



# City of Pflugerville

## Minutes - Final

### Deutschen Pfest Committee

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Monday, August 28, 2023

6:30 PM

Pflugerville Recreation Center, 400 Immanuel Rd

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#### Regular Meeting

#### 1. Call to Order

##### Call to Order

With a quorum of the Committee present, the regular session of the Deutschen Pfest meeting was called to order by Amy Rabb at 6:33 p.m. on Monday, August 28th, 2023.

##### Commission Members:

##### In attendance:

Amy Rabb

Melissa Call

Juan Guerra

Miriam Moorman

##### Absent:

Brandon Cardwell

Raul Capetillo

Kelley Weitkemper

City staff attending: Kaitlyn Neal – Management Analysis, Johnathan Hanson – Recreation Superintendent, Gabrielle Vega – Events Specialist, Flip Romero - Communications Director, Cassie Balderas - Public Information Officer, Katy Vogel - Communications Specialist.

#### 2. Citizens Communication

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

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.

#### 3. Approval of Minutes

##### 3A. [2023-0815](#)

Discuss and consider action to approve the minutes from the Deutschen Pfest Steering Committee June 26, 2023.

Upon a motion made by Mr. Guerra to approve the amended minutes and seconded by Ms. Moorman, the Committee voted four (4) "ayes" and no (0)

"nays". The motion carried.

#### 4. Discuss Only

##### 4A. [2023-0816](#)

Discussion regarding Deutschen Pfest status update.

Ms. Neal presents the committee with the poster of the event and will provide the poster to the committee members Ms. Call and Ms. Weitkemper. Ms. Neal presents the official map for the Deutschen pfest pfun run and adds that the city is seeing impressive numbers for sign up 76 total participants and 3-4 signed up for the kids run specifically. Volunteer sign-up is open and, on the website, and Ms. Neal asks that the committee share the sign-up link with groups or organizations that might be interested. She adds that the staff volunteer sign-up is completely full. Vendor updates 60 booths for d-fest and 20 for pfun run. Ms. Moorman adds that she believes the Deutschen pfest number is incorrect. Ms. Neal clarifies that the total number of booths not only includes regular vendors but also sponsors and the City of Pflugerville booths. Ms. Neal continues, that 76 have registered for the pfun run. Sidewalk stickers went out last Friday in preparation for the event. Ms. Neal hopes to have the Eventbrite page up and adds that she is waiting for the t-shirts to be finalized. Ms. Neal then gives a full breakdown of the event contests. The Stein Holding Contest will be for 18+ only) on Friday, from 8 to 9 p.m., and Saturday, from 7 to 7:45 p.m. at the Main Stage. There will be a 1-3rd place winner, Growler Bar sponsors the event and will provide prizes. The Pretzel Eating Contest will be for 18+ only on Saturday, 4 to 5 p.m. at the Main Stage with 30 spots in total and 1-3rd place winner. There will also be an additional Pretzel Eating Content just for kids on Saturday, from 1:30 to 2 p.m. at the main stage. There will be 30 sign-up spots in total and 1-3rd-place winner for each group. Groups will be 7-12 and 13-18 with 15 in each group. Ms. Neal then updates the group that all logistical needs have been fulfilled and then asks if the committee has any questions regarding the information provided. Ms. Moorman asks why the Stein Holding Contest is held so late. Ms. Neal replies that due to it being adult-oriented, it is held later and adds that it is usually placed around entertainment. Ms. Moorman asks Ms. Call if music will be playing in other areas due to not being played on the main stage. Ms. Call confirms that other music will be played in other areas of the event. Mr. Guerra adds that the event can be hot during the day so having the Stein Holding Contest later in the day is better. Ms. Neal adds that there has been a great turnout in the past years and all spots have been full for the evening. Ms. Call transitions the conversation to the event poster and asks Ms. Neal if she plans on adding an additional band to the poster. Ms. Neal answers no. Ms. Moorman asks why the only band listed on her side of booking for the event is Pflame. Ms. Neal replies that they are Pflugerville-oriented and have been a staple in the event for years. Ms. Moorman adds that the names on the flyer should be famous. Ms. Neal replies that Pflame has local fame and will draw the Pflugerville community out. Ms. Neal asks the committee if they have any further questions, and no one replies. Ms. Neal then presents the committee with the Deutschen pfest t-shirt update and presents the winners of the t-shirt contest along with the Pfun Run t-shirt. Ms. Neal informs the committee that she is waiting to receive proof of what the final shirts will look like. Kids will be green, and Adults will be red. Ms. Moorman requests that the kid's shirt be in a lighter green and not a hunter green. Ms. Call asks who the artists of the t-shirt winners are. Ms. Neal replies that the winners are Carrie Messinger (Adult Special Edition T-shirt) and Liz Volpi (Children's T-shirt).

**4B. [2023-0817](#)**

Discussion regarding committee update.

Ms. Neal asks Ms. Moorman to provide an update on vendors. Ms. Moorman states that she wasn't aware of the counting of Sponsors and city booths. She states that not including them the event has 29 regular vendors and is waiting on two approved vendors to submit payment. She adds that there are an additional 17 food vendors. There are also two non-profit beer booths and 22 Sunday vendors that have paid and adds that she is still searching for German vendors. Ms. Neal states that vendor plotting will begin sometime in mid-September. Ms. Neal then transitions to Ms. Rabb for an update on the Children's Pfun Run and Community Fair. Ms. Rabb states that she hasn't spoken to Mr. Capetillo regarding the Pfun Run but for the Children's area, they are set. Ms. Neal adds that Coco's will be sponsoring the face painting and balloon art. She then informs the committee of the other event sponsors including Growler Bar for the Stein Holding Competition, Spare Time will be a regular sponsor, HEB is a next-level sponsor, Rotary is sponsoring the Pretzel Contest, Community Impact will sponsor the rest of the kid's area, and Harmony, Blue Chem, are regular sponsors. Ms. Neal also added that for marketing there will be a scavenger hunt to win free tickets to the event along with a "Tag your Hans" social post where you can also win tickets and a throwback Thursday post. She adds that there will be a Volunteer video, a FAQ video for the website, and an entertainment lineup. Ms. Neal then asked the communications team that was present if they wished to share anything regarding the event and they replied no. Ms. Moorman asks Ms. Neal how much it costs to be a sponsor. Ms. Neal replies that it ranges from \$1,000 to 12,000. Ms. Rabb asks Ms. Neal if there will be a carnival fair area, and Ms. Neal replies yes except for a petting zoo due to cost. Mr. Guerra then shifts back to the conversation regarding Vendors and asks Ms. Neal what our goal numbers for vendors are. Ms. Neal adds that the goal would be 70 and feels that there is space for 10 additional vendors and that the event should be good regarding food vendors. Ms. Moorman adds that there are two funnel cake people and that she would like to space the similar vendors apart from each other. Ms. Neal adds that vendor applications will close on September 18. Ms. Neal. Then shifts to Mr. Guerra with gates and volunteers. Mr. Guerra adds that there is o update as of now but will have more to add once they get closer to the event. Ms. Neal then transitions to Ms. Call regarding entertainment. Ms. Call informs the group that she has every spot filled except for the pavilion on Saturday from 6-7:30. She adds that Saturday night at the pavilion is typically slow and that she isn't too concerned with the performance gap. She will see if they can reach out to the kid's group. She also has availability in the gazebo from 5-5:30. Ms. Call would like to revisit the Event poster and the fact that it doesn't include the performers in the pavilion and the gazebo. Ms. Neal replies that there will be a separate poster listing out the Main stage, pavilion, and gazebo lineup. Ms. Vega adds there will be additional promotion for the pavilion and gazebo lineup on social media through Instagram stories and Facebook and Instagram posts. Ms. Call adds that she is happy with this form of promotion.

**5. Discuss and Consider****5A. [2023-0818](#)**

Discuss and consider Free Admission requirements.

Ms. Neal asks the committee to decide whether they would like to accept German attire as free admission for every year. Ms. Call asks why they would

be voting again if they voted in the previous meeting regarding free admission. Ms. Neal adds that this was proposed by Mr. Capetillo so the committee wouldn't have to vote every year on what acceptable attire for free admission is. Ms. Call made a motion to do ongoing free admission to those who are costumed in the appropriate German attire and for city employees, and Mr. Guerra seconded the motion. The Committee members voted four (4) "ayes" and zero (0) "nays." The motion carried.

**5B.**     [2023-0819](#)

Discuss and consider committee t-shirts and design.

Ms. Neal asks for the committee to decide what they would like the 2023 committee t-shirt to look like. Ms. Call says anything but a black t-shirt and then asks for Ms. Neal to go back to the PowerPoint so they can look at their options for a logo. Ms. Neal presents the two designs and asks if they would like the special edition adult shirt logo on the pocket of the t-shirt with "committee" written on the back. Mr. Guerra adds that he likes the idea of a pocket logo and "committee" on the back with the adult t-shirt design. Ms. Call suggests a tan, light cream, light gray, or tan mustard. Ms. Neal suggested the committee decide on just the design and she will provide colors to them in the next meeting. Mr. Guerra made a motion for the committee t-shirts to have the special edition logo on the pocket and the color of the shirt to be determined later, and Mrs. Moorman seconded the motion. The Committee members voted four (4) "ayes" and zero (0) "nays." The motion carried.

**5C.**     [2023-0820](#)

Discuss and consider future committee meeting schedule.

Ms. Neal presents dates to the committee to set a schedule for the rest of the meeting dates for Deutschen pfest. She presents on September 25, and October 12, a Volunteer meeting on October 17, and an On-site meeting on October 18 and asks if the committee would like additional meetings. Ms. Moorman asks if the volunteers sign up beforehand or if they show up to the volunteer meeting and then are assigned. Ms. Neal informs the group that there is a volunteer sign-up list, and they can sign up for whichever spot they would like prior to the volunteer meeting. Ms. Call made a motion to follow the dates as scheduled, and Mr. Guerra seconded the motion. The Committee members voted four (4) "ayes" and zero (0) "nays." The motion carried.

**5D.**     [2023-0821](#)

Discuss and consider action to place items on the future Deutschen Pfest Committee meeting agendas.

Ms. Neal asks the committee what they would like to discuss in the next committee meeting. The committee has nothing to add.

**6.     Adjourn**

Mr. Guerra made a motion to adjourn, and Ms. Moorman seconded the motion. The Committee members voted four (4) "ayes" and zero (0) "nays." The motion carried. Meeting adjourned at 6:57 p.m.

Approved as submitted on September 25, 2023.