

Waxahachie Community Development Corporation  
June 9, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, June 9, 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

Members Present: John Sanders, III, President

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

Others Present: Michael Scott, Assistant City Manager  
Steve Chapman, City Attorney  
John Smith, Director of Parks and Recreation  
James Villarreal, Recreational Superintendent  
April Ortiz, Civic Center Director  
Laurie Mosley, Director of Convention & Visitors Bureau  
Chris Seale, Horticulturist

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Vice President Mike Ramsey called the meeting to order.

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**Mr. Joe Jenkins moved to approve minutes of the WCDC meeting of May 5, 2015.** Mr. Dan Morton seconded, **All Ayes.**

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Ms. Laurie Mosley, Director of Convention and Visitors Bureau, and Ms. Amy Hollywood, Director of Communications and Marketing, requested sponsorship from the Convention and Visitors Bureau (CVB) for the Crossroads of Texas Film Festival to be held September 23–26, 2015.

Ms. Mosley reported the contingency fund is depleted and asked the Board to consider utilizing reserve funds, which has a healthy balance. She requested \$15,000 to sponsor the Film Festival.

Ms. Hollywood stated she has plans to officially apply for the Crossroads of Texas Film Festival to become a member of the Arts Council, beginning next fiscal year and explained sponsorship from the Arts Council will help offset expenses.

City Manager Paul Stevens stated financially the CVB fund is in good shape to sponsor \$15,000 noting this is a perfect fit how to spend hotel/motel tax promoting the film industry.

**After further discussion, Mr. Joe Jenkins moved to approve \$15,000 from the Convention and Visitors Bureau reserve fund to sponsor the Crossroads of Texas Film Festival.** Mr. Bob Lynn seconded, **All Ayes.**

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

**May:** closed with 44 events including

- Red Oak Softball Banquet (1st time here)
- Midlothian Pantherette Banquet (1st time here)
- Baylor Scott & White
- Hard Kick Classic II (increased space and participants from last year)

**June:**

- Palmer Graduation
- Project Graduation Lock-In
- North Texas District Council Missions Luncheon (approx. 450 people)
- Crape Myrtle Queens Tea

### **Up & Coming**

The Chautauqua Preservation Society will hold a membership event in July featuring the Dallas Cirque Theatre. Also in July, Baylor Scott & White will be hosting the Summit on Psychiatric & Behavioral Health Emergencies (entire facility).

### **Facility**

The new banquet chairs have been ordered, the turnaround time will be around 12 weeks. The second change out of seasonal color has been done, had a little slow start with all the rain/cloudy weather but is blooming nicely now.

### **Projects**

- Outdoor patio area/pergola; waiting to hear back regarding the total cost/quotes. Went over some of the details previously discussed about this area with Chris.
- Office A/C work was scheduled for the last week of May, but due to weather had to be rescheduled for the week of June 15th.

### **Storm Damage**

#### Exterior

- Outside Air Intake Covers (covers the dampers that allow us to bring outside air inside) located on the roof
- Lightening Protection
- Lost 2 trees (front entrance)

Interior

- Water damage (foyer)

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Ms. Laurie Mosley, Director of Convention & Visitors Bureau presented the following Conventions & Visitors Bureau report:

**FESTIVAL & EVENT UPDATES**

Waxahachie has been bustling with activity since the last time that all met: car clubs, celebrity softball, sports, art, theater, tour groups and of course Gingerbread Trail!

**Still to Come:**

- Summer Moonlight Movies: BIG HERO 6 - June 12; 9 pm
- Trucks ‘N Tunes - June 13
- Sip ‘N Stroll/Bike Ride Kick-Off - June 26 – 5 pm-9 pm
- Waxahachie Cow Creek Country Classic Bike Ride - June 27
- Crape Myrtle Festival & Driving Trail  
July 3 - Concert & Fireworks at the Waxahachie Sports Complex  
July 4 – Parade downtown
- Junk in the Trunk - July 11; 9 am-2 pm
- Trucks ‘N Tunes - July 11
- Summer Moonlight Movies: THE SANDLOT - July 11; 9 pm

**Events in Motion:**

- Dale Hansen Football Classic
- Crossroads of Texas Film Festival
- Texas Country Reporter Festival
- Christmas

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

Still working really hard with a team of folks to recruit the Vintage Market Days for a Fall show.

**North Texas District Council - June 7-10**

Approximate attendance: 1,500

**Sports:**

Virtual Tournament Directory National Girl’ Softball Tournament

July 17-19

Waxahachie Sports Complex

Hosting forty (40) 10U teams plus hotel overflow from 26 teams playing in Midlothian.

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

**Spring/Summer Leagues** – Spring leagues are just now being completed with all the re-schedules due to inclement weather. Summer Leagues will begin soon.

**Tournaments** – Six tournaments have been cancelled due to inclement weather. We have also, added several more baseball tournaments through the year. We just completed our first complete baseball tournament of the year with 70 teams.

**Maintenance** – We are a month behind but we are still in the process of renovating our 3 large soccer fields. They should be complete and ready for games sometime in September.

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Mr. Chris Seale, Horticulturist, reported on the following community beautification:

- Completion of the sports complex beautification is complete
- Landscaping at Clyde Bynum Park will be complete this week
- Four planters with reservoirs are on order. Two will be placed at the highway 287 bridge and two will be placed at City Hall. The planters will be sprayed with an anti-graffiti coating
- Added mulch and flowers to the Pocket Park
- Added mulch and flowers at the Sr. Center
- A design is in progress for the Park Schoolhouse Road. Landscaping will be in the fall in order to get established and hand watering will be required
- Working on quotes for the Civic Center landscaping

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**There being no further business, Mr. Dan Morton moved to adjourn at 4:08 p.m.** City Manager Paul Stevens seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders  
City Secretary