



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

5301 Riverwalk Drive

MONDAY, AUGUST 19, 2024 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

May 13, 2024

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 August 16, 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**

5301 Riverwalk Drive

MONDAY, MAY 13, 2024 - 5:30 PM

PRESENT: Jeremy Tallo, Chair; Fred Mills, Vice-Chair; Judith Goodwin; Lee Koch; Alex Thomas; Paul Vigiletti; Ann Morgan; Jessica Harig; Tina Anderson; Darla Dennison; Chelsea Rose, Colleyville Center Manager; Kristi Isbell, Colleyville Center Sales & Hospitality Specialist; Finley Walters, student; and Brock Gray, student.

ABSENT: Louis Miller

1. CALL TO ORDER

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

2. APPROVAL OF MINUTES

Lee Koch motioned for approval of the November 13, 2023 minutes. Darla Dennison seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Recap of February Meeting Discussion

Chelsea Rose provided a recap on the brief discussion during the February 12, 2024 meeting without a quorum including highlights of the 25th Anniversary Roadshow, recent venue maintenance and a reminder of recent community engagement endeavors such as restaurant gift card distribution.

3b Budget and Utilization Update

Rose provided explanation of Center utilization between November 2023-January 2024 and February 2024-April 2024 based on City, GCISD, HOA, non-profit, resident, and standard clients. Rose described the seasons of the Center's utilization and noted the increase of non-profit and GCISD utilization coinciding with a season of fundraisers, galas, and high school banquets. Rose stated that overall utilization increased from 83% to 87%, from 5,409 guests to 6,112 guests during the respective periods.

Further, Rose provided an update on the utilization of the City of Colleyville's FY24 In Kind Donation offered to non-profit organizations. The Colleyville Garden Club, Colleyville Executive Organization, and the Colleyville Woman's Club have used 100% of their In Kind Donation; Colleyville Rotary Club have used 22% and Colleyville Lions Club have used 57% of their In Kind Donation. Rose noted that the National Charity League, Colleyville Chapter still has their credit remaining and encouraged booking an event.

3c Community Engagement and Marketing Update

Rose provided information on new marketing efforts that include monthly ads and quarterly stories in Community Impact magazine. Rose stated increased efforts to bring awareness of Center to younger or new families in area by connecting with GCISD through the Grapevine Colleyville Education Foundation (GCEF). Rose described Peach Jar, the electronic newsletter that GCISD uses with their families, as a low-cost option through which we will create focused ads for the age group of each school. Rose explained efforts to partner with GCISD's CTE (Career & Technical Education) program as they have students who focus on catering and hospitality and a partnership could be mutually beneficial to the students and our clients.

Lee Koch asked if information about the Colleyville Center was provided to new residents and staff indicated could place rate cards in Utility Billing and would discuss other possibilities for providing to residents during plans for water connections.

3d Update on Facility Maintenance and Improvements

Rose explained that, earlier in the year, one of the Center's HVAC units required replacement and this was completed quickly and without disruption to events.

Rose noted that one of the next considerations is the Center's audio/visual system as it is approaching ten years since installation. Rose stated that current A/V provider has been on-site and is preparing a quote, and while other providers may be considered, the hope is to update the system prior to the end of FY24.

Rose added that contractors have been on site to provide feedback on next steps to repair the columns in the front and the windows on the east wall of the Grand Hall. Rose stated that the initial feedback was that neither of these indicate structural issues, but common updates required on a 26 year-old building. Discussion ensued regarding glass quality and low-emissivity (Low-E ratings), vinyl versus fiberglass, insurance coverage, and concerns over replacing windows as needed versus as a whole. Rose reiterated that the feedback provided were just initial steps and that the City has a more involved process, with other departments, to determine the best course of action to preserve the integrity and charm of the windows.

3e 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: August 19, 2024, November 18, 2024, and February 10, 2025. Rose offered to provide calendar invites for upcoming dates and all agreed that would be welcome.

4. ADJOURNMENT

Lee Koch motioned to adjourn the meeting. Ann Morgan seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:19 p.m.

APPROVED BY A VOTE OF ____ AYES, ____ NAYS, AND ____ ABSTENTIONS ON THIS THE 19TH DAY OF AUGUST, 2024.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 8/19/2024

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 8/19/2024

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 8/19/2024

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 8/19/2024

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: November 18, 2024, February 10, 2025, and May 19, 2025.

Attachments