



**MAIN STREET FEST AD HOC COMMITTEE
MEETING
CITY HALL - COUNCIL BRIEFING ROOM, 300 W. MAIN STREET
TUESDAY, JANUARY 24, 2023 AT 4:00 PM**

MINUTES

CALL TO ORDER

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

PRESENT:

Council Member District 4 Mike Del Bosque

Mayor Pro Tem Cole Humphreys

Council Member District 6 Kurt Johnson

Former Park Board Chairman B.J. Nichols

Former Park Board Vice Chairman John Stewart

AGENDA ITEMS

1. Minutes of the June 13, 2022, Main Street Fest Ad Hoc Committee

Motion to approve made by Mayor Pro Tem Humphreys, Seconded by Council Member Johnson. Motion carried.

Voting Yea: Chairman Del Bosque, Mayor Pro Tem Humphreys, Council Member Johnson, Mr. Nichols, Mr. Stewart

2. 2023 Main Street Fest Update

Chairman Del Bosque gave the floor to Parks, Arts and Recreation Director Duane Strawn who presented the Main Street Fest information on Committee Findings, Recommendations for VIP Tent Operations, Ticket Allocation and Food/Beverages. The presentation also contained information on music selection and headliners, Radio/Marketing Plan, Budget, and Layout.

Mr. Strawn discussed the "Sponsorship Opportunities Packet" which includes information about Main Street Fest 2023, Website/ Social Media Stats, Branding Information, Title Sponsor Details, Gold Sponsor Details, Silver Sponsor Details, "All You Can Ride" Sponsor Details, VIP Tent Sponsor Details, Bronze Sponsor Details, Friends of the Event Details, and contact information. Mr. Strawn indicated the sponsorship packet was sent out, and Deputy City Manager Cheryl De Leon shared that staff has not yet received any responses.

Chairman Del Bosque asked if this was the exact packet sent, and Mr. Strawn confirmed. Chairman Del Bosque said the sponsorship opportunities he had lined up all fell through and he currently does not have any suggestions. Council Member Johnson inquired about the deadline for the sponsors, whether the packet was distributed digitally or by mail, and asked if there was an email or cover letter providing more information about timelines. Mr. Strawn advised it was sent via email and said staff follows up with sponsors biweekly. Council Member

Johnson indicated mail would be more professional. Mr. Strawn said he would follow up with staff and provide an update.

Ms. De Leon shared that sponsorships are tough and require boots on the ground noting most cities or organizations hire companies to help with sponsorship options. Council Member Johnson asked which staff members oversee sponsorships, and Mr. Strawn indicated Ms. Whitney Walters is the Special Events Manager. Ms. De Leon confirmed it is not Ms. Walters primary role, but a small part of her job duties. Chairman Del Bosque said he did not favor the packet. Ms. De Leon said if the committee wants to attract higher dollar sponsors, there will be an additional cost and asked if the committee desires it. Council Member Humphreys, Chairman Del Bosque, and Council Member Johnson agreed. Council Member Johnson asked if hiring a company for sponsorships could still happen in 2023. Ms. De Leon advised a budget is already in place to cover all the expenses that are currently planned; therefore, obtaining sponsorship this year may not be necessary. Mayor Pro Tem Humphreys agreed the city should raise the budget rather than sell sponsorships and since the event is already funded there is no need to sell sponsorships. Council Member Johnson said sponsorships can bring higher level acts.

Chairman Del Bosque discussed sponsors in the area and said he would like to see local radio stations advertising the event. He also noted Mayor Jensen increased the budget this year so that there would be funding for 2023. Council Member Johnson suggested hosting a mixer at City Hall to present a sponsorship packet to different organizations. There was discussion on advertisement and promotion of the event via radio. Mr. Strawn asked the committee if they had suggestions on preferred radio stations they would like staff to contact for advertising. A discussion ensued regarding extending the reach of radio ads and promotions. Ms. De Leon advised previous radio promotions did not target the metroplex but instead focused primarily on promoting within Grand Prairie. The committee suggested a variety of stations should be considered and noted KNON radio station may have a list of Latino radio sponsors.

Mr. Strawn discussed VIP Tent options. The committee discussed having a hot food sponsor, new food options and utilizing vendors not currently contracted. They also discussed using Outlaw's Barbeque, Chicken 'N Pickle, or other vendors who provide catered meals for Council meetings. Ms. De Leon clarified the committee wants to use vendors with whom the city currently does not contract. Council Member Johnson said the committee would like to see a list of vendors and make recommendations.

Ms. De Leon asked if the committee preferred to review and approve food vendors for the VIP tent, and whether they desire vendors from Grand Prairie, local restaurants or national chain restaurants. The committee indicated they would like to use local restaurants in Grand Prairie and discussed matching the meal to the headliner. Recommendations were made to consider On the Border, Mariano's and Dallas Tamale and Tortilla Factory. Mr. Nichols commented there are several great options in Grand Prairie. Mr. Strawn informed the committee the food vendor(s) needs to provide meals for one hundred people. Ms. De Leon asked to clarify if the committee was considering local restaurants or national chain restaurants. Council Members Del Bosque and Johnson indicated they would like to see local restaurants in Grand Prairie. The committee discussed adding caterers' signs in the tent and announcing VIP food sponsors during the event.

Ms. De Leon asked to clarify what they meant by food/meal sponsors, and Council Member Johnson suggested the VIP food sponsor give a discount on meals in exchange for adding their sponsorship signs in the tent.

Chairman Del Bosque asked to clarify the cost of food for previous events. Mr. Strawn said he would provide an update of that information, noting some food vendors such as In and Out Burger do not charge for special events if scheduled far enough in advance Chairman Del Bosque

Council Member Johnson asked how drinks were paid, and Ms. De Leon confirmed all food and drinks for VIP guests were budgeted.

Chairman Del Bosque asked to confirm if the meals would be plated or buffet style, and Mr. Strawn noted the committee previously requested buffet style. Council Member Johnson requested Texas Trust Credit Union cookies. Chairman Del Bosque confirmed they want Mexican food, barbeque, and chicken.

The committee and staff discussed adding themed meals to the headliner shows/opener, and Chairman Del Bosque requested amending the dinner start time on Sunday to 5:00 p.m. – 7:00 p.m. instead of 6:00 p.m. – 8:00 p.m. Ms. De Leon confirmed the committee wants local food from Grand Prairie and for the VIP tent to have Mexican food on Friday.

Chairman Del Bosque suggested barbeque for Saturday and burgers on Sunday, and after some discussion a recommendation for burgers from Jimmy's Burgers was made.

Council Member Johnson asked staff to reach out to Coca-Cola to request drink sponsorship for the VIP tent. Mayor Pro Tem Humphreys shared that they usually have a budget for things like this because it puts their brand in front of people, and Mr. Nichols added The Epic has a contract with Pepsi. Ms. De Leon elaborated that sometimes these contracts do not allow competitive sponsorships. Mr. Strawn indicated he would review the contract and update the committee. Ms. De Leon asked the committee if the city cannot secure sponsorship, would they approve purchasing the drinks. Council Member Johnson confirmed and requested sponsorship for snacks as well.

Mr. Strawn discussed the VIP tent set up. Council Member Johnson requested more privacy for the VIP tent including three covered sides and requested the bands be allowed into the VIP tent. Mr. Strawn shared that they have a green room set up behind the stage for the bands per their riders.

Council Member Johnson asked to move the carnival for a better walkway from the arts and crafts area to the Farmers Market area. Mayor Pro Tem Humphreys encouraged placing a priority on arts & crafts. Council Member Johnson suggested moving the VIP parking further east and use the previous VIP parking for other vendors. Mayor Pro Tem Humphreys liked the idea of using the area around the liberty bell for more arts & crafts vendors. Ms. De Leon said vendor availability depends on interest.

Ms. De Leon discussed number of tickets allocated to each council member. She wanted to confirm everyone on the committee understood they would receive eleven tickets each. Mr. Strawn said the VIP tent would have a capacity of one hundred, so if each council member receives eleven, that would put them at capacity. He said that each pass would be color coded

per night and each pass would also include two free alcoholic drink tickets. Ms. De Leon asked the committee if everyone was comfortable with what Mr. Strawn presented and noted in previous minutes.

Council Member Johnson suggested one hundred ten meals should be ordered for each evening. Chairman Del Bosque did not agree and said there were not many people who attended the headliners. Council Member Johnson said he did not give out any of his VIP passes because he did not feel it was a good experience. Chairman Del Bosque said the tent was not full. Ms. De Leon mentioned during daytime hours the tent was not full; but in the evenings, it did fill up more.

Mr. Strawn confirmed one hundred ten meals would be ordered each day. Chairman Del Bosque agreed. Mr. Strawn presented budget information noting that the cost for the recommended performers is \$95,000, and total for entertainment (including riders, travel, lodging, etc.) is \$126,000. The committee discussed the different prices and additional needs outside of performance fees, and they agreed that for the two headliners on Saturday they should give them each \$38,000 and remove the hotel, airfare, and transportation from the rider portion of the contract. Mayor Pro Tem Humphreys suggested hiring a booking agent for this.

Mr. Strawn asked if there were any other issues or comments with the proposed budget on performances. Chairman Del Bosque expressed concern with the amount budgeted for the Friday night opener and headliner and suggested splitting each performance up equally. He said the Friday night headliner was significantly lower than Saturday and Sunday night's opener and headliner and said the city should be supporting local acts. Chairman Del Bosque said since the performances are currently under budget, he would like Monica Saldivar to be paid \$10,000-\$15,000 instead of a \$3,500 performance fee, and \$7,000-\$10,000 performance fee instead of \$2,000 to Veronica. Mayor Pro Tem Humphreys said a performer should not be paid more if they did not originally request that amount. Mr. Nichols confirmed if she provides a figure, the city should pay that amount and not more. The committee discussed searching for other artists who charge the preferred fees. Chairman Del Bosque said he prefers to keep the same performers, Monica Saldivar and Veronica & Avance but wants to pay them more money because they are local artists and do not require travel and hotel accommodations. Ms. De Leon said she is unsure the city can offer to pay more than an artist requested and would have to confirm with the Legal Department. Council Member Johnson suggested giving Monica Saldivar \$14,000 and Veronica Y Avance \$5,700 and suggested letting Ms. De Leon speak with the Legal Department to see if more than the asking price can be given, then provide options to the committee. Chairman Del Bosque agreed with that solution and discussed having Monica Saldivar retract her offer and submit a new one with a higher asking price. He also asked if any of these performances have a contract or agreement in place. Mr. Strawn said none have been contracted.

Council Member Johnson asked about the four acts he sent to Mr. Strawn and Ms. Hart, and Mr. Strawn said he would discuss with staff and provide an update. Council Member Johnson suggested the daytime supporting acts should not be duplicated from years past. Staff and the committee reviewed past Main Street Fest performers. Mr. Strawn said he is planning to review the list of options for daytime acts with the Park Board the following day for selection. Council Member Johnson said he thinks there should be a variety of music for different genres, and Chairman Del Bosque said he would like to see Grupo Stampede perform. Ms. De Leon said staff would make note on the list of bands those who have performed in the past for the Park Board to review.

Council Member Johnson asked Mr. Strawn to add the four names he sent via email. Ms. De Leon asked if the committee agrees with Park Board selecting the rest of the line up, so they are involved in the process. Council Member Johnson asked to remove the names of performers who have performed more than twice at Main Street Fest, and asked to see the list prior to the January 25, 2023, Park Board meeting. Ms. De Leon noted the request.

CITIZEN COMMENTS

None.

ADJOURNMENT

Chairman Del Bosque adjourned the meeting at 5:35p.m.



Mike Del Bosque, Committee Chairman

05.15.2023

Date