



City of Colleyville

Colleyville Center Advisory Committee Agenda

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

Monday, November 18, 2019
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
August 19, 2019
- 3. REGULAR AGENDA ITEMS**
 - 3a** Review of the 2019 Year-to-Date Performance
- 4. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards Friday, November 15, 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.

**COLLEYVILLE CENTER ADVISORY COMMITTEE
FY 2019 – THIRD QUARTER MEETING
AUGUST 19, 2019
MINUTES**

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

Center Manager Leslie Hill, Center Sales & Event Specialist Ronni Orr

Absent: *Lakkurreddi Alagarsamy, Darla Dennison, Earlene Garvey, Adrienne Lothery, Amy Redfearn, Sandi Totherow*

1. The Meeting was called to order at 5:33 p.m. by Chair Mark Johnson.

- a. This was an unofficial call to order since a quorum was not met.

2. The minutes were approved as written for Q3 2019.

- a. There was no motion for approval of the minutes.
- b. Motion was not seconded.

3. Regular Agenda Items

3a. Q3 FY19 Performance Update

- a) Paul Vigiletti volunteered to gather information (i.e., capacity, pricing, etc.) of new event venue (Montclair) and report back to Leslie.
- b) Question (Paul Vigiletti): Does the \$15K landscaping cost include the front of the Center?
 - a. Answer (Leslie Hill): No, the front of the Center is not included.

4. Meeting was adjourned at 6:14 p.m. Next scheduled meeting will be Monday, November 18th 2019.

- a. This was an unofficial adjournment since a quorum was not met.
- b. There was no motion for the adjournment of the meeting.
- c. Motion was not seconded.



City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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

Agenda Number 3a	Agenda Date 11/18/2019	Number
Type Regular Agenda Items		
Department City Secretary		
Title		
Review of the 2019 Year-to-Date Performance		

Explanation

Staff will provide a Fiscal Year 20 year-end review.

Attachments

1. Colleyville Center FY20 Year-End Review presentation

Agenda

- FY 2019 Annual Performance Update

2019

- 314 Events
- Market competition continues to increase in region
 - Corporate venue management Multiple locations in DFW
 - Colleyville venues
 - Montclair
 - Aristide (Formerly Piazza)
- Center policy changes in 2018 affected 2019 bookings
 - Weekend capacity decrease from 300 to 200
 - Deposit increased from \$500 to \$1,000

CENTER DASHBOARD	2019 TARGET	2019
ECONOMIC IMPACT (CLIENTS USING LOCAL MERCHANTS)	70%	70%
UTILIZATION RESIDENT	13%	14%
NON-RESIDENT	30%	31%
NON-PROFIT	49%	46%
CITY EVENTS	8%	9%
COST RECOVERY	≥ 70%	50%
CUSTOMER SATISFACTION	97.5%	97.5%
REVENUE	\$230,000	\$158,242
TOTAL EVENTS	320	314

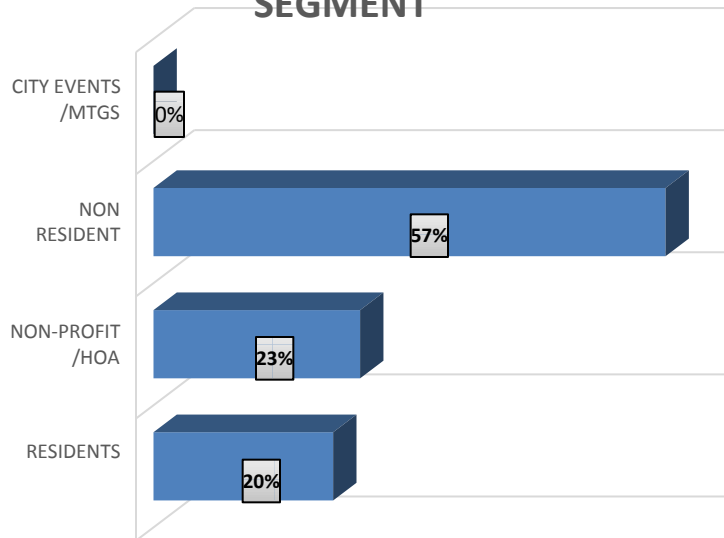
BUSINESS ACCOMPLISHMENTS

- 97.5% Customer satisfaction metrics met target
- Secured grant funding from local non-profits
 - \$10K Colleyville Garden Club
 - \$ 2K Colleyville Lions Club
- Bluebonnet Garden completed providing additional revenue opportunities

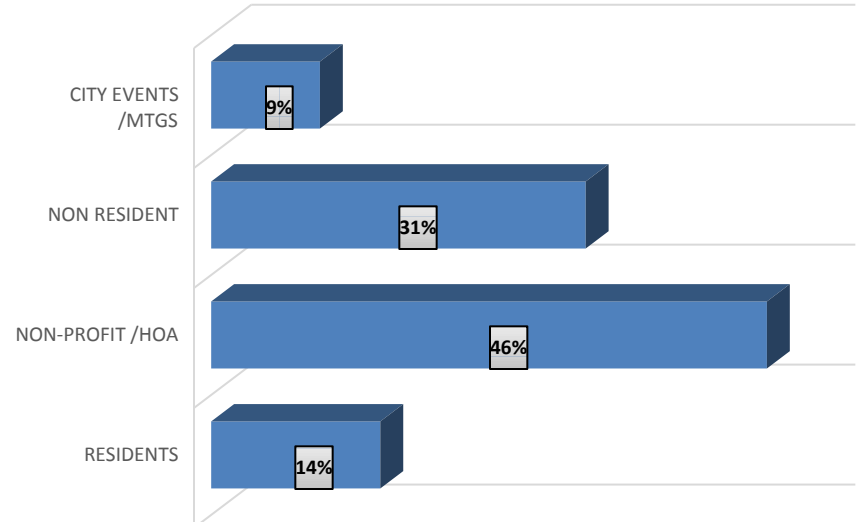
CUSTOMER SERVICE

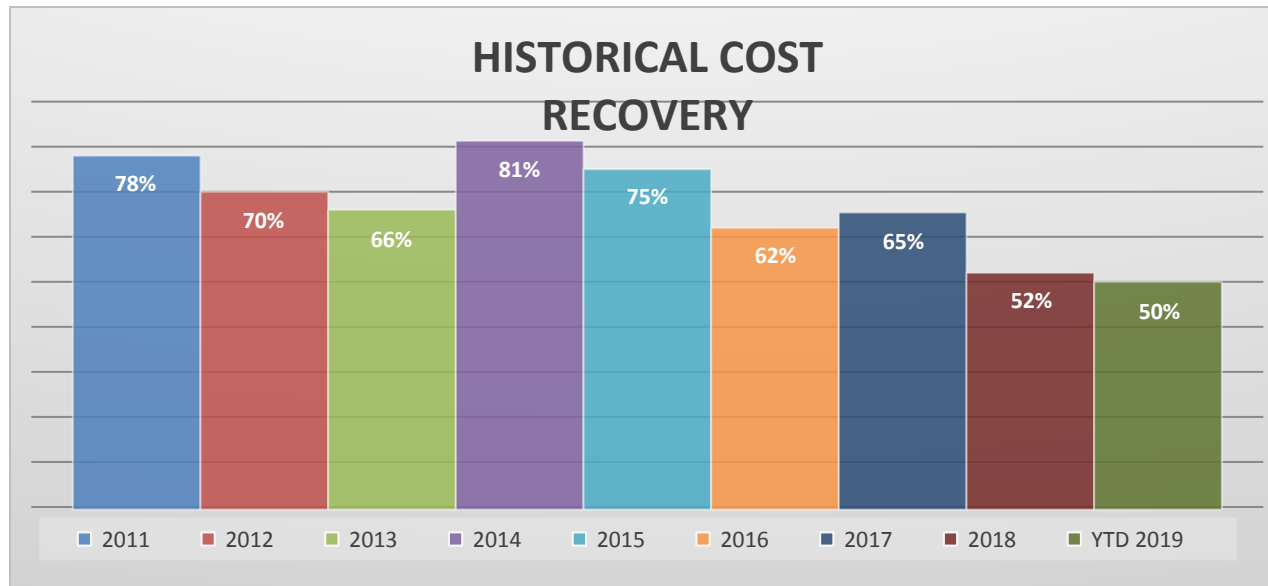
- Customer satisfaction- “Excellent” rating- 97.5%
- Multiple pre-event contacts continues for 5th year to determine client technical, room layouts, and vendor needs
- Follow up includes personalized thank-you card, request for online recommendations
- Music-Lobby and Bluebonnet Patio

FY19 REVENUE BY SEGMENT



FY19 utilization by segment





FY2019 MILESTONES

January/February 2019 – Designs/ estimates fine tuned for patio addition, stage construction

April 2019- Construction bids accepted for review

May 2019- City Council approved contractor bids

Summer 2019 - Construction began

Bluebonnet Garden completed

Palladium Window fixed and doors installed

September 2019-Center open house

FY2020 PLANS

October 2020 –Trees (22) planted on grounds

Summer 2020- Roof replacement

2020 CENTER ADVISORY MEETINGS

FEBRUARY 17

MAY 18

AUGUST 17

NOVEMBER 16