



City of Pflugerville

Minutes - Final

Deutschen Pfest Committee

Thursday, April 11, 2024

6:30 PM

Pflugerville Recreation Center, 400 Immanuel Rd

Regular Meeting

1. Call to Order

With a quorum of the Committee present, the regular session of the Deutschen Pfest meeting was called to order by Shane Mize at 6:05 p.m. on Thursday, April 11th, 2024.

Commission Members:

In attendance:

Melissa Call
Kelley Weitkemper
Juan Guerra
Miriam Moorman
Efrain Resendez
Rachel Martin

Absent: N/A

City staff attending: Shane Mize – Parks and Recreation Director, Johnathan Hanson – Recreation Superintendent, Antonio “Junior” Rodriguez – Parks Ops Superintendent, Baze Gierisch – Business Operations Supervisor, Gabrielle Vega – Events Specialist, Jimmy Jordan - Business Operations Coordinator, Karla Grzymala - Tourism and Marketing Coordinator, Angelique Romike - Communications Specialist.

2. Citizens Communication

The Committee welcomes comment on items related to Deutschen Pfest. Public comment that is made on an item that is not on the published agenda will only be heard by the Committee. No formal action, discussion, deliberation, or comment will be made. Each person providing public comment will be limited to three (3) minutes and will be asked to state his or her name and address for the public record.

There was no one present wishing to speak under public comment.

3. Discuss Only

3A. 2024-0372 Discussion regarding Deutschen Pfest 2024 Committee Overview.

Mr. Mize opens discussion regarding the 2024 committee changes, highlighting a reduction from 8 to 7 members and the addition of a chair and vice-chair

with a quorum requirement now of 4 members. The committee will now serve an advisory role, assisting city staff rather than handling specific planning processes. Members should still attend events and act as ambassadors. The quorum requirement is now 4 members. Ms. Call emphasized the need for clear guidance on booking for Deutschen Pfest, her main reason for being on the committee. Mr. Mize mentioned the need for entertainment feedback, especially about bands, although no one is assigned to this role. He clarified that city staff will coordinate the event, aligning this structure with other city committees.

3B. 2024-0373

Discussion regarding Deutschen Pfest 2023 After Action Report.

Mr. Hanson presented the 2023 Deutschen Pfest After Action Report, noting several positive trends: 57 vendors (an 8% increase from 2022), a 20% rise in food vendors, a 29% increase in Pfair vendors, with 82% of vendors planning to return and 72% meeting or exceeding sales goals. The event saw 6,500 attendees with an average dwell time of 163 minutes. Survey results showed that 75% of attendees would recommend the event, and 82% enjoyed the entertainment. Marketing enhancements included stage banners and better sponsorship placements, resulting in 145,451 social impressions and 8,815 social interactions. Additionally, 910 shirts were sold, generating \$17,666 in revenue. Mr. Hanson mentioned the need for more signage, while Ms. Martin highlighted the need for better lighting at the Pfetch a Ride drop-off for safety.

3C. 2024-0374

Discussion regarding Deutschen Pfest 2024 Event Overview.

Mr. Gierisch initiated the discussion on the logistics of the 2023 Deutschen Pfest as a template for the 2024 event, covering aspects like layout, admission, hours, and the Pfun Run and Community Pair. The committee discussed the event's identity and future vision, noting challenges in recruiting German-specific vendors and bands. Ms. Call and Ms. Martin suggested engaging the community and creating a German-specific section, while Mr. Guerra emphasized a balanced approach that appeals broadly while honoring German heritage. Ms. Moorman mentioned that the event historically wasn't strongly German. The committee discussed event entertainment, with Ms. Call highlighting issues with the pavilion and suggesting it be used for community performances. She proposed adding activities like a jumbotron, tailgating, a touch-a-truck event, and expanding beyond the park, along with making the event free and funded through sponsorships. Ms. Moorman suggested rides for older kids, and the committee agreed that carnival rides could be paid for. Ms. Martin proposed youth vendor booths for local kids.

4. Adjourn

Mr. Mize adjourned the meeting at 7:59 p.m.

Approved as amended on May 23, 2024.