AGENDA

A regular meeting of the Waxahachie Community Development Corporation to be held on ***Tuesday, August 14, 2018 at 3:00 p.m.*** in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas.

Board Members:	John Sanders, President Mike Ramsey, Vice President Kevin Strength, Mayor Michael Scott, City Manager Bob Lynn Daniel Morton Layne Ballard
Ex-Officio Members:	Lori Cartwright, City Secretary Charles Harris, Director of Finance Sandy King, President/CEO Chamber of Commerce

1. Call to Order

2. Approval of minutes of the Waxahachie Community Development Corporation meeting of July 10, 2018

3. Consider use of contingency fund for sponsorship of *The Nutcracker* production

4. Consider Waxahachie Community Development Corporation 2018-2019 fiscal-year Budget

5. Hear and discuss monthly activity updates from city staff

6. Public Comments

7. Adjourn

The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session on any posted item.
This meeting location is wheelchair-accessible. Parking for mobility impaired persons is available. Any request for sign interpretive services must be made forty-eight hours ahead of the meeting. To make arrangements, call the City Secretary at (469) 309-4005 or (TDD) 1-800-RELAYTX.

Notice of Potential Quorum
One or more members of the Waxahachie City Council may be present at this meeting. No action will be taken by the City Council at this meeting.

Waxahachie Community Development Corporation (2)
July 10, 2018

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, July 10, 2018 at 3:00 p.m. in the Council Chamber at City Hall, 401 S. Rogers, Waxahachie, Texas.

Members Present:	John Sanders, President Mike Ramsey, Vice President Kevin Strength, Mayor Bob Lynn Daniel Morton Layne Ballard
Member Absent:	Michael Scott, City Manager
Ex-Officio Members Present:	Lori Cartwright, City Secretary Sandy King, President/CEO Chamber of Commerce
Ex-Officio Member Absent:	Charles Harris, Director of Finance
Others Present:	Albert Lawrence, Assistant City Manager 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 meeting of June 12, 2018

Action:
*Mr. Layne Ballard moved to approve minutes of the WCDC meeting of June 12, 2018. Mr. Daniel Morton seconded, **All Ayes.***

3. Consider award of bid for Civic Center Star and Fountain projects and associated budget amendment

Ms. April Ortiz, Director of Waxahachie Civic Center, reported bids were received and opened on June 28, 2018. Two bids were received and after review from Mr. Bob Stoffels, Dunkin, Sims, Stoffels Inc., he recommended awarding to the low bidder, Wall Enterprises, in the total amount of $654,360.00.

Ms. Ortiz stated the original budget for the project was $450,000.00. She noted an additional $45,000.00 was anticipated when the shade structure was added to the scope making the project approximately $159,000.00 more than the architect's estimates. She requested a budget amendment in the amount of $204,360.00 to complete the project. Ms. Ortiz stated the

completed project will not only enhance the entry to the Civic Center, but provide additional outdoor (rentable) spaces to host events. She noted there is available funding from WCDC working capital to fund the request.

Action:
Mr. Bob Lynn moved to award the bid for Civic Center Star and Fountain projects to Wall Enterprises in the amount of $654,360.00 and approve associated budget amendment in the amount of $204,360.00 as presented. Mr. Layne Ballard seconded, ***All Ayes.***

4. Discuss safety policy concerns at Civic Center and take any necessary action

Mr. Albert Lawrence, Assistant City Manager, presented an update noting there is internal discussion with the Police Department noting Ms. Ortiz sent Chief Goolsby a layout of the building and they will be working to provide scenarios for staff to provide and brief users who rent space. Mr. Lawrence stated a plan is being put together as of meeting time.

5. Hear and discuss monthly activity updates from city staff

Mr. Chris Seale, Horticulturist, reported the Christmas lights were delivered and it will take approximately a week putting them together. He stated planters are currently being changed out. The sleeves at Broadhead medians have been plumbed and wired and ready for irrigation. He referenced Park Schoolhouse Road noting the meters are ready to be installed.

President Sanders stated while work is being done on the medians on Broadhead and Park Schoolhouse Road it will give Mr. Seale the experience to possibly soften the medians on Highway 77.

{Mayor Kevin Strength arrived at 3:12 p.m.}

Ms. Laurie Mosley, Director of Convention and Visitors Bureau, thanked the Board for their participation and their families participation in the recent events. She stated it is these types of events that make this city intimate and small town feel with the activities. Ms. Mosley reported the C10s in the Park Truck Show to be held in September is sold out with 900 registered trucks. The show will be followed by a downtown party. She reported in 2019 things are in motion for the Crossroads of Texas Film & Music Festival. Also, the Lions Club State Convention will be held in Waxahachie and she is working with the Chamber of Commerce planning events outside the convention for convention goers. Ms. Mosley reported Good Morning Texas came to Waxahachie and featured Waxahachie as the Crape Myrtle Capital of Texas as well as promoting the July 3-4 events. She stated she will teach customer service training for the Downtown Merchants and will have a session in September for Leadership Waxahachie. Ms. Mosley stated at the end of June she received her Certificate of Graduation from Tourism School.

Mayor Strength thanked Ms. Mosley, her husband Donnie, and Ms. Monica Boyd for what they do making the parade possible. The Board commended her for receiving her Certificate of Graduation from Tourism School.

Mr. James Villarreal, Recreational Superintendent, stated the July 3rd Crape Myrtle Festival was successful at the Sports Complex. He noted the festival may have to be moved next year if the fields get sprigged. The Virtual Tournament Girls' Fast Pitch National tournament was just completed and 52 teams out of 139 used eight fields at the complex while other teams played at other city fields. On opening day all 139 teams were at the complex. Mr. Villarreal reported heavy watering continues throughout the complex on all fields due to lack of rain.

Mr. Dan Morton thanked Mr. Villarreal for what he does noting he sees an increase in sales when teams are in town. The retailers do benefit from these tournaments. He stated James does a great job and we all benefit because of it.

Ms. Ortiz reported June was very busy and closed with 69 events. She stated the Premier Gun Show was very successful noting they sold out vendor space and will be returning in September. Ms. Ortiz stated July is currently booked with 42 events and in August a local clothing store, The Velvet Angel, is hosting a boutique sale at the center. She reported a part-time event coordinator position is open and will soon start interviews.

Ms. Sandy King, President/CEO Chamber of Commerce, stated she is six months into her position and has built a strong team providing better benefits to the members. She is taking courses in Economic Development and has been accepted into Leadership North Texas noting she is trying to be a part of the bigger imprint.

6. Public Comments

None

7. Adjourn

There being no further business, Mr. Dan Morton moved the meeting adjourn at 3:30 p.m. Mayor Kevin Strength seconded, ***All Ayes.***

Respectfully submitted,

Lori Cartwright
City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: August 8, 2018

Re: Consideration of Using CVB Contingency Funds for *The Nutcracker*

The Pow-Wow Players Booster Club of the Waxahachie High School Drama Department is seeking sponsorship and support to bring "Lakes Cities Ballet - The Nutcracker" to Waxahachie as part of the new WHS Performing Arts Center's debut season calendar and add more excitement to Waxahachie's list of Christmas events that we already promote.

The event would be a matinee show on Saturday and Sunday, December 1-2, 2018 strategically not to compete with Bethlehem Revisited, plus add another itinerary item for visitors to choose from that weekend.

The CVB has met with all of the entities involved to discuss the feasibility of tickets sales and everything points to not only the event breaking even, but creating incremental revenue to use for next year's production.

This would be Lake Cities Ballet's only performance south of the Trinity and would showcase Waxahachie as a leader in the performing arts unlike any of our surrounding communities.

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The event also meets the two-part test of usage of Hotel-Motel Tax:

1. Heads-In-Beds - With over 200 cast and crew members the production alone will be booking hotel room.

2. Promotion of the Arts

The cost to book the performance is $19,000, plus $21,138 in production cost for the venue and staff. It is my understanding that the Pow-Wow Players Booster Club has the $21,138 in production costs covered.

As always, thank you for your time and consideration of this item.

Sincerely,
Laurie Mosley
Director, Waxahachie CVB

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Pow-Wow Players Booster Club

Waxahachie High School Drama Department.

Projected Costs for the weekend production of *The Nutcracker*.

<u>Donated Costs from Waxahachie ISD:</u>	
Rental of the WHS Performing Arts Center (3 days at $565/hr):	$15,820.00
<u>Costs Incurred by Theatre Booster Club:</u>	
Directors for Lighting/Facility (Mullican, Reynolds, Myers):	$1500.00
Community Arts Liaison (Mr. Jordan):	$1000.00
Cleaning Fee:	$500.00
<u>Volunteer Hours/Cost Equivalents:</u>	
Ushers (6 at $22 per hour):	$792.00
Backstage hosts (4 at $22 per hour)	$528.00
Box office attendants (3 at $22 per hour)	$198.00
Online ticket sales set up and maintenance	<u>$800.00</u>
Total:	$21,138.00

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CITY OF WAXAHACHIE
WCDC
SUMMARY OF REVENUES & EXPENDITURES
F Y 2018-2019

DESCRIPTION	ACTUAL FY 16-17	ORIGINAL BUDGET FY 17-18	REVISED / YE ESTIMATE FY 17-18	RECOM BUDGET FY 18-19
Beginning Operating Funds	2,741,359.00	3,173,475	3,421,641	2,212,101
Revenues				
Sales Taxes	4,208,763.57	4,382,000	4,329,000	4,524,000
Misc Revenue	8,600.84	8,000	2,300	5,000
Charges for Services - Civic Center	554,753.53	512,300	514,375	523,000
Charges for Services - Sports Complex	128,624.41	134,100	165,000	178,500
Investment Income	31,387.79	30,000	42,500	43,800
Total Revenues	4,932,130.14	5,066,400	5,053,175	5,274,300
Transfers In	388,610.00	50,000.00	50,000.00	50,000.00
Total Revenues &Transfers In	5,320,740.14	5,116,400	5,103,175	5,324,300
Total Funds Available	7,047,159.14	7,625,067	5,103,175	6,860,071
Expenditures - By Department				
Non Departmental	44,000.24	177,965	659,583	33,332
Civic Center	1,177,877.79	1,554,552	1,792,301	1,093,792
Sports Complex	1,257,226.28	1,745,663	1,790,791	1,228,457
Community Beautification	270,720.89	487,383	489,009	372,210
Transfers	1,890,633.30	1,581,031	1,581,031	1,737,093
Total expenses	4,640,458.50	5,546,594	6,312,715	4,464,884
Revenues & Transfers In, Less Expenditures	680,281.64	(430,194.00)	(1,209,540.00)	859,416
Ending Operating Funds	3,421,640.64	2,743,281	2,212,101	3,071,517
Less Resv.				1,374,800
Available Reserves				1,696,717

	ACTUAL FY 13-14	ORIGINAL BUDGET FY 14-15	REVISED / YE ESTIMATE FY 14-15	RECOM BUDGET FY 15-16
Expenditures - By Object of Expenditure				
Personal Services	992,661.58	1,202,590	1,101,020	1,173,115
Supplies & Materials	194,808.12	210,570	215,898	160,100
Operating Expenses	358,065.61	378,943	410,781	399,854
Maintenance	649,187.45	501,630	496,748	526,691
Travel, Training, Etc.	9,005.08	13,750	13,300	12,881
Utilities & Fuel	395,316.52	461,080	419,030	433,150
Capital	150,780.84	1,197,000	2,074,907	0
Debt Service - Trans	1,739,181.00	1,581,031	1,581,031	1,737,093
Trans - Other	151,452.30	0	0	22,000
Total expenses	4,640,458.50	5,546,594	6,312,715	4,464,884

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RECOMMENDED ADDITIONS - 2019

SERVICE ENHANCEMENTS - 2019

Civic Center	208-520-54330	BACtalk VLC Controllers (field controllers fro	26,000	26,000
Sports Complex	208-530-54321	North Soccer Fields & 2 Baseball Fields Ren	110,000	
Sports Complex	208-530-54321	Irrigation Installed near Park Place entrance	7,500	117,500
Beautification	208-560-54240	Broadhead Road Median Landscape Improv	20,000	
Beautification	208-560-54240	Park Schoolhouse Road Median Landscape	20,000	
Beautification	208-560-54240	Landscape Lighting Brnum Plaza	30,000	70,000
		FUND TOTAL	**213,500**	**213,500**

5- YEAR OPERATING PLAN - 2019

Sports Complex	Various	Maintenance Worker	**50,385**	**50,385**

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CITY OF WAXAHACHIE
WCDC DEBT SERVICE
SUMMARY OF REVENUES & EXPENDITURES
F Y 2018-2019

DESCRIPTION	ACTUAL FY 16-17	ORIGINAL BUDGET FY 17-18	REVISED / YE ESTIMATE FY 17-18	RECOM BUDGET FY 18-19
Beginning Operating Funds	13,739	12,505	420,204	410,574
Revenues				
Investment Income	18,626.00	21,000	11,200	12,000
Proceeds From Debt (Refunding)	409,370.00			
Total Revenues	**427,996.00**	**21,000**	**11,200**	**12,000**
Transfers In				
Trans from WCDC Oper	1,739,181.00	1,581,031	1,581,031	1,737,093
Total Trans In	**1,739,181.00**	**1,581,031**	**1,581,031**	**1,737,093**
Total Funds Available	**2,180,916.00**	**1,602,031**	**2,012,435**	**1,749,093**
Expenditures				
Paying Agent fees		0	0	0
Interest Expense	653,479.00	735,305	735,305	767,194
Principal on Bonds	1,104,432.00	864,481	864,481	980,444
Misc Expense	2,801.00	2,245	2,075	1,455
Total expenses	**1,760,712.00**	**1,602,031**	**1,601,861**	**1,749,093**
Revenues & Trans In Less Expenditures	406,465.00	0	(9,630)	0
Ending Operating Funds	**420,204.00**	**12,505**	**410,574**	**410,574**

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CITY OF WAXAHACHIE
HOTEL / MOTEL TAX FUND
F Y 2018-2019

DESCRIPTION	ACTUAL FY 16-17	ORIGINAL BUDGET FY 17-18	REVISED / YE ESTIMATE FY 17-18	RECOM BUDGET FY 18-19
Beginning Fund Balance	**500,580.00**	**531,718**	**550,504**	**562,794**
Revenues				
Hotel / Motel Tax	693,965.65	735,000	700,000	715,000
Investment Income	6,162.46	5,700	7,800	8,200
Miscellaneous	4,724.00	4,500	4,500	4,500
Total Revenues	**704,852.11**	**745,200**	**712,300**	**727,700**
Total Funds Available	**1,070,515.11**	**1,276,918**	**1,262,804**	**1,290,494**
Expenditures				
Personal Services	173,240.57	202,720	190,600	201,050
Supplies & Materials	4,335.94	6,000	5,900	6,000
Operating Expenses	435,300.08	497,460	488,515	536,832
Travel, Training, Etc.	9,368.17	13,975	13,740	13,975
Utilities & Fuel	1,247.22	1,300	1,255	1,300
Total expenses	**623,491.98**	**721,455**	**700,010**	**759,157**
Transfes Out	31,436.28			
	31,436.28			
Excess (Deficiency of Revenues Over Expenditures	**49,923.85**	**23,745**	**12,290**	**(31,457)**
Ending Fund Balance*	**550,503.85**	**555,463**	**562,794**	**531,337**

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley

Thru: Michael Scott, City Manager

Date: August 8, 2018

Re: Convention & Visitors Bureau August 2018 Update

FESTIVAL & EVENT UPDATES

The CVB has been in constant action not only working on the long list of Fall and Winter events, but also working on good things to come in the Spring – including another truck show organized by Terry Hill – Classic Truck Nationals . . . Uniting the Classic Truck Scene. It will be on April 13, 2019 in Getzendaner Park.

Upcoming Events:

BOGO 2nd Saturday - September 8; Participating Downtown Merchants

Junk in the Trunk - September 8; 9 am-1 pm; Downtown Waxahachie

2nd Thursday Ladies Night Out - September 13; 5 pm-8 pm; Participating Downtown Merchants

C10s in the Park Truck Show & Downtown After Party - September 15; Getzendaner Park Featuring 900 trucks from all over the United States!!

Waxahachie Bridal Extravaganza Market - September 16; Waxahachie Civic Center

ADVERTISING, PR & MEDIA UPDATES

- The CVB's marketing co-op with VisitDFW keeps producing great online articles. The most recent one was the **top 6 sushi restaurants** in DFW and Ohana made the list. The CVB submitted Osuba, Hibbachio and Ohana. Others included best places for a sno-cone and "Austin to Dallas Trip Idea #4."

- The Waxahachie Visitor Center also made **VisitDFW's "Best of DFW Bucket List"** as one of the top visitor centers in the DFW area.

- The Webb Gallery is featured on page 70 of the August issue of **Texas Monthly Magazine** as part of the cover story – *Small-Town Revival* in the "Creative Spaces" column.

- The CVB facilitated some social media initiatives and e-blast to promote the **Last Call** boutique sale to help them achieve their attendance goals.

VISITOR CENTER, GROUP TOUR, CONVENTION & SPORTS UPDATES

- The CVB facilitated arranging accommodations for the **Pink Heals** crew (pinkfiretrucks.org) to stay in Waxahachie on their way to the Texas Fire Chief Convention in Dallas. This resulted in a nice photo opportunity for the participating hotels – Hampton & Holiday Inn Express. Plus, we are hoping it will result in a full blown community event on their tour next year. It's a national charity that is not just about breast cancer, it's about raising money and showing love and support for all sick people.

- **Texas Lions State Convention Update:** Laurie spoke to a group of 200+ Lions Club members from all around the state at the Council of Governors meeting in Kerrville on August 3 where it was announced "registration" was open. Laurie worked the registration table answering questions about Waxahachie and helping people with hotel information. Room reservations had already started being made that day.

Group Tour: Robson Ranch Residents – October 27 for Texas Country Reporter Festival

Ultimate Street Night - August 17, Texas Motorplex

Jr ET Finals - September 7-9, Texas Motorplex

Summit ET Finals - September 13-16, Texas Motorplex

OTHER NEWS

- Laurie is scheduled to teach "Texas Friendly Hospitality Training" to Arts Council Member, Ellis County Art Association/Art on the Square.

- Laurie and Chris Seale identified the best area for **race flags** to be placed for the Fall Nationals in October along Highway 287 & 77 intersection that will not impair line of sight. The flags have been ordered and have already arrived. Chris will assist with placing an order for a dig test to make sure the ground spikes to not cause any damage.

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Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager

Date: 8/14/2018

Re: WCDC Beautification Report

Beautification Department Report:

August 14th, 2018

Completed Projects

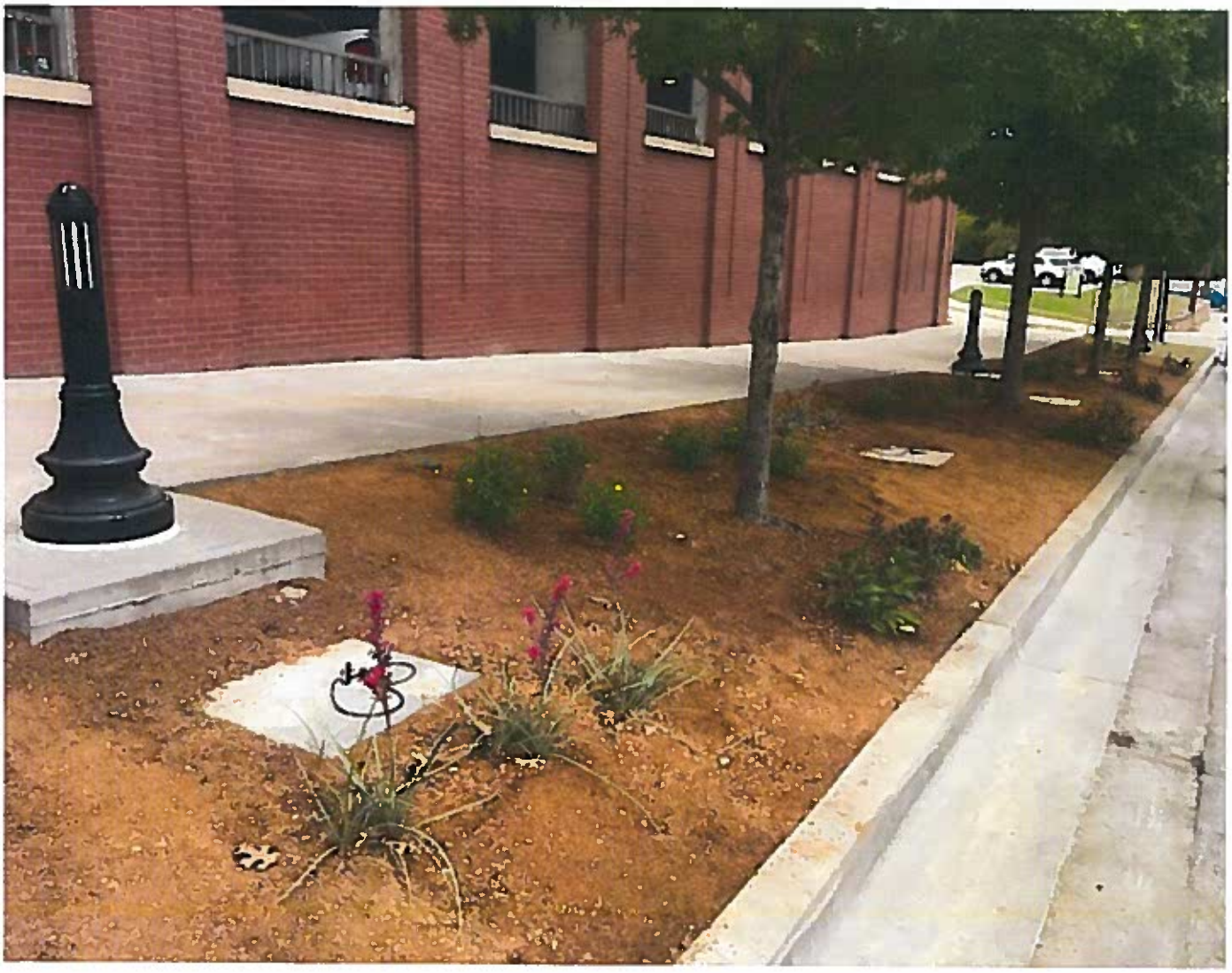
- Parking Garage landscape is nearing completion.
- Spring blooming bulb order has been summited.
- All plant orders for Broadhead Rd. have arrived

Projects Currently Working On

- Parking Garage- Planter installation. Plant install on Jackson Street.
- Park Schoolhouse Road- 3 of the 5 meters have been approved
- Broadhead Road Medians- Last week Lantana began excavation work on the median. Work came to a halt when TxDot asked to see their permit. We are now tracking down the correct permit to continue work.
- Pumpkin and Hay order

Future Projects

- Broadhead medians landscape install. By August
- Park Schoolhouse Road water meter installs and plumbed sleeves. By August
- Parking Garage Landscape. By August
- Accent lighting for Bynum Plaza. By Fall 2018



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Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz

Thru: for AO Michael Scott, City Manager

Date: August 9, 2018

Re: Civic Center – August 2018 Update

July: closed with 46 events booked including

- VTD Coaches Meeting
- Carter BloodCare "Battle of the Badges" Blood Drive
- Vision Global
- City of Red Oak
- Edward Jones
- Workforce Solutions

August: currently has 58 events booked including

- Baylor Scott & White (*5 total event days*)
- Texas Northeast Department of Women Conference
- Last Call "The Ultimate Boutique Sale" *(Aug. 3rd & 4th, rebooked for 2019; Jan/Aug)*
- Navarro College Meet & Greet
- TSTC Graduation
- Coleman Spa Expo *(Fri. 2pm-8pm, Sat. 10am-8pm, Sun. 9am-6pm)*
- Christ the King Church

Up & Coming

September: The 15th Annual Bridal Extravaganza Market will be Sunday, September 16th from 12pm-4pm; the Ellis County College Fair will be Wednesday, September 19th from 6pm-8pm and the Premier Gun Show will be back on Saturday, September 29th from 9am-5pm & Sunday, September 30th from 10am-4pm.

Facility

We have filled the part-time event coordinator position, Brittany Head started last week and is in the training process now. We think she will be a great addition to our team.

Star and Fountain Plazas Project

The contracts were delivered today for signatures and are being sent to the city attorney's office for review.

We had a visit on Tuesday from the Pink Heals Tour. It was a nice visit from a great organization doing some great work! We had a little photo fun while they were here too.

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Memorandum

To: Waxahachie Community Development Corporation

From: Waxahachie Sports Complex

CC: for all

Thru: Michael Scott, City Manager

Date: 8-8-2018

Re: August Sports Complex Report

Tournaments 2018 August

USA Softball Texas Style Senior State Slow Pitch – August 4th – 5th

Texas Sporting Events Baseball – August 18th – 19th

August 25th – 26th

Arlington Grand Slam Fast Pitch Softball – August 18th

3xtreme Adult Slow Pitch Softball – August 25th

Leagues

Waxahachie Youth Baseball League Boys 15 - 18

Adult Softball League

Girls' Fast Pitch Softball League

Projects

Reliable Paving returned to seal some of the cracks in the large parking areas near the football field.

FIG Enterprises fertilized and sprayed all the common area around the baseball fields and continues to water for grow in.

HEAVY watering continues throughout the complex on all fields due to lack of rain.