



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

5301 Riverwalk Drive

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**MONDAY, AUGUST 11, 2025 - 5:30 PM**

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**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

May 19, 2025

**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 *Tuesday, August 5, 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

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**MONDAY, MAY 19, 2025 - 5:30 PM**

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**PRESENT:** Fred Mills; Lee Koch; Tina Anderson; Alex Thomas; Ann Morgan; Louis Miller; Jessica Harig; Darla Dennison; Kristi Isbell, Colleyville Center Sales & Hospitality Coordinator

**ABSENT:** Emily Aguilar; Judith Goodwin; Paul Vigiletti; Chelsea Rose

**1. CALL TO ORDER**

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

**2. APPROVAL OF MINUTES**

Louis Miller motioned for approval of the February 10, 2025 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 Ann Morgan to elect Fred Mills as Chair and Tina Anderson as Vice Chair. Louis Miller seconded the motion. The motion was approved with no dissention.

**3b** Budget and Utilization Update

Kristi Isbell provided information on Center utilization between February 2025 – April 2025 and noted 80% utilization of bookable days and 37% of these events were Colleyville non-profit use, with a total guest count of 4,844. Isbell compared the February – April 2025 utilization and guest count to the same period in 2024 and observed there were fewer weekend events booked and the recurring weekday events had fewer guests than the year prior.

Jessica Harig asked if 2025 utilization was affected by raised fees at the Colleyville Center, and Isbell explained that the fees were raised prior to February 2024, so they would not have accounted for a difference between February – April 2024 and the same months in 2025.

Isbell showed pictures from recent events, including Colleyville Woman’s Club, Colleyville Garden Club, and Colleyville Chamber events. Ann Morgan mentioned the Garden Club’s plant sale was one of their largest events.

### **3c** Community Engagement and Marketing Update

Kristi Isbell discussed marketing opportunities for the Colleyville Center, including advertisements with the Colleyville Woman's Club Fashion Show, Colleyville Chamber of Commerce Awards Banquet, and Miss Grapevine Colleyville Pageant. Fred Mills asked if the Colleyville Business Center has moved, and Isbell confirmed and explained the move. Chris Carlson commented that the CBC will have a ribbon cutting and open house in June.

Isbell showed a link to a new virtual tour of the Colleyville Center and explained that the virtual tour had been added to the Colleyville Center website. Isbell also explained that more adjustments would be made to the web page with the goal of the page to become a planning tool for clients with floorplan and décor ideas.

Isbell presented information on the winter Restaurant Gift Card program, which brought 1,078 total visitors to the Colleyville Center in February. Isbell also provided information on other City events held at the Center, including a seminar led by the Colleyville Police Department with 110 attending; the State of the City events with almost 400 in attendance at all events; and Valentines Yoga, which had double the attendance of last year's event at 58 guests.

Ann Morgan asked if staff was still sending out surveys after every events. Isbell explained that surveys are sent out after larger events and that QR codes with short surveys are all around the venue. Isbell also mentioned sending review and photo requests to clients for weekend events. Tina Anderson provided feedback on Google reviews and reasons why some are not comfortable with them and suggested sending Google Form in request reviews instead. Isbell confirmed that the QR Code and email link is to a Google Form for collection and indicated that the review request is difficult because the reviews are needed across a variety of sites but few are given. Alex Thomas suggested use of NextDoor and the use of LinkTree as a way to put links to all review possibilities in one place. Discussion ensued on reviews and encouraging a good response and provision of event photos. Tina Anderson suggested using client testimonials in social media.

### **3d** Update on Facility Maintenance and Improvements

Kristi Isbell announced that the audio-visual installation has been complete and a final walk-through is coming soon.

Isbell shared updates on a cooperative outdoor project with the Colleyville Parks Department and the Colleyville Garden Club for a north lawn landscape feature. Ann Morgan mentioned the Garden Club is waiting on budget approval for the Parks plan.

Isbell announced that the Center is still gathering quotes for repairs of the windows in the Grand Hall and that the process is being coordinated by the Colleyville Capital Improvements team. Isbell noted the window repair is postponed to July or August of 2026 to include architect input and the initial meeting is scheduled for May 15, 2025.

**3e** Sister Property Update

Kristi Isbell announced the Colleyville Business Center is now open at 35 Veranda Lane and gave details about the promotion of the new CBC location at the Chamber Luncheon on May 1<sup>st</sup>, as well as the ribbon cutting and open house on June 3. Isbell explained that the Colleyville Chamber will be managing mailboxes and two rental offices, while the Center Team will manage six rental offices and the Board Room. Isbell indicated that due to scheduling conflicts at the Colleyville Center, some upcoming Advisory Committee meetings may be held in the Board Room of the Colleyville Business Center.

**3f** Discussion of Items for Future Agendas

Ann Morgan suggested having Joe Flynn, with Colleyville Parks Department, present at a future meeting on plans for the North Lawn, a cooperative project with the Colleyville Garden Club. No other items were presented for future agendas. Staff provided additional dates for Colleyville Center Advisory Committee meetings: August 11, and November 17, 2025.

**4. ADJOURNMENT**

Louis Miller motioned to adjourn the meeting. Chris Carlson 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 11<sup>TH</sup> DAY OF AUGUST, 2025.*



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3a

**Agenda Date** 8/11/2025

**Number -**

**Type** Regular Agenda Items

**Department** Colleyville Center

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**Title**

Budget and Utilization Update

**Explanation**

Staff will provide an operations and utilization update.

**Attachments**



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3b

**Agenda Date** 8/11/2025

**Number -**

**Type** Regular Agenda Items

**Department** Colleyville Center

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## **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

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**Agenda Number** 3c

**Agenda Date** 8/11/2025

**Number -**

**Type** Regular Agenda Items

**Department** Colleyville Center

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## **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

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**Agenda Number** 3d

**Agenda Date** 8/11/2025

**Number -**

**Type** Regular Agenda Items

**Department** Colleyville Center

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## **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: November 17, 2025 and February 16, 2026. The February 16, 2026 meeting will be held at the Colleyville Business Center located at 35 Veranda Lane.

## **Attachments**