



City of Colleyville

Colleyville Special Events

Ad Hoc Committee Agenda

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

Wednesday, August 2, 2017
6:00 p.m.

Colleyville Library – 2nd Floor
110 Main Street

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**

June 28, 2017

3. REGULAR AGENDA ITEMS

- 3a** Review of Calendar of Events
- 3b** Discussion of proposed Movies in the Village
- 3c** Discussion of proposed Fine Arts Fair
- 3d** Discussion of proposed Farmer's Market
- 3e** Discussion of items for future agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, July 28, 2017 by 5:00 p.m.

Kristi Isbell
Administrative Assistant

A quorum of the Colleyville City Council or any Board, Commission, or Committee 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 817.503.1180, and reasonable accommodations will be made to assist you.



City of Colleyville Colleyville Special Events Ad Hoc Committee Minutes

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Wednesday, June 28, 2017
6:00 p.m.

Colleyville Library – 2nd Floor
110 Main Street

1. CALL TO ORDER

Chair Rich Hendler called the Colleyville Special Events Ad Hoc Committee meeting to order on Wednesday, June 28, 2017, at 6:04 p.m.

ROLL CALL: Chair Rich Hendler and members Laurie Crisci, James Gulizia, Amy Redfearn, Cheryl Searle, and Elizabeth Zeitlin; Council Member George Dodson, City Manager Jerry Ducay, Marketing /Communications Coordinator Dustin Dangli, Fire Chief Brian Riley, Library & Recreation Director Mary Rodne, and Administrative Assistant Kristi Isbell

Absent: Chris Putnam

2. REGULAR AGENDA ITEMS

2a Introduction of Committee Members

Chair Rich Hendler invited board members and staff to introduce themselves and provide a description of their previous involvement or interest in special events. Council Member George Dodson explained that the goal of City Council, with the creation of this committee, was to have citizen involvement, consider new ideas, and discuss possible events to be added for community enjoyment.

2b Overview of Current City Special Events

Library and Recreation Director Mary Rodne provided an overview of the current events sponsored by the City of Colleyville. Rodne stated that the purpose of offering special events was to: bring community together, enhance city-wide spirit and pride, promote economic development, promote department programs, and to celebrate holidays. Rodne provided details on the eight events hosted by specific City departments and the four events currently hosted by the City including the Old Tyme Barbecue; Red, White & Sousa; Haunted Trail Fest; and, the Christmas Tree Lighting Celebration.

Rodne provided information and estimated costs on the following proposed events: Movies in the Village, Farmer's Market, Concerts in the Village, and a Fine Arts Fair. City Manager Jerry Ducay added that some events may generate a revenue stream

from vendor fees, which would offset costs, and that any necessary land improvements would be shared by all events.

2c Evaluation and Discussion of Current and Future Events

Discussion ensued regarding future events. Members unanimously agreed that Movies in the Village would be an affordable and popular event for the community. Regarding a Farmer's Market, Elizabeth Zeitlin expressed desire to include products from local groups or organizations. Cheryl Searle stated she does not want to negatively impact our local grocers and agreed with the idea of including local grocers as a vendor.

Amy Redfearn suggested the combination of two events and discussion ensued regarding the benefit of combining a Farmers Market, Fine Arts Fair, and/or live music. Hendler added that the event could include elements of Colleyville's history, and referenced the dairy farm, railroad, and agricultural past.

Rodne requested direction on which other events, in addition to Movies in the Village, to pursue for the near future. Searle stated that, based on discussion, it seemed few members were interested in the idea of Concerts in the Village. Searle added that a stand-alone concert would need to include a high quality artist and it would be better to add a musician to one of the other events. James Gulizia stated that diversifying the event, with a combination of attractions, could broaden the appeal to a larger audience.

Discussion ensued regarding timing and frequency of the events. Ducay explained that, in event planning, there would always be a need to make adjustments in timing and frequency. Ducay stated that an event, such as the Farmers Market, held on successive weeks for a short period of time is less confusing than hosting the event one weekend a month. Elizabeth Zeitlin stated that we should proceed with the plan of hosting a movie event in the very near future. Dodson added that a Farmer's Market would involve more research and not be easy to plan for near future.

Chair Rich Hendler questioned the committee on what to plan for the next meeting and how to plan financially for the events. Ducay suggested that members reach a consensus on the feasibility of two events for fall and a Farmer's Market for the spring and could seek City Council approval for an increase in the current Special Events budget or earmark an amount for Special Events expansion.

Rodne stated that she would provide more details on movie events including dates costs, proposed dates, and movie selection. Hendler stated that he would get more information on the Grapevine Farmer's Market. Zeitlin stated that she would get more information on a Fine Arts Fair.

3. ADJOURNMENT

The Committee agreed to meet on either July 26, 2017 or August 2, 2017 and an email would be sent requesting availability. The meeting adjourned at 7:26 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 Special Events
Ad Hoc Committee
Agenda Briefing**

City Hall
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Agenda Number 3a

Agenda Date 08/02/2017

Number

Type Regular Agenda Items

Department Library

Title

Review of Calendar of Events

Strategic Plan

5.2 Support a variety of community events, concerts and celebrations

Explanation

This item allows the opportunity to review the current Calendar of Events to aid in the planning of proposed events.

Attachments

1. City of Colleyville 2017 Calendar of Events



2017 Calendar of Events

Date	Event Name	Location	Time	Departments Involved	Street Closures?
Jan 27	Winter Ball	Colleyville Center	7:00 – 9:00 p.m.	Recreation	No
Apr 8	Bunny Brunch	Colleyville Center	10:00 a.m. – 12:00 p.m.	Library & Recreation	No
Apr 1	Colleyville Clean Sweep	Colleyville Heritage H.S.	9:00 – 11:00 a.m.	City Manager's Office	No
Apr 22	Texas Junior Anglers	Colleyville Nature Center	9:00 a.m. – 12:00 p.m.	Parks & Recreation	No
Apr 28- Apr 29	Old Tyme Bar-B-Q	Colleyville Center	Friday 6:00 – 11:00 p.m. Saturday 11:00 a.m. – 6:00	City Event Police, Fire & Public Works	Yes
Jun 2	Summer Reading Kickoff	Colleyville Library	6:00 – 8:00 p.m.	Library	No
Jun 5- Jul 22	Summer Reading Program	Colleyville Library	Library Operating Hours	Library	No
Jun 23	Red, White & Sousa	Colleyville Center	6:30 – 10:00 p.m.	City Event Library, Parks, Recreation, Police, Fire & Public Works	Yes
Jul 28	Summer Reading Finale	The Village at Colleyville	5:30 - 8:30 p.m.	Library Parks, Recreation, Police, Fire & Public Works	Yes
Sep 8	Senior Health Fair	Senior Center	9:00 - 11:30 a.m.	Senior Center	No
Oct 3	National Night Out	City Park	6:00 – 9:00 p.m.	Police & Fire Depts.	No
Oct 14	Haunted Trail Fest	Colleyville Nature Center	7:00 – 9:00 p.m.	City Event Library, Parks, Recreation, Police, Fire & Public Works	No
Dec 1	Christmas Tree Lighting Celebration	City Hall / Library	5:00 – 8:00 p.m.	City Event Library, Parks, Recreation, Police, Fire & Public Works	Yes
Dec 13	Senior Holiday Party	Senior Center	6:00 – 9:00 p.m.	Senior Center	No



**City of Colleyville
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Agenda Number 3b

Agenda Date 08/02/2017

Number

Type Regular Agenda Items

Department Library

Title

Discussion of proposed Movies in the Village

Strategic Plan

5.2 Support a variety of community events, concerts and celebrations

Explanation

This item allows the opportunity for a presentation of new information and further discussion of this event.

Attachments



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Agenda Number 3c

Agenda Date 08/02/2017

Number

Type Regular Agenda Items

Department Library

Title

Discussion of proposed Fine Arts Fair

Strategic Plan

5.2 Support a variety of community events, concerts and celebrations

Explanation

This item allows the opportunity for a presentation of new information and further discussion of this event.

Attachments



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Agenda Number 3d

Agenda Date 08/02/2017

Number

Type Regular Agenda Items

Department Library

Title

Discussion of proposed Farmer's Market

Strategic Plan

5.2 Support a variety of community events, concerts and celebrations

Explanation

This item allows the opportunity for a presentation of new information and further discussion of this event.

Attachments



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Agenda Number 3e

Agenda Date 08/02/2017

Number

Type Regular Agenda Items

Department Library

Title

Discussion of items for future agendas

Strategic Plan

1.1 Actively involve and engage stakeholders

Explanation

This item is for the discussion of future agenda items and to set a date for the next meeting, if needed.

Attachments