



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

5301 Riverwalk Drive

MONDAY, NOVEMBER 13, 2023 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

August 21, 2023

3. REGULAR AGENDA ITEMS

- 3a** Budget and Utilization Update
- 3b** Community Engagement and Marketing Update
- 3c** Discussion on Capital Improvement Projects
- 3d** Discussion of Items for Future Agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards November 10, 2023 by 5:00 p.m.

Chelsea Rose
Colleyville Center Manager

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 MINUTES

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

Monday, August 21, 2023
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

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

ABSENT: Athena Wiginton

1. CALL TO ORDER

The meeting was called to order by Chair Jeremy Tallo at 5:33 p.m.

2. APPROVAL OF MINUTES

Julie George motioned for approval of the February 13, 2023 minutes. Darla Dennison seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Election of Chair and Vice Chair

A motion was made by Alex Thomas for Jeremy Tallo to continue as Chair and Fred Mills to continue as Vice Chair. Darla Dennison seconded the motion. The motion was approved with no dissension.

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

The Committee and Staff introduced themselves, gave background, and information on their interest in serving on the Committee.

3c Community Engagement

Chelsea Rose described the emphasis of the Colleyville Center and Colleyville Business Center's role on *community engagement* and *economic development*. Rose explained that the Colleyville Business Center represents an economic development function for the City and the Colleyville Center, being the "clubhouse" for many community organizations, strives to be the center of community engagement. Rose stated that the Manager and Staff will further support these functions within the City. Rose explained that, thus far, Staff has updated and provided guidelines to the leaders of

the community organizations for hosting events at the Center and requested a copy of the organization's bylaws so that Staff may structure contracts according to the organization's calendar and better anticipate their needs. Discussion ensued regarding upcoming events and announcements by committee members affiliated with community organizations.

Rose further explained that the Colleyville Center that one of the goals, with 25th Anniversary marketing efforts, is to reintroduce the Center to the community and the discount rates available for residents and community organizations. Rose stated that the Center will be included in upcoming Your New Neighborhood materials which are provided to new residents.

3d Update on 25th Anniversary Recognition

Kristi Isbell described the "Reception Roadshow" marketing efforts of the Center's 25th Anniversary including booth participation at the GCISD Education Foundation's Golf Tournament, the City of Colleyville's City Fair, the Colleyville Public Library's Summer Reading Finale, and a Colleyville Chamber of Commerce luncheon. Isbell explained upcoming events would include presentations at the Colleyville Rotary Club and the Chamber's Coffee & Commerce, as potentially the Colleyville Woman's Club and Colleyville Garden Club.

Discussion ensued regarding the familiarity of the Colleyville Center by new residents. Alex Thomas suggested that newer residents of Colleyville (example less than 10 years) are not familiar with the venue at all. Jeremy Tallo asked whether Colleyville residents hosted wedding events at the Center. Louis Miller suggested a postcard sized mailer to residents with photos and Rose acknowledged a mailer could be a potential form of "reintroduction". Rose added that information will be included in the eNews and Communicator.

3e Budget and Utilization Update

Rose explained that the directive from City Manager's Office and City Council is for the Center to be utilized by the community. Rose provided utilization data regarding percentage of days booked (events booked on bookable days) and type of event (business, social, non-profit, or City) for fiscal years 2020-2023. Julie George requested our current rates be shared with the Advisory Committee and Staff confirmed will provide in follow up email.

3c Discussion of Items for Future Agendas

Rose indicated that a budgetary item for consideration in the future will be the window replacement in the Grand Hall. Staff provided additional dates for Colleyville Center Advisory Committee meetings: November 13, 2023, February 12, 2024, and May 13, 2024.

4. ADJOURNMENT

Darla Dennison motioned to adjourn the meeting. Lee Koch seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:42 p.m.

APPROVED BY A VOTE OF _____ AYES, _____ NAYS, AND ____ ABSTENTIONS ON THIS THE 13th DAY OF NOVEMBER, 2023.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 11/13/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Budget and Utilization Update

Explanation

Staff will provide an operations and utilization update.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3b

Agenda Date 11/13/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Community Engagement and Marketing Update

Explanation

Staff will provide an updates on community engagement and marketing efforts including recognition of the Colleyville Center's 25th Anniversary.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3c

Agenda Date 11/13/2023

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Discussion on Capital Improvement Projects

Explanation

Staff will provide considerations for Capital Improvement Projects over the next five years.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3d

Agenda Date 11/13/2023

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 the upcoming meeting dates: February 12, 2024, May 13, 2024, and August 19, 2024.

Attachments