



**MAIN STREET FEST AD HOC COMMITTEE
MEETING
RICK HEROLD ADMINISTRATION BLDG. - HALL OF FAME CONF.
RM., 400 COLLEGE ST.
MONDAY, JUNE 13, 2022 AT 5:00 PM**

MINUTES

CALL TO ORDER

*Mayor Pro Tem Mike Del Bosque
Deputy Mayor Pro Tem Cole Humphreys
Council member District 6 Kurt Johnson
Park Board Chairman B.J. Nichols
Park Board Vice Chairman John Stewart
Deputy City Manager Cheryl DeLeon
Parks, Arts & Recreation Director Duane Strawn*

Committee Chairman Mike Del Bosque opened the meeting at 5:03 p.m.

AGENDA ITEMS

Approval of May 16, 2022 Minutes, Presented by Chairman Mike Del Bosque

*Motion made by Mr. Cole Humphreys, Seconded by Mr. Johnson.
Voting Yea: Mr. Del Bosque, Mr. Humphreys, Mr. Johnson, Mr. Nichols, Mr. Stewart*

Discussion Regarding Main Street Fest

Budget

Mr. Strawn passed out a handout with the breakdown of the budget and spending.

Mr. Del Bosque asked Mr. Johnson his opinion on the budget and Mr. Johnson asked if Sports Corporation could be a sponsor.

Mr. Del Bosque said no due to conflict of interest .

Mr. Del Bosque asked how much money he thought should be raised in sponsorships.

Mr. Johnson said \$300,000.

Mr. Del Bosque brought up the option of radio sponsorship and opportunities

Mr. Johnson inquired about who would be making the calls, staff or council members

Ms. DeLeon said staff has resources to get sponsorships, but it really is about the connections and contacts that are made.

Mr. Johnson inquired about the perks involved in sponsorships

Mr. Del Bosque said he knew a radio contact - Jimmy Gonzalez

Mr. Johnson wanted to know how the committee felt about getting \$400,000 in sponsorships for entertainment

Mr. Nichols asked what would he like to achieve with that amount of money

Mr. Johnson said more money could bring more community members out and it would be less for the Parks Department to have to spend on the event

Mr. Humphreys asked about the option of varying performers to bring out more community members

Mr. Johnson would like to see 3 major headliners for each night along with b-list and c-list performers

Mr. Humphreys asked if the focus was on varying the artist genres versus spending more money

Mr. Johnson said that main artist should be on Saturday and most of the money should be sent that day

Mr. Humphreys said they shouldn't focus on revenue and money as much as on the art community

Mr. Del Bosque would like to use sponsorships and not spend the city's money

Ms. DeLeon said getting sponsorships can be very difficult

Mr. Nichols brought up an example about PlayGrand Adventures fundraising

Mr. Strawn Reviewed the timeline for Main Street Fest 2023

Mr. Del Bosque brought up the budget for the headliners

Mr. Johnson said he'd like to see the genre's headliner rotate each year

Mr. Strawn said he knows Tejano has done very well on Sundays.

Mr. Humphreys brought up that Traders Village has done Tejano music on Sundays.

Mr. Del Bosque said that as long as there is a good headliner people will come out. He also said that he thinks Friday night should be all local music.

Mr. Johnson agreed that less money should be spent on Friday.

Mr. Stewart asked what the department's mindset was when picking a higher priced artist like Craig Morgan

Ms. DeLeon said the price points are given by the artist and each one is different

Mr. Strawn said this was the first year the department tried doing Rhythm & Blues (R&B) and they were just too late in the game to book big names

Mr. Johnson brought up the band Klimaxx and said old school bands bring out old school crowds

Mr. Humphreys said Traders Village has some great contacts

Mr. Del Bosque would like to see the budget set at \$200,000 or \$300,000.

Ms. DeLeon asked how much would the committee like to see spent on artists

Mr. Humphreys would like to see the money spent on artists reduced.

Mr. Johnson brought up that the budget spent can be reduced if sponsorships brought in more money

Mr. Del Bosque asked about the different levels of sponsorships

Ms. DeLeon asked how the committee would like to see each day split up as far as spending on entertainment.

Mr. Del Bosque would like to see the budget pushed to at least \$200,000

Mr. Johnson said he would like to see Friday all local bands and spend \$20,000 and spend \$180,000 on Saturday and Sunday.

Mr. Strawn said that Parks will put 100,000 toward Main Street Fest which means sponsorships would have to make up the \$100,000. If sponsorships don't make up the rest of that then there will be a need to cut entertainment.

Mr. Stewart asked if the money would be distributed evenly on all 3 days.

Mr. Johnson clarified that they would like to see more money spent on Saturday and Sunday than Friday.

Ms. DeLeon said we can plan to spend \$200,000 if sponsorships are obtained and asked when would the committee like this goal to be made. She spoke about having about \$123,000 to book in August through October with contracts and if more sponsorships come in more money can be spent.

Ms. DeLeon also confirmed with the committee the three main genres to focus on with each day's headliners are Latino/Tejano, Country, and R&B/Jazz

Mr. Del Bosque asked if Kpop would be something to consider

Ms. DeLeon confirmed that the day would have a mix of genres but the headliner and opener (Performance before the headliner) would be the same genre based on the days they decide.

Mr. Del Bosque would like Monica Saldivar open on the Latino Night.

Mr. Johnson proposed that in 2023 Latino Night would be Friday, R&B/Jazz would be Saturday, and County on Sunday.

Ms. DeLeon repeated the nights and confirmed everyone would be okay with the headliner and opener being on those specific nights

Mr. Del Bosque proposed Monica Saldivar headline on Friday night for Latino music night.

Ms. DeLeon then confirmed that the next Main Street Fest in 2024 would have Friday night Country, Saturday night Latino, and Sunday R&B.

Mr. Stewart confirmed that the music throughout the day would be mixed genres and only the headliner and opener would be on those nights proposed.

Ms. DeLeon proposed starting Friday at 4:00 p.m.

Mr. Strawn brought up that Friday not as many people are there just for the music they're focused on the other aspects of the festival

Mr. Del Bosque thought only 2 acts would be needed on Friday night.

Mr. Strawn noted in the past Friday night is great for young kids because of the discounted opportunity within the carnival passes.

Mr. Strawn asked who would be good to open for Monica Saldivar

Mr. Del Bosque mentioned Veronica

Mr. Johnson asked if they should set a headliner for all 3 nights and what would be the best way to submit artists

Mr. Strawn said the committee or other council members could just email him directly and his staff would work with their contacts to figure out prices and availability

Ms. DeLeon confirmed that the staff would be focusing on the genres for the headliners and may not get all the artists that are proposed.

Mr. Johnson said he'd like to see the lineup before everything is booked fully

Mr. Del Bosque said another good opener for Monica Saldivar would be Los Musicos

Mr. Johnson said on Saturday bringing in Reggae or Nigerian music would be great along with more kids entertainment.

Ms. DeLeon stressed the importance of the festival staying family friendly

Mr. Strawn brought up the community at the Farmers Market

Ms. DeLeon said council will be asked to provide recommendations then staff will work through the list to build the music lineup

Mr. Johnson confirmed the best way to submit names to Mr. Strawn would be through email

Ms. DeLeon summarized the recommendation the committee has come up with to provide to City Council: Keep the budget as is with a goal to increase sponsorships to \$200,000. If the sponsorships come in then they will book more. As far as genre goes the festival will rotate it's headliner and opener (band before the headliner) every year and each day will have a mix of music leading up to the last two bands.

The committee all agreed.

VIP

Ms. DeLeon opened discussion on VIP.

Mr. Del Bosque said he would like to see one area for VIP in the center (like the past food tent), but doesn't want it behind the Front of House tent

Mr. Johnson asked if artists would be coming into the VIP tent

Mr. Strawn said if the VIP stage is up near the stage it is very loud and hard to socialize

Ms. DeLeon asked if the committee thought the VIP tent should be further from the stage

Mr. Strawn said the tent can be moved west against the curb

Ms. DeLeon asked if a listening area near the stage was needed

Mr. Johnson said no need for a listening area, just a food area

Mr. Strawn spoke up about the need to manage who is in there and making sure it doesn't get too full during peak hours

Mr. Del Bosque thought the tent should be where it was in years past

Mr. Johnson asked about how to manage the maximum capacity

Ms. DeLeon said the best way to manage was based on allocating passes to the VIP tent

Mr. Strawn said VIP consists of City Council and their guests

Mr. Del Bosque asked if School Board and Park Board is included with City Council

Mr. Strawn said VIP also includes Park Board along with City Council

Mr. Johnson agreed it should only be Park Board and City Council

Mr. Strawn said they could give School Board passes if requested

Mr. Del Bosque said staff should let them know the capacity of the area then they could decide who to include

Mr. Johnson brought up food and beverage

Mr. Del Bosque said they could get sponsors to provide food and beverage. He didn't think VIP should have to purchase any food and they should have better quality food.

Mr. Johnson said something like Spring Creek would be a good option

Mr. Del Bosque would like mom & pop shops should provide VIP food to show case local restaurants

Ms. DeLeon said staff would work on these options

Mr. Humphreys asked about free drinks

Ms. DeLeon said it's important to control how many drinks individuals are consuming and drink coupons could be a good option

Mr. Johnson thought 4 drink coupons per day should suffice

Ms. DeLeon asked if they were wanting mixed drinks or just beer and wine

Mr. Del Bosque would like to see a full bar provided in the VIP tent area

Ms. DeLeon brought up that alcohol would increase the expenses and take from the budget

Mr. Del Bosque said if they got someone like Crown Royal or Jack Daniels to sponsor their liquor that could help with expenses

Ms. DeLeon said she would like to caution the committee that an open bar could bring scrutiny

Mr. Del Bosque said providing 5 drink coupons to use as they see fit could help control the amount of drinks being distributed

Ms. DeLeon said that providing 2 drink coupons per guest could be a great option

Mr. Strawn confirmed that the bar would be cash bar plus the tickets

Ms. DeLeon confirmed each council member would be given 4 VIP Passes to pass out to whomever they like along with 2 drink coupons per pass per night.

Mr. Johnson asked about the sponsorship perks such as the VIP tent

Mr. Strawn said that would be worked out based on the sponsorship levels

Ms. DeLeon said staff would work on the sponsorship plans

Mr. Stewart spoke up that Westchester would be a great sponsor

Mr. Johnson said they should reach out to the Homeowners Associations (HOA) and Public Improvement District (PID)

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by completing and submitting a speaker card.

No citizens attended this meeting.

ADJOURNMENT

Mr. Del Bosque adjourned the meeting at 6:16 p.m.



Krista Marrs, Administrative Supervisor