

Waxahachie Community Development Corporation
June 17, 2025

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

Members Present:	Jim Phillips, President Melissa Ballard, Vice President Billie Wallace, Mayor Andrew Henderson Erik Test Kevin Chester
Member Absent:	Bob Lynn
Ex-Officio Member Present:	Kevin Strength, President/CEO Chamber of Commerce
Ex-Officio Members Absent:	Chad Tustison, Senior Director of Finance Amber Villarreal, City Secretary
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 April 8, 2025

Action:

Melissa Ballard moved to approve minutes of the WCDC meeting of April 8, 2025. Motion was seconded by Erik Test and carried unanimously (5-0).

4. Consider appointment of a Vice President

Action:

Erik Test moved to nominate Melissa Ballard as Vice President. Motion was seconded by Kevin Chester and carried unanimously (5-0).

5. Consider funding request by the Waxahachie Downtown Merchants Association (WDMA)

{Kevin Strength arrived at 3:04 p.m.}

{Andrew Henderson arrived at 3:05 p.m.}

Shane Henry, WDMA, presented the Item. The Waxahachie Downtown Merchants Association (WDMA), a non-profit 501(c)(6), is requesting \$18,000 to help fund increased compensation for an existing social media/marketing position and to add a new paid event coordinator role. These roles are aimed at enhancing the economic growth, visibility, and viability of Downtown Waxahachie. WDMA will contribute an additional \$18,000 to cover the total cost.

The social media/marketing position, active for the past year, has already shown strong results — notably boosting attendance at events such as Ladies Night Out and the Coffee Crawl through strategic marketing efforts. The new event coordinator position is expected to further professionalize and expand WDMA's event planning and execution, improving community engagement and economic impact.

Members raised concerns about approving funds to cover salary expenses for the organization, citing the precedent it might set. It was noted that the WCDC has not previously approved the use of funds for salary support. Mr. Henry was asked to review other WDMA hard costs that the WCDC may be able to support, which could free up WDMA funds to continue its marketing and event initiatives.

Action:

Billie Wallace moved to table item 5 until the next WCDC meeting. Motion was seconded by Erik Test and carried unanimously (6-0).

6. Consider funding request by Premier Prospects Sports for DFW Youth World Baseball Classic

Mike Langford requested \$25,000 in support to assist international players with meals and transportation for the upcoming DFW Youth World Baseball Classic, scheduled to take place at the Waxahachie Sports Complex from August 1–4, 2025.

Mr. Langford explained that the tournament will feature approximately 140 teams, including players from across the United States and over 20 international teams representing 15 countries and regions, including Colombia, Venezuela, Puerto Rico, the Bahamas, Panama, and Mexico.

He noted that the event follows a "stay-to-play" model and is expected to generate over 800 hotel night stays and approximately \$250,000 in local spending at dining and retail establishments. He also anticipated increased business for local transportation and attractions.

Mr. Langford emphasized the unique opportunity the event provides for local youth to engage with international athletes and participate in cultural exchanges. He expressed his appreciation for the Waxahachie Sports Complex staff, stating they consistently go above and beyond to ensure a positive experience for all participants.

He also shared his personal connection to the community, stating he has lived in Waxahachie for most of his life and has no plans to move the tournament elsewhere.

In response to a question from Andrew Henderson regarding anticipated revenue, Mr. Langford stated that projected revenue is approximately \$500,000, with estimated expenses totaling \$460,000.

Action:

Erik Test moved to approve funding of \$17,000 from the Waxahachie Community Development Corporation Fund unreserved balance and \$8,000 from the Convention & Visitors Bureau Contingency Fund. Motion was seconded by Melissa Ballard and carried unanimously (6-0).

7. Comments by Board Members

President Phillips introduced and welcomed new board member Kevin Chester.

City Manager Michael Scott reported that the YMCA recently held a groundbreaking ceremony for the new community park. During the event, the YMCA expressed its appreciation to the WCDC for its support of the project.

8. Adjourn

There being no further business, the meeting adjourned at 3:55 p.m.

Respectfully submitted,
Jami Bonner, Assistant City Secretary