



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

5301 Riverwalk Drive

MONDAY, MAY 19, 2025 - 5:30 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

February 10, 2025

3. REGULAR AGENDA ITEMS

3a Election of Chair and Vice Chair

3b Budget and Utilization Update

3c Community Engagement and Marketing Update

3d Update on Facility Maintenance and Improvements

3e Discussion of Items for Future Agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards on *Thursday, May 15, 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, FEBRUARY 10, 2025 - 5:30 PM

PRESENT: Fred Mills, Vice-Chair; Lee Koch; Alex Thomas; Paul Vigiletti; Ann Morgan; Louis Miller; Jessica Harig; Darla Dennison; Kristi Isbell, Colleyville Center Sales & Hospitality Coordinator; Chelsea Rose, Colleyville Center Manager

ABSENT: Jeremy Tallo, Chair; Tina Anderson; Judith Goodwin

1. CALL TO ORDER

The meeting was called to order by Fred Mills at 5:30 p.m.

2. APPROVAL OF MINUTES

Lee Koch motioned for approval of the November 18, 2024 minutes. Paul Vigiletti seconded the motion. The motion was approved with no dissension.

3. REGULAR AGENDA ITEMS

3a Budget and Utilization Update

Chelsea Rose provided information on Center utilization between November 2024 – January 2025 and noted 96% utilization of bookable days, 56% of these were Colleyville non-profit use, and a total of 3,949 guests at events. Rose explained that the three weeks over the Christmas holidays were used for installation of the new audio/visual system.

Rose provided an update on budget expenditures and noted that she is seeking additional staff training opportunities. Rose explained that building maintenance expenditures have been higher, as is expected for age of venue, and has been anticipated and planned within Capital Improvement Plans. Rose explained consideration of uniform budget for Colleyville Center blazers for staff working large events for identification purposes.

3b Community Engagement and Marketing Update

Rose described recent and upcoming marketing events for the Colleyville Center to include the Colleyville Chamber of Commerce's WOW event in November as a new sponsor and vendor table. Rose stated that the Colleyville Center will continue participatory support and sponsorship of the GCISD New Educator's Luncheon and also host the May meeting of the Texas Association of Venue and Facilities – a

statewide organization of government owned venues – of which the Center is a member.

Rose provided a link (QR code) to the newly released Community Impact (CI) story about the Colleyville Center which is part of our marketing and advertising agreement with CI. Rose noted that social media reach, content interaction, and content published has increased on Facebook and Instagram accounts. A recent suggestion from an Advisory member was to consider the Peachjar email newsletter through area school districts and Rose noted that the Center's first publication was in mid-January to seven area secondary schools and 13,482 email addresses. Kristi Isbell noted that initial content interaction and phone inquiry for event space.

Rose stated that various Community Engagement events, on behalf of the City, have brought additional "feet in the door" of the Colleyville Center and new guests inquiring about the venue. Rose listed the Holiday Lights Glasses giveaway, Business BINGO card program, the current Restaurant Gift Card program, the State of the City events, and the City's Love Your Yoga event have all provided elicited positive feedback and positive exposure of the Colleyville Center to first-time guests.

3c Update on Facility Maintenance and Improvements

Rose announced that the audio-visual installation has been complete and explained that, while it is a very complicated process, the Center's system is operational and in the final "software tweaking" stages. Fred Mills asked if the system is compatible with Apple AirPlay and Rose explained that due to the safety and security of the City's network – and the Apple user – the system is not "open" Apple AirPlay or other Bluetooth connections.

Rose explained that the window replacement project is being coordinated by a City engineer who manages many of the Capital Improvement projects and has scheduled several on-site contractor visits. Rose noted that the goal is to have the window project (the two center windows) complete in July 2025. Additionally, Rose noted that the Parks department is creating a redesign of the bedding adjacent to the windows, in the Bluebonnet Courtyard, to improve drainage and mitigate future issues with new windows.

Rose stated that the Colleyville Garden Club and Colleyville Parks department are partnering on a landscaping project on the north side of the venue with more details to come. Rose explained that two other projects – new office desks and kitchen flooring – have been re-evaluated and will be considered again in the near future.

3d Discussion of Items for Future Agendas

No items were presented for future agendas. Kristi Isbell reminded members of upcoming term expirations in March 2025. Discussion ensued about economic development activity in Colleyville. Staff provided additional dates for Colleyville Center Advisory Committee meetings: May 19, August 11, and November 17, 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 6:25 p.m.

APPROVED BY A VOTE OF ___ AYES, ___ NAYS, AND ___ ABSTENTIONS ON THIS THE 19TH DAY OF MAY, 2025.



CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

Agenda Number 3a

Agenda Date 5/19/2025

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 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 5/19/2025

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 3c

Agenda Date 5/19/2025

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 3d

Agenda Date 5/19/2025

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 3e

Agenda Date 5/19/2025

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: August 11, 2025, November 17, 2025, and February 9, 2026.

Attachments