

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 ***May 12, 2026 at 3:00 p.m.***

Board Members: Jim Phillips, President
 Melissa Ballard, Vice President
 Billie Wallace, Mayor
 Andrew Henderson
 Erik Test
 Kevin Chester
 Justin Rios

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 Board on any issues. This is the appropriate time for citizens to address the Board on any concern whether on this agenda or not. In accordance with the State of Texas Open Meetings Act, the Board may not comment or deliberate such statements during this period, except as authorized by Section 551.042, Texas Government Code. ***Speakers must observe the three (3) minute time limit.***

In order to be recognized during Public Comments, please complete a Public Appearance Card located at the entrance of the meeting room. Please present the card to the City Secretary, or their designee, ten (10) minutes before the start of the business meeting.

3. Approval of minutes of the Waxahachie Community Development Corporation meeting of April 21, 2026
4. Request by Trudy Hankins to appear before the Board to seek funding for the production of a pilot episode of *The Trudy Hankins Show*
5. 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.

ACCESSIBILITY STATEMENT

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 ADA Coordinator at (469) 309-4000 or (TDD) 1-800-RELAY TX

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 April 21, 2026, at 3:00 p.m.

Members Present: Jim Phillips, President
 Billie Wallace, Mayor
 Andrew Henderson
 Erik Test
 Kevin Chester
 Justin Rios

Member Absent: Melissa Ballard, Vice President

Ex-Officio Amber Villarreal, City Secretary
Members Present: Kevin Strength, President/CEO Chamber of Commerce

Ex-Officio
Member Absent: Chad Tustison, Director of Finance

Others Present: Albert Lawrence, Deputy City Manager
 Gumaro Martinez, Director of Parks & Recreation
 April Ortiz, Civic Center Director
 Chris Seale, Horticulturist
 James Villarreal, Director Sports Complex
 Laurie Mosley, Convention & Visitors Bureau Director

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 3, 2026

Action:

Kevin Chester moved to approve minutes of the WCDC meeting of March 3, 2026. Motion was seconded by Erik Test and carried unanimously (6-0).

4. Consider sponsorship for holiday events by When Hinges Creak, LLC

Alex and Jennifer Lohmann of When Hinges Creak, LLC presented a proposal requesting City sponsorship to host family-friendly events and seasonal pop-ups at various locations throughout the city. The proposal included a funding request of \$38,895 to cover hard costs such as generators, props, costumes, and power infrastructure.

Gumaro Martinez, Director of Parks & Recreation, confirmed a facilities and space use agreement had been developed and vetted by legal for use of the Nature Trail, Getzendaner Park, and Chautauqua.

The Board stressed transparency and accountability, requesting a public inventory of equipment purchased with event funds. They raised concerns about tracking and maintaining items like generators and props for community use. When Hinges Creak LLC and staff agreed to provide detailed inventory documentation, including a spreadsheet and end-of-season recap.

Action:

Kevin Chester moved to approve funding in the amount of \$38,895 for holiday-event sponsorship with When Hinges Creak Production. Motion was seconded by Erik Test and carried unanimously (6-0).

5. Hear update on Lions Park Master Plan

Mr. Martinez provided an update on the Lions Park Master Plan. He presented a preliminary concept for six new turf fields with lighting and parking. At the City Council Budget Work Session, Council reached a general consensus to pursue turf fields.

The Board discussion focused on total project costs estimated around \$10 to \$10.5 million, with \$5.5 million already issued in bonds for park improvements. Financing options included cash funding over two years or issuing additional bonds, depending on other projects. Board members discussed operational costs, staffing needs, turf replacement in approximately ten years, maintenance comparisons between turf and grass, floodplain considerations, and potential revenue from reservations and tournaments.

President Phillips requested that staff provide cost estimates for adding lighting, a concession stand, and restroom facilities at Lions Park, along with potential funding sources. He asked that this information be presented at the next meeting.

6. Consider funding request for synthetic turf renovations for soccer fields at the Sports Complex

James Villarreal, Director of the Sports Complex, presented proposed improvements to the soccer fields, focusing on installing synthetic turf. He outlined the current field layout, existing use by the YMCA and Waxahachie Soccer Association, and the opportunity to expand tournament play, particularly during the summer.

Mr. Villarreal reviewed the anticipated benefits such as fewer weather-related cancellations, reduced irrigation needs, and long-term maintenance efficiencies. Preliminary cost estimates, bonding capacity, and potential debt service were also discussed. The Board expressed support for moving forward, directing staff to refine project costs and explore financing options.

Action:

Kevin Chester moved to approve synthetic turf renovations for soccer fields at the Sports Complex. Motion was seconded by Andrew Henderson and carried unanimously (6-0).

7. Hear update on Civic Center feasibility study for a potential upgrade/expansion of the Waxahachie Civic Center

April Ortiz, Civic Center Director, provided an update on the Civic Center feasibility study for a potential upgrade or expansion. She reported that the consultant has completed an initial site visit, architectural assessment, and review of key materials such as utilization reports and building plans. An informal survey is underway through May 1, and an ADA site visit is scheduled. The project is still in the early data-gathering phase, with no set timeline yet.

8. Discuss developing a comprehensive long-range strategic plan outlining how WCDC envisions future allocation of funds

The Board discussed developing a comprehensive long-range strategic plan for WCDC fund allocations, emphasizing fairness, transparency, and a more structured approach to funding decisions. Members expressed interest in creating a formal application and review process, potentially modeled after existing City frameworks, such as the Cultural Arts & Heritage Commission, to ensure requests meet defined criteria before reaching the Board.

Discussion also included setting aside funds by category (e.g., economic development, events, contingency reserves), reevaluating the 25% reserve policy, and clarifying the distinction between WCDC and hotel/motel tax funding. The overall goal is to better prioritize projects and establish clear guidelines for future funding decisions, and there was general consensus to review and adapt a formalized funding process for WCDC.

9. Adjourn

There being no further business, the meeting adjourned at 4:44 p.m.

Respectfully submitted,

Amber Villarreal
City Secretary



Memorandum

To: Waxahachie Community Development Corporation
From: Laurie Mosley, Director – CVB
Thru: Ricky Boyd, City Manager *rus*
Date: May 5, 2026
Re: Authorize Use of Convention Visitors Bureau FY26 Contingency Funds for Sponsorship of *The Trudy Hankins Show*

Item Description: Discuss and act on authorizing the use of \$20,000 from the Contingency Fund in the FY26 CVB budget for the sponsorship of the pilot episode production of *The Trudy Hankins Show*.

Item Summary: The CVB was approached by Trudy Hankins, a Waxahachie community leader, in regards to a new one-hour weekly lifestyle talk show that will be hosted by Trudy Hankins. The show is currently in pre-production and is scheduled to release in August 2026.

The one-hour weekly lifestyle talk show will blend intimate local storytelling with a broader national appeal, using the unique charm and character of historic downtown Waxahachie as its home base and visual identity.

Fiscal Impact: \$20,000 is currently budgeted and available in the FY26 Contingency Fund, account 202-610-57800, if the WCDC Board would like to pursue this opportunity to sponsor the pilot episode production of *The Trudy Hankins Show*.

(4)



The Trudy Hankins Show

Working Title: THE TRUDY HANKINS SHOW

Genre: Reality-Magazine Format / Non-Fiction

Show Length: One hour Broadcast Weekley. 13 X 1hr.

Broadcast Show Format: 13 X 1hr. Studio and Location. Custom set "Trudy Hankins Show" broad stylized modern look, Bright lit set with unique accent elements and backdrop designs through out studio set. (note this is not a podcast style or look)

(4)



Coverage Style: Hosted / Narrative / Live Guest Studio Set / Location Live show interviews with Events and Local city activities. Active guest mix covering retail, dining, hospitality, health and wellness and more.

This one-hour weekly lifestyle talk show hosted by Trudy Hankins. The show blends intimate local storytelling with broader national appeal, using the unique charm and character of Historic Downtown Waxahachie as its home base and visual identity. The show further joins in on national and regional topics of interest as well as local topics.

Each episode features a mix of local business spotlights, community human-interest stories, and nationally recognized guests — creating a program that puts Waxahachie on the map for viewers across the country while celebrating what makes this community exceptional.

(4)



Ownership: Trudy Hankins LLC

Show Status: Reginal targeted television reach / with national reach via social media space and network affiliate pickups.

Release Date Estimate: August 2026. Promotional release July 2026

Production: Show is in pre-production currently with archived materials. May / June in production produced in partnership with LeadStar Studios, Dallas.

Pre-Production and initial show Budget: \$20,000 Initial show series development.

Weekly Production Budget Standard Est. \$26,300-\$31,000

Production Group: LeadStar Studios

(4)



Show Synopsis: This show is not just produced in Waxahachie — it is built around Waxahachie. Many segments will be filmed live throughout Historic Downtown, placing local businesses, landmarks, and community voices in front of a national audience every week.

What this means for the City:

- Local businesses featured on programs — direct, recurring exposure to a national viewership
- Historic Downtown Waxahachie showcased as a destination location driving tourism and foot traffic
- Community stories told with pride — strengthening civic identity and local morale
- Waxahachie positioned as a cultural hub — not just locally, but on a national stage

(4)



Sponsorship Request–Pilot Episode

A \$20,000 sponsorship request has been submitted for board review to fund the production of the inaugural pilot episode of The Trudy Hankins Show—a tourism and community visibility initiative aligned with CVB objectives.

Amount Requested: \$20,000

Use of Funds: Pilot episode production — The Trudy Hankins Show

Production Partner: LeadStar Studios, Dallas, Texas

Show Host: Trudy Hankins

Show Format: One-hour weekly lifestyle talk show

Primary Filming Location: Historic Downtown Waxahachie, TX And Dallas based Production Studios

Target Audience: General community — local and national viewership

(4)



Why This Investment Matters

A single pilot episode creates an asset the City of Waxahachie can leverage far beyond its production value. It enhances Waxahachie's viability as a media-worthy destination, attracts future sponsorships and partnerships, and generates ongoing visibility through distribution.

- Every episode = free marketing for Waxahachie's downtown businesses and tourism economy
- National reach amplifies the city's investment well beyond the \$20,000 sponsorship
- Pilot success opens the door to a full season — multiplying the city's exposure continuously
- Low-risk, high-visibility community investment with measurable, visible deliverables