

Waxahachie Community Development Corporation
August 14, 2018

A regular meeting of the Waxahachie Community Development Corporation was held on Tuesday, August 14, 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
Michael Scott, City Manager
Bob Lynn
Daniel Morton
Layne Ballard

Member Absent: Mike Ramsey, Vice President

Ex-Officio Charles Harris, Director of Finance
Members Present: Sandy King, President/CEO Chamber of Commerce

Ex-Officio
Member Absent: Lori Cartwright, City Secretary

Others Present: Albert Lawrence, Assistant City Manager
Amber Villarreal, Assistant City Secretary
John Smith, Director of Parks and Recreation
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 July 10, 2018

Action:

Mr. Dan Morton moved to approve minutes of the WCDC meeting of July 10, 2018. Mayor Kevin Strength seconded, All Ayes.

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

Ms. Sandy King introduced Ms. Jenny Bridges, Dr. Peggy Linguist, Mr. Andy Reynolds, and Mr. Tracy Jordan.

Mr. Reynolds, Waxahachie High School Drama Director, explained the Pow-Wow Booster Club and the Waxahachie High School Drama Department are seeking a \$19,000 sponsorship to bring "Lake 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. He noted the event would be a matinee show on Saturday and Sunday, December 1-2, 2018 strategically not to compete with Bethlehem Revisited.

Mr. Tracy Jordan, past Director of Dallas Summer Musicals, explained this would be the only performance south of the Trinity and would showcase Waxahachie as a destination during the Christmas season.

Ms. Jenny Bridges, Waxahachie ISD Public Information Officer, reviewed the donated costs from Waxahachie ISD estimating at about \$15,820.

Ms. King explained the requested donation from the city would be used to pay the dancers and the Chamber of Commerce is willing to offer promotional marketing for the production. She noted at least 150 hotel rooms would need to be booked for cast and crew members alone.

Mr. Layne Ballard asked where the money from ticket sales goes and Ms. King noted revenues go to the Pow-Wow Booster Club which can serve as seed money for the following year's production.

Dr. Peggy Linguist, Pow-Wow Booster Club, explained this is a one-time request and thinks this is a sustainable model for a successful event each year.

Mr. Dan Morton and Mayor Kevin Strength spoke in support of the production.

Mr. Bob Lynn inquired about other sponsorships for the production. Mr. Reynolds explained he was presented with the idea at the end of July so there wasn't a lot of time to ask for other donations. He noted the full amount is needed to secure the production. Mr. Lynn offered to help seek sponsorships for the production to alleviate some of the financial burden to WCDC.

City Manager Michael Scott noted if the board approves the full request, it will deplete half of the contingency fund; however, the board does have the option to also allocate money from working capital to fulfill the request. Mr. Scott suggested committing to the \$19,000 so the contracts can be signed for the production and have the booster club solicit sponsorships to help WCDC recoup about \$9,000 of the full amount.

Action:

After a lengthy discussion, President John Sanders moved to approve funding for the Nutcracker production in the amount of \$19,000.00 and have the Pow-Wow Booster Club work with other groups to attempt to raise approximately \$9,000 of the \$19,000 and the WCDC Board will commit to the \$10,000 plus the guarantee. Mayor Kevin Strength seconded, All Ayes.

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

Mr. Scott presented the 2018-2019 Waxahachie Community Development Corporation proposed budget and noted council has reviewed it.

Finance Director Charlie Harris reviewed the budgets for Hotel/Motel fund, Civic Center Department, Sports Complex Department, Community Beautification Department and Debt Service. Mr. Harris stated revenues have increased in the last few months after a slow start to 2018. He explained after capital improvement projects in 2018, the rainy day fund is projected to have about an \$860,000 surplus next year.

It was noted the budget presented included the following 2019 Service Enhancements:

- VLC Controllers (Civic Center)
- Maintenance Worker (Sports Complex)
- North soccer fields and two baseball fields remodeled (Sports Complex)
- Irrigation installed near Park Place entrance (Sports Complex)
- Broadhead Road median landscape improvements (Beautification)
- Park Schoolhouse Road median landscape improvements (Beautification)
- Landscape lighting Bynum Plaza (Beautification)

President Sanders asked if money is budgeted in the Beautification department for Christmas displays and staff noted they will look into that.

The board requested further discussion of the budget to include money for parking lot improvements at the Sports Complex.

It was the consensus of the board to schedule a work session on Thursday, August 23rd at 2:00 p.m. to continue discussion on the 2018-2019 WCDC budget.

5. Hear and discuss monthly activity updates from city staff

Mr. Scott explained monthly reports were in the agenda packet for review and entertained questions for staff.

Civic Center Director April Ortiz noted the preconstruction meeting for the star and fountain plaza will be held the week of August 27th.

6. Public Comments

None

7. Adjourn

There being no further business, Mayor Kevin Strength moved the meeting adjourn at 4:27 p.m. Mr. Ballard seconded, All Ayes.

Respectfully submitted,

Amber Villarreal
Assistant City Secretary