



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

5301 Riverwalk Drive

MONDAY, FEBRUARY 10, 2025 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

November 18, 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 on *Thursday, February 6, 2025* 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, NOVEMBER 18, 2024 - 5:30 PM

PRESENT: Jeremy Tallo, Chair; Fred Mills, Vice-Chair; Judith Goodwin; Lee Koch; Paul Vigiletti; Ann Morgan; Louis Miller; Tina Anderson; Darla Dennison; Kristi Isbell, Colleyville Center Sales & Hospitality Specialist

ABSENT: Alex Thomas; Jessica Harig; Chelsea Rose, Colleyville Center Manager

1. CALL TO ORDER

The meeting was called to order by Fred Mills at 5:34 p.m.

2. APPROVAL OF MINUTES

Ann Morgan motioned for approval of the August 19, 2024 minutes. Tina Anderson seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Budget and Utilization Update

Kristi Isbell confirmed the hiring of new staff members, Lexie Burton as Event Concierge, and Katherine Giles as Intern. Isbell explained the City's new fiscal year began October 1, 2025 and the Colleyville Center's budget remained similar to the previous fiscal year with variations in the Capital Improvement Plan (CIP) budget for venue improvements such as audio/visual upgrade and window replacement. Additionally, Isbell stated that the City's In Kind Donations to selected Colleyville based non-profits had been extended to further offset their rental costs. Darla Dennison questioned the reason for the varying amounts of In Kind Donation and Isbell explained that this was likely based on the non-profit's utilization of the Center when the In Kind Donations began three years prior. Discussion ensued among Committee on frequency of meetings and events held by non-profits and additional ways to offset costs.

Isbell provided information on Center utilization between August – October 2024 and a year-over-year comparison with 2023. Isbell reminded that the increased City utilization August – October 2023 was due to the displacement of some Parks & Recreation events, to the Center, due to the Senior Center renovations. Louis Miller noted that the Standard rentals increased from 21% to 40%, year-over-year, and Isbell added that the non-profit utilization increased from 26% to 48% year-over-

year. Isbell noted that there was one GCISD event hosted between August – October 2024, a community-wide introduction to their Career & Technical Education (CTE) department, and Isbell provided an overview of that program and need for community involvement.

3b Community Engagement and Marketing Update

Isbell provided information on recent marketing opportunities and partnerships that included the sponsorship of Grapevine Young Professionals (GYP) Spooky Soiree event; the Colleyville Chamber WOW event; the SCORE Women’s Business Forum; and, CHHS Football (Home Game) sponsorship as well as two Colleyville Center history presentations, and a renewal of an advertising package with Community Impact regional newspaper. Isbell described the Center’s membership in the Texas Association of Venues and Facilities (TxAVF) and our commitment to host a regional meeting in May 2025. Isbell further noted that the features of Community Impact advertising package included print ads, two story telling articles (with QR code to recent story telling article provided) and geo-mapping. Tina Anderson indicated Colleyville Rotary Club is using a similar package and felt was an economical marketing resource, especially for digital presence, and encouraged use of the CI daily email.

Isbell provided an update on the Colleyville Center’s social media presence that included an increase in reach and interaction for both Facebook and Instagram and noted that posts on wedding tips were well liked and this type of content would be integrated into strategy. Isbell explained increased effort to follow up with recent wedding clients to obtain reviews and photos in order to refresh website content and incorporate into recent posts.

Isbell described current Community Engagement campaign - that bring “feet in the door” - is the Center’s give-away of holiday lights 3D glasses and Business BINGO. Isbell explained that Business BINGO is our City promotion, similar to Small Business Saturday, and is a push to support all of our businesses over the next six weeks (rather than a one-day Small Business Saturday event). Isbell described staff efforts to promote the Colleyville Center’s effort to promote offers from Colleyville businesses for events hosted in the Center. Ann Morgan questioned how the Colleyville Center rates compare to other venues and Isbell described a recent study, shared with Advisory last year, of rate comparisons and the need to factor in what is included and not included with each venue.

3c Update on Facility Maintenance and Improvements

Isbell provided updates on facility maintenance that included the removal of an ailing tree in the Courtyard, raising of sidewalk (with one inch differentiation in seams) on the north side of venue, repair to double doors on east side of building and several small projects completed by operations staff. Isbell noted the partnership between the Colleyville Garden Club and our Parks staff on a five-year plan of projects and Morgan provided additional feedback on these projects. Isbell stated that the A/V upgrades are in process with some of the equipment already delivered and phase one of installation to begin on November 20, 2024. Isbell added that, also on

November 20, the original stage lighting would be updated to provide better illumination of the front of stage. Isbell explained that more quotes are needed to replace an exterior door, and possibly the frame, on the east side of building and this project is on-going. Discussion ensued regarding the frequency and types of events that utilize the stage for presentations versus productions or recitals and the niche events that require a stage. Isbell reminded of challenges to hosting large-scale productions include our capacity limitations, lack of long-term storage for "scenes", and a changing room. Fred Mills questioned the drive for revenue in the Colleyville Center and Isbell explained that City Council and Leadership are more supportive of the Colleyville Center as a "home" for Colleyville non-profits and resident / business events rather than solely as a revenue source for the City. Morgan asked if there were updates on the window replacement project and Isbell stated that staff are seeking additional and more detailed quotes and that possible installation could be in late summer due to opening in booking calendar.

3d Discussion of Items for Future Agendas

Future agenda items will include updates on the window replacement project. Staff provided additional dates for Colleyville Center Advisory Committee meetings: February 10, 2025, May 19, 2025, and August 11, 2025.

4. ADJOURNMENT

Lee Koch motioned to adjourn the meeting. Darla Dennison 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 10TH DAY OF FEBRUARY, 2025.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 2/10/2025

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 2/10/2025

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 2/10/2025

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 2/10/2025

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: May 19, 2025, August 11, 2025, and November 17, 2025.

Attachments