



**CITY OF COLLEYVILLE
COLLEYVILLE CENTER
ADVISORY COMMITTEE
AGENDA**

5301 Riverwalk Drive, Colleyville, TX 76034

MONDAY, AUGUST 21, 2023 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

February 13, 2023

3. REGULAR AGENDA ITEMS

3a Election of Chair and Vice Chair

3b Introduction of Colleyville Center Advisory Committee and Colleyville Center staff

3c Community Engagement

3d Update on 25th Anniversary Recognition

3e Budget and Utilization Update

3f Discussion of Items for Future Agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards *Friday, August 18, 2023*, by 5:00 p.m.

Chelsea Rose

Manager, Colleyville Center and Colleyville Business Center

A quorum of any Colleyville board, commission, or committee may be present at this meeting. Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville

Colleyville Center Advisory Committee Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Monday, February 13, 2023
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

PRESENT: Jeremy Tallo, Chair; Fred Mills, Vice-Chair; Lee Koch; Judith Goodwin; Alex Thomas; Paul Vigiletti; Darla Dennison; Louis Miller; Leslie Hill, Colleyville Center Manager; Kristi Isbell, Colleyville Center Sales & Event Specialist

ABSENT: Julie George, Athena Wigington

1. CALL TO ORDER

The meeting was called to order by Chair Jeremy Tallo at 5:36 p.m.

2. APPROVAL OF MINUTES

Fred Mills motioned for approval of the November 21, 2022 minutes. Paul Vigiletti seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Fiscal Year 2023 Update

Staff provided a performance update and noted an economic impact of 70%, a cost recovery of 71%, customer satisfaction of 97.5%, and 5994 guests in attendance at 195 events in Fiscal Year 2023.

Staff described marketing and partnership efforts that have included sponsorships of area non-profit events (Lions Club Breakfast with Santa, Colleyville Woman's Club Fashion Show, Serving our Seniors' luncheon, Colleyville Rotary Dancing for the Stars). Staff stated that a grant application had been submitted to Colleyville Woman's Club for security camera enhancements. Additionally, staff described a new partnership effort with Colleyville businesses to allow the business to promote their business directly to new Colleyville Center clients by offering a discount or upgrade on their services.

Staff provided samples of recent client reviews and photos posted on Wedding Wire, Google, and the Center's Facebook page. Staff stated that seven reviews were posted in January from weddings held in fall 2022 and this should qualify the Center for a Couples Choice Award through Wedding Wire. Alex Thomas suggested adding reviews and photos to marketing materials or otherwise sharing with potential clients on tours.

3b Update on 25th Anniversary Recognition

Staff provided an update on recognition efforts of the Colleyville Center's 25th anniversary. Staff stated that in lieu of a formal reception inviting guests into the Center, staff is planning a "roadshow" idea that will market the Center at City and non-profit events. While still in the planning stages, staff has considered participation in City, community, and GCISD events and described an interactive booth or table activity that will invite guests to win a prize while learning more about Colleyville Center services. Staff explained that the goal is to celebrate the impact of the Center with community and non-profit events while marketing to guests who may be less familiar with the Center. Staff noted that the Center's anniversary may be featured in a video update by Mayor Lindamood and may include regular features in the City's eNews. Additionally, staff explained that joint publicity was being considered highlighting both the Library's 20th anniversary and the Center's 25th anniversary.

Staff provided a visual of a new 25th Anniversary logo to be used on sponsorships, branded items, and other communication as well as swag ideas for giveaways at City and community events. Jeremy offered suggestions for popular child-friendly swag to share at family events.

3c Discussion of Items for Future Agendas

Staff explained a general timeline of budget planning process through the City and noted future (Capital Improvement Plan) budget discussions will need to include consideration of updates to the restrooms and replacement of the large palladium windows in the Grand Hall. Staff noted that additional operations staff, or contract with outside vendor, would need to be considered in order to increase weekend bookings.

Staff provided additional dates for Colleyville Center Advisory Committee meetings: February 13, May 15, August 21, November 13, 2023 and February 12, 2024.

4. ADJOURNMENT

Jeremy Tallo motioned to adjourn the meeting. Lee Koch seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:20 p.m.

APPROVED BY A VOTE OF ____ AYES, ____ NAYS, AND ____ ABSTENTIONS ON THIS THE 8TH DAY OF MAY, 2023.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 8/21/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Election of Chair and Vice Chair

Explanation

This item allows for the election of Chair and Vice Chair. Per Section 3.2 of the Bylaws, "The Colleyville Center Advisory Committee shall elect the Chair and Vice Chair annually, from among the members, at the next regularly scheduled meeting following City Council appointments.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3b

Agenda Date 8/21/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Introduction of Colleyville Center Advisory Committee and Colleyville Center staff

Explanation

This item allows for the introduction of Colleyville Center Advisory Committee, following recent appointment by City Council, and the Colleyville Center staff.

Attachments

1. Colleyville Center Roster

COLLEYVILLE CENTER ADVISORY COMMITTEE

Judith Goodwin

(817) 267-8702

dongoodwin@verizon.net

TERM: March 2022 – March 2024

Lee Koch

(817) 975-3898

lkoch1212@gmail.com

TERM: March 2022 – March 2024

Fred Mills

(817) 320-6862

saxmills@verizon.net

TERM: March 2022 – March 2024

Jeremy Tallo

(817) 266-4094

jeremytallo@gmail.com

TERM: March 2023 – March 2025

Alex Thomas

(904) 703-9008

atpost@gmail.com

TERM: March 2022– March 2024

Paul Vigiletti

(817) 485-7417

paubervig@att.net

TERM: March 2023 – March 2025

Colleyville Garden Club**Julie George**

(817) 577-2627

juliefgeorge@sbcglobal.net

TERM: March 2021 – March 2023

Colleyville Lions Club**Louis C. Miller**

(817) 994-6180

louismliller45@gmail.com

TERM: March 2023 – March 2025

National Charity League**Athena Wiginton**

(817) 946-0180

apw@thewigintons.com

TERM: March 2022 – March 2024

Colleyville Rotary Club

VACANT

Colleyville Woman's Club**Darla Dennison**

(817) 770-8805

TERM: March 2022 – March 2024

Colleyville Chamber of**Commerce**

VACANT



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3c

Agenda Date 8/21/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Community Engagement

Explanation

Staff will provide information on the role of the Colleyville Center in community engagement activities.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3d	Agenda Date 8/21/2023	Number
Type Regular Agenda Items		
Department Colleyville Center		

Title

Update on 25th Anniversary Recognition

Explanation

Staff will provide an update on recognition of the Colleyville Center's 25th Anniversary.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3e

Agenda Date 8/21/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Budget and Utilization Update

Explanation

Staff will provide an operations and utilization update on FY2023 and an update on the FY2024 budget process.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3f	Agenda Date 8/21/2023	Number
Type Regular Agenda Items		
Department Colleyville Center		

Title

Discussion of Items for Future Agendas

Explanation

This item allows for the discussion of items for future agendas and to advise of upcoming meeting dates: November 13, 2023, February 12, 2024, and May 13, 2024.

Attachments