

AGENDA

A regular meeting of the Waxahachie Community Development Corporation (WCDC) to be held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on ***Tuesday, March 18, 2025 at 3:00 p.m.***

Board Members: Jim Phillips, President
Elizabeth Tull, Vice President
Billie Wallace, Mayor
Bob Lynn
Melissa Ballard
Andrew Henderson
Erik Test

Ex-Officio Members: Amber Villarreal, City Secretary
Chad Tustison, Senior Director of Finance
Kevin Strength, President/CEO Chamber of Commerce

1. Call to Order
2. ***Public Comments:*** Persons may address the Waxahachie Community Development Corporation on any issues. This is the appropriate time for citizens to address the Corporation on any concern whether on this agenda or not. In accordance with the State of Texas Open Meetings Act, the Corporation may not comment or deliberate such statements during this period, except as authorized by Section 551.042, Texas Government Code.
3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of February 11, 2025
4. Consider Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2024
5. Hear update on Nature Trail and Lions Park projects
6. Discuss budget, committed expenditures, and future direction of WCDC
7. Adjourn

The Board of Directors of the Waxahachie Community Development Corporation reserves the right to go into Executive Session as authorized by Section 551.071(2) of the Texas Government Code, for the purpose of seeking confidential legal advice from legal counsel on any agenda item listed herein. 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) 309-4006 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.

A regular meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on Tuesday, February 11, 2025 at 3:00 p.m.

Members Present: Jim Phillips, President
Elizabeth Tull, Vice President
Billie Wallace, Mayor
Bob Lynn
Erik Test

Members Absent: Melissa Ballard
Andrew Henderson

Ex-Officio Chad Tustison, Senior Director of Finance
Members Present: Kevin Strength, President/CEO Chamber of Commerce

Ex-Officio Amber Villarreal, City Secretary
Member Absent:

Others Present: Michael Scott, City Manager
Gumaro Martinez, Executive Director of Parks & Leisure Services
Jami Bonner, Assistant City Secretary

1. Call to Order

President Jim Phillips called the meeting to order.

2. Public Comments

None.

3. Approval of minutes of the Waxahachie Community Development Corporation meetings of October 8, 2024, November 12, 2024, December 10, 2024 and January 14, 2025

Action:

Billie Wallace moved to approve minutes of the WCDC meetings of October 8, 2024, November 12, 2024, December 10, 2024 and January 14, 2025. Motion was seconded by Erik Test and carried unanimously (5-0).

4. Consider funding request for Ellis County Woman's Building landscape improvements

Gumaro Martinez, Executive Director of Parks and Leisure Services, presented the Item. He requested approval of a supplemental appropriation in the amount of \$34,000 from the WCDC Fund unreserved balance for landscaping improvements around the Ellis County Woman's Building (ECWB) and grounds.

Hanna McCleary, Chair of the ECWB Board, approached staff regarding the deteriorating landscaping and requested that staff develop landscaping proposals for the ECWB Board's consideration. The ECWB Board members are currently working on interior renovations, including cabinet updates and other minor improvements. As part of these efforts, the ECWB Board requested that the City fund the landscaping improvements as approved by the ECWB Board.

City staff developed several low maintenance alternatives for the ECWB Board to consider, and they ultimately selected a design that includes the addition of plan material, mulch, new irrigation for the beds and lawn, and landscape boulders at the front and side entrance beds., approved at their January 31, 2025 meeting. The total estimated cost of the landscape and irrigation improvements is \$31,500, with an additional \$2,500 allocated for plant materials, bringing the total project cost to \$34,000.

This landscape improvements were not included in the FY24-25 budget; therefore, a supplemental appropriation from the WCDC Fund unreserved balance is requested. The WCDC Fund has sufficient capacity to fund the supplemental appropriation.

Mayor Billie Wallace inquired about the current status of the irrigation system at the ECWB. Horticulturist Chris Seale explained that the existing irrigation system was damaged during parking lot improvements. He added that the estimated costs for the project include the installation of a new irrigation system.

Erik Test asked if the ECWB is owned by the City, and staff confirmed that it is.

Laurie Mosley, Director of the Convention and Visitors Bureau, mentioned that the ECWB will be celebrating its 100th anniversary in 2025.

Action:

Elizabeth Tull moved to approve a supplemental appropriation in the amount of \$34,000 from the Waxahachie Community Development Corporation (WCDC) Fund unreserved balance, and authorize the City Manager to execute all necessary documents. Motion was seconded by Billie Wallace and carried unanimously (5-0).

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

Laurie Mosley, Director of Convention and Visitors Bureau, provided an update of activities. The Convention & Visitors Bureau (CVB) in Waxahachie has several exciting events planned for 2025, including Tulipalooza, Hachie Gras, the Ellis County Livestock Show & Rodeo, and the Waxahachie Cowboy Gathering. Advertising efforts include a full-page ad in Living Magazine, digital billboards, and updates to the VisitWaxahachie.com website to highlight the Main Street Program. Social media engagement is strong with 23,313 followers on Facebook and 2,882 on Instagram. Railyard Park will host events like Hachie Gras and a "Let's Go Girls" tribute concert. The CVB is also preparing to host the Baptist Missionary Association of America National Meeting in April 2025 and potentially an international classic car event in 2026. While hotel occupancy decreased slightly in January 2025, revenues were still up for 2024. Waxahachie also earned the "Tourism Friendly Texas Certified Community" designation and is working towards becoming a "Purple Heart City."

6. Hear update of activities at the Civic Center

April Ortiz, Civic Center Director, provided an update of activities. The Civic Center hosted 49 events in December 2024 and 41 events in January 2025, including banquets, city meetings, holiday celebrations, graduations, and community events, with some events spanning multiple days. Key activities included the Waxahachie Jr. Service League Christmas Market and the Home & Garden Show. Ongoing projects include HVAC system upgrades, which will be scheduled during event downtime, and updates to vending machines. Additionally, the ballroom column painting is now tentatively scheduled for late July. Upcoming events include the Encore Performing Arts Dance Competition, Mentors Care Purse Bingo Fundraiser, Cheer World Competitions, and the American Gun Shows in February and March 2025.

7. Hear update of Community Beautification

Chris Seale, Horticulturist, provided an update of activities. The Beautification activities report highlights ongoing and completed projects as of February 2025. Staff is working on designing concrete foundations for parking garage entrance planters, which will feature low bowls that match existing planters. The Trees USA application is in progress, aiming to achieve the Tree City USA status by meeting key standards such as maintaining a tree board and celebrating Arbor Day. For the Women's Building's 100-year anniversary, landscaping designs were created, and one was approved by the Ellis County Woman's Building Board. Completed projects include the SoCo Depot irrigation replacement (which reduced water usage by 58%), tulip planting, and spring flower and landscape bed cleanup.

8. Hear update of activities at the Sports Complex

James Villarreal, Sports Complex Assistant Director, provided an update of activities. The Sports Complex is busy with a full tournament schedule, including major events like the Winter Worlds Softball tournaments in January and several baseball and softball tournaments scheduled through March 2025. Leagues starting in March include the Waxahachie Soccer Association, adult slow pitch leagues, YMCA flag football, and youth baseball/softball leagues. Additionally, the LED Light Project Phase I is progressing, with the retrofitting of incandescent lights to new LED standards on softball fields #1-#3.

9. Adjourn

There being no further business, the meeting adjourned at 3:40 p.m.

Respectfully submitted,
Jami Bonner, Assistant City Secretary