



**MAIN STREET FEST AD HOC COMMITTEE MEETING  
CITY HALL - CONFERENCE ROOM D  
300 W. MAIN STREET, GRAND PRAIRIE, TX 75050  
MONDAY, MARCH 06, 2023 AT 4:00 PM**

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**MINUTES**

**CALL TO ORDER**

*Committee Chairman Mike Del Bosque opened the meeting at 4:09 p.m.*

**PRESENT:**

*Council Member District 3 Mike Del Bosque*

*Mayor Pro Tem Cole Humphreys – entered meeting at 4:12 p.m.*

*Council Member District 5 Kurt Johnson*

*Former Park Board Chairman B.J. Nichols*

*Former Park Board Vice Chairman John Stewart*

**AGENDA ITEMS**

1. Minutes of the January 24, 2023, Main Street Fest Ad Hoc Committee Meeting

*Motion to approve made by Council Member Johnson, seconded by Former Park Board Chairman B.J. Nichols. The motion carried unanimously.*

2. Main Street Fest 2023 Update

*Parks, Arts and Recreation Director Duane Strawn presented to the committee the Main Street Fest 2023 Update.*

*Mr. Strawn discussed the sponsorship progress noting staff is working diligently with JL Event Pro on sponsorships. Mr. Strawn mentioned that through JL Event Pro, the WFAA partnership has been confirmed. This opportunity will allow for onsite presence, e-blasts, social media, interactive activities, and online event listings. Also mentioned was JL Event Pro has contacted over seventy-five companies, thirty of those companies are in Grand prairie and Arlington, and the list of national companies was presented. Council Member Johnson asked that contact be made with Big Shots instead of Top Golf, and to also include Lockheed Martin. Mr. Strawn said he would follow up with JL Event Pro with these requests. Mr. Strawn said Asia Times Square and Alley Cats have committed to be Friends of the Event Sponsors, at the \$2,500 level.*

*Mr. Strawn presented the radio marketing with radio station options for selection. Committee Chairman Del Bosque selected KNON and Fierro HD for the Spanish station options. Council Member Johnson selected 97.9 The Beat for one of the R&B station options and Former Park Board Vice Chairman Stewart selected KRNB 105.7 as the other R&B station option. Mr. Stewart requested KLTU 94.9 be added as an option. City Manager Steve Dye asked staff to select the best deal for the county station option.*

*Mr. Strawn presented the talent schedule to the committee and advised the music lineup is full noting this information will be on the city website, Main Street Fest webpage and sent via email blast.*

*Former Park Board Chairman Nichols inquired on the price increase of one of the performers. City Manager Steve Dye mentioned that in the past the price quoted by this performer was a hometown deal but due to it being a headliner act this year the price was increased. Mr. Nichols said he was not in agreement with the price increase by this performer as a price was quoted previously. Mayor Pro Tem Humphreys said that he become comfortable with the increase as the performer is the Friday night headliner. Council Member Johnson and Committee Chairman Del Bosque commented that they agreed with the price increase submitted by this performer. Mr. Dye said city staff does not have the expertise to manage musical contracts, adding this event is getting out of the city's bandwidth and look into letting AEG book the musical acts in the future for this event as that's their business. Mr. Dye said he would follow up with the committee after the event for guidance on how to proceed next year.*

*Mr. Strawn discussed the VIP Tent/Access and mentioned passes will be handed out at the April 18, 2023 City Council meeting. Mr. Dye asked that the same consideration on passes be given to Mr. Nichols and Mr. Stewart for their efforts in this committee. Mr. Strawn reviewed the VIP tent layout with the committee, Mr. Strawn also mentioned the VIP tent capacity is for one hundred guests, employee and police will monitor entry and the tent sides can be let down or up to accommodate for the weather. Mr. Stewart noted he recalled last year Sunday was closed due to inclement weather. Deputy City Manager Cheryl De Leon mentioned staff along with the emergency management team monitor the weather closely and review a lot of data before a cancellation takes place. Mr. Strawn explained that an emergency evacuation plan is in place in case of inclement weather.*

*Mr. Strawn invited the committee to a food tasting following the committee meeting and would appreciate their feedback on the food options they would like to have in the VIP tent. Council Member Johnson inquired on the food and beverages provided to the performers. Mr. Strawn said performers are given a buyout option in their contract to take care of their own meals, if not, then the performers will receive a box meal. Council Member Johnson asked if it can be reconsidered to give performers the same meals as in the VIP tent. Mr. Stewart said that he is not against Council Member Johnson's recommendation but feels performers should be able to take care of themselves. Mr. Dye said staff will make sure the green room is stocked with water, soft drinks, and snacks.*

*Committee Chairman thanked staff for the presentation and commented this year's lineup has better acts and came under budget. Mayor Pro Tem Humphreys said the event came under the expanded budget.*

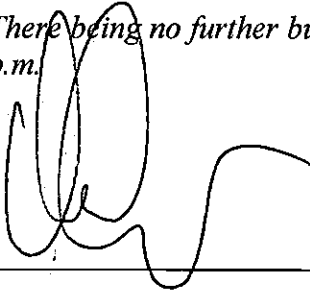
*Mr. Dye thanked each committee member for their time and efforts, also mentioned that Mayor Ron Jensen selected Mr. Nichols and Mr. Stewart to be on the committee for their exemplary contribution to the Parks Board.*

**CITIZEN COMMENTS**

*There were no citizen comments.*

**ADJOURNMENT**

*There being no further business, the Main Street Fest Ad Hoc Committee meeting adjourned at 4:50 p.m.*



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*Mike Del Bosque, Committee Chairman*

*05.15.2023*

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*Date*