

Cultural Arts & Heritage Commission
January 8, 2026

A regular meeting of the City of Waxahachie Cultural Arts & Heritage Commission was held on Thursday, January 8, 2026 at 4:30 p.m. in the Mean Green Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas.

Members Present: Rhyan Phillips, Chair
Twyla U. Williams, Vice Chair
Victoria Russell, Secretary
Von Aday
Emily Finch

Others Present: Laurie Mosley, Director, Convention & Visitors Bureau
Billie Wallace, Mayor, Council Liaison

1. Call to Order

Chair Rhyan Phillips called the meeting to order at 4:32.

2. Public Comments

None.

3. Consider approval of minutes of the Cultural Arts & Heritage Commission meeting of November 6, 2026

Action:

Emily Finch moved to approve the minutes of the November 6, 2025 Cultural Arts & Heritage Commission meeting as presented. Motion was seconded by Twyla U. Williams and carried unanimously (5-0).

4. Review submitted questionnaires and consider funding

The Commission reviewed the submitted questionnaires and determined that the following groups met the basic “two-part” test and would continue to receive their normal funding for this current year:

1. Bethlehem Revisited
2. Chautauqua Preservation Society
3. Crossroads of Texas County Festival
4. Ellis County Arts Association
5. Ellis County Museum
6. Ellis County Hispanic Organization
7. Historic Waxahachie, Inc.
8. Waxahachie Community Theatre
9. Waxahachie Symphony Association

However, it was again noted that the Commission will need to issue a notice to all the groups that states what changes will be made and when the changes will take place, prior to the Commission changing the questionnaires. Director of CVB Laurie Mosley mentioned that once the revised questionnaires are voted upon by Council, it might be a good idea to specifically invite the groups to a Cultural Arts & Heritage Commission meeting. That way the groups will have full knowledge of the changes that will be made and they will have an opportunity to discuss and ask any questions.

5. Discuss criteria and processes for annual funding qualifications and applications

The Commission continued to discuss revising the questionnaires and started making a list of criteria that will need to be included in the updated questionnaires. One item discussed was the need for entities to give a more definite number of people they bring in for an event. “Unknown, but many” or “verbal report” is not appropriate, and a more accurate number is needed. The following ideas were discussed to help remedy this problem:

1. Groups need to track their visitor logs better, ensuring that at least the visitor’s zip code is recorded.
2. The groups could request that the City pull zip codes for their event prior to the group submitting their applications, or the Commission could require that the groups maintain their own subscription to track zip codes on their own. However, it was noted that if the City were to pull the zip codes, the City may need to charge a fee for this service.
3. Groups could require everyone to purchase tickets for any event, even if the event is free. That way the groups can track the zip codes of the people purchasing tickets and could potentially expand the online advertisement for the event and reach more people.
4. Or at the very least, in the revised questionnaire, require the groups to submit some sort of proof of bringing people in and include in parenthesis what types of proof is acceptable (*i.e. zip codes, ticket sales, signup sheet, visitor log, etc.*)

Marketing for the individual events was also discussed, and it was determined that **how** each entity is advertising and **where** each entity is advertising needs to be included in the updated questionnaires, as well as samples of the marketing/advertising. This should be done for each event the group hosts, as well as a description of what the event was.

Another item the Commission would like to include in the revised questionnaires is having the groups show what they are doing with the money received. A potential way for this to happen is by requiring that the groups submit a budget (*what they are projecting they will spend*) and a profit and loss statement (*an actual account of what was received and what was spent*) for the previous two years with their application. The groups can download the form off the IRS website, or the Commission can include a sample form in the revised questionnaire. Or in the alternative, require the groups use Excel or Quickbooks’ profit and loss templates.

Another issue that was noticed was when one event is put on by multiple groups, each group claimed the event. It was noted that if this is the case, then each group should claim a percentage of the event, not the whole event.

The Commission also decided that the groups should show proof of non-profit and/or other exempt status with copies of the documents submitted to the IRS for at least two years.

Ms. Mosely posed the idea of having the revised questionnaire/application be online through the City's website. The groups would have to upload all of their required information through a drop-down menu and would be unable to progress forward through the application process if they do not have all the appropriate and required information.

Regarding potential new groups/entities, the Commission decided that they want to eventually devote a portion of the money allotted to them for new groups. This would require some marketing, as this has never been an option before this Commission. The Commission did note that an entity should be in business for at least two years before they could apply for grant money, as there are other funding opportunities for start up companies. The new group would need to provide the same proof that other existing groups have to provide.

The Commission also decided to keep the payment schedules the same as they were, which is quarterly. It was also decided that if a new group did apply for funding, that funding would not take place until the next fiscal year, so as not to cut into the other groups' funding.

Also discussed was the breakdown of the funds. It was determined that the groups will not all receive an equal amount of funding, but the funding will be based on the new criteria that will be implemented in the revised questionnaires.

Mayor Billie Wallace informed the Commission that on January 20, 2026, the City Council will be voting to add two additional individuals to the Commission.

Finally, it was decided that all members should make a list of criteria to discuss at the next meeting. Additionally, the time frame for the meetings was set at 1.5 hours.

6. Set next meeting date and time

The next meeting is set for February 4, 2026 at 4:30 p.m.

7. Adjourn

There being no further business, the meeting adjourned at 5:54 p.m.

Respectfully submitted,

Victoria Russell, Secretary
Cultural Arts & Heritage Commission