



**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**

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. **Approval of May 16, 2022 Minutes, Presented by Chairman Mike Del Bosque**
2. **Discussion Regarding Main Street Fest**

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.

ADJOURNMENT

This meeting location is wheelchair accessible. If you plan to attend this public meeting and you have a disability that requires special arrangements, please call 972-237-8107 at least 24 hours in advance. Reasonable accommodations will be made to assist your needs.

Certification

In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Park Board agenda was prepared and posted June 10, 2022.

A handwritten signature in black ink that reads "Krista Marrs".

Krista Marrs, Administrative Supervisor



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 06/13/2022

REQUESTER: Krista Marrs, Parks, Arts & Recreation Administrative Supervisor

PRESENTER: Chairman Mike Del Bosque

TITLE: Approval of May 16, 2022 Minutes

RECOMMENDED ACTION: None



**MAIN STREET FEST AD HOC COMMITTEE
MEETING**
RICK HEROLD ADMINISTRATION BLDG. - HALL OF FAME CONF.
RM., 400 COLLEGE ST.
MONDAY, MAY 16, 2022 AT 5:00 PM

MINUTES

CALL TO ORDER

PRESENT

Chairman Mike Del Bosque

Cole Humphreys

Kurt Johnson

B.J. Nichols

John Stewart

Deputy City Manager Cheryl DeLeon

Parks, Arts & Recreation Director Duane Strawn

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

AGENDA ITEMS

1. Discussion regarding Main Street Fest

Committee Chairman Del Bosque opened the meeting informing everyone that the goal of the meeting will be to discuss the History of Main Street Fest, Establish Goals, and Provide Recommendations, if possible.

Discussion ensued after the presentation on the following topics:

Budget

Mr. Del Bosque inquired about the budget and Mr. Strawn said he could provide those exact numbers.

Mr. Del Bosque asked if 2023 Budget was set and Mr. Strawn confirmed it had not.

Ms. DeLeon walked the committee through the budget process the city goes through.

Music Genres

Mr. Del Bosque spoke about the event being inclusive to the community and what that meant.

Mr. Humphreys mentioned he didn't think there was an inclusion issue, but if there was one he'd like to figure out what that is and is open to suggestions.

Mr. Johnson said that by splitting the days into genres the community ends up being split up into demographics. He spoke to the importance of blending the music to blend the community.

Mr. Humphreys mentioned he thought mixing up the genres would be helpful.

Mr. Stewart mentioned he thought it'd be helpful to remove the times of the bands so people come to enjoy the day not for a specific artist.

Mr. Humphreys mentioned bringing in 2 smaller bands instead of 1 large headliner and asked if the city had any promoters we could partner with.

Ms. DeLeon mentioned that the city had partnerships that could be utilized including Anschutz Entertainment Group (AEG).

Mr. Johnson inquired about mixing up the dates and genres. Examples he mentioned included: Friday - Latin, Saturday - Soul/R&B, and Sunday - Country. He added that there should be more activities for kids and potentially DJ options between sets.

Sponsorships

Mr. Del Bosque inquired about bringing in more sponsorships such as dealerships and beer.

Mr. Humphreys said sponsorships could create chaos and that he liked that Main Street Fest 2022 seemed to have more artesian vendors than promotional vendors.

Vendors

Mr. Del Bosque discussed the vendors and parking lot size along with the option of turning the stage.

Mr. Humphreys discussed animating between buildings like previous years.

Family Atmosphere

Mr. Stewart spoke up about how important the family atmosphere was and how its so important to keep that.

Mr. Johnson mentioned he thought more Boards and Commissions should be involved. There should be more arts and vendors, and additional vendors should be added to the Farmers Market.

VIP Tent

Mr. Stewart mentioned he thought it should be better monitored.

Mr. Johnson said he thought it should be in one area not two sections.

Mr. Del Bosque would like the tent to move to the front of the stage and said the back VIP area was too big. He mentioned the tent should have walls to be more enclosed. He'd also like to see better quality food and provided food/vendor vouchers along with wristbands for VIP Guests so they can eat in the tent. He also said each VIP member should be given 6 passes/wristbands per day to access the VIP Tent and drinks should be given out for free.

Mr. Johnson suggested that Sunday should have a Gospel Service.

2. Recommendation to City Council for Main Street Fest activities

The committee did not have time to discuss recommendations. This will be a topic for a future meeting.

CITIZEN COMMENTS

No citizens attended this meeting.

ADJOURNMENT

The committee confirmed their next meeting will be on Monday, June 13th at 5:00 pm.

Council Member Mike Del Bosque adjourned the meeting at 6:07 pm.



Krista Marrs, Administrative Supervisor



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 06/13/2022

REQUESTER: Duane Strawn, Parks, Arts & Recreation Director

PRESENTER: Cheryl DeLeon, Deputy City Manager

TITLE: Discussion Regarding Main Street Fest

RECOMMENDED ACTION: None
