



City of Colleyville

Colleyville Events Steering Committee Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817.503.1000
www.colleyville.com

Wednesday, March 25, 2015
4:30 p.m.

Colleyville Public Library
110 Main Street – 2nd Floor

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
September 24, 2014
- 3. REGULAR AGENDA ITEMS**
 - 3a** Discussion and update on 2015 Special Events
 - 3b** Discussion of items for future agendas
- 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, March 20, 2015 by 5:00 p.m.

Kristi Isbell
Administrative Assistant

A quorum of the Colleyville City Council may be in attendance 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 Administrative Assistant 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

City Hall
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Wednesday, September 24, 2014
4:30 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

Chair Amy Redfearn called to order the Colleyville Events Steering Committee meeting at 4:34 p.m.

ROLL CALL

Present: Chair Amy Redfearn, Vice Chair Patti Tanaka, Mary Lou Dove, Ryan Milakovich. Staff Present: Library and Recreation Director Mary Rodne, Recreation Manager Lisa Escobedo, Administrative Assistant Kathy Moore, and Administrative Assistant Kristi Isbell.

Absent: Manjiri Joshi, J. Walt Mills, Sandra McIntosh

2. APPROVAL OF MINUTES

July 23, 2014

A motion was made by Mary Lou Dove and seconded by Ryan Milakovich to approve the July 23, 2014 minutes as presented. The motion carried with a unanimous vote.

3. REGULAR AGENDA ITEMS

3a Discussion and Update on Special Events

Library and Recreation Director Mary Rodne stated that during her presentation to City Council regarding upcoming events, Council confirmed the desire to host City events on the grounds surrounding Colleyville Center. Rodne stated that the concert format for the City's patriotic event will remain the same and that The Vocal Majority is booked for Red, White & Sousa on Friday, June 26, 2015.

Rodne stated that the following changes/additions are being considered for Red, White & Sousa 2015: additional reserved seating tables, laser light show, and additional sponsorship opportunities.

Discussion regarding the laser light show centered on the timing. Rodne stated the event start time of 8:00 p.m. allows The Vocal Majority members adequate travel

time across the metroplex. Rodne explained that the laser light show, as a consequence, would not begin until approximately 10:00 p.m. and she requested feedback on the desirability of a late event.

Ryan Milakovich questioned whether a laser light show, or any post-concert activity, is appropriate because of aforementioned description of Red, White and Sousa events drawing a more adult crowd, than other events. Milakovich stated he had been told that crowds gather early and the efforts could be put into a pre-concert event or activity rather than a post-concert event. Rodne explained that the The Vocal Majority sound check would prohibit another act from performing on the stage. Patti Tanaka suggested a deejay with some sort of interactive games and Mary Lou Dove suggested a radio station. Amy Redfearn suggested roving performers like a balloon artist, face painter, juggler, stilt walker, and/or magician.

Redfearn commented that the distribution of glow necklaces was a "unifying" element of the Red, White and Sousa 2014 and stated desire to continue with something similar. Discussion ensued regarding the distribution of free glow items or the merit of allowing a vendor to sell glow items. Dove stated that her Girl Scout troop might be interested in selling glow necklaces as a fundraiser for their Gold Award.

Rodne stated the she would research roving performer options and continue researching the laser light show option because it is more feasible than a fireworks presentation frequently requested by citizens.

Rodne explained that there has been discussion regarding the elimination of Haunted Trails and the creation of a different fall event located on the grounds of the Colleyville Center. Rodne stated this could provide an opportunity to design a new and unique event with the addition of features such as a Scarecrow Lane or even a run/walk event. The fall event is scheduled for Saturday, October 17, 2015.

Discussion ensued regarding a manner in which to add a "haunted" element, with suggestions including a haunted trail, haunted house, haunted hayride or mad science lab. Redfearn reminded members of Colleyville's win in Baylor's Lifestyle Improvement Challenge, for area cities, and expressed interest in incorporating a haunted run/walk family event. Board members and staff discussed pros and cons and logistics of incorporating a run/walk event including location, route, police and road closures, staffing of multi-faceted event, and chip-timing.

Mary Lou Dove noted the challenges to having a fall event entirely at Colleyville Center with very limited facility use, no access to trail, and lack of tear down time because of weekend facility reservations. Milakovich concurred with Dove citing additional Parks locations that could benefit from the exposure of having a city event

hosted at its site. Milakovich stated the Cottonbelt Trail is an "incredible asset" and should be incorporated into an event.

Amy Redfearn requested a focus on three features to include in the fall event. Members agreed to consider a hayride or run/walk event with haunted theme, and carnival games. Discussion ensued regarding the timing of the event and Dove pointed out that Colleyville Elementary has their Fall Carnival, on the 3rd Saturday of October, in the late afternoon, and was concerned over conflict with such a large, very local, elementary school. Mary Rodne suggested a timeframe similar to Holly Colley's 4:30 p.m. – 8:30 p.m. Dove questioned whether it was possible to move the event toward the end of September to avoid other fall carnival type of conflicts.

Rodne asked for direction regarding the name and focus of event. Board members unanimously agreed to use something that sets apart from other fall carnivals and preferred something related to scarecrows. Members continued to discuss possibilities of displaying and utilizing scarecrows and gaining sponsorship opportunities.

3b Discussion of Items for Future Agendas

No items were brought forward for future agendas. The Committee agreed to meet again on February 25, 2015.

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

There were no citizen's comments/presentations regarding items not on the agenda.

5. ADJOURNMENT

Vice Chair Patti Tanaka moved to adjourn the meeting and Mary Lou Dove seconded the motion. The meeting of the Colleyville Events Steering Committee was adjourned at 5:50 p.m.

*APPROVED BY A VOTE OF ___ AYES, ___ NAYS, AND ___ ABSTENTIONS ON THIS THE
_____ DAY OF _____.*

Minutes taken and prepared by:

*Kristi Isbell
Administrative Assistant*



City of Colleyville Colleyville Events Steering Committee Agenda Briefing

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Agenda Number 3a	Agenda Date 03/25/2015	Number
Type Regular Agenda Items		
Department Library		
Title		
Discussion and update on 2015 Special Events		

Explanation

Library and Recreation Director Mary Rodne will provide an update on 2015 special events.

1. Red, White & Sousa
2. Fall Event
3. Holiday Event



City of Colleyville Colleyville Events Steering Committee Agenda Briefing

City Hall
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Agenda Number 3b	Agenda Date 03/25/2015	Number
Type Regular Agenda Items		
Department Library		
Title		
Discussion of items for future agendas		

Explanation

This item is for the discussion of potential future agenda items and to set a date for the next Colleyville Events Steering Committee meeting.