

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, April 8, 2025 at 3:00 p.m.***

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

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 meeting of March 18, 2025
4. Hear update of activities from Convention & Visitors Bureau Director
5. Hear update of activities at the Civic Center
6. Hear update of Community Beautification
7. Hear update of activities at the Sports Complex
8. Convene into Executive Session for deliberation regarding real property as permitted under Section 551.072 of the Texas Government Code
9. Reconvene and take any necessary action
10. 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, March 18, 2025 at 3:00 p.m.

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

Member Absent:
Ex-Officio Chad Tustison, Senior Director of Finance
Members Present: Amber Villarreal, City Secretary

Ex-Officio
Member Absent: Kevin Strength, President/CEO Chamber of Commerce

Others Present: Michael Scott, City Manager

1. Call to Order

Chairman Jim Phillips called the meeting to order. He announced that Elizabeth Tull submitted her resignation, effective March 31, 2025. The Board and staff thanked Ms. Tull for her serving Waxahachie.

2. Public Comments

None.

3. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of February 11, 2025

Action:

Melissa Ballard moved to approve minutes of the WCDC meeting of February 11, 2025. Motion was seconded by Elizabeth Tull and carried unanimously (6-0).

4. Consider Waxahachie Community Development Corporation Annual Financial Report for year ended September 30, 2024

{Erik Test arrived}

Chad Tustison, Senior Director of Finance, reviewed the Annual Financial Report noting the auditor's opinion: the financial statements present fairly, in all material respects. He reported as of the close of fiscal year 2024, the total fund balance for the Corporation's general fund was \$5,713,135, or 83.68% of General Fund expenditures not including transfers out.

Action:

Elizabeth Tull moved to accept the Waxahachie Community Development Corporation Annual Financial Report as presented. Motion was seconded by Melissa Ballard and carried unanimously (7-0).

5. Hear update on Nature Trail and Lions Park projects

Brad Barnes, Assistant Director of Parks and Recreation, gave an update on the Nature Trail project. Over the winter months, the team has been preparing the area, and now two loops have been established. The remaining tasks include final cleanup, chipping trees, mowing, and eventually adding surface material.

Staff and the Board discussed a grand opening ceremony once the project is fully complete with the entrance sign.

Kyle Cooper, Senior Director of Parks and Recreation, announced that \$40,000 is available for the project. He shared that a student from Waxahachie High School reached out with a proposal to create a memorial garden for Waxahachie students who have passed away. The Board expressed support for the idea.

Mr. Cooper provided an update on the Lions Park projects noting City Council approved a contract on March 17, 2025 for the engineering and design.

Chairman Phillips requested a detailed list of contingency fund commitments from the WCDC funds.

6. Discuss budget, committed expenditures, and future direction of WCDC

Chairman Phillips stated there is an uncommitted large fund balance and there needs to be a plan to expend. He has considered looking at strategic land purchases that help with economic development or park development. He asked the board to be open to discussions that will benefit WCDC. He wants an executive session with the Board to discuss a potential land purchase.

Mr. Scott provided an overview of the current commitments from WCDC, which include the following projects: YMCA Cindy Hess Memorial Park, Lions Park Design and Engineering, the purchase of the Boyce property, Tulipalooza, Woman's Building Landscaping, the remaining mural funding allocation, and downtown Christmas lights. These commitments total approximately \$1.5 million, leaving an estimated ending balance of \$3.1 million in the reserve.

7. Adjourn

There being no further business, the meeting adjourned at 3:32 p.m.

Respectfully submitted,
Amber Villarreal, City Secretary

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Memorandum

To: Waxahachie Community Development Corporation

From: Laurie Mosley, CVB Director

Thru: Michael Scott, City Manager

Date: April 8, 2025

Re: Update of Activities from Convention & Visitors Bureau – April 2025

FESTIVAL & EVENT UPDATES

- Mother nature has not been a friend to the Waxahachie events planned this spring. The tulip crop for Tulipalooza was destroyed by a hail storm after opening weekend, and Big Top Shopping Festival was cancelled due potentially extreme weather for their event weekend; however, there are still plenty of great events on the horizon for the remainder of year like Waxahachie Cinco de Mayo, Gingerbread Trail, Cape Myrtle Festival, the City's 175th Birthday Celebration, C10s in the Park, Crossroads and many more.

ADVERTISING, PR & MEDIA UPDATES

- Tulipalooza's agency sent a report listing out all of the earned media they secured for the event which was \$227,627 in value.
- In addition to the 6-week radio campaign on 99.5 the Wolf, Cumulus radio asked to host a Country Close-Up with Nashville Duo LOCASH at Railyard Park. Not only do they provide the talent, they are also providing radio promos for the month of April to promote the FREE show on 99.5 the Wolf and New Country 96.3 with both afternoon personalities broadcasting live from the park on Monday, April 28.

- Hospitality partner, Scarborough Renaissance Festival represented Waxahachie on the Spring Travel Information Center to create excitement with the Texas Travel Counselors.
- Display ads can be found in the April and May issues of Texas Highways Magazine.
- The CVB will represent Waxahachie at the State Fair of Texas in the GO TEXAN Pavilion on October 1, 2025.
- Social Media Stats: The Visit Waxahachie, Texas Facebook page has 23,870 followers; The CVB Instagram account is up to 2,921 followers.
- The Spring Event Preview e-blast resulted in a 28% open rate.

RAILYARD PARK/CULTURAL ARTS/MUSIC FRIENDLY COMMUNITY UPDATES

- Hachie Gras 2025 resulted in 11.6K visitors to downtown on March 1st compared to 9.4K in 2024 for the same period. The event continues to gain popularity, while the beautiful weather made it even more enjoyable.
- Danielle is busy planning the details for the upcoming events at Railyard Park including a "Let's Go Girls" concert on the evening of April 5 featuring a Shania Twain, Carrie Underwood and Miranda Lambert tribute concert. This will be a nice complementary event to the Waxahachie Cowboy Gathering taking place earlier in the day at the Ellis County Woman's Building.
- In addition to the "Truck Yeah/Country Close-Up" radio promotion with 99.5 the Wolf and New Country 96.3 on Monday, April 28. The station will return for a "George Strait Birthday Bash" on Sunday, May 18. Waxahachie will sponsor the broadcast of George Strait being played on-air all day as well as the musical talent at Railyard Park event.
- Other big events for the Summer include:
Make Music Day – June 21
Summer Soul Affair – July 5

GROUP TOURS & SPORTS

- The CVB team with the assistance of the Waxahachie Civic Center team was able to secure the Studebaker Drivers Club International Meet in September 2026 with potentially 500 car owners from around the world calling Waxahachie home for 4 days and using the Civic Center as the event site.
- Hachie 50 registration showed attendees from 8 different states, proving it remains a destination niche event.

- Sports action with WHS is picking up, and the CVB assisted coaches with finding hotel rooms for the Dulin Baseball Tournament and for a 7-on-7 football showcase at the high school.

OTHER NEWS

- Waxahachie is now a member of Texas Media Production Alliance (TXMPA), and Monica has agreed to attend webinars and anything offered to give us an advantage for attracting film business and supporting the industry. She recently assisted a production company with finding a location for a Shell Oil commercial.

99.5 THE WOLF



COUNTRY CLOSE UP

RAILYARD PARK, WAXAHACHIE

YELLOWSTONE
LIVE MUSIC FROM THE MOUNTAINS

LOCASH

7 PM | MONDAY, APRIL 28

OMNI
LAS COLINAS



Memorandum

To: Waxahachie Community Development Corporation

From: April Ortiz, Civic Center Director

Thru: Michael Scott, City Manager 

Date: April 8, 2025

Re: Update of Activities at Civic Center – April 2025

February 1st – 28th: 43 Events

- Lions Club 100th Anniversary
- Celebration of Life
- City Meetings (6 event days)
- BNSF Railroad (3 event days)
- Daddy Daughter Dance
- Rotary (2 event days)
- Birthdays/Reunions (3 event days)
- Baby Showers (3 event days)
- Dancing with the Ellis County Stars hosted by TBHC (2 event days)
- LSBAC Expo (2 event days)
- Encore Performing Arts Dance Competition (5 event days)
- James Hardie Meeting (2 event days)
- Ellis County Jury Selections (3 event days)
- Mentors Care Fundraiser
- ASOD Training
- Cheer World Cheer Competitions
- Reach Council Prom Pop-Up (2 event days)
- Saddlebrook HOA Meeting
- Primoris Meeting
- Texas Faces Track Club

- Elliott Electrical Training

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March 1st – 31st: 46 Events

- American Gun Shows (3 event days)
- James Hardie (2 event days)
- City Meetings (5 event days)
- Ellis County Jury Selections (3 event days)
- Black Affair Sneaker Ball
- Birthdays/Reunions (5 event days)
- Baby/Bridal Showers (3 event days)
- Life School Oak Cliff Band Banquet
- Tomahawks Basketball Banquet
- Springfield Lakes HOA Meeting
- Just Between Friends Children's Resale Event (4 event days)
- Rotary (2 event days)
- 80th Anniversary
- Matters of the Heart Dinner
- Keystone Meeting
- Primoris Meeting
- ECU Banquet
- FX Fitness Body Building Competition
- Fun Cheer Competitions
- Buffalo Ridge HOA Meeting
- Waxahachie Chamber of Commerce Awards Banquet
- MAU Meeting
- Ellis County Master Gardeners Lawn & Garden Expo (2 event days)
- Cancelled events (3 event days)

Capital Items – FY25 Update

- HVAC (Components) – Staff has scheduled cooling tower repairs for July and is continuing to work on obtaining quotes and reviewing scheduling for the expansion tank. Due to the nature of this work it will have to be done when we have no events scheduled.
- Vending Machine – Vending machine has been delivered, and staff is currently working on the programming features.

Misc. Items – FY25 Update

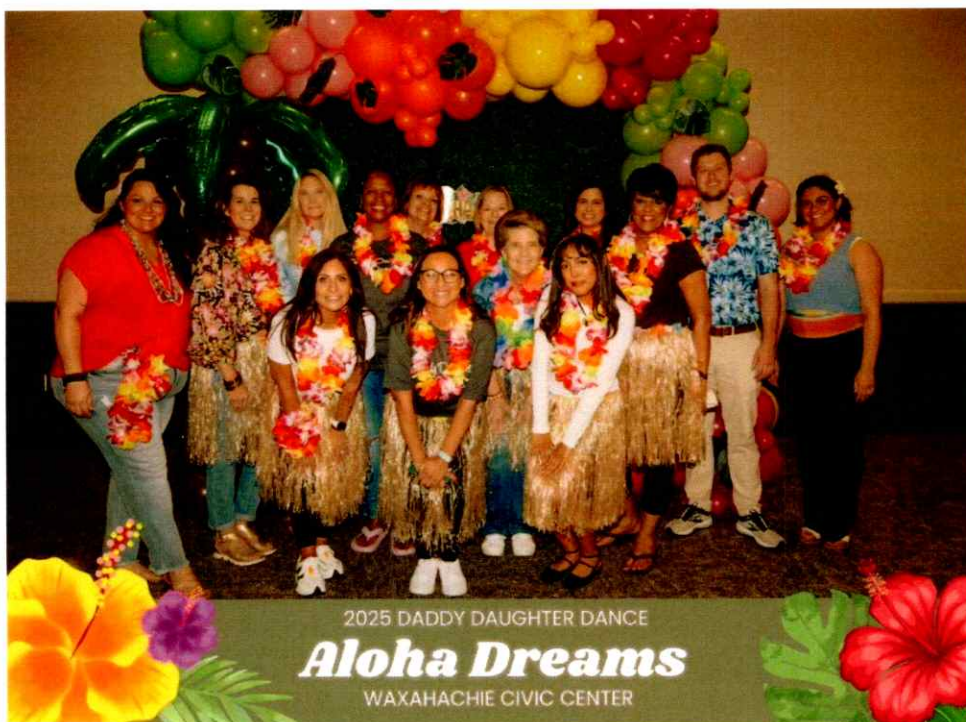
- Painting (Ballroom Columns) – This is scheduled for late July.

Notable Upcoming Events

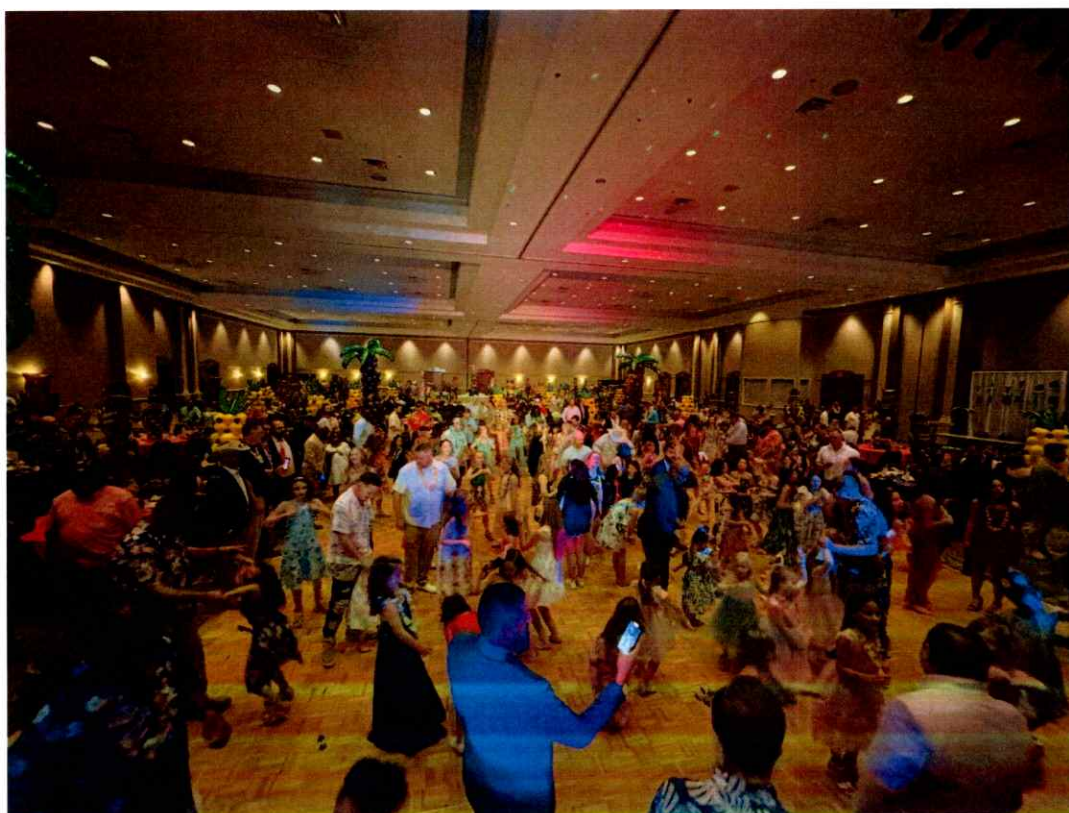
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- 8 National Talent Dance Competition
 - April 4th
 - April 5th
 - April 6th
- Navarro College Brilliance Boots & Bling
 - April 12th
- Ellis County Ducks Unlimited Banquet
 - April 25th
- TSTC Graduation
 - April 28th
- St. Joseph's Catholic School Fundraiser
 - May 17th
- American Gun Shows
 - June 7th
 - June 8th
- Atlas Swin Spa Expo
 - June 27th
 - June 28th
 - June 29th

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Daddy Daughter Dance Staff & Volunteers (not all pictured): Photo via Katy C Photography



Daddy Daughter Dance: Photo via WCC Staff

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Daddy Daughter Dance: Photo via WCC Staff



Daddy Daughter Dance: Photo via WCC Staff

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Waxahachie Chamber Awards Banquet: Photo via J. Sides Facebook

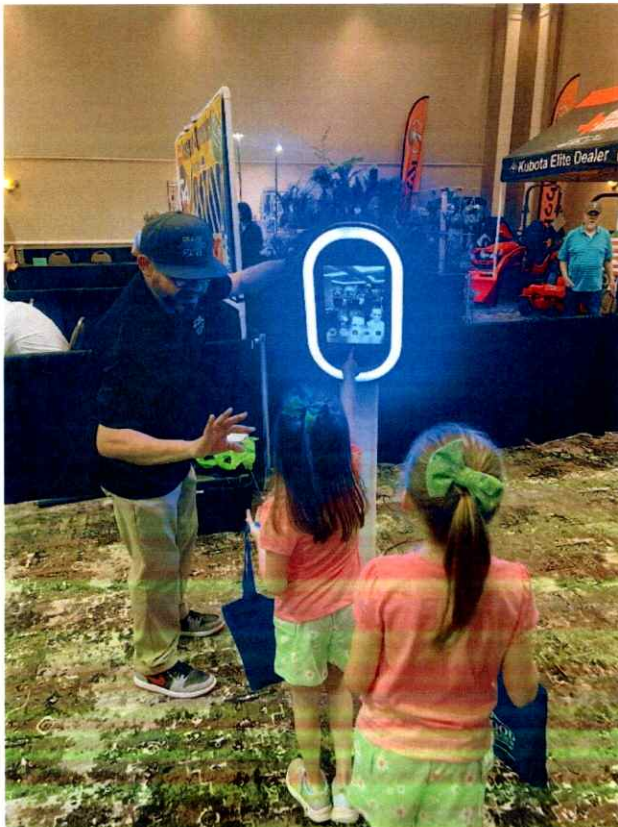


Fun Cheer/Texas Cheerleader Competitions: Photo via A. Moreno Facebook

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ECMG Lawn & Garden Expo: Photo via Greatwood Custom Homes Facebook



ECMG Lawn & Garden Expo: Photo via Greatwood Custom Homes Facebook

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Memorandum

To: Waxahachie Community Development Corporation

From: Chris Seale

Thru: Michael Scott, City Manager

Date: April 8, 2025

Re: Update of Beautification Activities – April 2025

Current Projects

- Parking Garage Entrance Planters
 - Staff began the design of the concrete foundation that the two planters will sit on. Conduit sleeves will be incorporated for drainage and irrigation, giving the planters a clean appearance.
 - The planters have been ordered. The estimated lead time for production is 6-8 weeks.
- Seasonal Summer Change Out
 - Staff are evaluating city facilities and properties and making a list of what ornamental beds need to be changed out first.
 - Staff has placed an order of Lantana plant material for the Hwy 77 median planters, given its availability.
 - Additional plants will be placed with the Lantana order, that will be potted up into bigger containers to be used in the planters around the city.

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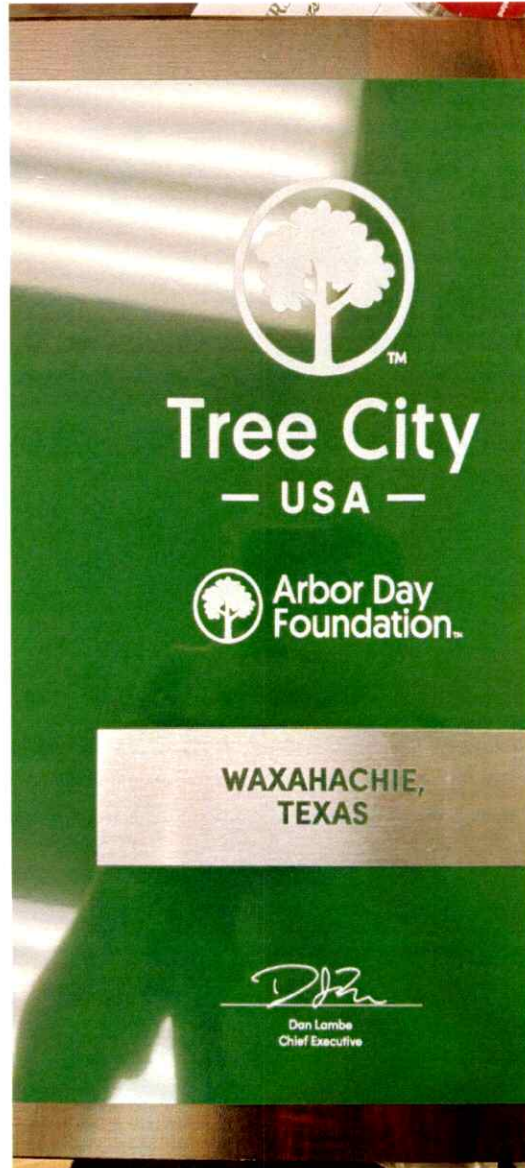
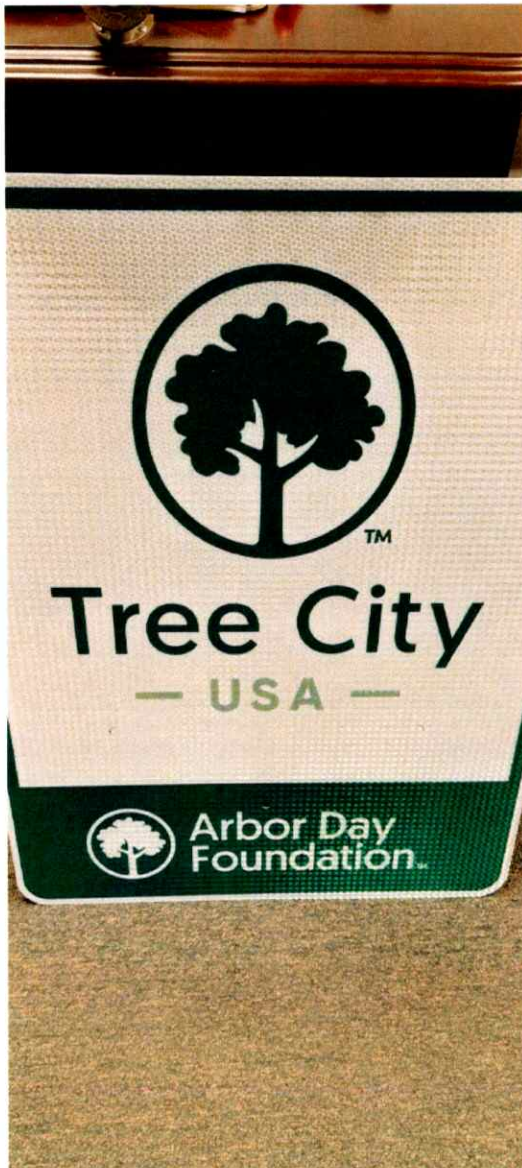
Completed Projects

- Tree City USA- The City of Waxahachie is now a Tree City.
- Ellis County Women's Building Landscape



Tulip Doberman in front of the SoCo Depot sign on Rogers

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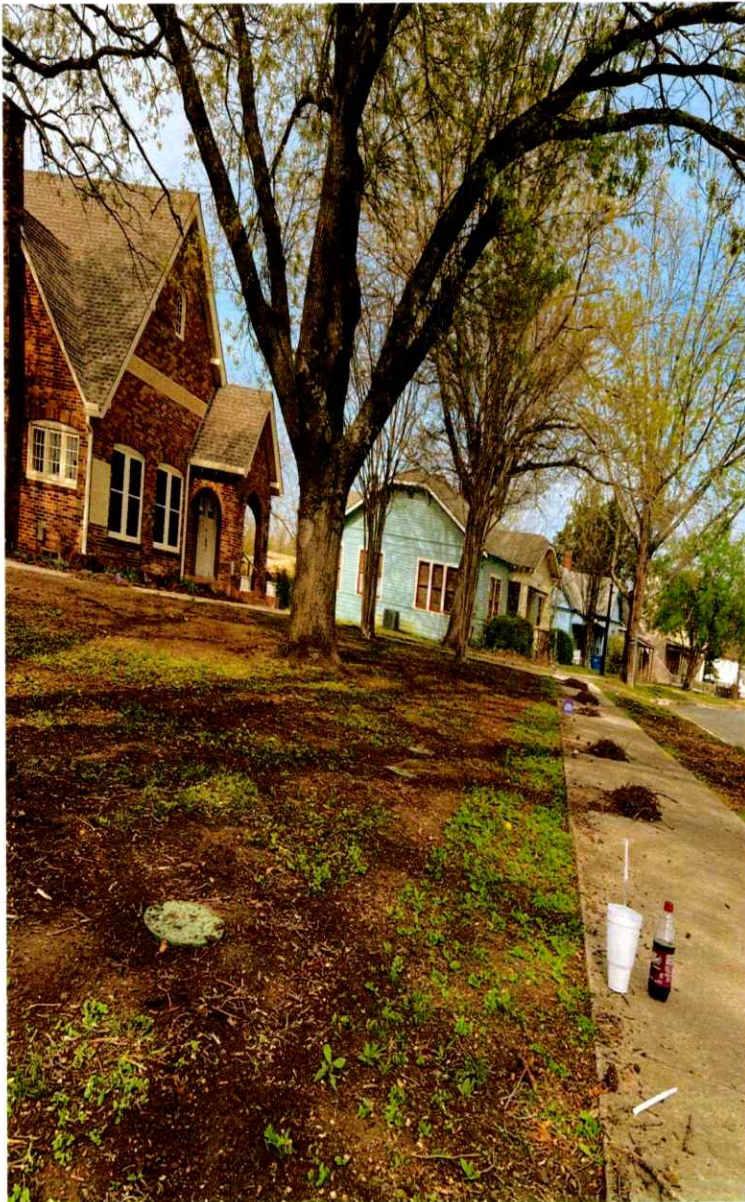
Tree City USA street sign and Plaque

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Ellis County Woman's Building Landscape

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Ellis County Woman's Building Fescue Seed



Memorandum

To: Waxahachie Community Development Corporation
From: James Villarreal, Sports Complex Assistant Director
Thru: Michael Scott, City Manager
Date: April 8, 2025
Re: Update of Activities at Sports Complex – April 2025

Tournament Schedule:

1/11	Winter Worlds Softball Class E	\$2,100
1/18	Winter Worlds Softball Major	\$3,500
1/25	Winter Worlds Softball Seniors	\$3,500
2/8	Son of God 250' 60 Teams	\$3,150
2/22	NCS Senior Slow Pitch	\$2,100
2/22	Premier Prospect Baseball	\$4,200
3/1	Premier Prospect Baseball	\$6,125
3/8	Gold Crown Baseball	\$12,950
3/15	Premier Prospect Baseball	\$6,200
3/22	WYBA / WYSA Opening Day	
3/29	Premier Prospect Baseball	\$12,450
4/5	Gold Crown Baseball	
Total Revenues		\$56,275

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Leagues:

3/15	Waxahachie Soccer Association League
3/17	Men's Adult Slow Pitch Church Leagues
3/17	YMCA Flag Football League
3/19	Men's Adult Slow Pitch Recreation League
3/20	COED Slow Pitch Recreation League
3/22	WYBA / WYSA Baseball & Softball League
3/22	YMCA Soccer League
3/26	Waxahachie Volleyball League

Projects:

LED Light Project Phase I - This project is complete.

Outfield Fence Project Phase I – This project is complete.

Football Field – This project is scheduled to begin late spring.

Parking Seal Coat – Will begin after the spring season.

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New LED Lights Phase I



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New Baseball Outfield R-Panel Fence



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New Fence Background

