

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, August 12, 2025 at 3:00 p.m.***

Board Members: Jim Phillips, President
 Melissa Ballard, Vice President
 Billie Wallace, Mayor
 Bob Lynn
 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 July 8, 2025
4. Consider funding request by the Waxahachie Downtown Merchants Association (WDMA) to support WDMA Events Budget
5. Discuss and consider revised Waxahachie Community Development Corporation Fiscal Year 2026 Budget
6. 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, July 8, 2025 at 3:00 p.m.

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

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

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

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 June 17, 2025

Action:

Melissa Ballard moved to approve minutes of the WCDC meeting of June 17, 2025. Motion was seconded by Andrew Henderson and carried unanimously (6-0).

4. Hear update on Tulipalooza activities

{Mayor Billie Wallace arrived at 3:03 p.m.}

Laurie Mosley, Director of Convention & Visitors Bureau, introduced Tulipalooza General Manager Bill Van Houten to provide an update on the annual event. Mr. Van Houten gave an overview of the

event's history, current status, and future plans. He shared that, since its inaugural year in 2018, Tulipalooza has not yielded a profit.

He reported that preparations for the 2025 event went smoothly and expressed satisfaction with the marketing efforts, which included both print and media outreach. However, on March 8, 2025, a severe storm struck the area, destroying the Tulipalooza field and forcing the event to close early for the season.

Mr. Van Houten noted that all invoices were paid, some of which were covered personally by him and co-manager Kars Taminga. He also confirmed that proceeds from ticket sales up to March 7 were distributed to non-profits as originally intended, and refunds were issued for all pre-purchased tickets following the event's cancellation.

Mr. Van Houten shared that bulbs for the 2026 event have already been ordered from Holland, due to the extended lead time required for delivery and preparation in Texas. He requested ideas and recommendations for potential business sponsorships for the 2026 event to help ensure its financial sustainability.

Board members expressed concern about the long-term viability of the event and requested that Mr. Van Houten return to a future meeting to further discuss the event and present recommendations.

5. Discuss and consider Waxahachie Community Development Corporation Fiscal Year 2026 Budget

Chad Tustison, Finance Director, presented the item. He provided an overview of the Fiscal Year (FY) 2026 City of Waxahachie Working Operating Budget, along with the proposed FY 2026 Waxahachie Community Development Corporation (WCDC) budget.

Mr. Tustison reported that anticipated revenue for FY 2026 is projected at \$9.18 million, with total estimated expenditures of \$7.72 million. This includes a base budget of \$5.82 million and program enhancement requests totaling \$1.89 million.

He outlined the requested program enhancements, which include the following:

Sports Complex:

- Replace current lighting with LED (Phase 2 of 6)
- Replace field fencing on six fields (Phase 3 of 5)
- Renovate baseball outfield (Phase 3 of 4)
- Pave asphalt parking lot (Phase 3 of 3)
- Construct a shade pavilion at the north soccer fields
- Repair islands (Phase 2 of 3)
- Replace existing barrel trash cans and tables (Phase 4 of 5)

Civic Center:

- Replace glass doors panic system
- Clean exterior building coating
- Upgrade furniture and fixtures for events (Phase 2 of 3)
- Replace water fountains

- Add pipe and drape equipment
- Replace main lobby Christmas tree
- Conduct an expansion assessment

Community Beautification:

- Purchase truck for horticulturist
- Maintain landscape beds at the dog park
- Electrify the greenhouse
- International Society of Arboriculture training
- Install chop stone border at Broadhead and Parks School House
- Repair irrigation at the Enchanted Garden

Mr. Tustison emphasized that the City's financial policy requires maintaining a reserve of at least 25% of projected revenue. After accounting for this reserve and the projected surplus of \$1.46 million, the available budget for FY 2026 is expected to be approximately \$5 million.

He also reviewed the Hotel Occupancy Tax (HOT) fund, noting that FY 2026 revenue is projected at \$1.21 million, with expenditures estimated at \$1.16 million.

Mr. Tustison outlined the upcoming budget process timeline. The adoption of the budget and tax rate is scheduled for September 8, 2025, with the FY 2026 budget set to take effect on October 1, 2025.

Action:

Erik Test moved to accept the Waxahachie Community Development Corporation Fiscal Year 2026 Budget as presented. Motion was seconded by Melissa Ballard and carried unanimously (7-0).

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

President Phillips introduced Howard Baskin. Mr. Baskin provided an overview of a letter sent to the Autrey Stephens Estate concerning a property located in the city of Waxahachie. He noted that he has not received a response and requested guidance on how to proceed.

President Phillips announced at 4:07 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.

7. Reconvene and take any necessary action

The meeting reconvened at 4:24 p.m.

Action:

Melissa Ballard moved to revise and edit the offer letter to include the word "gift" and provide a request for response within sixty days. Motion was seconded by Andrew Henderson and carried unanimously (7-0).

8. Adjourn

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There being no further business, the meeting adjourned at 4:26 p.m.

Respectfully submitted,
Jami Bonner, Assistant City Secretary

August 12, 2025

Waxahachie Community Development Corporation
PO Box 757
Waxahachie, TX 75168



Re: Request for WDCD Funds to support WDMA Events Budget

Dear WDCD Members,

The following is written on behalf of Waxahachie Downtown Merchants Association to request \$18,000.00 to supplement the events budget allowing additional funds to be allocated towards the procurement of a vendor with the appropriate qualifications in event management and marketing/social media to serve as a consultant for WDMA.

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. WDMA also serves as the organization responsible as the promotion arm for Waxahachie's Texas Main Street community designation.

Securing a vendor to act as a consultant that can coordinate our growing events schedule and overseeing the marketing and social media efforts of WDMA will allow our volunteer organization to pursue our mission with an intensity never seen before. Resulting in obtainable potential to significantly impact and improve the economic growth of our downtown community.

A sum of \$18,000.00 is sought to cover the events budget based on previous years expenditures including: cost of goods to execute the event, as well as current costs of our marketing/social media efforts. As our membership has grown and the scope of events hosted by WDMA to benefit and promote Downtown Waxahachie have increased, the realization that utilizing member volunteers exclusively to carry out successful events is becoming a challenge. Over the last 18 months WDMA has paid a vendor to assist with our social media/marketing efforts, which have 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 vendor 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. WDCD supplementing the current events budget will allow us to expand the scope of this vendor work to also include event coordination, which would oversee the planning and execution of future WDMA events only further adding to this driven success continuing. Allowing the WDMA to improve programs and events, further collaborate with community partners, and ensure an increase in the viability, promotion and profitability of Downtown Waxahachie resulting in increased tax revenue for the city.

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