



City of Pflugerville

Minutes - Final

Deutschen Pfest Committee

Thursday, May 23, 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 6:30 p.m. on Thursday, May 23, 2024.

Commission Members:

In attendance:

Kelley Weitkemper
Juan Guerra
Rachel Martin
Efrain Resendez
Susan Meyer

Absent:

Miriam Moorman
Melissa Call

City staff attending: Shane Mize – Parks and Recreation Director, Jeff Achee Assistant Parks & 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, Flip Romero – Communications Director, 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. Approval of Minutes

- 3A. [2024-0524](#) Discuss and consider action to approve the minutes from the Deutschen

Pfest Steering Committee April 11, 2024.

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

4. Discuss Only

4A. [2024-0525](#)

Discussion regarding Department and Advisory Committee Update.

Mr. Mize opens discussions regarding the Department and Advisory Committee Update. He provides an overview of the Council Subcommittee and its role and purpose. He informs the group of the direction given adding that they want to see German aspects to the event but don't need to be fully German. He adds that the Subcommittee is interested in seeing what an expansion of Deutschen Pfest looks like and what it would look like if the event was free. Mr. Mize then updates the committee on upcoming events like Juneteenth, Pflugerville Pride, Gilliland Creek Park update, and Slice of Pflugerville.

Mr. Hanson welcomes Susan Meyer as the newest member of the Deutschen Pfest Committee.

4B. [2024-0526](#)

Discussion regarding potential layout options and event impact.

Mr. Gierisch opens discussion by recapping key points from the last meeting: creating a German Land, extending the event to Gilliland Creek Park, and offering free entry to Deutschen Pfest. Staff brainstormed these ideas and found Gilliland Creek Park unsuitable due to space constraints. Mr. Mize agrees, suggesting the expansion to Pfluger, Kuempel, and Pfennig Parks for future growth.

Entertainment plans include two main stages with a variety of bands. Staff aims to book a regional or mainstream band, like at Slice of Pflugerville. Ms. Martin suggests local bands such as Pfun Gus & the Shrooms and Pfuogo, and advocates for an ASL interpreter at the main stage. The parks, which are a quarter mile apart, will feature different attractions: Pfluger Park for the main stage and vendors, Pfennig Park for family activities and a second stage, vendors, and Kuempel Park for the carnival and German Land.

Ms. Vega opens discussion regarding food, alcohol, and retail vendors, noting that the event had 39 vendors last year, including 17 food vendors, an increase from the previous year. She highlights limited space for vendors, but the proposed expansion will allow more vendors at Pfennig and Pfluger Parks. Mr. Mize and Mr. Hanson highlight that fire code restrictions force staff to turn away vendors and how the expansion will enable the event to host more vendors. Expansion plans await Council Event Subcommittee approval, and increasing alcohol vendors may require further approval from Council.

The Kid Zone will potentially include a full carnival, rides, bounce houses, and a climbing structure created by Hendrickson High School students. Community members like churches might also run activities, as discussed by Mr. Gierisch.

Mr. Hanson shifts the topic to the Pfun Run, suggesting it move to Saturday morning for better integration into the event, starting at 8 am in Pfluger Park with a turnaround at Windermere Park, and Back to Pfluger Park.

The event timeline is proposed: Friday from 5 pm to midnight with activities in Pfluger and Pfennig/Kuempel Parks; Saturday starting with the Pfun Run at 8 am and events running until midnight in all three parks.

Ms. Meyer inquires about security for craft vendors. Mr. Mize assures that even with free entry, there will be fencing and security measures to ensure safety. Staff will coordinate with PD for event and vendor security.

Mr. Romero asks about attendance goals from a marketing standpoint. The committee aims to double the current 6,500 attendees within five to ten years.

Budget discussions reveal a projected increase in performer expenses from \$36,000 to \$79,000, with logistics costs remaining similar to last year, excluding the outsourced carnival. Mr. Hanson notes that not charging for gates would decrease revenue, but adding more vendors and utilizing sponsorships could help offset this loss.

4C. [2024-0527](#)

Discussion regarding future committee meeting schedule.

Mr. Hanson proposes possible reoccurring meeting dates to the committee and lets them know they will be sent a poll to select date works best for them.

5. Adjourn

Mr. Guerra made a motion to adjourn, and Ms. Weitkemper seconded the motion. The Committee members voted five (5) “ayes” and zero (0) “nays.” The motion carried. Meeting adjourned at 7:50 p.m.

Approved as _____ on July 16, 2024.