

Waxahachie Community Development Corporation
October 13, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, October 13, 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
 Layne Ballard

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

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

Others Present: Steve Chapman, City Attorney

President John Sanders called the meeting to order and welcomed Mr. Layne Ballard to the Board.

Mr. Dan Morton nominated Mr. John Sanders, III as President of the WCDC Board for fiscal year 2015-2016. City Manager Paul Stevens seconded, **All Ayes.**

Mayor Kevin Strength nominated Mr. Mike Ramsey as Vice President of the WCDC Board for fiscal year 2015-2016. Mr. Daniel Morton seconded, **All Ayes.**

City Manager Paul Stevens moved to approve minutes of the WCDC meeting of September 8, 2015. Vice President Mike Ramsey seconded, **All Ayes.**

Mr. Bart Burnett, Skills USA District 6, reported Skills USA, stated the leadership conference held at the Civic Center in February 2015 was very successful. He reported a total of 1,525 students and advisors participated and brought in approximately \$114,375. Mr. Burnett stated the Civic Center is already booked for 2016 and 1,800 students are estimated to attend. He requested sponsorship from the Convention and Visitors Bureau to assist the offset the expenses of the conference.

Ms. Laurie Mosley, Director of Convention and Visitors Bureau (CVB), stated last year the CVB sponsored \$7,000 and Skills USA covered approximately \$2,000. She noted the hotels had good results with the students being very respectful to the hotels. Ms. Mosley recommended sponsoring \$5,000 in 2016 to make it a 50/50 sponsorship.

Mr. Burnett asked the Corporation to find industry to come to the event. The Board asked Mr. Burnett to provide a list of industries and then they can assist.

After further discussion, Mayor Kevin Strength move to approve sponsorship from the Convention and Visitor Bureau in the amount of \$5,000. Vice President Mike Ramsey seconded, **All Ayes.**

City Attorney Steve Chapman stated when the Civic Center was passed the grantor (Burr Oak Corporation) sold acreage to the Civic Center and held out acreage to retain as a non-exclusive easement over the land for shared parking with the Civic Center. Mr. Chapman explained the

easement currently benefits the Hampton Inn and Civic Center and adjoining property. The Grantor (Burr Oak Corporation) request a ratification and confirmation of parking easement that the easement will continue as it was and the Waxahachie Community Development Corporation does recognize and rectify that the easement is in existence and runs with the land.

After further discussion, Mr. Mike Ramsey moved to ratify and confirm the parking easement will continue as it was and the Waxahachie Community Development Corporation does recognize the easement is in existence and runs with the land as presented. Mr. Dan Morton seconded, **All Ayes.**

Mr. Thanasis Kombos, Budget Analyst, reviewed the projected reserves for fiscal year 2015-2016. He reported the balance in the reserve fund as of September 30, 2014 totaled \$1,580,428.

The estimated reserve fund as of September 30, 2015 totals \$2,164,962. When Capital Reserve of \$761,000 is deducted the adjusted reserve totals \$1,403,962. The average day of operations expenses for the entire fund totals \$6,163 and the average day of operation totals 228 days.

The estimated reserve fund as of September 30, 2016 totals \$2,547,722. When Capital Reserve of \$648,000 is deducted the adjusted reserve totals \$1,899,722. The average day of operations expenses for the entire fund totals \$7,415 and the average day of operation totals 256 days.

Mr. Kombos stated by any standards the days of operation are very robust.

City Manager Paul Stevens stated in visiting with Mr. Charles Harris, Director of Finance, the recommended days of operation is 60 days, with an unassigned fund balance of \$445,000 and an adjusted reserve total of \$1,400,000.

After further discussion, Mayor Kevin Strength moved to approve the unassigned fund balance of \$445,000 and 60 days of operation for fiscal year 2015-2016 as presented. President Sanders seconded, **All Ayes.**

Convention & Visitors Bureau Director Laurie Mosley reported on the October 2015 activities as follows:

FESTIVAL & EVENT UPDATES

We saw growth in ticket sales for the Crossroads of Texas Film Festival along with lots of positive feedback.

UPCOMING EVENTS:

- SCREAMS – Fridays and Saturdays thru October 21
- 30th Anniversary AAA Texas NHRA Fall Nationals - October 15-18
- Ellis County 350 Benefit - October 17
- Waxahachie Symphony Association – Fort Worth Civic Orchestra Pop’s Concert - October 17
- The King and I – Fall Musical - October 23-25
- Texas Country Reporter Festival - October 24
- Trick or Treat on the Square - October 30
- 9th Annual City-Wide Waxahachie Fall Festival - October 31; 6:30 pm-8:30 pm

ADVERTISING, PR & MEDIA UPDATES

- In addition to all of the Texas Country Reporter promotions that I listed last month and ads in state-wide travel publications, Waxahachie was recently featured in the October issue of the Wacoan magazine - <http://www.wacoan.com/crossroads-of-texas/>. The article encompasses the Webb Gallery, the Texas Country Reporter Festival and other local businesses like Oma’s Jiffy Burger.
- Let the count-down begin for the December issue of Texas Highways! We received an advance copy of an article about Christmas in Waxahachie to fact check.
- We are also working with a reporter from the Star-Telegram on a Christmas article.

- The Christmas brochure is at the printers as we speak, so I guess it really is beginning to look a lot like Christmas in Waxahachie!!

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

2nd Annual Ellis County Youth Commercial Heifer Show & Sale

October 24

Ellis County Expo Center

Texas Downtown Association Conference

November 3-6

Waxahachie Civic Center

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

September closed with 53 events including:

- Luminant Energy
- Hilco Northern Picnic
- Oktoberfest
- Bridal Extravaganza
- Ellis County College Fair (approximately 3,000 students and parents attended)
- Region 10 Food Show (have used the entire ballroom for the last 10 years, but have maxed it out, may use the entire facility starting next year)

October currently has 38 events booked including:

- Chamber Auction (10/03)
- WHS Athletic HOF Induction Ceremony (10/08)
- Academy "Hiring Event" (Mon-Fri, will conclude the last week of October and booked orientation)

Up & Coming

We are also preparing for a busy November with the Texas Downtown Association Conference the first week, followed by the Ellis County Veterans Ceremony on November 14th, at 10:00 a.m.

December will bring the annual Christmas Market Show presented by the Junior Service League on Friday December 4 and Saturday December 5. We will also welcome back the CNB Holiday Party this year.

Facility

The new banquet chairs were debut at the Chamber Auction, and will now be used full time. However, we are keeping some to be used in the meeting rooms, or hallways when needed.

Misc.

We are still having a few issues with skunks, but we have trapped one and Animal Control came and took care of it. We still have traps out throughout the property.

We will be getting with DAR and Perry Giles on the placement of the donated bench as we are getting ready for the Veterans Ceremony.

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. Waxahachie High Fall Baseball is using our baseball field this fall.

Tournaments – Arlington Girl's Fast Pitch continues to rent our facility as well as American Sporting Events.

Maintenance – We are in the process of scalping all of our playing fields and will be seeding with winter rye grass.

Mr. Villarreal noted the due to the renovation of the soccer fields and the day-to-day trying to keep the grass green, the water bill last month totaled \$22,000.

Equipment - On September 4th our JD Reel Mower stopped working. It was determined that the motor was non-repairable and was not available for purchase any longer.

Austin Turf & Tractor had a used 2365D unit with less than 400 hours for sale at \$15,900. At this time there was a surplus in the umpire fee line item due to the rainouts earlier this spring so we used this surplus to purchase this used mower on September 29th.

Discussion was held on appropriating purchases to the correct line item and utilizing the Capital Reserve Fund for purchases over \$5,000. It was determined purchases over \$5,000 for lawnmowers, golf carts, etc. will be paid from the Capital Reserve Fund.

Mr. Chris Seale, Horticulturist, presented the Beautification Report as follows:

Completed Projects

- Placed and planted the planters at 287 bypass. Not 100% happy with the placement. I will move the planters to the center of the median, on either side, once the next shipment gets placed.
- Maintenance on all landscape enhancements ta
- I added a backdrop of 9, 30 gallon Nellie R Stevens hollies to the landscape at Broadhead Rd. in front of the pond at the Sports Complex. I also added two shrub beds, on the left and right side, containing Tx Sage and Loropetelum.

Up & Coming

- Christmas Decorations for the Civic Center
- Pocket Park landscape enhancement
- Civic Center color change out around November 2nd
- Bynum Plaza color change out in November
- Sports Complex color change out in November
- Winter color change in November for all planters
- Order more planters for downtown
- Order more planters for 287 bypass
- Tree replacement at cemetery

Other projects in motion to plan:

- I will talk to Keith Roberts, Director of Maintenance Ellis County, to come up with a plan to install quick connect couplers on all four corners of the Courthouse. These will be a key, time saving factor in getting water for the additional planters for downtown.
- Broadhead Rd. Medians

There being no further business, Mr. Dan Morton moved the meeting adjourn at 5:18 p.m.
Vice President Mike Ramsey seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders
City Secretary