



# City of Colleyville

## Colleyville Center Advisory Committee Agenda

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

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Monday, August 19, 2019  
5:30 p.m.

Colleyville Center  
5301 Riverwalk Drive

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- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**  
May 20, 2019
- 3. REGULAR AGENDA ITEMS**  
**3a** FY 2019 YTD Update
- 4. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, August 16, 2019 by 5:00 p.m.

Leslie Hill  
Colleyville Center Manager

*A quorum of the Colleyville City Council and/or any other Colleyville 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 Colleyville Center Administrative Assistant at least 48 hours in advance at 817.503.1330, and reasonable accommodations will be made to assist you.*



# City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

City Hall  
100 Main Street  
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[www.colleyville.com](http://www.colleyville.com)

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<b>Agenda Number</b>	<b>Agenda Date</b> 8/19/2019	<b>Number</b>
<b>Type</b> Approval of Minutes		
<b>Department</b> Colleyville Center		
<b>Title</b>		

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## Strategic Plan

## Explanation

## Attachments

1. Center Advisory Com. Mtg. 05-19

**COLLEYVILLE CENTER ADVISORY COMMITTEE  
FY 2019 – SECOND QUARTER MEETING  
MAY 20, 2019  
MINUTES**

**Present:** *Chair Mark Johnson, Al Reddi,, Julie George, Louis Miller, Fred Mills, Anna Nackley, Paul Vigiletti*

*Center Manager Leslie Hill*

**Absent:** *Darla Dennison, Earlene Garvey, Judy Goodwin, Adrienne Lothery, Ronni Orr, Amy Redfearn, Sandi Totherow*

- 1. The Meeting was called to order at 5:35 p.m. by Chair Mark Johnson.**
- 2. The minutes were approved as written for Q2 2019.**
  - a. Fred Mills motioned for approval of the minutes
  - b. Motion was seconded by Paul Vigiletti with no dissension.
- 3. Regular Agenda Items**
  - 3a. Q2 FY19 Performance Update**
    - a) Fred Mills discussed the palladium window replacement.
- 4. Meeting was adjourned at 6:42 p.m. Next scheduled meeting will be Monday, August 19<sup>th</sup> 2019.**
  - a. Mark Johnson motioned for the adjournment of the meeting.
  - b. Motion was seconded by Paul Vigiletti with no dissension.



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<b>Agenda Number</b> 3a	<b>Agenda Date</b> 8/19/2019	<b>Number</b>
<b>Type</b> Presentation and Discussion		
<b>Department</b> Colleyville Center		

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**Title**  
FY 2019 YTD Update

**Strategic Plan**  
1.1 Actively involve and engage stakeholders

**Explanation**

**Attachments**  
1. Colleyville Center YTD 2019 Update Presentation

# Colleyville Center YTD 2019 UPDATE

Leslie Hill, Center Manager

AUGUST 19, 2019



CENTER DASHBOARD	2019 Target	2019 YTD
<b>ECONOMIC IMPACT (CLIENTS USING LOCAL MERCHANTS)</b>	<b>70%</b>	<b>70%</b>
<b>UTILIZATION RESIDENT</b>	<b>13%</b>	<b>4%</b>
<b>NON-RESIDENT</b>	<b>30%</b>	<b>49%</b>
<b>NON-PROFIT</b>	<b>49%</b>	<b>37%</b>
<b>CITY EVENTS</b>	<b>8%</b>	<b>10%</b>
<b>COST RECOVERY</b>	<b>≥ 65%</b>	<b>62%</b>
<b>CUSTOMER SATISFACTION</b>	<b>97.5%</b>	<b>98%</b>
<b>REVENUE</b>	<b>\$230,000</b>	<b>\$136,138</b>
<b>TOTAL EVENTS</b>	<b>320</b>	<b>271</b>

# MARKETING

- Branding
  - New Logo
  - Fall Social Media Launch
    - Wedding Wire
    - Facebook
    - Colleyville.com





## Traditional Print Advertising

- Impact News - 6 months
  - Open House Coverage
  - Grapevine, Keller, Colleyville, circulation
  
- Ft. Worth Magazine
  - September
  - October

## SOCIAL MEDIA

## Wedding Wire

- Inquiries 142
- YTD Tours 25
- Contracts 7
- \$3,250 ( average revenue per weekend event)
- x 7 = \$22,750 revenue
- Cost per lead \$21.00
- Cost per sale \$464



# SOCIAL MEDIA

and we can't wait to show you!



Hint: It's awesome.

Find out at our Open House on  
Sunday, September 29th, 2pm-6pm



## We'll make you look good.

Whether you are hosting a few or a few hundred we offer a variety of beautifully appointed gathering spaces with all inclusive A/V, free wi-fi and ample free parking.



## COLLEYVILLE CENTER

Your event. Your way. Our place.



## Colleyville Center

*...because sometimes the coffee shop just won't do.*

Coffee shops are quaint. They are also noisy and not so private.

Whether you are hosting a few or a few hundred we offer a variety of beautifully appointed gathering spaces with all inclusive A/V, free wi-fi and ample free parking.

*And we have coffee too.*

*All you need to do is show up and impress your guests.*



*Colleyville Center*  
everything happens here

meetings » trade shows » seminars » graduations » weddings » receptions » events

COLLEYVILLE  
*Center***CENTER BUILDING ENHANCEMENTS****TOTAL PROJECT EXPENSE:** \$401,169\$347,069 Courtyard / Window Fix  
Stage Repair / Ceremony/Trellis

\$ 24,700 Engineering /Architectural

\$ 4,400 Soil Report / Survey

\$ 15,000 Landscaping

\$ 10,000 Construction Contingency



# COLLEYVILLE CENTER

## BLUEBONNET COURTYARD FEATURES



- 3900 sf plaza with stone pavers
- New masonry screen walls
- 2 Accent water features
- Landscape bed accents
- Masonry and Steel Trellis
- Double doors
- 2 Iron gated entries

MARK YOUR CALENDAR FOR FUTURE ADVISORY MEETINGS



NOVEMBER 18, 2019

FEBRUARY 17, 2020

MAY 18, 2020

AUGUST 17, 2020