



City of Pflugerville

Minutes - Final

Deutschen Pfest Committee

Thursday, November 9, 2023

6:00 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 Melisa Call at 6:05 p.m. on Thursday, November 9 2023.

Commission Members:

In attendance:

Melissa Call

Kelley Weitkemper

Juan Guerra

Miriam Moorman

Absent:

Amy Rabb

Brandon Cardwell

Raul Capetillo

City staff attending: Baze Gierisch – Business Operations Supervisor and Gabrielle Vega – Events 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. Approval of Minutes

3A. [2023-1114](#)

Discuss and consider action to approve the minutes from the Deutschen Pfest Steering Committee October 17, 2023.

Upon a motion made by Ms. Call to approve the amended minutes and seconded by Ms. Weitkemper, the Committee voted five (4) "ayes" and no (0) "nays". The motion carried.

4. Discuss Only

4A. [2023-1115](#)

Discussion regarding Deutschen Pfest event wrap-up.

Mr. Gierisch presents the committee with the event overview:

Attendance: 5,475 tickets sold, 6,500 attendees, 163-minute average dwell time. Revenue: \$84,521 total, \$23,231 from vendor fees, \$4,883.75 from the Pfun Run, \$17,666 from 910 shirts sold. Volunteers: 59 citizen volunteers, 310.25 hours volunteered. Vendors: 57 vendors, 80% new vendors. Pfun Run: 196 runners, 82% satisfaction.

Mr. Gierisch opened the item for discussion regarding Shirts and Attendance. Ms. Moorman asks about the 910 shirts sold and attendees. Mr. Gierisch explains possible reasons for shirt sales exceeding ticket sales, suggesting city staff could provide a breakdown. Mr. Guerra notes that children, who get in free, might account for additional shirt sales. Mr. Gierisch describes how attendance is tracked using Placer AI.

Mr. Gierisch opened the item for discussion regarding Ticket Sales and Revenue Tracking. Ms. Weitkemper inquired about tracking ticket sales. Mr. Gierisch explains the use of Eventbrite for ticket and t-shirt sales, while vendor transactions use a different software. Ms. Call asks about the monetary value of volunteers. Mr. Gierisch responds that volunteers save the city staffing costs.

Mr. Gierisch opened the item for discussion regarding Volunteer and Vendor Management. Mr. Guerra notes challenges with volunteer check-in and vendor parking. Ms. Moorman agrees and adds that there were challenges with city staff parking management. Mr. Guerra suggests needing more assertive staff at the vendor parking gate. Ms. Call mentioned the vendor parking gate attendee had trouble identifying authorized parking. Mr. Guerra and Ms. Call discuss the need for a clear parking list and more assertive gate management.

Mr. Gierisch opened the item for discussion regarding Parking and Logistical Challenges. Ms. Call and Ms. Weitkemper discuss parking issues and proposed changes. They suggest eliminating entrance fees to solve parking problems but express concern over carnival funding.

Mr. Gierisch opened the item for discussion regarding Entertainment and Stage Management. Ms. Call highlights challenges with sound clashes between the gazebo and pavilion stages and proposes limiting certain performances. Ms. Weitkemper suggests eliminating the pavilion stage and reintroducing a dance floor. Ms. Call emphasizes the need for better electricity for entertainment and mentions audience feedback.

Mr. Gierisch opened the item for discussion regarding Vendor and Community Interaction. Ms. Moorman and Ms. Weitkemper discuss vendor feedback and the need for better management and inclusion of German vendors. Ms. Call and Ms. Moorman discuss challenges with community group interactions and vendor placement.

Mr. Gierisch opened the item for discussion regarding Future Event Considerations.

Ms. Moorman and Ms. Call talked about potentially making the event free and

focusing on merchandise sales. Ms. Call suggests promoting the event and improving interactive elements. Ms. Moorman suggests bringing back a three-day festival format and organizing a parade.

Mr. Gierisch opened the item for discussion regarding Final Thoughts and Suggestions

Ms. Moorman, Ms. Weitkemper, and Ms. Call discuss logistics, including better signage, additional porta-potties, and improved lighting. Mr. Guerra highlights the need for more beer vendors and regulated parking enforcement. Ms. Call proposes an art display to attract diverse crowds and better vendor management.

5. Adjourn

Mr. Guerra made a motion to adjourn, and Ms. Weitkemper seconded the motion. The Committee members voted four (4) "ayes" and zero (0) "nays." The motion carried. Meeting adjourned at 7:36 p.m.

Approved as _____ on July 16, 2024.