April issue of Texas Highways magazine to capture the wildflower enthusiasts, as well as Texas Monthly magazine with matching advertorial and the Spring issue of Tea in Texas
- The Waxahachie CVB and the WDMA are partnering on a half-page ad and matching editorial in the Shop Across Texas “Dallas Shopping Guide” that is also distributed internationally by the Dallas CVB. The Galleria, Frisco, Allen and McKinney are just a few of the folks we will be keeping company with. We’ve also received some added value publicity on their blog with two different features
- Great coverage in the Dallas Morning News on February 19 in the Guide - Joy's Jaunts: Waxahachie offers a charming blend of history and shopping
- The CVB will have a two page ad in the Texas Motorplex souvenir program/magazine, plus we will have an ad in the Scarborough Renaissance Festival souvenir program. Both of these groups are great cooperative partners of the CVB

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- 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
Expected Attendance: 1,500
- FBC Friendswood – March 27-28, 2015
Approximate attendance: 40
Staying at the LaQuinta and attending the Old Fashioned Singing
- Jennie Finch Softball Camp – May 16-17
- VTD Softball Tournament – July 17-19
Approximate attendance: 60-70 teams of 12 year olds

OTHER NEWS

- Waxahachie had a great delegation at the TTIA Unity Dinner including State Representative John Wray and members of his staff to keep the message instilled in them the economic importance of tourism in the state of Texas.
- Special thank you to Bob Lynn, Councilman David Hill, Mickie Hill, Debra Wakeland and Paul Stevens for being a part of assisting us with the SkillsUSA competition on February 27-28. The Waxahachie Civic Center staff did an exceptional job at meeting this group’s needs.

Ms. Mosley reported she recently received a Certificate of Recognition from the magazine “*Sports Events*” acknowledging the CVB as the 2015 Readers Choice.

Ms. April Ortiz, Director of Civic Center, reported January closed with 36 events and February closed with 45 events.

Up & Coming -

- Lawn & Garden Expo, March 28th from 9am-5pm
- Prom Season (April/May)
- New Holland Equipment Training (April)

Facility -

The interior lights are now complete. The fabric samples for our chairs should be in this week and once picked out we will choose a coordinating frame color. Once the order is placed it will be a 6-8 week turnaround.

Projects –

- Outdoor patio area/ pergola; waiting to hear back regarding the cost for the water feature
- Office A/C work in on hold, waiting for inventory that is on backorder

Proposals –

Update on current bid opportunities:

- We have 2 more events with Baylor, Scott & White that were quoted this week. One is for the entire building and the other for 1/3 of the ballroom

Mr. Bob Lynn stated at the next WCDC meeting he'll present a concept of an outdoor fountain feature to be located at the Civic Center.

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

Spring Leagues –

- Adult softball spring leagues will begin on March 9th. .
- Waxahachie youth soccer association and the YMCA youth soccer will begin games on March 14th.
- Girls' softball association will begin games on April 6th.
- SAGU baseball has played 6 games at the complex and SAGU softball has played two games. Several high games have been cancelled due to inclement weather.

Tournaments –

Three tournaments have been cancelled due to inclement weather the past 5 weeks. We have also, added 12 tournaments through the Arlington Girls' Softball Association for this year.

Maintenance –

We will begin to fertilize once the ground dries. We will also, aerate, top dress, and spread field conditioner as soon as possible.

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City Manager Paul Stevens announced Chris Seale has been hired as the Horticulturist and will start on March 19th.

There being no further business, Mr. Paul Stevens moved to adjourn at 4:10 p.m. Vice President Mike Ramsey seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders
City Secretary