



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

5301 Riverwalk Drive

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**MONDAY, NOVEMBER 17, 2025 - 5:30 PM**

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**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

August 11, 2025

**3. REGULAR AGENDA ITEMS**

**3a** Election of 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 November 11, 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, AUGUST 11, 2025 - 5:30 PM**

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**PRESENT:** Judith Goodwin; Lee Koch; Fred Mills, Chair; Emily Aguilar; Alex Thomas; Paul Vigiletti; Louis Miller; Darla Dennison; Kristi Isbell, Asst. Venue Manager; Chelsea Rose, Manager of Colleyville Center and Colleyville Business Center

**ABSENT:** Ann Morgan; Jessica Harig; Chris Carlson

**1. CALL TO ORDER**

The meeting was called to order by Fred Mills at 5:35 p.m.

**2. APPROVAL OF MINUTES**

Lee Koch motioned for approval of the May 19, 2025 minutes. Darla Dennison seconded the motion. The motion was approved with no dissension.

**3. REGULAR AGENDA ITEMS**

**3a** Budget and Utilization Update

Chelsea Rose provided a review of utilization that compared May – July of 2024 to the same months in 2025. Rose noted that utilization of bookable days increased from 63% to 83% year over year and that the guest count remained in similar ranges with 4,429 guests in May – July 2025. Darla Dennison asked for clarification on bookable days and Kristi Isbell explained that the reference is used for days the Center is available for a booking. Isbell noted that factors such as holidays, building maintenance and repair, and other schedules determine whether a day is “bookable.” Rose displayed photos of events from the busy spring season and described the various banquets, galas, and weddings hosted during this season. Rose noted that a future focus of marketing will be to remind community of the versatility of the space for celebrations of love, life, school, and business.

**3b** Community Engagement and Marketing Update

Rose discussed recent marketing opportunities with GCISD’s Education Foundation and the annual GCISD New Educator Luncheon and the GCISD Leadership Breakfast and explained that supporting events with our school district builds community connections while keeping Colleyville Center in mind for teachers and staff booking

events for their school. Rose noted that the Colleyville Center hosted the regional meeting for Texas Association of Venues and Facilities (TxAVF), an organization of which the Colleyville Center has been a member for over 10 years.

Rose provided information and samples of social media posts and viewer engagement trends that produced an increase of views by 17.2% over the last 60 days. Rose noted that some of the highest interaction has been for posts about the Colleyville Business Center. Rose indicated that a goal would be to include more video content on social media in order to increase views. Discussion ensued on various ideas for video type posts. Alex Thomas suggested creating a video from photo submissions set to music and Emily Aguilar suggested time-lapse type videos of set up through tear down to capture the transformation of the Grand Hall for an event. Rose reminded of the Colleyville Center's new Virtual Tour "button" on the webpage and described the usefulness, thus far, and positive feedback on this type of remote view of the Center.

Rose reminded members about the ongoing Colleyopoly program and how it serves as a community engagement device by bringing "feet in the door" traffic, sometimes with residents previously unfamiliar with the Colleyville Center. Rose explained the program also provides valuable interaction with residents that help in the creation of future community engagement programs. Rose noted that due to the positive feedback on Business BINGO, the Restaurant Roadmap, and Colleyopoly, the Colleyville Center would likely have a similar program with future Gift Card campaigns.

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

Rose described the closeout of the installation of the new A/V system. Regarding the window and wall repair project, Rose explained that a City engineer and contracted architect are facilitating the project and required financial processes. Rose indicated that the Center is scheduled to have individual windows replaced this week to address cosmetic issues in the interim as one of these discolored windows is in a prominent location on the east wall.

Rose explained that one of the oldest HVAC units stopped working in June and required an emergency replacement. Rose provided photos and described all that was coordinated to remove, install, and replace the unit. Rose stated that although there was some reconfiguring of scheduled events, this installation occurred during the same block of time originally reserved for the window and wall repair project. Additionally, Rose noted that another HVAC unit's condensation trap overflowed on a weekend in July, without events, and required a separate repair and new ceiling tiles.

Rose provided an update on the sister property, the Colleyville Business Center (CBC), and encouraged Advisory members to visit and see the new space. Rose described the Colleyville Chamber's relationship with the CBC. Rose explained that the CBC can provide a "launch pad" for new businesses or those unsure whether

ready for a long-term operation on own site and that the CBC serves as part of a strategic effort for growth in The Village at Colleyville. Rose said that two suites and two offices are occupied with two offices available.

### **3d Discussion of Items for Future Agendas**

No other items were presented for future agendas. Rose explained that new state legislative changes necessitate a review and update of the Bylaws of the Colleyville Center Advisory Committee. Rose explained that the meeting schedule will be reduced from four meetings per year, to two meetings per year but these may be formatted for two mandatory meeting dates and two "as-needed" dates. Rose indicated that the Bylaws have not changed yet and provided the dates for upcoming Colleyville Center Advisory Committee meetings: 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.

### **4. ADJOURNMENT**

Lee Koch motioned to adjourn the meeting. Paul Vigiletti seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:20 p.m.

*APPROVED BY A VOTE OF \_\_\_ AYES, \_\_\_ NAYS, AND \_\_\_ ABSTENTIONS ON THIS THE 17<sup>TH</sup> DAY OF NOVEMBER, 2025.*



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3a

**Agenda Date** 11/17/2025

**Number -**

**Type** Regular Agenda Items

**Department** Colleyville Center

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## **Title**

Election of Vice-Chair

## **Explanation**

This item allows for the election of Vice Chair, vacated in August 2025. Per Section 3.2 of the Bylaws.

## **Attachments**



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3b

**Agenda Date** 11/17/2025

**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** 3c

**Agenda Date** 11/17/2025

**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** 3d

**Agenda Date** 11/17/2025

**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** 3e

**Agenda Date** 11/17/2025

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

## **Attachments**