

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, June 17, 2025 at 3:00 p.m.***

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

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 April 8, 2025
4. Consider appointment of a Vice President
5. Consider funding request by the Waxahachie Downtown Merchants Association (WDMA)
6. Consider funding request by Premier Prospects Sports for DFW Youth World Baseball Classic
7. Comments by Board Members
8. 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, April 8, 2025 at 3:00 p.m.

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

Member Absent: Kevin Chester

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

Others Present: Albert Lawrence, Deputy City Manager
 Gumaro Martinez, Executive Director of Parks & Leisure Services
 Laurie Mosley, Director of Convention & Visitors Bureau
 April Ortiz, Civic Center Director
 Chris Seale, Horticulturist
 James Villarreal, Assistant Director Sports Complex
 Kyle Cooper, Senior Director of Parks & Recreation
 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 meeting of March 18, 2025

Action:

Melissa Ballard moved to approve minutes of the WCDC meeting of March 18, 2025. Motion was seconded by Erik Test and carried unanimously (5-0).

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

{Billie Wallace arrived}

Laurie Mosley, Convention & Visitors Bureau Director, presented the item and provided updates on various events and initiatives in Waxahachie. Despite challenges from Mother Nature, including a hailstorm that destroyed the tulip crop for Tulipalooza and the cancellation of the Big Top Shopping Festival due to potential inclement weather, several exciting events are still on the horizon, such as

Cinco de Mayo, Gingerbread Trail, Crape Myrtle Festival, the City's 175th Birthday Celebration, and more.

On the advertising and media front, Tulipalooza secured significant earned media valued at \$227,627. Additionally, Cumulus radio has partnered with Waxahachie to host a special show featuring Nashville Duo LOCASH at Railyard Park on April 28, 2025, with radio promotions running throughout April. The city is also represented in Texas Highways Magazine, with display ads running in the April and May issues, and will be showcasing Waxahachie at the 2025 State Fair of Texas.

In cultural and event updates, Hachie Gras 2025 saw an increase in visitors, with 11.6K attending compared to 9.4K in 2024. Upcoming events at Railyard Park include the "Let's Go Girls" tribute concert on July 26th (originally scheduled for April 5th), featuring performances inspired by Shania Twain, Carrie Underwood, and Miranda Lambert, alongside the Waxahachie Cowboy Gathering. Other summer events include Make Music Day on June 21st and the Summer Soul Affair on July 5th.

In group tours and sports, the CVB secured the Studebaker Drivers Club International Meet for September 2026, bringing an estimated 500 car owners from around the world to Waxahachie. The CVB also assisted with securing accommodations for sports events like the Dulin Baseball Tournament and a 7-on-7 football showcase.

Lastly, in other news, Waxahachie is now a member of the Texas Media Production Alliance (TXMPA), which will help attract film business to the area. Monica Boyd, CVB, has already assisted a production company in finding a location for a Shell Oil commercial.

5. Hear update of activities at the Civic Center

April Ortiz, Civic Center Director, presented the item and highlighted the events held in February and March, as well as updates on capital and miscellaneous items. In February, 43 events took place at the Civic Center, including the Lions Club 100th Anniversary, Daddy Daughter Dance, Rotary meetings, and Dancing with the Ellis County Stars. Ms. Ortiz expressed gratitude to the volunteers who help make the Daddy Daughter Dance a success every year, acknowledging their dedication and support. The month also featured recurring events such as City meetings, BNSF Railroad meetings, and Encore Performing Arts Dance Competition. March saw 46 events, with notable occasions like the American Gun Shows, James Hardie meetings, and the Ellis County Master Gardeners Lawn & Garden Expo. There were also special events like the Black Affair Sneaker Ball and the Waxahachie Chamber of Commerce Awards Banquet. Ms. Ortiz noted three events were canceled in March.

Capital projects updates included the scheduling of cooling tower repairs for the HVAC system in July, as well as ongoing work on the expansion tank. The newly delivered vending machine is being programmed for use. The painting of the ballroom columns is scheduled for late July. Looking ahead, notable upcoming events include the National Talent Dance Competition, Navarro College Brilliance Boots & Bling, and the Ellis County Ducks Unlimited Banquet in April, with additional major events planned for the coming months.

6. Hear update of Community Beautification

Christopher Seale, Horticulturist, presented the item and provided updates on both current and completed projects. Regarding current projects, the team has started designing the concrete

foundation for the two parking garage entrance planters, incorporating conduit sleeves for drainage and irrigation to ensure a clean appearance. The planters have been ordered, with an estimated lead time of 6-8 weeks for production. Additionally, the staff is in the process of evaluating City facilities and properties for the Seasonal Summer Change Out, prioritizing ornamental beds that need to be updated first. An order of Lantana plant material has been placed for the Hwy 77 median planters, with additional plants being ordered to fill larger containers for various City planters.

As for completed projects, Waxahachie has officially achieved Tree City USA status, marking a significant milestone for the city. The landscape project at the Ellis County Women's Building has also been completed.

7. Hear update of activities at the Sports Complex

James Villarreal, Sports Complex Assistant Director, presented the item and outlined recent tournament schedules, league activities, and ongoing projects. The total revenue generated from tournaments in January, February, and March amounted to \$56,275, with notable events such as the Winter Worlds Softball tournaments, Premier Prospect Baseball, and Gold Crown Baseball contributing significantly.

In terms of league activities, the report covered various local leagues including the Waxahachie Soccer Association, Men's Adult Slow Pitch Church Leagues, YMCA Flag Football, and others. These leagues have been active from mid-March through late March, with the Waxahachie Volleyball League being the most recent.

On the project front, the LED Light Project Phase I and Outfield Fence Project Phase I have both been completed. The football field project is scheduled to begin in late spring, while the parking seal coat will take place after the spring season concludes.

8. Convene into Executive Session for deliberation regarding real property as permitted under Section 551.072 of the Texas Government Code

Mr. Phillips announced at 3:21 p.m. the Waxahachie Community Development Corporation would 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

The meeting reconvened at 3:38 p.m. No action taken.

10. Adjourn

There being no further business, the meeting adjourned at 3:39 p.m.

Respectfully submitted,
Jami Bonner, Assistant City Secretary

(5)

June 10, 2025

Waxahachie Community Development Corporation
PO Box 757
Waxahachie, TX 75168



Re: Request for WCDC Funds to support two WDMA Paid Positions: Social Media/Marketing & Event Coordinator.

Dear WCDC Members,

The following is written on behalf of Waxahachie Downtown Merchants Association to request \$18,000.00 to support the increased pay for the current social media and marketing position as well as the addition of an event coordinator.

WDMA is a non-profit, 501(c)6 organization driven by our mission statement to make Downtown Waxahachie a beautiful, safe, viable and profitable location.

The addition of the paid positions for social media/marketing and event coordinator will allow WDMA to pursue our mission with an intensity never seen before. These two paid positions, have the potential to significantly impact and improve the economic growth in our downtown community,

A sum of \$18,000.00 is sought to cover one half of the total funds necessary to bring these two positions to fruition. The WDMA will contribute the other half necessary and any additional supplemental budget needs. The social media/marketing position has been established for the last year and already proven invaluable to WDMA as well as the downtown community. According to the Placer.AI data we have seen an increase in our Ladies Night Out events (monthly every second Thursday) to consistently average over four thousand visitors in the monitored zone. Special events put on and hosted by WDMA have seen increased foot traffic as high as 7,800 the Saturday of our Coffee Crawl in January. Traditionally one of the slowest retail months of the year. During the St. Patricks Day Beer Stroll, Placer.AI recorded 7,700 increased people downtown. This position has allowed WDMA to produce consistent marketing pieces (for WDMA events as well as City sponsored CVB events) and a focused online social media strategy, our volunteer members were not capable of before. The addition of a paid and experienced event coordinator to oversee the planning and execution of future WDMA events will only further add to this driven success continuing. Allowing the WDMA to improve programs and events, further collaborate with community partners, and insure an increase in the viability and profitability of Downtown Waxahachie.

The opportunity to further discuss this request and provide any additional information would be appreciated. Thank you for your time and consideration.