



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

Colleyville Business Center, 35 Veranda Lane

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**MONDAY, FEBRUARY 16, 2026 - 5:30 PM**

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**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

November 17, 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 February 10, 2026 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 BRIEFING

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**Agenda Number**

**Agenda Date** 2/16/2026

**Number -**

**Type** Approval of Minutes

**Department** Colleyville Center

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**Title**

November 17, 2025

**Explanation**

**Attachments**

1. Colleyville Center Advisory Minutes - November 17, 2025



**CITY OF COLLEYVILLE  
COLLEYVILLE CENTER  
ADVISORY COMMITTEE  
MINUTES**

5301 Riverwalk Drive

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

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

**ABSENT:** Alex Thomas; Jessica Harig; Darla Dennison; Chris Carlson

**1. CALL TO ORDER**

The meeting was called to order by Fred Mills at 5:45 p.m.

**2. APPROVAL OF MINUTES**

Lee Koch motioned for approval of the August 11, 2025 minutes. Ann Morgan seconded the motion. The motion was approved with no dissension.

**3. REGULAR AGENDA ITEMS**

**3a** Election of Vice Chair

A motion was made by Ann Morgan to elect Emily Aguilar as Vice Chair to fill the position vacated by Tina Anderson. Fred Mills seconded the motion. The motion was approved with no dissention.

**3b** Budget and Utilization Update

Chelsea Rose provided a review of utilization that compared Aug – Oct of 2025 to the same months in 2024. Rose noted that HOA events were not separated from non-profit events in the 2024 numbers but have since been identified separately from non-profit events. Rose noted event categories were similar in both years but with an increase in utilization from 64% in 2024 to 72% in 2025. Rose highlighted, again, that even with more events hosted, the guest count is less (from 3,731 guests in 2024 range to 3,557 in 2025 range) which is consistent with trends of fewer guests in attendance at events. Rose displayed photos of events from recent events to include the Miss Grapevine-Colleyville pageant, non-profit meetings, an all-day mental health seminar, police trainings, a dance recital, a retirement party, and multiple weddings.

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

Rose discussed recent marketing opportunities including a sponsorship of Grapevine Young Professionals Spooky Soiree, for promotion to this specific age-range, and our ad placement in the Grapevine Chamber Directory to branch out to our "neighbors...just around the corner." Rose noted our involvement with the Texas Association of Venues and Facilities (TxAVF) annual conference and that Kristi Isbell is serving on the board of the organization. Rose provided an update on the Partner Perks program that now has participation from 28 Colleyville businesses offering discounts to clients of the Colleyville Center.

Rose reminded of our efforts with Community Engagement and to provide a program, connected with the City's Gift Card Programs, that bring "feet in the door" and exposure to Colleyville residents. Rose cited 491 residents visited the Colleyville Center to pick up a Colleyopoly Game Card with 78.6% of these completing the game for an additional 559 Colleyville Gift Cards provided to Colleyville businesses. Rose noted that the Business BINGO game will return for the holiday season and Game Card pick up will begin at the Center on Monday, November 24, 2025.

Regarding social media marketing, Rose reminded that recent trends in this marketing is for videos (even 3 seconds) and that staff will be working with the City's AV team to create short video clips to tap into this type of engagement. Rose reviewed the top posts and noted views increased by 0.8% and content interaction increased by 78.9%.

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

Rose provided an update on the Window Maintenance and Repair project and noted the interim replacement of the most obvious windows with broken seals. Rose explained that the City Engineer posted the Public Bid Opportunity in September for a December 2025 / January 2026 installation with only 1 viable bid that was accepted and approved by City Council in October. Rose explained that circumstances related to the contractor and the timing will lead Council to deny the bid tomorrow, at the November 18 Council meeting, and the process will start anew in February, likely. Rose noted, upon consultation with Engineering and Public Works Director, the Center will hold dates in late June through mid-August 2026 for repair and installation. Rose explained that this timing is better for Center events as there are only 2 ongoing and repeated events during that window and noted funding stays within the same fiscal year.

Rose provided an update on the north garden installation in partnership with the City's Parks Department and the Colleyville Garden Club. A project rendering was displayed and installation will likely begin in mid-December, weather depending. Ann Morgan added that there is a Colleyville Garden Club member who is donating another bench for the setting.

Rose provided a reminder about our sister property, the Colleyville Business Center (CBC), and that we have had additional inquiries and tours and have made an adjustment to memberships (rentals) to allow for daily short-term rental of an office

as well as the Board Room. Rose reminded that the next Advisory Committee meeting, on February 16, 2026 will be at the CBC and that she hosts a monthly Economic Development Forum at the CBC that is open to the public.

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

No other items were presented for future agendas.

Rose indicated that the Bylaws have not officially changed yet but we will operate on understanding of two standing meeting dates (February and August) and two as-needed meeting dates (May and November) and provided the dates for upcoming Colleyville Center Advisory Committee meetings: February 16, 2026 in the Colleyville Business Center Board Room at 35 Veranda Lane and, August 17, 2026 at the Colleyville Center.

### **4. ADJOURNMENT**

Ann Morgan motioned to adjourn the meeting. Louis Miller seconded the motion. The motion was approved with no dissension. The meeting was adjourned at 6:18 p.m.

*APPROVED BY A VOTE OF \_\_\_ AYES, \_\_\_ NAYS, AND \_\_\_ ABSTENTIONS ON THIS THE 16<sup>TH</sup> DAY OF FEBRUARY, 2026.*



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3a

**Agenda Date** 2/16/2026

**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 for November 2025 - January 2026.

## **Attachments**



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3b

**Agenda Date** 2/16/2026

**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 and Colleyville Business Center.

## **Attachments**



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3c

**Agenda Date** 2/16/2026

**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 as well as Colleyville Business Center updates.

## **Attachments**



# CITY OF COLLEYVILLE COLLEYVILLE CENTER ADVISORY COMMITTEE BRIEFING

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**Agenda Number** 3d

**Agenda Date** 2/16/2026

**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 upcoming meeting dates: August 17, 2026 and February 22, 2027.

## **Attachments**