



INSIDE THIS ISSUE	
Advisory Board Calendar & Upcoming Special Events	1-2
Departmental Updates	
Convention and Visitor's Bureau	3-4
Communications	5
Information Technology	6
Technology Board	6
Utility Billing	7



*“There is only one way to avoid criticism: do nothing, say nothing, and be nothing.”*

Aristotle

*“The two most important days in your life are the day you are born and the day you find out why.”*

Mark Twain

## BOARD MEETINGS

JANUARY						
S	M	T	W	T	F	S
			H	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	H	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	H	18	19	20	21	22
23	24	25	26	27	28	

-  City Council
-  Planning and Zoning
-  Economic Development Corporation
-  Community Development Corporation
-  Board of Adjustment
-  Technology Board
-  Library Board
-  Community Image Advisory Board

## UPCOMING SPECIAL EVENTS

## Upcoming Parks and Rec Events

### Polar Open Disc Golf Tournament

**Date:** Saturday, January 25<sup>th</sup>

**Time:** 7:00a.m. – 6:00 p.m.

**Location:** Bill Allen Memorial Park, 5900 Carroll

**Cost:** Varies by division

### Daddy & Daughter Dance

**Date:** Saturday, February 1<sup>st</sup>

**Time:** 3:00pm / 5:00pm / 7:00pm

**Location:** Cascades Event Center, 5909 Stone Creek Dr.

**Cost:** \$35 per couple; \$10 for each additional child; \$12 corsage; \$4 boutonniere; \$14 corsage / boutonniere combo

### Kids Chase By The Lake

**Date:** Saturday, April 12<sup>th</sup>

**Time:** 8:00 a.m. – 11:00 a.m.

**Location:** Stewart Creek Park, 3700 Sparks Rd

**Cost:** TBD

### Spring Eggstravaganza

**Date:** Thursday, April 17<sup>th</sup>

**Time:** 6:00 p.m. - 8:00 p.m.

**Location:** The Colony Five Star Complex, 4100 Blair Oaks

**Cost:** \$3 per child in advance; \$5 per child on event day

### Movies in the Park – “TBD”

**Date:** Friday, May 9<sup>th</sup>

**Time:** 7:00 p.m. gates / 8:00 p.m. movie

**Location:** Five Star Complex, 4100 Blair Oaks

**Cost:** None

### Mother Son Luau

**Date:** Saturday, May 31<sup>st</sup>

**Time:** 5:30 p.m. - 7:30 p.m.

**Location:** The Colony Aquatic Park, 5580 N. Colony Blvd

**Cost:** \$25 per couple, \$10 each additional child

## Upcoming Library Events

### Spanish/English Bilingual Story Time

### Hora de Cuentos Bilingüe Español / Inglés

Sponsored in part by Target

**Date:** Sundays, January 12<sup>th</sup>, & 26<sup>th</sup>

**Time:** 2:00 p.m.

**Location:** The Colony Public Library 6800 Main Street

**Cost:** Free

### Early Dismissal Family Movie

**Date:** Friday, January 17<sup>th</sup>

**Time:** 1:30 p.m.

**Location:** The Colony Public Library 6800 Main Street

**Cost:** Free

### eReader Office Hours

**Dates & times:**

Wednesday, January 15 at 7 p.m.

Friday, January 24 at 2 p.m.

**Location:** The Colony Public Library 6800 Main Street

**Cost:** Free

## CONVENTION AND VISITORS BUREAU

Here's a brief look at what's been happening the past month in the city's Convention & Visitors Bureau:

### December Recap

- 🌲 In the month of December the CVB sent out 54 visitor guides electronically and 53 by mail.
- 🌲 The following topics were promoted through social media in December: Holiday in the Park, The Colony Christmas Spectacular, Parade of Lights, T.C. Tex, The Colony Public Library, Lakeside Community Theatre, TopGolf, A Royal Touch, Fro Yo & Mo, Tribute Golf Club, shoreline trails, Spec's Deli, The Colony Café, New Years, Texas Parks and Wildlife, Maza Bar & Grill, THE Lake-THE Golf-THE Fun, Nebraska Furniture Mart (#CrazyNFMFacts), Holiday Songs (#MerryMondays), The Colony Animal Services, La Flor Mexican Grill & Cantina, Geocaching, Lone Star Hot Yoga, Chick-fil-A, Lakeway Baptist Church living nativity, Lasertag, Lakeside Community Theatre, First United Methodist Church Christmas piano concert, Lakes Lanes, Fun Times Magazine, Tommy Thomas Cougar Classic and Zen.
- 🌲 The Colony CVB sent out its annual holiday card. This year the card featured the Tribute Shoreline Trail and TopGolf, both new attractions opened in 2013, as well as Grandscape and the future of The Colony. Diane arranged photo shoots at both TopGolf and Grandscape in order to create a one-of-a-kind card of holiday greetings and updates.



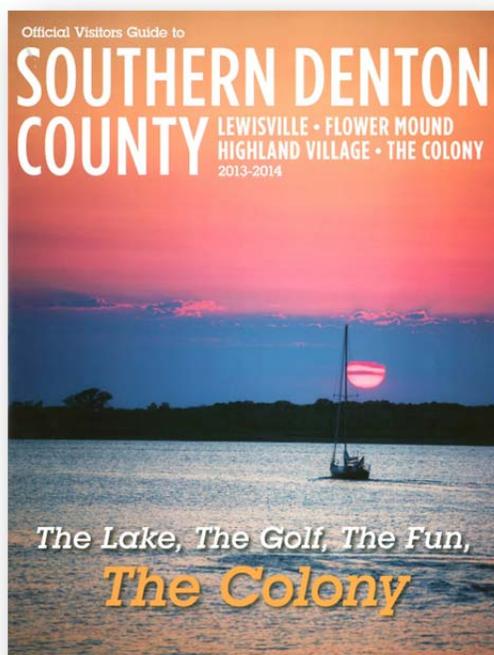
- 🌲 The CVB spent the afternoon updating, replacing and repairing its 20 local Geocaches. We have hidden caches in various parts of town to encourage Geocachers to visit different neighborhoods, parks and amenities throughout the city.
- 🌲 Diane participated in the day spent with some students from The Colony High School speaking to them about the roles of The Colony Convention & Visitors Bureau and the Communications department. She answered questions and shared our visitors guide, Southern Denton County Visitors Guide, website, tourism video and explained many of the various planning guides available for download from our CVB site. All of the different methods of communication available to our residents, visitors and businesses were also reviewed.
- 🌲 In an effort to continuously market The Colony as a tourism destination, The Colony CVB enrolled in the Texas Travel Industry Association (TTIA) Brochure File Folder program allowing travel industry professionals an

opportunity to download brochures to help them plan vacation travel to Texas for their clients. Once our listing goes live, visitors to: <http://discovertx.com/> will be able to order multiple quantities of our visitors guide.

- 🚩 The CVB sent out a holiday themed eBlast wishing our 2,788 contacts a happy holiday season.



- 🚩 The new Southern Denton County Visitors Guides have arrived! We have a fresh supply of the redesigned guide ready for distribution in 2014.



- 🚩 Throughout the month of December the CVB has been updating many of its downloadable materials found on VisitTheColonyTx.com in preparation for the new year. The CVB website hosts documents such as a Meeting Accommodations Summary, various maps, Meeting Planners Guide, Playbook, coupons and the official visitors guide.
- 🚩 In an effort to continually educate the public on the importance of travel in North Texas, the CVB posted an editorial, “Changes in North Texas Travel” highlighting some of the changes expected as a result of the American Airlines and US Airways merger as well as the expiration of the Wright Amendment. [http://visitthecolonytx.com/documents/PressRelease\\_ChangesinNorthTexastravel\\_12-2013.pdf](http://visitthecolonytx.com/documents/PressRelease_ChangesinNorthTexastravel_12-2013.pdf)

## COMMUNICATIONS

Here's a brief look at what's been happening the past month in the city's Communications Department:

- ▲ The second behind-the-scenes story posted to the city's blog ([thecolonytx.wordpress.com](http://thecolonytx.wordpress.com)) revisited the "Icepocalypse" of early December and featured interviews with representatives from several city departments. The story focused on the city's overall response to the icy weather conditions, from road hazards and public safety issues to customer service and special events. Communications staff members worked quickly following the ice storm to gather information and publish the story in a timely fashion. The blog post subsequently received 185 page views in one day, which also drove web traffic over to the blog's first story about Animal Services for an additional 82 page views that same day.
- ▲ Communications staff members continually work closely with other departments to edit, draft, and/or distribute a variety of press releases relating to city operations and events. Those efforts, among other engagements with local media, have resulted in coverage of:

  - Q&A with Mayor Joe McCoury featured in the Jan. 3, 2014, edition of *neighborsgo*. The mayor's photo was also included on the cover of the edition;
  - deliberations of the city council, specifically approval of the sale of land to Atlantic Hotels Ltd. for new hotel development and funding for the wastewater treatment plant expansion;
  - information regarding trash and recycling services during the holidays was published in *neighborsgo*, *The Dallas Morning News* Metro section, and their related websites;
  - development along the SH121 corridor in a year-in-review story in *neighborsgo*;
  - temporary malfunction of the traffic signal at SH121 and Main Street, alerting area motorists to expect delays or avoid the intersection during repairs; and,
  - ongoing events and activities taking place at The Colony Public Library.
- ▲ Since Dec. 10, the city's official Twitter account, @TheColonyTexas, has seen a net increase of 13 new followers, bringing the total to 585. Since the previous count, social media moderators have sent out 43 unique Tweets promoting city events and other information relevant to the city's residents.
- ▲ The city's official Facebook page has accumulated a net total of 27 new "Likes," or followers since the last update, bringing the total to 2,080. Facebook metrics indicated followers were particularly interested in: ongoing updates regarding the status of traffic signals along Memorial Drive; a flu season report from the Denton County Health Department; and an announcement regarding the presence of multiple helicopters delivering materials to the Nebraska Furniture Mart site.

If you are not already following us on social media sites, we'd love for you to keep up with at what's happening in the city at: [facebook.com/thecolonytexas](https://www.facebook.com/thecolonytexas) and [twitter.com/thecolonytexas](https://twitter.com/thecolonytexas) . You can also sign up to receive information via email at: [Citizen Action Center](#)



TheColonyTexas



TheColonyTexas



CityofTheColonyTX

## INFORMATION TECHNOLOGY

For the month of December the department closed 93 helpdesk tickets and deployed 17 new computers.

The new email server still has a few issues that need to be resolved. We are working with the consultant and hardware manufacturer.

The I.T. department has developed a new online application process however we need dedicated time to work on this. We are able to accept applicant data however we still need to complete the programming required to fill in the PDF form and print it out.

We have completed upgrading the computers in the community center lab with additional memory and Windows 7. We are waiting for software that will assist us in maintaining these machines and limit trouble calls.

We identified a load imbalance between the battery backup systems during the ice storm power outage. We have redistributed the load more evenly between the systems which will give us an additional 20 minutes of run time.

## TECHNOLOGY BOARD

### Board Members

**Stephen Hoffman, Chairman**

**Lyle Snider, Vice-Chairman**

**Juan Martinez, Secretary**

**Joye Grube**

**Allen Harris**

**Bill Swink**

**Kevin Van Winkle**

**Council Liaison's: Jeff Connelly and Joe McCourry**

**Staff Liaison: Ted Ringener**

The Technology Board met on January 6, 2014 where we discussed website hosting vendors, License plate readers and Cameras to provide views of the city. The board is still gathering information on webhosting companies and will present that information at the meeting on February 3, 2014.

## UTILITY BILLING

The Colony Utility Department has added a new payment feature to add ease and convenience for the residents and businesses. Credit card auto draft has become a very popular means of payment for the monthly water bill. There is no fee to use this service. The bill amount is charged to the credit card each month on the due date. Residents will continue to receive the monthly bill for review, the payment will be automatic. Enrollment is simple: email the request to enroll into credit card auto draft with a copy of your driver license and a phone number to: [utilityadmin@thecolonytx.gov](mailto:utilityadmin@thecolonytx.gov).

A Customer Service Representative will contact the enrollee to obtain the credit card information and enter the information into a secure 'vault'. Those interested in enrolling can also visit us at City Hall, 6800 Main Street, The Colony, TX, 75056. Provide driver license and credit card (Master Card/Visa) to be drafted. As a reminder when enrolled in the credit card draft: if the card has expired or the resident receives a new card number, inform the utility department with the new information so there is no interruption in the auto draft. In addition to the credit card draft, The Colony Utility also offers payment acceptance through an IVR (automated phone payment), through the City's website, bank draft (checking/savings), night deposit as well as in-office payments and regular mail. Automated phone payments are accepted at 972-625-2741 option 4, no fee and accepted 24\*7.

Web payments are accepted at <https://www.municipalonlinepayments.com/thecolonytx> , fee of \$1.25 and accepted 24\*7. Any resident that would like more information on any of these payment options is encouraged to visit our website at [www.thecolonytx.gov](http://www.thecolonytx.gov) or call at 972-625-2741. The Customer Services Department is continually researching additional convenient options for our residents regarding the water utility. Stay tuned for the future! Happy New Year from the Customer Services Representatives at The Colony Water Department.