

Waxahachie Community Development Corporation
September 13, 2016

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, September 13, 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 Lori Saunders, City Secretary
Member Present: Charlie Harris, Director of Finance

Others Present: Steve Chapman, City Attorney
Michael Scott, Assistant City Manager
John Smith, Director of Parks and Recreation
James Villarreal, Recreational Superintendent
Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
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 June 14, 2016, August 4, 2016 and August 9, 2016. Mr. Layne Ballard seconded, **All Ayes.**

Assistant City Manager Michael Scott introduced Mr. Mike Siefert of The Lookout Group to present a shared sign concept for the Civic Center.

Mr. Siefert presented a conceptual rendering of a multi-tenant monument and proposed site location. He stated the proposed site is located on city property at the southwest corner of the Civic Center noting the signage on the monument will display destinations around the Civic Center. Mr. Siefert stated the language on the monument will read "Civic Center Crossroads".

Mr. Bob Lynn stated the word "Crossroads" is competing with the City's logo. He suggested using the monument sign without The Looking Group logo or keeping their logo removing the word "Crossroads".

Mr. Mike Ramsey asked if the city's logo with the wording "Crossroads" is a trademark by the city. City Attorney Steve Chapman stated the city adopted and is using it without a trademark. Mr. Lynn explained due to "Crossroads" being used in other Texas cities, the Secretary of State stated it cannot be copyright.

Mr. Siefert stated the purpose of today's meeting is to approve the proposed conceptual sign drawing his company is paying for to be placed on the city owned land to get the most impact for everyone. Once agreed upon, his company will get the property surveyed and provide detail drawings. He stated the city's logo is something they will have to consider noting it is equally important to put his company's to put their name out there.

The Board discussed the size of the monument. Mr. Siefert reported the intent for the proposed signage is to comply with city ordinances.

President Sanders stated there have been debates pertaining to signage for the Civic Center with marquee advertising the Center's events. Mr. Siefert stated the marquee is not as eloquent as they are aiming for and explained his company wants a more upscale and clean signage. He stated he can investigate it with his company if the city is willing to pay for the marquee. Mr. Siefert noted the idea is to create the logo, brand it, and draft a license agreement detailing who pays expenses.

Mr. Michael Scott stated on I-35E there is the ability to increase the signage.

Mr. Siefert stated if The Lookout Group is paying 100% for the sign they will want to use their own design and probably consider putting it on their own property, but thought it would be beneficial to work with the city and share it.

City Manager Paul Stevens stated if the Board was looking for a Civic Center sign, he's not sure it would be in the proposed location. Mr. Stevens reported he and Finance Director Charles Harris will check the legality with public funds merging with private funds.

President Sanders asked Ms. Amy Hollywood, Director of Communications and Marketing and Mr. Bob Lynn if the wording "Civic Center Crossroads" on the monument is okay with them. They responded yes, but they also want to use the city logo on the monument. He asked Ms. Hollywood, Mr. Lynn and Mr. Siefert to meet on compromising branding needs. President Sanders stated the site and name is good and would like to see larger lettering on the monument. He would like to see a proposed license agreement detailing dues and maintenance.

No action taken.

Mr. Chris Seale, City of Waxahachie Horticulturist, reported he is working with the Downtown Merchants Association to unify decorating themes throughout the year in the downtown area. Mr. Seale explained he will provide a starter kit for each theme to the merchants and they will decorate their storefronts as they choose.

President Sanders stated he would like to get a bid for decorating the trees on the Courthouse square and asked City Staff to check the cost. He stated he would like to put white lights on downtown buildings. President Sanders stated his company will send someone to stain the swings located at Getzendaner Park. He asked City Staff if there is a way to close Marvin Street from Ferris Street to West University on the evening of Halloween to allow foot traffic. He explained vehicles are unable to park on Marvin due to street construction. City Manager Paul Stevens stated staff will look into street closure for that evening.

Mr. Bob Lynn reported the Crossroads Film Festival is hosting one-off events throughout the year and announced on November 12, 2016 they are hosting the John Wayne Cancer Foundation fund raiser. He stated since the WCDC supports the film festival and supports others the Board should look to supporting this event. He encouraged Board members to purchase a ticket or table.

Ms. Amy Hollywood announced John Wayne's granddaughter will be here for the event and fostering this relationship with his family is a very important. She reported the tickets are \$100 per person or \$750 per table that seats 8. The event includes dinner, dancing, drinks, and a film. She stated the Wayne family is paying their own way and the fact they picked Waxahachie is incredible. She stated the dress is casual.

Citizens' Petitions and Requests:

None

There being no further business, Mr. Dan Morton moved the meeting adjourn at 4:04 p.m.

Vice President Mike Ramsey seconded, **All Ayes.**

Respectfully submitted,

Lori Saunders

City Secretary