



City of Colleyville

Colleyville Events Steering Committee Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Wednesday, February 27, 2013
4:30 p.m.

Colleyville Public Library
110 Main Street

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
January 23, 2013
- 3. REGULAR AGENDA ITEMS**
 - 3a** Update on the Colleyville Old Tyme Bar-B-Q Event
 - 3b** Discussion of the Red, White and Sousa Event
 - 3c** Review and Discussion of the 2013 City of Colleyville Special Events Calendar
- 4. CITIZEN COMMENTS/PRESENTATIONS REGARDING ITEMS NOT ON THE AGENDA**
- 5. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, February 22, 2013 by 5:00 p.m.

Kathy E. Moore
Administrative Assistant

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 Special Events Coordinator at least 48 hours in advance at 817.503.1150, and reasonable accommodations will be made to assist you.



City of Colleyville

Colleyville Events Steering Committee Minutes

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Wednesday, January 23, 2013
4:30 p.m.

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1. CALL TO ORDER

Past Chairperson Charles Bethards called the meeting of the Colleyville Events Steering Committee to order at 4:36 p.m.

Roll Call

Present: Past-Chair Charles Bethards, J. Walt Mills, Amy Redfearn, Patti Tanaka and Manjiri Joshi. Staff present: Mary Rodne, Lisa Escodedo and Kathy Moore; Council Member Carol Wollin

Absent: Linda Salisbury, Kirsten Isensee and Barb Stephens

2. APPROVAL OF MINUTES

November 14, 2012

A motion was made by Walt Mills and seconded by Amy Redfearn to approve the November 14, 2012 minutes as presented. The motion carried with a unanimous vote.

3. REGULAR AGENDA ITEMS

3a Introduction of new Colleyville Event Steering Committee members

Mary Rodne, Library/Parks and Recreation Director introduced new member Manjiri Joshi and all in attendance introduced themselves.

3b Election of a Colleyville Events Steering Committee Chairperson and Vice-Chairperson

Vice Chair Amy Redfearn opened the floor for nominations for a Colleyville Events Steering Committee Chair. A motion was made by Walt Mills and seconded by Patti Tanaka to nominate Amy Redfearn. The motion carried with a unanimous vote.

Chair Amy Redfearn opened the floor for nominations for a Colleyville Events Steering Committee Vice-Chair. A motion was made by Amy Redfearn and seconded by Walt Mills to nominate Patti Tanaka. The motion carried with a unanimous vote.

3c Discussion of the Holly Colley Holiday Event

Library/Parks and Recreation Director Mary Rodne updated the Committee on the following Holly Colley Holiday event items.

A. Budget Report

Rodne stated that the FY12 Budget totaled \$42,500; \$40,000 from the Colleyville Economic Development Corporation Budget (CEDC) and a \$2,500 sponsorship from Baylor Regional Medical Center at Grapevine. Additionally, it was noted that several in-kind donations had been received.

Rodne summarized that the total expenditures were \$30,583.36 for the Holly Colley event, which left a balance of \$11,916.64. Rodne added that the balance of the funds would be used to purchase items for the upcoming Holly Colley before the FY 2013 year end, September 30, 2013. Also, it was noted that staff was researching pricing for additional lights and a new large tree for this year's event. It was agreed that the Committee should work to increase business participation in the upcoming year.

B. Community Trees

Mary Rodne informed the Committee members that sixteen groups had participated in decorating the community trees. Discussion ensued. The Committee agreed that most of the feedback was positive and noted one concern regarding judging categories for trees decorated by youth groups. Rodne reported that there were five categories and that one category, the Young Artistry Award, was specifically for that age group. Rodne concluded that more categories could be added next year to provide more opportunities for groups to win an award. Committee member Amy Redfearn questioned if it would be possible to expand the number of trees this year. Rodne stated that power issues would need to be addressed in order to increase the number of community trees.

C. Entertainment

Mary Rodne asked the committee for feedback concerning the entertainment. It was noted that one group had wanted to include a band and could not due to power

requirements. Rodne explained that the audio power requirements for choral groups could be met, but that the power requirements for bands could not be met; due to the limited availability of power in front of City Hall. Discussion concerning power issues continued. Rodne informed the Committee that updates were made this past year to include new outlets by the community trees and that all new LED lighting was purchased for the trees. Additionally, Rodne noted that she would be working with building maintenance staff to evaluate electrical power enhancement options this year.

D. Children's Activities

Chair Amy Redfearn opened the discussion of children's activities. Consensus of the Committee was that the children's area was outstanding. Director Rodne stated that the games were reusable and that a few new games could be added each year for variety. Rodne added that staff had designed several of the games and worked with 91 Design, a local business, to have the banners printed for the games designed. Rodne announced that 91 Design had donated the printed banner for one game and had committed to donating the printing of a game banner again this year. Rodne concluded that the games would be saved, and as the game inventory was expanded, they could be rotated each year to keep the game area fresh. Council member Wollin stated that she would like to recognize 91 Design for their continued support at a future Council meeting.

E. Photos with Santa

Director Rodne informed the Committee that there was some confusion with the set-up in this area and that they would review layout options to enhance the photos with Santa activity this year.

F. Food Vendors

Chair Amy Redfearn opened the discussion of food vendors. The Committee agreed that the line-up of food vendors had provided a good selection of food options and had greatly enhanced the event. It was noted that the tables provided for eating had been a great addition and that they were always occupied. Additionally, it was noted that the only concern was the smell from the petting zoo. Rodne stated that she would review the layout for other petting zoo location options.

G. Sponsorship/Donations

Mary Rodne reported that a \$2,500 sponsorship had been received from Baylor Regional Medical Center at Grapevine and that several businesses had provided in-kind donations for the Holly Colley event. The Committee followed up with a lengthy discussion on ways to get the area businesses involved and different ways to provide

a variety of sponsorship options. Rodne informed the Committee that she and Lisa Escobedo would be meeting with Heather Gaven, City Marketing Coordinator, to work on sponsorship opportunities for all events within the City.

H. Publicity

Director Mary Rodne provided an overview of the City of Colleyville's new marketing and advertising plan and noted that it had been very effective in providing publicity for Holly Colley this year. Rodne added that the City's advertising package with the Fort Worth Star Telegram included weekly advertisements with the option of color or black and white advertisements. Rodne added that advertisements for Holly Colley had been published in the Colleyville, Grapevine and Southlake Courier. Additionally, it was noted that Mona Gandy, Communications and Marketing Director, had created an excellent publicity piece on the City website that provided pictures and details of the event.

I. Volunteers

Mary Rodne provided an update on volunteers and noted that the National Charity League (NCL), Ambassadors and Second Saturday organizations had provided enough volunteers to meet all staffing needs at the various activity stations. Rodne added that City staff had been assigned to supervise all the inflatable rides, and that this plan had worked out very well.

J. Grounds/Set-up/Layout

Mary Rodne opened the discussion of the layout and noted that the layout this year had worked out very well. Rodne added that if the event continues to grow, additional areas for tents will have to be considered next year. Council member Carol Wollin suggested adding an additional carriage for the rides due to the popularity of the attraction. The Committee will look at additional layout options for the coming year.

K. Parking

Mary Rodne reported that the parking and traffic flow plan had gone very well and that there had been no problems reported. Rodne added that she had received one suggestion, which included providing a shuttle to and from the Wal-Mart parking lot.

L. Police/Fire

Mary Rodne reported that everything had gone very well and that no major problems had been reported.

3d Discussion of the Upcoming 2013 Special Events

Director Rodne informed the Committee that the Colleyville Old Tyme Bar-B-Q was scheduled for April 26-28, 2013, at the Colleyville Center. Rodne added that this event is planned by the Police Department, and that it is partially funded through the Colleyville Economic Development Corporation Budget (CEDC). Rodne concluded that proceeds from this event will be donated to Special Olympics. It was also noted that in addition to the Old Tyme Bar-B-Q event that weekend, the Colleyville Parks and Recreation Department would be hosting the Texas Junior Anglers on Saturday, April 27, 2013, at the Colleyville Nature Center, which enables the City to tie one event into the other.

Mary Rodne opened the discussion of Red, White and Sousa, and confirmed that the event will be held on Friday, June 28, 2013, from 6:30 – 10:00 p.m. Discussion ensued. It was suggested that the Committee consider an earlier start time to help alleviate the long lines for the food trucks. It was also suggested that more food trucks be added to the food truck line-up. Also, entertainment options were discussed. Rodne stated that the Committee had previously discussed having a performance that included the Fort Worth Brass Ensemble and a vocal group. It was confirmed that more tables should be added in the reserved seating area at the event this year. Also, there was discussion in regard to adding some type of entertainment for children.

It was noted that the Committee oversees three events each year which include:

- a. The Old Tyme Bar-B-Q with a budget of \$15,000
- b. Red, White and Sousa with a budget of \$30,000
- c. Holly Colley Holiday with a budget to be determined in the CEDC FY 2014 Budget; which in FY 2013 had a budget of \$40,000

3e Discussion of Items for Future Agendas

Review/Confirm Date for the Holly Colley Holiday Event
Schedule of Events Calendar for the City

Next Colleyville Events Steering Committee meeting scheduled for February 27, 2013, at 4:30 p.m.

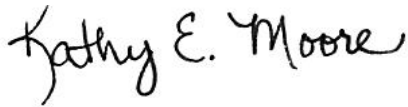
4. CITIZEN COMMENTS/PRESENTATIONS REGARDING ITEMS NOT ON THE AGENDA

None

5. ADJOURNMENT

Committee Chair Amy Redfearn called to adjourn the meeting of the Colleyville Events Steering Committee at 5:31 p.m.

Minutes taken and prepared by:

A handwritten signature in black ink that reads "Kathy E. Moore". The signature is written in a cursive, flowing style.

Kathy Moore
Administrative Assistant



City of Colleyville Colleyville Events Steering Committee Agenda Briefing

City Hall
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Agenda Number 3a

Agenda Date 02/27/2013

Number 3a

Type Regular Agenda Items

Department Library

Title

Update on the Colleyville Old Tyme Bar-B-Q Event

Explanation

This item is to provide an update for the Colleyville Old Tyme Bar-B-Q, which is scheduled for April 26-28, 2013.

Attachments



City of Colleyville Colleyville Events Steering Committee Agenda Briefing

City Hall
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Agenda Number 3b

Agenda Date 02/27/2013

Number 3b

Type Regular Agenda Items

Department Library

Title

Discussion of the Red, White and Sousa Event

Explanation

Discussion of the Red, White and Sousa Event, scheduled for June 28, 2013.

- a. Budget Report
- b. Entertainment
- c. Food Vendors
- d. Sponsorships
- e. Publicity
- f. Volunteers
- g. Grounds/Layout/Set-up
- h. Police/Fire

Attachments



City of Colleyville Colleyville Events Steering Committee Agenda Briefing

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Agenda Number 3c

Agenda Date 02/27/2013

Number 3c

Type Regular Agenda Items

Department Library

Title

Review and Discussion of the 2013 City of Colleyville Special Events Calendar

Explanation

This item is provided for the review and discussion of the 2013 City of Colleyville Special Events Calendar.

Attachments