

Waxahachie Community Development Corporation
May 12, 2016

A regular meeting of the Waxahachie Community Development Corporation was held on Thursday, May 12, 2016 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: Charlie Harris, Director of Finance

Ex-Officio
Member Absent: Lori Saunders, City Secretary

Others Present: Amber Villarreal, Assistant City Secretary
Steve Chapman, City Attorney
John Smith, Director of Parks and Recreation
James Villarreal, Recreational Superintendent
Laurie Mosley, Director of Convention & Visitors Bureau
Chris Seale, Horticulturist

President John Sanders called the meeting to order.

Vice President Mike Ramsey moved to approve the minutes of the Waxahachie Community Development Corporation minutes of April 12, 2016. Mr. Layne Ballard seconded, **All Ayes.**

Finance Director Charlie Harris presented the Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2015. He reported total revenues were \$4,197,202 and total expenses were \$2,194,971. He noted there is a large fund balance that exceeds the 90 day supply and is almost equal to the total operating cost for the year. He explained the fund received a clean opinion, meaning internal controls were adequate, the financial documents are accurate, and numbers were calculated and presented with general accepted principles.

President Sanders recapped there is about \$2.1 million in unsigned funds and noted he would like to keep a focus on revenue collections. He requested to review the budget in July prior to the adoption in August. He also tasked Recreation Superintendent James Villarreal with preparing funding costs for repaving at the Sports Complex.

Vice President Ramsey moved to accept the Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2015, as presented. Mr. Dan Morton seconded, **All Ayes.**

Convention & Visitors Bureau Director Laurie Mosley reported on the May 2016 activities as follows:

FESTIVAL & EVENT UPDATES

Scarborough Renaissance Festival – now thru May 30

Paint Historic Waxahachie – the Premier North Texas Paint Out - May 14-22

Crossroads of Texas Film Festival - May 18-21

Waxahachie Auction - May 19; 7 pm

212 S. Rogers; 3rd Thursday of each month

PDRA - May 20-21

Texas Motorplex

Waxahachie Old Fashioned Singing - May 20-21; Friday at 7 pm – Saturday at 3 pm
Chautauqua Auditorium

Pancake Breakfast & Fly-In - June 4

Mid-Way Regional Airport

Downtown Gives Back - June 4

Gingerbread Trail Historic Home Tour - June 4-5

Muscle Car Club Challenge - June 5

Texas Motorplex

Summer Moonlight Movies: MINIONS

June 10; 9 pm

Downtown Waxahachie; FREE admission

Bring lawn chairs or blankets. Concession stand on-site.

Sponsored by City of Waxahachie Main Street Program

Junk in the Trunk - June 11; 9 am-2 pm

Trucks 'N Tunes - June 11; 6 pm-10 pm

Other events that are in motion to plan:

- **Crape Myrtle Festival & Driving Trail**
- **Texas Country Reporter Festival**

ADVERTISING, PR & MEDIA UPDATES

The CVB, Phillips Productions, President of CBS 11 and The Wolf had successful business lunch to discuss the upcoming TCR Festival promotions.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

Hachie Classic Baseball Tournament

May 14-15

Optimist Fields

Play for Slade: Slade Russo Memorial Tournament

May 21-22

Optimist Fields

Meadow View Church of Christ

May 26

“Prime Timers” group coming to tour the courthouse

Celebrate at Hachie Open

May 28-29

Optimist Fields

11th Annual North Texas Lakes Rally

Featuring Vintage Scooters

June 10-12

Lake Waxahachie

For more information: www.northtexaslakesrally.com

Ring in June AA

June 11-12

Optimist Fields

OTHER NEWS

Ferne’s Retirement Party will be on Tuesday, May 31 from 4 pm-6 pm at the Waxahachie Civic Center.

Marketing Intern, Elizabeth Dorsey, has dusted off the CVB Twitter account and helped it come alive.

The interview process has begun for the “Tourism & Events Manager” position.

Ms. Mosley presented the following report of events for the Civic Center:

April: closed with 55 events booked including

- Waxahachie Guitar Show
- Navarro College Brilliance Gala (booked for 2018)
- Ellis Co. Ducks Unlimited (largest sellout at 960, booked for 2017)

- Proms (WHS – booked for 2017 & 2018, Palmer, Ferris – booked for 2017, Avalon and Waxahachie Prep Academy)
- Owens Corning

May: currently has 36 events booked including

- CDA Classes (every Monday night until August)
- WHS Symphony Belles & Beaus
- K12 Testing
- Liberty Cheer
- Proms (Duncanville, Advantage Academy, Red Oak, Cedar Hill)
- MHS Pantherette Banquet

Up & Coming

We are still working on the bridal show, there was a delay getting the theme/artwork started but should have it completed by mid-May.

Facility

We had narrowed our selection down to two choices, but after meeting with the manufacturer and designer again we opted to go with another selection. The revised quotes for each product and estimated delivery/production times should be received from Gomez contracting this week.

Misc.

We are very excited to welcome Laurie's new employee (once selected), and will be undergoing some office shifting in the coming weeks.

Recreational Superintendent James Villarreal presented the following reported:

Evening League Games

Adult Spring Softball Games
WSA Soccer Games
YMCA Soccer Games
Waxahachie Girls Softball Games
Southwest Classic Baseball Games

Tournaments 2016-

American Sporting Events Baseball
Arlington Girls Softball Association
Nations Baseball
Senior Softball Player Association
VTD Girls National Tournament
Waxahachie Soccer Association

Maintenance –

Renovation of the soccer field area (13.6 acres) has begun. Entire area will be ready for play after Labor Day weekend. Fence additions and repairs are nearly complete. Shade structures will be installed beginning the first week in June.

~~The board discussed the office location for Mr. Villarreal. After a brief discussion, it was determined the office location is a management decision and not the boards.~~

President Sanders and Mr. Layne Ballard questioned the office location of Mr. James Villarreal and questioned whose decision that was. It was determined the office location is management decision and other board members referred to the City Manager for that decision.

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

Completed Projects

- Planters on Hwy 77 under 287 have been planted and the groupings that were left unplanted have been moved back per TXDot. Those will get planted this month.
- The flowerbed at University Ave. has been changed out.
- I had a few plant at the cemetery bed die on me over the winter. Those plants have been replaced.

- I added more color to the front of City Hall and added more perennials around the building. I also added a few more at the end of the Rogers St. bed where the sign is located.
- Color change out at the entrance bed at Getzendaner Park.
- Hwy 77 median has been sprayed for weeds.
- I met with Melissa Ballard at Town Square Title and gave her suggestions for landscaping where their sign is located. I told her drought tolerant perennials would be recommended, seeing they don't have irrigation in that bed.

Projects Currently Working On

- I met with Ginger Cole with the Ellis County Master Gardeners and we discussed doing project out at the Butterfly Garden. We discussed creating a (no mow zone) directly across from the butterfly garden. It will consist of 609 buffalograss sod.
- Quotes for landscape project at Civic Center NE side
- Quote for Parking Garage makeover
- In the process of getting all planting materials for the Parks and Rec. Building
- I met with Jeanee Smiles to talk about a donated landscape install that she wants Lantana Lawn Care to donate. They are in the process of getting all materials for a butterfly/bee/hummingbird garden for Senior Center.
- I'm working on a new design for the landscape beds at the Chautauqua auditorium.
- Ellis County Master Gardeners no mow project at butterfly garden
- Seasonal color change outs for fall

Future Projects

- Chautauqua landscape beds
- Island bed next to Kikas Chicken
- Island bed next to EMS Station
 - Civic Center Get a consultation to get up lights on the sign and shrubs at the landscape at the Sports Complex
 - Getting a watering trailer

Citizens' Petitions and Requests:

None

There being no further business, Mr. Dan Morton moved the meeting adjourn at 4:41 p.m. President Sanders seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary