



# City of Colleyville

## Colleyville Events Steering Committee Agenda

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

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Wednesday, April 29, 2015  
4:30 p.m.

Colleyville Public Library  
110 Main Street – 2<sup>nd</sup> Floor

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**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

March 25, 2015

**3. REGULAR AGENDA ITEMS**

**3a** Discussion and update on Red, White and Sousa 2015

**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, April 24, 2015 by 5:00 p.m.*

*Kristi Isbell*

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

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

Colleyville Public Library  
110 Main Street

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### 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, Mary Lou Dove, Catherine Torrez, Linda Barton, Walt Mills. Staff Present: Library and Recreation Director Mary Rodne, Recreation Manager Lisa Escobedo, Administrative Assistant Kristi Isbell, Councilmember Carol Wollin

**Absent:** Sandra McIntosh, Ryan Milakovich

### 2. APPROVAL OF MINUTES

September 24, 2014

A motion was made by Walt Mills and seconded by Mary Lou Dove to approve the September 24, 2014 minutes as presented. The motion carried with a unanimous vote.

### 3. REGULAR AGENDA ITEMS

#### 3a Discussion and update on 2015 Special Events

Director Mary Rodne provided a general overview, for benefit of new members, of City of Colleyville Special Events and their venues, including Old Tyme Barbecue, Red, White and Sousa, Haunted Trails, and the Tree Lighting Celebration

Rodne explained that, due to its long standing popularity in the community, the City Council requested the Event Steering Committee's consideration of keeping Haunted Trails at the Colleyville Nature Center and provide enhancements for future events. Rodne stated that the funding would shift from Recreation to Special Events.

Rodne provided schedule of all Recreation, Library, and City Special Events and provided descriptions of Library and City Special Events while Recreation Manager Escobedo provided descriptions of Recreation (including Senior Center) events.

Rodne stated that Red, White and Sousa will feature The Vocal Majority as entertainment, for 2015, as well as a gourmet food truck park. Rodne reminded the Committee that a laser light show as an additional feature was a discussion item at a previous meeting. Rodne explained that the cost for the laser light show, alone, would be about \$20,000 and would not be feasible without sizable sponsorship(s) to offset the cost.

Rodne requested guidance on a response to a local realtor that wants to participate as a vendor in Red, White and Sousa 2015. It was explained that the vendor wants to provide an in-kind donation of glow sticks for attendees in exchange for booth space in location of their choice, and vendor exclusivity. Discussion ensued regarding the need for an established policy on event sponsorship. Rodne reminded of current and previous sponsors (Baylor and Texas Commission on the Arts) and the marketing opportunities provided by the event for their contribution.

Councilmember Wollin stated that another local non-profit organization, in their sponsorship policy, describes a cash donation being worth twice as much as an in-kind donation. Wollin explained, for that organization, that a \$250 cash donation is worth the same as a \$500 in-kind donation, in the corresponding sponsorship level and marketing/promotion provided to the vendor by the event.

Linda Barton suggested that there is a broader scope to consider in establishing a policy because what is set as precedent with one vendor would need to be available to all vendors. Barton asked members to consider how many vendors, in general, could the event accommodate and if multiple vendor tents are a positive contribution to the atmosphere of the event.

Torrez questioned whether it was possible to include school choirs, or other youth choirs, as "opening acts" for The Vocal Majority because it would draw more people to event. Rodne explained that the sound check for the feature entertainment is a long process and there isn't time to change and reset for additional groups. Consequently, this idea works better with multiple stages and additional venue spacing and funding would be required to accommodate the additional staging. Redfearn suggested that this could be an additional feature of Haunted Trails, as well as a current feature of the Tree Lighting Celebration.

Redfearn questioned whether any sponsorship necessitates the presence of the vendor's tent and suggested logo promotion and sizing would suffice for marketing. Catherine Torrez suggested limiting sponsorship opportunities to those attached to

a program, such as the laser light show, and promotion of the vendor could be provided on the screen. Torrez suggested using a banner, with vendor logos, as a photography backdrop and photo opportunity for attendees.

Redfearn summarized discussion, and members agreed, that although sponsorships are a desirable and welcome addition to the event, the physical presence of multiple vendor tents is not desirable and this opportunity could be reserved for a very large sponsorship level. Redfearn further explained that all of the event opportunities, for a given year, could be outlined in a sponsorship package and vendors could choose one or all based on the timing of their marketing needs. Linda Barton suggested, and Torrez contributed to, the idea of using this year's event to market the idea of a laser light show and request sponsorships through announcements from the stage. Walt Mills stated committee needs to decide on additional marketing opportunities in return for sponsorship, i.e. Red White and Sousa t-shirts, banners, table centerpieces, and/or photo backdrop with vendor logos. Redfearn also suggested using a link on the City's website to direct organizations and businesses, seeking sponsorship opportunities, to the appropriate City staff.

Discussion continued regarding what to offer in return for sponsorships this year and future years and how best to respond to the current offer. After lengthy discussion, Committee agreed to explain to vendor that while a sponsorship package is in development, we are only prepared to accept cash donations for the 2015 event in exchange for limited marketing opportunities. The Committee further agreed that the level of recognition would be proportional to current top level sponsor, Baylor Regional Medical Center at Grapevine.

Director Rodne stated she would update Haunted Trails and Committee could discuss enhancements to that event at the next meeting or after Red, White and Sousa.

### **3b** Discussion of items for future agendas

No items were brought forward for future agendas. The Committee agreed to meet again on Wednesday, April 29, 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

Catherine Torrez moved to adjourn the meeting and Linda Barton seconded the motion. The motion carried with a unanimous vote. The meeting of the Colleyville Events Steering Committee was adjourned at 5:49 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

City Hall  
100 Main Street  
Colleyville, Texas 76034  
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<b>Agenda Number</b> 3a	<b>Agenda Date</b> 04/29/2015	<b>Number</b>
<b>Type</b> Regular Agenda Items		
<b>Department</b> Library		

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## **Title**

Discussion and update on Red, White and Sousa 2015

## **Explanation**

Library and Recreation Director Mary Rodne will provide an update on Red, White and Sousa 2015.