

Waxahachie Community Development Corporation  
December 12, 2017

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, December 12, 2017 at 3:00 p.m. in the City Council Conference Room, 401 S. Rogers, Waxahachie, Texas.

Members Present: John Sanders, President  
Mike Ramsey, Vice President  
Kevin Strength, Mayor  
Michael Scott, City Manager  
Bob Lynn  
Daniel Morton  
Layne Ballard

Ex-Officio Lori Cartwright, City Secretary  
Members Present: Charles Harris, Director of Finance

Ex-Officio  
Member Absent: Sandy King, President/CEO Chamber of Commerce

Others Present: John Smith, Director of Parks and Recreation  
Laurie Mosley, Director of Convention & Visitors Bureau  
April Ortiz, Civic Center Director  
James Villarreal, Recreational Superintendent  
Chris Seale, Horticulturist

**1. Call to Order**

President John Sanders called the meeting to order.

**2. Approval of minutes of the Waxahachie Community Development Corporation meetings of November 14, 2017 and November 28, 2017**

**Action:**

*Vice President Mike Ramsey moved to approve minutes of the WCDC meetings of November 14, 2017 and November 28, 2017. Mr. Daniel Morton seconded, All Ayes.*

**3. Consider funding for the Amphitheater construction project**

President Sanders recapped previous meetings discussing the Amphitheater project and stated it takes approximately three (3) million in bond funding to complete the project. He stated through discussion it was determined the project could be funded, but other alternatives would help with the balance sheet. President Sanders reported at the recent Tax Increment Reinvestment Zone No. 1 (TIRZ) meeting the board approved 1 million dollars. TIRZ also approved 1/3 of the ongoing yearly maintenance cost for the Amphitheater. He reported the project plans are 75% completed. The splash pad will be broken into three (3) pieces to be utilized as needed. After meeting with Oncor to redirect overhead power lines and it was determined it can be achieved.

Mr. Jim Phillips, 606 West Marvin, Waxahachie, stated Halff and Associates, Inc. discussed the trestle and how it can be reutilized. He stated the park can open without it.

City Manager Michael Scott suggested when the city goes out for bids, restrooms and trestle can be bid as alternates.

The Board held discussion. Mr. Layne Ballard stated he is 100% in favor of the park but still struggling with the splash pad and the location of the pad as well as the cost, operation and use.

**Action:**

*President John Sanders moved to approve Waxahachie Community Development Corporation bonding capacity up to 2 million for the Amphitheater construction project. Mayor Kevin Strength seconded, All Ayes.*

**4. Consider CVB Sponsorship for Signage at Texas Motorplex**

Ms. Laurie Mosley, Convention & Visitors Bureau (CVB) Director, addressed the Board regarding CVB Sponsorship for Signage at the Texas Motorplex. She stated in September the Board held discussion about signage and billboards welcoming folks to Waxahachie. Ms. Mosley stated funds can be used for signage and billboards or we can advertise with the Texas Motorplex.

Texas Motorplex General Manager Andy Carter stated with their new schedule their goal is to fill hotels in Waxahachie three (3) to four (4) times a year. He noted Waxahachie has more to offer in terms of stays, shopping and restaurants.

Ms. Mosley stated advertising at Texas Motorplex is a healthy way to advertise and gives us an established presence at the Motorplex year-a-round.

Texas Motorplex Sales Director Terry Smith presented a handout depicting a 10' x 20' grand stand billboard noting it will be highly visible at all events and from the highway. The yearly commitment cost is \$10,000 and will include logo inclusion on highway marquee, logo with link on Motorplex home page, listing on corporate partner's page and special ticket pricing for events including hospitality for AAA Texas NHRA Fall Nationals.

Ms. Mosley stated it will be a good return on our investment and give both parties an opportunity to be financial partners.

**Action:**

*After further discussion, Mr. Bob Lynn moved to approve sponsorship for signage at Texas Motorplex as presented. Vice President Mike Ramsey seconded, All Ayes.*

**5. Hear update of activities from Convention & Visitors Bureau Director**

Ms. Mosley, Director of Convention and Visitors Bureau (CVB), reported the Christmas parade and tree lighting was successful; it had a large attendance. She noted over 25,000 visited Bethlehem Revisited. Tour groups spent the night attending events around town.

**6. Hear update of activities at the Civic Center**

Ms. April Ortiz, Director of Civic Center, reported November closed with 39 events. WaxaCon was successful and they booked for 2018. December currently has 36 events booked. The Jr. Service League Christmas Market was very well attended. The Daddy/Daughter dance is expected to have 425 in attendance. The Bird blockers are installed. Mr. Bob Stoffels is working with the City Engineer on the sewer for the fountain outside the Crepe Myrtle room and plans should be back in January for consideration.

**7. Hear update of activities at the Sports Complex**

Mr. James Villarreal, Recreational Superintendent, reported they are working on bookings for 2018 for spring/summer tournaments. He reported Reliable Paving will start the large parking lot on the east side with seal coat and restriping. The triangle area is getting prepared for concrete. He reported there will be new concrete parking near the baseball fields and the parking lots on the west side need to be stripped. Restrooms are being cleaned and painted.

President Sanders stated with the base bid and alternates approximately \$97,000 left over and be left for next year.

**8. Hear update of Community Beautification**

Mr. Chris Seale, Horticulturist, stated planters have been changed out for winter colors and bulbs are being planted for the spring.

President Sanders stated the lights and hanging lights on the square look very nice. He recommended Mr. Seale visit with SAGU on how they install their Christmas lights.

**9. Public Comments**

Ms. Amy Hedtke, 106 Vanderbilt, Waxahachie, stated the school projects were voted down because things are all ready to high noting if the City wants to support the school district, the city taxes need to be lowered. She urged the Board to throw out the Amphitheater project, billboards, etc. noting something has to give.

**10. Adjourn**

*There being no further business, Mr. Daniel Morton moved the meeting adjourn at 4:05 p.m. Vice President Mike Ramsey seconded, All Ayes.*

Respectfully submitted,

Lori Cartwright  
City Secretary