



City of Colleyville

Colleyville Center Advisory Committee Agenda

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

Monday, August 17, 2020
5:30 p.m.

Colleyville Center
5301 Riverwalk Drive

1. CALL TO ORDER

2. APPROVAL OF MINUTES

February 10, 2020

3. REGULAR AGENDA ITEMS

3a Fiscal Year 2020 Update

3b Fiscal Year 2021 Planning

3c Discussion of Items for Future Agendas

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, August 14, 2020 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 2020 – FIRST QUARTER MEETING
FEBRUARY 17, 2020
MINUTES**

Present: *Co-Chair Louis Miller, Julie George, Fred Mills, Earlene Garvey, Paul Vigiletti, Darla Dennison, Judith Goodwin, Lakkureddi Alagarsamy, Center Manager Leslie Hill*

Absent: *Chair Mark Johnson, Amy Redfearn, Anna Nackley*

- 1. The meeting was called to order at 5:40 p.m. by Co-Chair Louis Miller.**
- 2. The minutes were approved as written for Q3 2019 (August 19, 2019) as the November 18, 2019 did not have a quorum.**
 - a. Julie George motioned for approval of the minutes
 - b. Motion was seconded by Paul Vigiletti with no dissension.
- 3. The minutes were approved as written for Q4 2019 (November 18, 2019).**
 - a. Julie George motioned for approval of the minutes
 - b. Motion was seconded by Darla Dennison with no dissension.
- 4. Regular Agenda Items**
 - a. Q1 FY20 Performance Update
 - Julie George commented on profitability of weekday business clients and discussion ensued about marketing ideas to increase this type of business.

Follow up on Advisory queries and items for future discussion:

 - Staff stated there was no City ordinance to discourage feeding of geese; however, the Parks Department had installed laser lighting in ponds that seemed to be effective in reducing quantity of geese.
 - Staff stated May agenda would include discussion of FY21 budget planning and increase in rates to resident and non-resident structure, excluding non-profits.
 - Discussion ensued regarding a 4-hour versus 8-hour rate structure. Julie George suggested a last minute booking incentive of 4-hour weekend rental. Darla Dennison suggested a special 4-hour rental package for baby/wedding showers.
 - Paul Vigiletti suggested directional signage to Colleyville Center and Justice Center from Colleyville Blvd., Glade Road, and Hall-Johnson Road.
 - Discussion ensued about possible restroom upgrade in future.
- 4. The meeting was adjourned at 6:45 p.m. The next scheduled meeting is scheduled for Monday, May 18, 2020.**
 - a. Darla Dennison motioned for the adjournment of the meeting.
 - b. Motion was seconded by Fred Mills with no dissension.



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 8/17/2020	Number
Type Regular Agenda Items		
Department Colleyville Center		
Title		
Fiscal Year 2020 Update		

Explanation

Staff will provide an update on FY20 revenue, facility updates, and Covid-19 challenges.

Attachments

1. CCAdvisory 08.17.20

Colleyville Center FY 2020 Update

Leslie H. Hill

August 17, 2020

Colleyville Center Advisory Committee

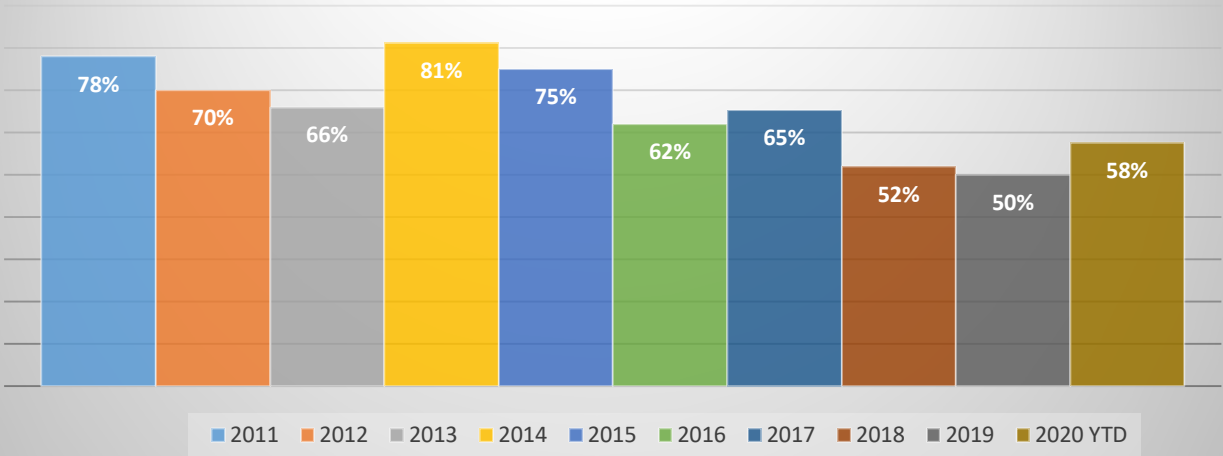
August 17, 2020

Agenda

- FYTD 2020 Performance Update
- FY 2021 Planning

2020 YTD Performance	
Revenue	\$79,932.98
Expense	\$138,753.64
Events	173
Cost Recovery	58%

HISTORICAL COST RECOVERY



Center Marketing / Sales

March

- Center Closed Along With City Buildings To Public
- 70 Scheduled Events Cancelled
- Weekend Events Moved to August-October

April / May

- Center Open By Appointment Only For Tours
- Staff Deployed To Support Business Initiatives

June

- Center Capacity Mandated 25% For Booking
- Center Capacity Mandated 50% For Booking
- Center Hosted 12 Events June-July

July

- 50% Capacity Mandate Remains
- 4 July Events Booked
- 80% August Events Cancelled / 50% Moved To Spring
- Continue to Accommodate Weekend Event Moves

August

- Center Capacity Mandated 50% For Booking
- Estimate 50% Decline in 2021 Revenue
- Developing Hybrid Meeting & Floor Plans For Business Retention

A large, well-lit banquet hall with round tables set for a formal dinner. The room features large arched windows, a stage with a screen, and a polished wooden floor.



Pandemic Marketing: Impact News, April & July 2020

Ready to get back to business?
Our doors are open!

Colleyville Center

5301 Riverwalk Drive, Colleyville 76034
817.503.1330 | facebook.com/colleyvillecenter



When a big day calls for a smaller gathering,
check out our socially accepted spaces!



intimate, elegant indoor and outdoor spaces.

817.503.1330 | 5301 Riverwalk Drive, Colleyville



Colleyville Resident Nature Hunt

at the Colleyville Center

**FREE
PRINTABLE
NATURE
HUNT**

>>> COLLEYVILLE.COM <<<



Families explored the Center grounds and received a Shop Colleyville To-Go Card to support local businesses.

Pandemic Marketing: Client Appreciation

Covid-19 disrupted many spring celebrations.

Affected clients received a “thank you”, small gift card, and a Shop Colleyville To-Go Card as an extension of our gratitude for their continued trust.



Facility Improvements During Pandemic

Spring: South Arbor Garden construction & landscaping

Sidewalk constructed from parking lot to south entry



Summer: Roof replacement

Interior painting including walls and trim

Office flooring replacement



2021 Planning

Resident Rates

Maintain 20% discount

Increase Rental Block From 8-10 Hours

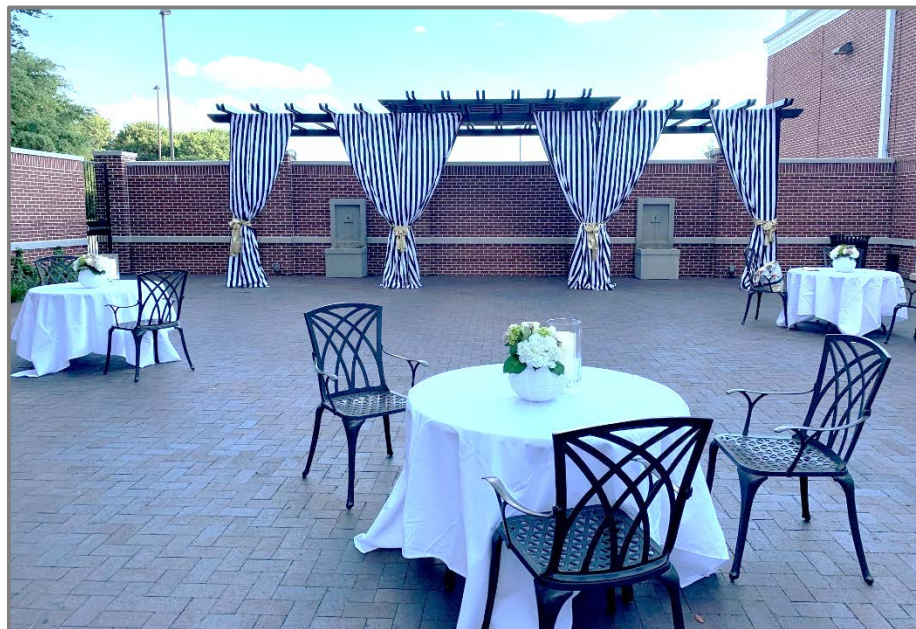
Non-Resident Rates

- Friday/Sunday \$2,500 (currently \$2,100)
- Prime Saturday: \$3,000 (currently \$2,500)
- Increase Rental Block From 8-10 Hours
 - Most Clients Add Two Additional Hours at \$250/hr. =\$500
 - Venue Market Parity With 10 Hour Block
 - Center Remains Competitive In Weekend Rental Market

Sanitation \$50-\$75

- Pre & Post Event To Preserve and Deliver Cleanliness
- High Touch Areas

- Draping for Outdoor Pergolas
- Outdoor Chandeliers
- Up-Lighting





2020 CENTER ADVISORY MEETINGS

NOVEMBER 16

2021 CENTER ADVISORY MEETINGS

FEBRUARY 15

MAY 17

AUGUST 16

NOVEMBER 15



City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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

Agenda Number 3b	Agenda Date 8/17/2020	Number
Type Regular Agenda Items		
Department Colleyville Center		
Title		
Fiscal Year 2021 Planning		

Explanation

Staff will provide information on planning strategies, considerations, and goals for FY21.

Attachments



City of Colleyville Colleyville Center Advisory Committee Agenda Briefing

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

Agenda Number 3c	Agenda Date 8/17/2020	Number
Type Regular Agenda Items		
Department Library		
Title		
Discussion of Items for Future Agendas		

Explanation

This item allows for discussion of items on future agendas, follow up on previous issues, and to remind of the next meeting date.

Attachments