

Waxahachie Community Development Corporation
November 10, 2015

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, November 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
Kevin Strength, Mayor
Paul Stevens, City Manager
Bob Lynn
Daniel Morton
Layne Ballard

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

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

Others Present: Amber Villarreal, Assistant City Secretary

Others Absent: Steve Chapman, City Attorney

President John Sanders called the meeting to order.

Mr. Layne Ballard moved to approve minutes of the WCDC meeting of October 13, 2015. Mr. Dan Morton seconded, **All Ayes.**

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

FESTIVAL & EVENT UPDATES

Thanks to an amazing group of volunteers, sponsors, Chamber of Commerce and EVERY City of Waxahachie Department, the 20th Annual Texas Country Reporter Festival was awesome – even in the RAIN!!

The same sentiments can go for the 30th Annual Texas Downtown Association Conference that the City of Waxahachie played host to for the week of November 3-6, 2015.

UPCOMING EVENTS:

- **Waxahachie WWII Weekend & Reenactment** - November 13-15
- **Ellis County Veterans Appreciation Day** - November 14; 10 am

- **The Battle Cry Run 5K Charity Run Benefitting The Salvation Army** - November 14
- **Waxahachie Symphony Association – Bradley Hunter Welsh Organ Recital** - November 14
- **3rd Annual Festival of Trees – A Home for the Holidays** – November 20-21; 5 pm-9 pm and 10 am-3 pm respectively
- **Sip ‘N Stroll** - November 21 – 4 pm-8 pm
- **Junk in the Trunk** - November 28; 9 am-2 pm
- **Christmas Parade** - Tuesday, December 1 – 6 pm
- **Community Tree Lighting** - Tuesday, December 1; 6 pm-9 pm
- **Bethlehem Revisited** - December 4-6 and 11-13. 6 pm-9 pm
- **Christmas Market & Gift Show** - Sponsored by the Waxahachie Junior Service League
Friday, December 4 – Preview Party from 6 pm-9 pm
Saturday, December 5 – 10 am-5 pm
- **Candlelight Home Tour** - December 5-6; 2 pm-8 pm
- **Happy Hollandaise – Winter/Christmas Showcase** - December 11-13
- **YMCA Santa Run** - December 12
- **Guys’ Night Out** - December 17

ADVERTISING, PR & MEDIA UPDATES

Christmas promotions are in full swing – 3 billboards, 20,000 brochures (12,000 direct mail), ½ page ad in Texas Monthly November & December Issue, 1/3 page ad in Texas Highways (December), Living Magazine. Still to come – article in Texas Highways December issue, Star-Telegram/K Magazine, Frisco Style Magazine and much more!!

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

Tours by Patti Group Tour - December 6

Anticipated attendance 55

The Turkish Van Cat Connection Club Cat Show

December 12-13

Ellis County Expo Center

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

October: closed with 61 events including

- Chamber Auction
- WHS Athletic HOF Induction Ceremony
- Academy “Hiring Event” and their Orientation
- WaxaJam
- Vision Global
- OnCor

November: currently has 34 events booked including

- Luminant Energy

- TDA Conference
- Local Union #201 (negotiations)
- Veterans Memorial
- Baylor Scott & White

Up & Coming

We have quoted an event for New Year's Eve and New Year's Day. It will be a 2 day event, with a concert and a comedian. We should have it confirmed by next week.

**They tentatively reserved the entire Hampton Inn as well.*

Facility

We will be starting our Christmas decorating during the last couple weeks of November.

Misc.

The DAR bench donated to the memorial has been placed.

Recreational Superintendent James Villarreal presented the following reported:

Fall Leagues – Continuing fall play through Monday November 23rd with the current rainout schedule.

Tournaments – First Annual Slade Russo Memorial Baseball Tournament will be held on Saturday November 14.

Maintenance – Winter rye grass has been applied and is growing well especially with the recent rains. We are now in the process of taking care of ant mounds. We are also in the process of cleaning the pond area and will be removing some of the cattails.

Conventions -

State Meetings

Texas Amateur Athletic Federation (T.A.A.F.) Rockwall, Texas

Amateur Softball Association (A.S.A.) Killeen, Texas

National Meeting

Amateur Softball Association National Convention Louisville, KY

2017 – Girl's Fast Pitch 16U Gold National Territory Qualifier

Girl's Fast Pitch ASA/USA 12U National Tournament Kiest Park

Mr. Villarreal informed the board that UPS inquired about setting up a delivery pod for deliveries by golf cart in the neighborhood near the sports complex. He noted they offered to pay \$200 for seven weeks. The board expressed concern on the liability issues.

Mr. Villarreal also mentioned there is a request to plant a tree in honor of Slade Russo on the grounds of the sports complex.

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

Completed Projects

- Courthouse Park landscape reconstruction. Upgraded lighting, new plants and plant identification tags
- Cemetery entrance landscape. Added new shrubs, perennials for different seasons and irrigation.
- Cemetery tree planting. I replaced the dead tree with a 5” caliper Bur Oak
- Civic Center annual color change out
- I placed a large order of planters for the Courthouse and under the 287 underpass

Up & Coming

- Sports Complex annual color change out
- Bynum Plaza color change out and bulb planting
- Christmas lighting for Civic Center
- Winter color change in November for all planters

Other projects in motion to plan:

- Get a consultation to get up lights on the sign and shrubs at the landscape at the Sports Complex
- Getting a watering trailer

President Sanders encouraged Mr. Seale to stay updated on the delivery of the new planters so that he has them in time to plant for spring and to order Christmas decorations for the civic center if time allows.

It was the consensus to schedule a joint work session to discuss other beautification projects the board can assist with in accordance to the Parks Master Plan.

There being no further business, Vice President Ramsey moved the meeting adjourn at 4:21 p.m. City Manager Paul Stevens seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary