

**Town Council Minutes  
February 3, 2014**

**STATE OF TEXAS           §**  
**COUNTY OF TARRANT   §**  
**TOWN OF PANTEGO       §**

**The Town Council of the Town of Pantego, Texas, met in special session at 6:30 p.m. in the Council Chamber of Town Hall, 1614 South Bowen Road, Pantego, on the 3<sup>rd</sup> day of February 2014 with the following members present:**

<b>Melody Paradise</b>	<b>Mayor</b>
<b>Russ Brewster</b>	<b>Mayor Pro Tem</b>
<b>Jane Barrett</b>	<b>Council Members</b>
<b>Don Surratt</b>	
<b>Don Funderlic</b>	

**constituting a quorum. The following staff members were present:**

<b>Matt Fielder</b>	<b>City Manager</b>
<b>Julie Arrington</b>	<b>City Secretary</b>
<b>Tom Griffith</b>	<b>Chief of Public Safety</b>

**Also in attendance:**

<b>Cal Kost</b>	<b>CRB Board Member</b>
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**SPECIAL SESSION 6:30 P.M.**  
**CALL TO ORDER**

Mayor Paradise called the special session to order at 6:31 p.m.

**1. Comments from the public regarding PantegoFest 2014**

Mayor Paradise welcomed the audience thanking them for taking the time out of their busy schedules to offer their comments to the Council. She explained the purpose for tonight's meeting was to receive public comment regarding PantegoFest 2014. She explained the goals of PantegoFest are to bring the people of the community together, identify Pantego and set it apart from Arlington, and to have a way for us to help promote the business community. Over the last few years the Town has tried to improve PantegoFest. Council has been discussing different ideas for this year's PantegoFest; such as continuing the event, moving the location, same format or scale down, hiring an event planner, etc. The goal is to have a festival that everyone benefits from in one way or another. Council decided at an earlier meeting to change the date from the first weekend in October to the last weekend in September. It is safe to presume there is some flexibility to moving the date since we are still in the discussion stage.

Jimmy Harris, owner of David's Bar B Que, informed Council several years ago when the idea of PantegoFest first started it was to bring revenue and commerce to our city. The city is like a harbor when the tide rolls in we all work together and feed off each other. He believes closing down a major artery in the city hurts 25% of his business revenue. If the business loses money the town loses money from the lack of sales tax revenue. For every action Council takes there is a reaction and closing the artery hurts a lot of people. When they hurt financially it hurts their pocketbook and their ability to feed their family.

Ann Ferrell; owner Annie's II, the snow cone stand, and the Lakewood Shopping Center, explained the event has been on her property for the last two years and it is not conducive for an event any longer due to the damage caused by the last PantegoFest. She informed Council many of her tenants were forced to close for two days for the event and claim they will leave her

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shopping center if they are forced to deal with PantegoFest this year. It is a financial burden because businesses must close. She believes the attendees of PantegoFest are drinking beer and having a good time and are not there to shop at the stores. She would like the event moved off of her parking lot due to the financial loses of her tenants, the damage to the parking lot, and the trash left on her property.

Susie Elliot, independent contractor at Annie's II, explained to Council she and 15 other independent contractors at Annie's II lost money due to PantegoFest. It was too difficult for their clients, who are mostly elderly women, to navigate around the building to park and to walk inside. PantegoFest took away all the handicap parking. She stated she has lost money for two years now because of PantegoFest. She would like it moved to another location and the street to remain open.

Patrick Myers, owner of Dr. Jeckylls Beer Lab, informed Council he liked the first year of PantegoFest but feels last year was a flop due largely to the cold and rainy weather. He believes the Town can make money in just ticket sales. He suggested blocking the road to the bridge and people can attend the businesses. He would like to see a Taste of Pantego comprised of Pantego businesses not outside vendors taking the revenue from the businesses. He wants our businesses to show case their food. He also likes the idea of the citizens bringing their own beer allowing for sales at his establishment and permits are not required, plus the exhibitions and demonstrations. Mr. Myers would like to see the Town fix PantegoFest not stop it, just make it better. He believes the bands the town used the first year, the tribute bands, brought the people and he offered three more better bands last year; Breaking the Wall, Queen for a day, and a Black Sabbath tribute band. He went on to offer the same bands this year for a quarter the price as the first year. He feels bands that play music that is known will bring in the people and last year's bands were not known.

Danny Lakey, owner of Shirtwerx located at Park Row West, would like to have the festival moved to the Park Row West Shopping Center it is a larger parking lot. He would like to see the event with free admission and extra events daily to draw in the participants; such as a wine tasting, car show, or cook off. He suggested a steak cook off or a gumbo cook off. He does not want outside vendors. Mr. Lakey suggested routing traffic behind PCA detouring to Milby and feels using Park Row West and the parking lot with David's Bar B Que would be best. He feels the Town should charge for the booths, the exhibitions, and the bands, not to enter the festival.

Deborah Dixon, a hair dresser at Annie's II, believes it is a serious issue to the beauty shop. The band was located just outside the door last year and the contractors and the clients could not hear inside the shop. She lost revenue from cancellations and no shows. Most of her clientele is elderly and cannot walk up to the shop. She wants the event moved and not to block the street.

Georgann Price, resident at 2010 Silverleaf, expressed she loves PantegoFest thinks it is wonderful and would be great to have someone local for the event planning who understands the Town's personality; not a big town coordinator. We are a small town and need someone to know our reach and what we can do. She agrees with the suggestion of local usage for vendors and competitions for the kids. She suggested the Town have a golf cart accessible for the client of Annie's II taking them from their car to the shop.

Margie deMulder, owner of All Paws Grooming, loved PantegoFest the first year. Her only issue was that her clients were charged to enter the event to come to her shop. She suggested the Town speak with the City of Kerrville and the Levitt's Pavillion for ideas and help on organizing the event. She feels more people will attend and spend more money with the vendors if the entrance to the event is free. She believes PantegoFest is great for business. Council asked her why she did not like the second year. She explained to Council she was promised a pet parade and it did not happen.

Ms. Elliott informed Council she felt the first year was organized and the second year there were not any advertisements, not as many vendors, and seemed unplanned and thrown together.

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Mayor Paradise agreed weather is always an issue regardless of when the event is planned. Primary difference between the first year and the second year was the second year the Town was in the middle of several personnel turnovers during the major planning process. There was not enough staff to cover the planning and the day to day operations of the town. She continued to explain putting on an event is very staff and volunteer intensive. The organizer must understand our size, scope, location, fees, etc. The ideas tonight are excellent ideas and Council will be considering them. How do we pull it off without shutting down Park Row, do we move the event? Do we leave it as an all weekend event or a one or two day event? This is a lot to consider. We do not want to create a hardship between the community and the businesses; redirecting traffic to help the businesses will be considered. The goal is to foster business relationships with the community and bring in businesses and increase sales for the businesses. We want to do a better job at marketing and need staff resources to stay on top of the marketing. Even if we use the event planner we will still have tasks to perform. It would be great for those of you who are willing to volunteer to sign up. Music is difficult because not everyone likes the same music. When we closed on Saturday last year there were three well known bands set to play. I would like to hear your preferences of music and the number of bands you would like to hear.

Mr. Myers explained this was the reason he picked the bands that were chosen in year one they were weather proof. Those were bands the kids would stand in the weather for. The adults will not stand in the cold for music but the kids will. Year two, the bands we had were not bands that people would stand in the weather to listen to.

Ms. Ferrell explained she does not believe people will purchase items at the stores. All she has heard in tonight's conversations is how the food vendors will make money. The businesses in her shopping center lost money. She feels the Catholic store cannot set out their merchandise under a tent; no one will sign up for dance classes or scuba classes, or purchase batteries for their watches. It is not fair to our businesses for the event to be in our parking lot. It just doesn't work for the businesses.

Mayor Paradise requested to hear from Jimmy Harris, owner of David's Bar B Que, regarding his take on festivals due to his experience in them. Mr. Harris informed Council people do not just come for the food they come to shop. The venue is in a parking lot and not conducive to music. He suggested moving it to the park where people can come and sit on the grass, relax, and enjoy the music.

Mr. Myers expressed his dissatisfaction with the suggestion because no one can see the businesses from the park. He wants the participants to be able to see the businesses.

Ms. Dixon informed the Council she likes a variety of music. She feels it is annoying to hear the same music over and over.

Council asked Mr. Myers if he has a variety of music he can supply or just hard rock. Mr. Myers informed Council he can provide rock. He claims classic and hard rock music are two different varieties.

Ms. Ferrell believes the issue with the second year of PantegoFest was the personnel change over and the lack of advertising.

Mr. Lakey believes rock music will bring a bigger draw of people at night; however, during the day he would like to see a variety. He suggested after 9:00 p.m. the bounce houses and kids zone should be shut down and begin charging entrance fees; making it family oriented in the day and adult oriented by night.

Mr. Myers informed Council the first year we did Hard Rock and metal on Friday night, Classic Rock on Saturday night, and Chicago on Sunday.

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Mr. Harris questioned Council regarding the expense of overtime paid to the employees; such as the police officers and the firefighters. He asked if the town decided not to close the street would this decision save money on the overtime. He thinks this would cause a reduction in personnel and wonders if it is cost effective. He also suggested the Town start at Bicentennial Park on a one day event and grow from there.

Mayor Paradise confirmed the budget accounted for overtime and Dalworthington Gardens offers assistance with off duty officers to help the Pantego Officers.

Matt O'Neil, 9 Longhurst, feels Mr. Myers ideas were great and suggested music between the bands; such as top 40 music, when it gets quiet people get bored. He feels if we do not have enough people to justify blocking the street then we should not. He believes the first year was a good year but last year was a flop; the stage was in the wrong spot and no one knew the bands. He thinks allowing people to bring their own drinks is a good idea but worries about underage drinking and monitoring the age of the drinker. He thinks the hair dressers should use the opportunity to promote their business with coupons since it is only one weekend a year. Finally he suggested a Saturday and Sunday event only.

Lothar Heller, 3 Preston Trail Ct., believes if the businesses lost money then the event was in the wrong location. He feels PantegoFest is the greatest thing. He informed the Council there is a street next to Bicentennial Park that can be blocked off for more room at the park. If this was to happen the town would not need as many police officers and firefighters. He feels the businesses could come to the park and set up a booth to promote their business or make a show. They would benefit more sitting at the booth away from their shop one time a year for two to three days showing what they have to offer. He agrees not everyone likes the same music but feels live music would bring out more people to the businesses.

Mayor Paradise asked the audience how many of them participated in the first PantegoFest and the second PantegoFest or both. Then she asked the audience how many would like to see it held at Bicentennial Park and why not?

Mr Myers reminded Council beer sales is not allowed at the park. If he could sell beer he would set up at the park.

Ms. Dixon informed Council some businesses cannot set up remotely both days. Maybe set up a booth for someone to man and promote their business.

Mr. O'Neil reminded Council they would need electricity.

Doug Davis, past City Manager of Pantego, presented Council with some history of how PantegoFest started and why it ended many years ago. He informed them PantegoFest 1978 was very successful as a one day event and ran for 2-3 years. It was completely organized by volunteers and was held at Bicentennial Park. There were plenty of vendors and a parade. The big attraction was Kenny Rogers, pitcher for the Texas Rangers. He was the Master of Ceremonies for the parade. The Town of Pantego held its 50<sup>th</sup> Anniversary celebration at Bicentennial Park and it was completely organized by the citizens of the town. He advised Council they cannot sell beer in the PCA parking lot maybe if there was a separation created by the kids zone and bounce houses it could work. If they choose to have it at the park they could pull the generator down to the park for electricity. He is in agreement with the additional activities; such as the chilli cook off. He considers marketing as a key element to success and suggested the Town call Brandera and speak with them before hiring an event coordinator.

Councilmember Funderlic asked Mr. Davis why PantegoFest did not continue. Mr. Davis stated the event fizzled out and the committees did not continue. Councilmember Funderlic feels Council has received a lot of good comments. He asked the audience if they had any suggestions regarding vendors from Pantego or allow all vendors?

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Mr. Myers liked the taste of Pantego ideas and believes Council should keep the vendors to Pantego businesses only without a charge for a booth.

Councilmember Funderlic asked the audience their opinion on getting businesses to participate.

Mr. Myers suggested allowing outside vendors after all Pantego businesses have received their booths.

Mr. Lakey feels the Council should look at the different foods and decide what type of food they would want to serve at the event fulfill those needs with local vendors then open up to outside vendors.

Mr. Davis feels a goal of PantegoFest should be to draw people from outside Pantego to the event to show the Town is not Arlington and obtain an identity as Pantego.

Mr. O'Neil discussed better marketing.

Mayor Paradise agreed marketing is paramount and someone is needed to promote the marketing. Bringing someone in who knows marketing and obtaining expert advice is essential.

Mr. Davis advised the Council business owners do not have to be in front of their business they can give cards, coupons, and such to promote their business.

Ms. Dixon would like to have the date moved stating last year PantegoFest competed with the first weekend of the State Fair.

Mayor Paradise explained there are a lot of events at this time of year and trying to find a time of year without competing with another festival is difficult. Grapefest is winding up at the end of September and there are other neighboring cities as well.

Councilmember Surratt thinks it is nice to hear alternating opinions and nice to hear from the businesses. It has been nice to hear the impact this has caused. He told the audience he appreciates their time and for giving feedback.

Councilmember Funderlic feels it is good to see the turnout for tonight and hear opinions. The main purpose of PantegoFest is to increase exposure to Pantego and draw people from outside of Arlington. This is not a profit making event for the town. It is to show what the town has to offer.

Councilmember Barrett stated she has heard a lot of good ideas tonight especially interested in the events; such as car shows and exhibits. We have heard many of the same ideas from different people. She feels we really need volunteers to help.

Mayor Pro Tem Brewster appreciated everyone coming out tonight and believes he has heard a lot of good ideas; some Council has discussed; such as vendors from Pantego. It is good to know the impact. The motivation for PantegoFest is exposure for the businesses and identification. I really appreciate everyone coming out and giving us a lot to talk about.

Mayor Paradise encouraged any additional thoughts or ideas to be communicated to Council, the Mayor, or the City Manager. This is an ongoing process as Council tries to define PantegoFest 2014, If there is away do this with little impact to the businesses let us know. It all comes down to logistics and what we can do to make this so everyone benefits. The town is willing to support PantegoFest financially and is committed to PantegoFest. We are not in this to make money it is something we are committed to doing. Hopefully we can get this right in 2014. We will take your ideas into account. Communicate with the City Secretary to keep you up to date on PantegoFest. She will create a list of Notifications.

Ms. Ferrell asked Council when the Park Row Project will be completed.

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Mayor Paradise informed the audience this is a huge project and timing is critical. The project is not ready to start. We will time it around PantegoFest.

Mr. O'Neil informed Council that after the last meeting he spoke to a local business owner regarding a possible motorcycle show.

Mayor Paradise requested the audience to reach out to anyone they know that may do shows, exhibitions, cook-off's, etc to contact staff and give them the information. She informed the audience Council really appreciates their input.

**ADJOURNMENT**

Mayor Paradise adjourned the special session at 7:49 p.m.

APPROVED:

  
Melody Paradise, Mayor

ATTEST:

  
Julie Arrington, City Secretary

