

Waxahachie Community Development Corporation
September 8, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, September 8, 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
Joe Jenkins

Member Absent: Bob Lynn
Daniel Morton

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

Others Present: Steve Chapman, City Attorney

President John Sanders called the meeting to order.

Mr. Joe Jenkins moved to approve the minutes of the meetings of June 9, 2015 and August 4, 2015. Vice President Mike Ramsey seconded, **All Ayes.**

{Mayor Strength arrived at 3:04 p.m.}

City Manager Paul Stevens reviewed the WCDC proposed budget for fiscal year 2015-2016. He reported, since the last budget meeting, revenues increased from \$3,786,665 to \$3,808,000. A line item was added to the Sports Complex budget for improvements other than buildings in the amount of \$75,585. This will allow the purchase of shade structures to the playground, registration table and bleachers at one of the baseball fields.

Mr. Stevens reported the Community Beautification budget for maintenance landscape was removed from the Sports Complex and Civic Center. Mr. Thanasis Kombos, Financial Analyst, reported the maintenance, landscaping line item currently with a budget of \$40,600 will be replaced with two maintenance landscaping line items: one for the Civic Center in the amount of \$25,000 and one for the Sports Complex in the amount of \$15,000. He explained they will be separate on the adopted budget.

After further discussion, President John Sanders moved to approve the proposed WCDC budget for fiscal year 2015-2016. Vice President Mike Ramsey seconded, **All Ayes.**

Mr. Stevens reviewed the budget for the Convention and Visitor's Bureau noting the revenues remained the same in comparison to the last budget meeting. Under Non Departmental \$4,000 was added to the professional services line item to cover motel audits. The Arts Council line items increased from \$100,000 to \$112,500.

After further discussion, it was determined to increase the contingency fund from \$10,000 to \$67,500 to cover cost of promotions and advertising.

President John Sanders moved to approve the Convention and Visitor's Bureau budget for fiscal year 2015-2016 be revised in the contingency fund line item to an approximate 15% of the hotel/motel tax revenue total which based upon current recommended budget would be a defined number of \$67,500 or an increase of \$57,500 from the existing \$10,000 contingency fund. Mr. Joe Jenkins seconded, **All Ayes.**

Convention & Visitors Bureau Director Laurie Mosley reported on the July, August, September 2015 activities as follows:

FESTIVAL & EVENT UPDATES

Since the last time we met, we've hosted some great events in Waxahachie like the Waxahachie Cow Creek Country Classic Bike Ride, Crape Myrtle Festival, VTD National Softball Tournament and Dale Hansen Football Classic.

The next big events on the CVB radar are Crossroads of Texas Film Festival, Texas Country Reporter Festival and CHRISTMAS!!

Other Events Include:

- 2nd Thursday Ladies' Night Out - September 10; 5 pm-8 pm
- Around the World Poker Stroll - September 12, Downtown Waxahachie
- Waxahachie Gun & Knife Show - September 12-13, Waxahachie Civic Center
- Oktoberfest - September 19, Waxahachie Civic Center
- Downtown Sidewalk Sale - September 19, Downtown Waxahachie
- 1st Annual Odd Fest Presented by IOOF Waxahachie Lodge #80 - September 19; 10 am-6 pm. Singleton Plaza. Artists, Food Vendors, Craft Beers and Entertainment.
- Waxahachie Symphony Association – Imperial Brass - September 19; 7 pm
- 12th Annual Bridal Extravaganza - September 20, Waxahachie Civic Center
- Crossroads of Texas Film Festival - September 23-26
- Plaque Dedication for Bessie Coleman - September 25; 5:30 pm-7 pm, Mid-Way Regional Airport
- Chautauqua Assembly – Chautauqua Celebrates Flight - September 26; 9 am-5 pm
- Screams Halloween Theme Park - October 2-October 31
- Waxahachie Annual Chamber Auction - October 3

ADVERTISING, PR & MEDIA UPDATES

- TXA 21 GAME DAY on September 11 – Waxahachie VS Ennis Game
- 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
- ½ page ad in Sports Events Magazine
- Lots of great press surrounding the Film Festival and the Texas Country Reporter Festival.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- 2nd Annual Waxahachie Open - September 26, Waxahachie Disc Golf Course
- Vintage Trailer Rally – October 3 – Downtown Waxahachie
- 2015 Texas Downtown Association Conference – November 3-6, 2015 = All hands on deck!!!

OTHER NEWS

- The CVB had a group meeting with the hoteliers on August 13.
- I finished the first year of Travel & Tourism College! I attended around 16 sessions that were like 1.5-2 hours in length each that dealt with topics, such as:
Packaging
Tons of Social, online, digital and mobile trends and marketing
Search Engine Marketing
Analytics
Crisis Management
Advocacy

Lasting thoughts:

90% of people sleep within range of their phone

150X per day is on average how often people check their phone

61% check it in the bathroom

Civic Center Director April Ortiz presented the following report of events:

June closed with 45 events including:

- Vision Global
- Palmer Graduation (rebooked for 2016)
- Project Graduation Lock-in
- Gun & Knife Show (Allen started a Friday preview at the request of his vendors, only 3-4 hours, but went very well and will be doing it again for the September show)

July closed with 36 events including:

- Oak Lawn Reunion
- Luminant Energy
- OnCor

- Baylor Scott & White; Summit on Psychiatric & Behavioral Health Emergencies was organized by JPS Healthcare. They loved our facility, and the lead contact with JPS is from Waxahachie, so they will be looking at doing more events here.

August closed with 36 events including:

- Baylor Scott & White (Senior Leaders Network; 2 full days, Health Planning meeting; 1 day, Patient Experience Coaches meeting; 1 day
- Navarro College Fall Convocation
- Academy “Hiring Event” (started August 17th Mon.-Fri. 8am-6pm thru October)

Up & Coming

September is always busy with shows and large events; Gun & Knife Show, Hilco Northern Picnic, Oktoberfest, Bridal Extravaganza, Ellis Co. College Fair, and Region 10 Food Show. Then we go right into a busy October kicking it off with the Chamber Auction.

Facility

The first set of new banquet chairs arrived this morning. Our plan is to debut them at the Chamber Auction.

The final change out of seasonal color has just been completed last week.

Projects

Office A/C work is complete

Misc.

Bart Burnett with Skills USA (Bef. 18th-20th) has requested to come back to the Board (Oct. meeting) to see what assistance they can get from the City/CVB again this year.

We are having some issues with skunks during the daytime hours, so just wanted to make you aware. David has already been in contact with animal control. Apparently, the Hampton Inn and the Lofts are having the same issue. Just be alert when in this area.

Recreational Superintendent James Villarreal presented the following reported:

Fall Leagues – All youth and adult fall leagues will begin on Tuesday September 8th and end on November 21st. The WISD high school baseball will play on Tuesday and Wednesdays due to renovations at Richards Park.

Tournaments – VTD completed their tournament in July and were very impressed with the sports complex and staff. They have already booked dates for July 2016. Tournaments are booked every other weekend until the end of the year.

Maintenance – The soccer field renovations are coming along very well. The celebration bermuda is growing in green and is very dense. We will be able to play on them this fall league.

Director of Parks and Recreation John Smith presented the Community Beautification report as follows:

Completed Projects

- I added 2 annual color beds to the Bynum Plaza West end and East end of the property. Project cost: \$2,000
- I upgraded the irrigation at Bynum Plaza. Now we have better coverage on grass areas and all new crape myrtles have bubblers as well as the new annual color beds. Project cost: \$2,935.45
- I cleaned up the tree line just south of City Hall. It was overgrown with weeds and volunteer tree seedlings. I left the crape myrtles and groundcover. I also limbed up the trees in the parking lot across from the Doves Nest. That project cost just under \$4000 and the funds for it came from the City Hall landscape account.
- The downtown square planters are in their places and planted.
- Annual color change out at the Broadhead Rd. landscape (SPV, Petunia and Lantana)
- Annual color change out at the Park Place entrance (Red & Yellow Peppers)
- Landscaping complete in between Architectural Salvage and the Parks and Recreation building.
- Spring flowering bulbs have been ordered. I will be planting bulbs at Bynum Plaza, Rogers Street, Parks and Rec. Building and Pocket Park.
- I fixed the irrigation that ran the trees and landscaped area behind the Civic Center. I had to replace all the valves and added a new battery operated controller. That ended up costing \$2,100.

Up & Coming

- I am getting a quote from Dallas Lite and Barricade. I need to block off a lane of traffic in order to get the planters in place at US77 and 287 bypass.
- Additional landscaping scheduled to go in at the Broadhead Rd. landscape, in front of the pond, the second week of September. I'm placing a backdrop of Nellie R Stevens holly along the back with a shrub bed on either side.
- Pumpkins! I will be ordering pumpkins this month for fall displays. I'll incorporate pumpkins and gourds to the planters as well as fall displays for the Civic Center, Senior Center and City Hall.

Other projects in motion to plan:

- Adding annual color beds around Parks and Rec. Building
- Ordering Christmas decorations for the Civic Center
- Working on quote for more planters at the downtown square

Mr. Smith reported Mr. Chris Seale is helping him on a project at Parks Schoolhouse Road. President Sanders asked if the planters downtown will be complete by the Bob Phillips festival. Mr. Smith stated the planters are all made from scratch and won't be ready in time for the festival.

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Mayor Strength stated Councilmember David Hill asked him if the Rotary Club could paint the traffic lights down town noting he's not sure about the liability. Mr. Stevens stated the Rotary Club would have to contact TxDot for any standards of the traffic lights being painted.

There being no further business, Mr. Paul Stevens moved the meeting adjourn at 4:39 p.m.
Mr. Joe Jenkins seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders
City Secretary