



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

5301 Riverwalk Drive

MONDAY, FEBRUARY 12, 2024 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

November 13, 2023

3. REGULAR AGENDA ITEMS

3a Budget and Utilization Update

3b Community Engagement and Marketing Update

3c Update on Facility Maintenance and Improvements

3d Discussion of Items for Future Agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards *February 9, 2024* 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, November 13, 2023
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

PRESENT: Fred Mills, Vice-Chair; Lee Koch; Judith Goodwin, Alex Thomas, Paul Vigiletti; Ann Morgan; Louis Miller; Chelsea Rose, Colleyville Center Manager; Kristi Isbell, Colleyville Center Sales & Hospitality Specialist

ABSENT: Jeremy Tallo, Athena Wiginton, Darla Dennison

1. CALL TO ORDER

The meeting was called to order by Vice-Chair Fred Mills at 5:32 p.m.

2. APPROVAL OF MINUTES

Louis Miller motioned for approval of the August 21, 2023 minutes. Paul Vigiletti seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Budget and Utilization date

Staff presented an update on the budget and utilization of the Colleyville Center for the period August – October 2023. Staff reported that even with August being a slow month, the Center had 64 out of 77 days booked with events for 83% overall utilization. The events booked comprised of 54% for the City (due to the Senior Center renovation), 26% for Colleyville non-profit organizations, 21% standard business, and 4% for Colleyville residents or businesses.

3b Community Engagement and Marketing Update

Staff presented an example of the postcard mailer that was sent to every Colleyville household the previous week and reminded that the mailer was an Advisory Committee suggestion from the previous meeting. Staff reported that five phone calls were received within a few days and the mailer seemed to be accomplishing its purpose of reintroducing the Colleyville Center to the community. Staff displayed the story on the Colleyville Center's 25th Anniversary that the Community Impact newspaper produced and has included through their online distribution. Alex Thomas added that he has found that younger families, without secondary school aged children, are unaware of the Colleyville Center because they have not attended school banquets here yet. Thomas suggested the use of the

PeachJar email feature through GCISD as another consideration to reach this demographic. Staff also showed the October 16, 2023 Mayor Video Update which showcased and celebrated the history of the Colleyville Center's 25 years and the Colleyville Public Library's 20 years.

Staff described efforts to promote Colleyville businesses. Staff has invited Colleyville businesses to offer a discount or upgrade for their services to clients booking an event at the Colleyville Center. Staff has combined these offers, along with their logos, to provide a vibrant visual for clients and further encourage them to contact a Colleyville business for their catering and decorating needs.

Staff explained an upcoming community engagement event that will invite Colleyville residents to stop by the Colleyville Center November 20-23 to receive two pairs of holiday 3d lights glasses and a guide to holiday activities in Colleyville.

3c Discussion on Capital Improvement Projects

Staff presented a list of possible considerations for future Capital Improvement Projects and requested Advisory feedback on priorities and any other items that may be considered. Staff indicated elements under consideration are replacement of the windows in the Grand Hall, repair of the concrete façade on front pillars, and an update of the stage lighting. Fred Mills suggested an update of the stage microphones. Louis Miller suggested consideration of track lighting around the outside of venue that can change colors and eliminate the expense of holiday lights installation. Lee Koch suggested cleaning or replacement of drapery on stage and Paul Vigiletti suggested remote control of stage drapery.

3d Discussion of Items for Future Agendas

No additional items were presented for a future agenda. Staff provided additional dates for Colleyville Center Advisory Committee meetings: February 12, 2024, May 13, 2024, August 19, 2024.

4. ADJOURNMENT

Lee Koch motioned to adjourn the meeting. Judith Goodwin seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:23 p.m.

APPROVED BY A VOTE OF ____ AYES, ____ NAYS, AND ____ ABSTENTIONS ON THIS THE 12TH DAY OF FEBRUARY, 2024.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 2/12/2024

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 2/12/2024

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Community Engagement and Marketing Update

Explanation

Staff will provide an update on community engagement and marketing efforts on behalf of the Colleyville Center.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3c

Agenda Date 2/12/2024

Number

Type Regular Agenda Items

Department Colleyville Center

Title

Update on Facility Maintenance and Improvements

Explanation

Staff will provide an update on recent facility maintenance and improvements.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3d	Agenda Date 2/12/2024	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: May 13, 2024, August 19, 2024, and November 18, 2024.

Attachments