

The City Council of the City of Seabrook met in regular session on Tuesday, December 3, 2019 at 7:00 p.m. in Seabrook City Hall, 1700 1st Street, Seabrook, Texas to discuss, consider and if appropriate, take action on the items listed below.

THOSE PRESENT WERE:

THOM KOLUPSKI

ED KLEIN

LAURA DAVIS

JEFF LARSON

NATALIE PICHA

BUDDY HAMMANN – Ex. Abs.

JOE MACHOL

GAYLE COOK

SEAN LANDIS

STEVE WEATHERED

ROBIN LENIO

MAYOR

COUNCIL PLACE NO. 1

COUNCIL PLACE NO. 2

COUNCIL PLACE NO. 3

MAYOR PRO TEM

COUNCIL PLACE NO. 4

COUNCIL PLACE NO. 5

COUNCIL PLACE NO. 6

CITY MANAGER

DEPUTY CITY MANAGER

CITY ATTORNEY

CITY SECRETARY

Mayor Kolupski called the meeting to order at 7:00 p.m. and led the audience in the United States and Texas Pledge of Allegiance.

1. INTERVIEW CANDIDATE

1.1 Interview candidates for positions on the Seabrook Board of Adjustment. *City Council*

The City Council interviewed Rob Hefner, 2330 Lakewood Yacht Club drive, who stated that he has been a resident of Seabrook for 5 years. Mr. Hefner is currently working as a construction manager for Dennar homes, and except for his time in the military, he has always worked on homes. Mr. Hefner recently finished his appointment to the Charter Review Commission and was on the Board of Adjustment previously and was asked to come back.

The City Council interviewed Byron Hanssen, 3705 Nasa Parkway, who explained that he is a licensed attorney, co-owns Beacon Hill Bed and Breakfast, and owns three other properties in Seabrook. Mr. Hanssen has not served on a board or commission in Seabrook, but he has applied in the past.

2. PRESENTATIONS

2.1 Presentation of a Life Saving Award for assisting in a major accident which resulted in saving a life to Andy Gutacker, Justin Amaro, Daniel Prentice, Johnathan Martin, Andy Castiglione, Elizabeth Yancey, Michael Miner, Ingris Berrios, Michael Dyer, Constance Robinson, and Austin Wood. *Brad Goudie, Director of Emergency Services*

Brad Goudie, Director of Emergency Services, presented the recipients with the Life Saving Awards and stated that it is always a pleasure to share success stories. Mr. Goudie further

46 explained that the ultimate outcome of any emergency event heavily relies on each link in the chain
47 of response, and all responders have to work together and with strength. The team is only as strong
48 as its weakest link. Mr. Goudie described that a motor vehicle accident on November 3 resulted
49 from a cardiac arrest. Two citizens that were witnesses to the accident began CPR on the victim
50 before emergency crews arrived, and the City would like to honor them at a future meeting.

51
52 Finally, Mr. Goudie expressed that the emergency responders do their jobs, and they
53 provide outstanding service, but when someone is clinically dead and that situation gets turned
54 around, it's a big deal.

55
56 **2.2** Presentation of a Life Saving Award for responding to a medical emergency which resulted
57 in saving a life to Kimberly Boniface, Hailey Hayes, Robert Ozment, Justin Amaro, Robert Turner,
58 and Christi Krause. *Brad Goudie, Director of Emergency Services*

59
60 Brad Goudie, Director of Emergency Services, presented the recipients with the Life
61 Saving Awards and stated that this team did such a great job, that the patient left the hospital
62 against medical advice, even though he was clinically dead on scene.

63
64 **2.3** Presentation of the Post Event Report for the 2019 Celebration Seabrook Festival.
65 *LeaAnn Petersen, Director of Community and Visitor Relations*

66
67 LeaAnn Petersen, Director of Community and Visitor Relations gave the post event report
68 as seen in Attachment A.

69
70 **3. PUBLIC COMMENTS AND ANNOUNCEMENTS - none**

71
72 **3.1** Mayor, City Council, and/or members of City Staff may make announcements about
73 City/Community events. *City Council*

74
75 Councilmember Davis announced the following upcoming events: Seabrook Tree
76 Lighting; Breakfast with Santa, Santa Run, Bird Count, City offices closed for Christmas; and
77 Christmas Boat Lane Parade.

78
79 **4. CONSENT AGENDA**

80
81 **4.1** This item was pulled from Consent Agenda by Mayor Kolupski.

82
83 **4.2** This item was pulled from Consent Agenda by Councilmember Davis.

84
85 **4.3** Approve on second reading proposed Ordinance 2019-32, "Restaurant - Fast Food and
86 Restaurant - Full Service, Parking Regulations".
87 *Sean Landis, Deputy City Manager*

88
89

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK, APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 5, "OFF-STREET PARKING, LOADING, INGRESS, AND EGRESS", SECTION 5.05, "COMPREHENSIVE PARKING REGULATION MATRIX", TABLE 5-C, "REQUIRED PARKING SPACES BY LAND USE CATEGORY" BY ADDING RESTAURANT - FAST FOOD AND RESTAURANT - FULL SERVICE, AND CREATING NEW ASSOCIATED PARKING REGULATIONS; PROVIDING A PENALTY IN AN AMOUNT NOT TO EXCEED \$2000.00 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HERewith; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE

4.4 Approve on second reading proposed Ordinance 2019-33, "Creation of Definitions for Restaurant-Fast Food and Restaurant-Full Service".

Sean Landis, Deputy City Manager

AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK, APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 1, "IN GENERAL", SECTION 1.10, "DEFINITIONS", BY CREATING DEFINITIONS FOR RESTAURANT-FAST FOOD AND RESTAURANT-FULL SERVICE; PROVIDING A PENALTY IN AN AMOUNT NOT TO EXCEED \$2000.00 FOR VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HERewith; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE

4.5 Approve on second of two readings Resolution 2019-24, "EDC Project Designation for Moshe Allen Doing Business as Americano's Cafe and Approval of EDC Expenditures for Construction Improvements of New Restaurant pursuant to Performance Agreement".

Paul Chavez, Director of Economic Development

A RESOLUTION OF THE CITY COUNCIL OF CITY OF SEABROOK, TEXAS, APPROVING A PROJECT OF THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION TO PROVIDE BUSINESS INCENTIVES TO MOSHE ALLEN DOING BUSINESS AS AMERICAN'S CAFE IN AN AMOUNT NOT TO EXCEED \$68,500.00 FOR CONSTRUCTION AND IMPROVEMENTS FOR A NEW RESTAURANT, PURSUANT TO THE TERMS AND CONDITIONS OF THE "ECONOMIC DEVELOPMENT AGREEMENT", ATTACHED HERETO

4.6 Approve the reappointment of Regular Members Michele Glaser and Edelmiro Muniz, and Alternate Member Jared Kelly to the Seabrook Board of Adjustment and Building Standards Commission for a term to expire January 1, 2022. *Sean Landis, Deputy City Manager*

Motion was made by Councilmember Davis and seconded by Councilmember Klein to approve the Consent Agenda, with the exception of items 4.1 and 4.2

MOTION CARRIED BY UNANIMOUS CONSENT

135 **4.1** Approve on second reading proposed Ordinance 2019-28, "Mobile Food Vendor
136 Regulations." *Sean Landis, Deputy City Manager*

137
138 AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK, CHAPTER 22,
139 "BUSINESSES", ARTICLE II, "FOOD SERVICES" BY CREATING A NEW SECTION 22-51
140 ENTITLED "MOBILE FOOD VENDORS", WITH ASSOCIATED REGULATIONS UNDER
141 THIS TITLE; REPEALING ALL ORDINANCES OF PARTS OF ORDINANCES
142 INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDING FOR A PENALTY IN AN
143 AMOUNT NOT TO EXCEED \$2,000 FOR EACH DAY OF VIOLATION OF ANY
144 PROVISION HEREOF BY INCLUSION INTO THE CODE; AND PROVIDING FOR
145 SEVERABILITY AND NOTICE

146
147 Mayor Kolupski explained that he pulled this ordinance because he voted against it on first
148 reading and he was asked why. He further explained that it is a very strict and concise ordinance,
149 and a couple of months ago Council passed an ordinance on golf carts that was also strict, and
150 Council is asking PD to enforce new ordinances and it seems like priorities are getting skewed.
151 The Police Department has three (3) officers on duty at any given time to enforce golf carts and
152 now to regulate and enforce mobile food vendors. There is a very limited number of officers as it
153 is. Seabrook ranks #4 in the state as one of the safest cities. Does the Council want to take officers
154 off the street to regular food trucks? There is not a lot of benefit to having good trucks. The
155 residents that were asking for food trucks have not shown up to a Council meeting. Council should
156 consider the ramifications of passing these ordinances that keep piling on staff. We won't gain
157 enough revenue from food trucks to put another officer on the street.

158
159 *Motion was made by Councilmember Larson and seconded by Councilmember Machol*

160
161 *To approve on second reading proposed Ordinance 2019-28, "Mobile Food Vendor Regulations."*

162
163 **MOTION CARRIED BY 4-2 VOTE WITH MAYOR KOLUPSKI AND COUNCILMEMBER DAVIS**
164 **VOTING AGAINST**

165
166 **4.2** Approve on second reading proposed Ordinance 2019-31, "Amendment to the Official Zoning
167 Map to Rezone Seabrook Island, Section 4, Reserve C, Being a 10.3586 Acre Tract situated in
168 Abstract 52, Ritson Morris Survey, Harris County, Texas, located East of Palm Bay Circle, South
169 of Scenic Shore Drive and immediately West of State Highway 146 from R-2 to 146-M". *Sean*
170 *Landis, Deputy City Manager*

171
172 AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF
173 SEABROOK WHICH IS PART OF THE SEABROOK CITY CODE OF ORDINANCES,
174 APPENDIX A, "COMPREHENSIVE ZONING", ARTICLE 2, "ADMINISTRATION",
175 SECTION 2.05, "OFFICIAL ZONING MAP", BY REZONING, SEABROOK ISLAND,
176 SECTION 4, RESERVE C, BEING A 10.3586 ACRE TRACT SITUATED IN ABSTRACT 52,
177 RITSON MORRIS SURVEY, HARRIS COUNTY, TEXAS, AS MORE SPECIFICALLY
178 DESCRIBED IN EXHIBIT "A" ATTACHED HERETO AND INCORPORATED BY
179 REFERENCE, FROM R-2 ("SINGLE-FAMILY DETACHED RESIDENTIAL DISTRICT

SMALL LOTS") TO 146-M ("SH 146 MAIN COMMERCIAL DISTRICT"); REQUIRING THAT THE ZONING MAP BE AMENDED TO REFLECT THIS REZONING; MAKING SPECIFIC FINDINGS RELATING TO REZONING OF SUCH TRACT; PROVIDING A PENALTY IN AN AMOUNT OF NOT MORE THAN \$2,000.00 FOR VIOLATION OF ANY PROVISIONS HEREOF BY INCLUSION INTO THE CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; AND PROVIDING FOR SEVERABILITY

Council discussion occurred as follows:

- There was things that may or may not have been discussed at the last meeting, specifically that Council took great care to work with the developer for the Seabrook Town Center to create a PUD, which protected residents adjacent to the property with a deeper barrier, a tree line barrier, a lot of things not have gotten with rezone. This property is very near Town Center, and the adjacent properties need to be treated the same way, with the same protection.
- One property should not be rezoned to allow items in the 146-M district, if the rezone does not give any of the protection that a PUD would give.
- There is not the same PUD process that gives residents the opportunity to be heard through a public hearing.
- A rezone would not be considered if there was nothing to go in the area. A PUD process would take a closer look at the plan.
- I agree. I was also going to pull this item because it was a close vote last time, and I wanted more Councilmembers to weight in and also I didn't know if staff had a chance to look into the legal aspects of the issues raised at the last meeting. Steve Weathered, City Attorney, explained that from the information he was given, the issues raised at the last meeting had nothing to do with rezoning.
- There was a time when Council was shown pictures of something that was going to happen once the rezoning occurred, but something vastly different went in because the zoning allowed it. A PUD process would ensure that what is proposed is what would actually be built.
- The vote at the last meeting was a straight up yes or no on a zoning change, and not on whether a PUD process should take place.
- This property should not be rezoned without a PUD.
- This piece of property is going to be right on the frontage road and its highly unlikely that residential property would go into this spot at this point, particularly with the oil well. There are also drainage issues that have been expressed and one owner said that her mind had been changed after speaking with the rezoning requestor. She was very much against the rezone before her conversation with the rezoning requestor. That being said, I don't disagree with comments to have some control.
- Without that guarantee of a PUD, there is risk. I'm for this development. This is not a residential property and never should have been a long time ago. With the changes of 146, development is needed here. I'm for the project, but there is a little bit of uncomfortable feeling and something more definite is needed.

Mr. Landis explained that a PUD is a master plan, and a developer has to come up with a project and submit a site plan and lay out different uses. The plan is then presented to the Planning & Zoning Commission for recommendation to City Council. Council would review the plan and the PZ recommendation in order to consider approval. A zoning ordinance is created for that particular property, through the PUD process, that deviates from the general zoning ordinance.

Motion was made by Council member Machol and seconded by Councilmember Larson

To deny second reading proposed Ordinance 2019-31, "Amendment to the Official Zoning Map to Rezone Seabrook Island, Section 4, Reserve C, Being a 10.3586 Acre Tract situated in Abstract 52, Ritson Morris Survey, Harris County, Texas, located East of Palm Bay Circle, South of Scenic Shore Drive and immediately West of State Highway 146 from R-2 to 146-M".

MOTION CARRIED BY 4-2 VOTE WITH MAYOR KOLUPSKI AND MAYOR PRO TEM PICHA IN OPPOSITION OF THE DENIAL

5. NEW BUSINESS

5.1 Consider and take all appropriate action on Resolution 2019-28, "Designation of Official Newspaper". *Robin Lenio, City Secretary*

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, TEXAS DESIGNATING THE CITY'S OFFICIAL NEWSPAPER, PURSUANT TO SECTION 11.12 OF THE CHARTER OF THE CITY OF SEABROOK, FOR PUBLICATION OF ALL ORDINANCES, NOTICES, AND OTHER MATTER

Motion was made by Councilmember Machol and seconded by Councilmember Klein

To approve Resolution 2019-28 to designate the Bay Area Observer as the Official Newspaper.

MOTION CARRIED BY UNANIMOUS CONSENT

5.2 Consider and take all appropriate action on approval of donation to the City of Seabrook Share your Christmas in the amount of \$2,500.00 out of proceeds from the 2019 Celebration Seabrook Festival.

LeaAnn Petersen, Director of Community & Visitor Relations

Motion was made by Councilmember Klein and seconded by Councilmember Larson

To approve a donation to the City of Seabrook Share your Christmas in the amount of \$3,000.00 out of proceeds from the 2019 Celebration Seabrook Festival.

MOTION CARRIED BY UNANIMOUS CONSENT

5.3 Consider and take all appropriate action on approval of donation to the City of Seabrook Animal Shelter and Adoption Center in the amount of \$1,200.00 out of proceeds from the 2019 Celebration Seabrook Festival. *LeaAnn Petersen, Director of Community & Visitor Relations*

Motion was made by Mayor Pro Tem Picha and seconded by Councilmember Klein

To approve a donation to the City of Seabrook Animal Shelter and Adoption Center in the amount of \$700.00 out of proceeds from the 2019 Celebration Seabrook Festival.

MOTION CARRIED BY UNANIMOUS CONSENT

5.4 Consider and take all appropriate action on approval of donation to the Bay Area Veterans Memorial in an amount of \$1,200.00 out of proceeds from the 2019 Celebration Seabrook Festival. *LeaAnn Petersen, Director of Community & Visitor Relations*

Motion was made by Councilmember Machol and seconded by Councilmember Klein

To approve a donation to the Bay Area Veterans Memorial in the amount of \$1,200.00 out of proceeds from the 2019 Celebration Seabrook Festival.

MOTION CARRIED BY UNANIMOUS CONSENT

5.5 Consider and take all appropriate action on the appointment of Rob Hefner to a regular position on the Seabrook Board of Adjustment for a term to expire January 1, 2022. *Robin Lenio, City Secretary*

Motion was made by Mayor Pro Tem Picha and seconded by Councilmember Machol

To approve the appointment of Rob Hefner to a regular position on the Seabrook Board of Adjustment for a term to expire January 1, 2022.

MOTION CARRIED BY UNANIMOUS CONSENT

5.6 Consider and take all appropriate action on the appointment of Byron Hanssen to an alternate position on the Seabrook Board of Adjustment for a term to expire January 31, 2021. *Robin Lenio, City Secretary*

Motion was made by Councilmember Klein and seconded by Councilmember Machol

To approve the appointment of Byron Hanssen to an alternate position on the Seabrook Board of Adjustment for a term to expire January 31, 2021.

MOTION CARRIED BY UNANIMOUS CONSENT

312 **6. ROUTINE BUSINESS**

313
314 **6.1** Update and report on various items that require no action, including SH 146 Expansion
315 Project, City of Seabrook CIP Projects, and City of Seabrook Grant Administration. *Gayle Cook,*
316 *City Manager*

317
318 Deputy City Manager, Sean Landis, and Director of Public Works, Kevin Padgett, gave the
319 Council an update on several items, as follows:

320
321 **CIP Projects**

- 322 • The underground waterline rehab project around City Hall has 90% of the pipe in the
323 ground. This project includes Old Seabrook, First Street, Cook Street, Anders Street, and
324 Nasa Road 1 near Hooters.
- 325 • The Marvin Circle project will be completed this week.
- 326 • Pine Gully and Hester's Gully Waterline Improvement Projects have minor work left to be
327 completed.
- 328 • There is a pre-construction meeting scheduled on December 10 for the Chloramine
329 Conversion project.
- 330 • The Fiber infrastructure project is moving north along Lakeside, from the Traffic Circle,
331 and then through Old Town Center to tie into the water well and then continue to Red
332 Bluff.
- 333 • The contractors' crews are setting up jersey barriers on the Red Bluff Expansion
334 project. Because crews are stationing over on the Pasadena side of Taylor Lake, it looks
335 like they will start water work over there while they are doing utilities on the Seabrook
336 side. The bridge that people fish off of will be removed in Phase I, which will cause a need
337 for no trespassing signs after the removal. City staff will discuss with the contractor. Staff
338 will begin having monthly meetings on that project so that the City can bring issues to
339 TXDOT as they are seen.
- 340 • Water and sewer lines, as well as drainage boxes, are going in on the 146 Expansion
341 project. The City's contractor is working on CIP utility projects from Lidstone to Nasa,
342 and the TXDOT utility contractor will tie into the lines there. A waterline from Seabrook
343 Circle to East Meyer is going in now, and work is being done on the north side, down at
344 Miramar Green, going south. All of the lines will end up coming together to tie into the
345 system. In addition, overhead electrical work will start on the east side, and there will be
346 some service disruptions. Staff is meeting with TXDOT on Thursday to discuss the Phase
347 II transition – the delineators and concrete barriers. Staff plans to discuss no left turns out
348 of Old Seabrook and the creation of additional signs so that drivers can actually go
349 south. The second left turn lane off of Respdorph was discussed at the last meeting with
350 TXDOT and it has been designed and it is going through the bid process now. There are
351 signage and signaling issues that need to be addressed. The main issue is that if two lanes
352 turn left together, the traffic on East Meyer that wants to turn left will have to be shut
353 down.

355 **146 Project Lane Closures**

- 356 • The outside southbound lane on 146 will be closed from Nasa to the bridge daily through
357 December 6th from 9a-3p
358 • Starting Wednesday, December 4, alternating lanes will be closed on Main Street from 9a-
359 3p for the installation of sanitary sewer
360 • Starting on December 7th, Capri Lane and Kenneth Royal will have alternating lane
361 closures
362 • 1st Street will be fully closed on December 5th and 6th from 7am to 6pm for installation of
363 concrete storm sewer
364 • 10th Street/Shipyard Drive/Waterfront will be fully closed under the bridge and ramp only
365 to Marina tenants and associates.
366 • Northbound on 146 will be closed December 5th through December 7th for the pouring of
367 a new section of concrete or bridge deck.

368 **Grant Administration**

- 369 • Hurricane Ike has been closed out.
370 • Staff is finalizing the Hurricane Harvey, and it will hopefully be closed out in the next 2 to
371 3 weeks
372 • The City hasn't received the official letter yet on the HMGP grant for the Wastewater
373 Treatment Plant; however, it has been communicated to the City that FEMA has approved
374 and now everyone is waiting on TDEM's signature.

375 **Other**

- 376 • There was a gas main break under the road on Nasa and there was some issue shutting it
377 off and the City's understanding is that the line was marked by CenterPoint at 4ft, so the
378 bore went in at 9ft and hit the gas line. Fire hydrant installs are going in as early as
379 tomorrow and could see lines pressure tested by the end of the week. Service disconnects
380 at City Hall, Police Department, and Jail and Bay Elementary will hopefully be scheduled
381 for the weekend.

382 **6.2** Establish future meeting dates and agenda items, including a discussion on whether to hold
383 the regular City Council meeting on December 17, 2019. *City Council*

384

385 *Motion was made by Councilmember David and seconded by Councilmember Klein*

386

387 *To cancel the December 17, 2019 City Council regular meeting.*

388

389 **MOTION CARRIED BY UNANIMOUS CONSENT**

390

391 The next regular City Council meeting will be held on January 7, 2020 at 7:00pm at Seabrook City
392 Hall Council Chambers.

393

394 7. **CLOSED EXECUTIVE SESSION**

395
396 7.1 **Section 551.074**

397 Conduct a closed executive session to deliberate the evaluation and duties of the City
398 Secretary. *Robin Lenio, City Secretary*

399
400 At 8:20 p.m., Mayor Kolupski announced that the City Council will now hold a closed
401 executive meeting pursuant to the provisions of the Open Meetings Act, Chapter 551 Government
402 Code, and Vernon's Texas Codes Annotated, in accordance with the authority contained in
403 Sections 551.074, Personnel Matters.

404
405 8. **OPEN SESSION**

406 *Council will reconvene in Open Session to allow for possible action on any of the agenda items*
407 *listed above under "Closed Executive Session".*

408
409 At 9:17 p.m., Mayor Kolupski reconvened the meeting in open session and stated that
410 item 7.1 had been discussed, but that no action had been taken in executive session.

411 Upon motion duly made and seconded, Mayor Kolupski adjourned the meeting at 9:17 p.m.

412
413 Approved this 4th day of February, 2019.

414
415
416
417
418
419 DocuSigned by:

420 *Robin Lenio*

421 0B230E8A4B274CD...

422 Robin Lenio, TRMC
423 City Secretary

DocuSigned by:

Thomas G. Kolupski

94F424767CFF419...

Thomas G. Kolupski
Mayor

DocuSigned by:



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ATTACHMENT A



CELEBRATION SEABROOK

Music & Art Fest by the Bay!

SATURDAY • OCTOBER 12, 2019
— 11:00am - 7:30pm —
MEADOR PARK • SEABROOK, TEXAS

**ONLY
\$5**
Kids 10 and under - ALWAYS FREE!

Great event for kids and adults! Loved the bouncy houses, the climbing wall, and all the food and drinks! Great live music too!

2019 Celebration Seabrook Recap

Live Music • Art • Kid Fun • Food Trucks • Pelicans • Craft Beer • Wine

Celebration Seabrook made possible by these great sponsors!

PRESENTED BY



SPONSORED BY

GOLD



SILVER



BRONZE



SUPPORTING AND IN-KIND



Record Attendance



The popular ticket price at \$5 remained, keeping the event affordable for everyone. Kids 10 and under have always been free and our extensive Kid Zone is also 100% FREE!



 **20%**

increase in attendance from 2018

*More than 250 participants
Over 2,500 Adult Attendees
Approximately 1,500 Kids*



*The most affordable fun my family can have,
all year. Good food, good music, lots of fun!*

Ahoy Kids' Zone

Sponsored in part by



Did we mention that our Kids' Zone is FREE?
And yes, we mean everything is **FREE!**

OBSTACLE BOUNCE COURSE

MEGA INFLATABLE SLIDE

TODDLER BOUNCE HOUSE

MECHANICAL SHARK

MAGIC SHOW

PELICAN T-SHIRTS

ROCK WALL

FACE PAINTING

LIBRARY FUN

BALLOON TWISTING

KIDS BEACH

HENNA TATTOOS



They had an amazing children's section.

My 2 year old was entertained all afternoon!

Live Music Stage

Sponsored in part by

Budweiser



We partnered again this year with Budweiser who donated their music stage! Flatland Cavalry was a BIG hit.



Ziggy Band



Bubba Westly



Flatland Cavalry



Jack Ingram

“Great music,
great food and fun!”

Sea of Art

Sponsored in part by



Shelbi Nicole continued her mural work on our skatepark, Debi Starr returned to paint more pelicans, we added another chalk drawing one included our mascot Sunny, plus we hosted over 19 unique artists that sold one-of-a-kind pieces of art!



Seabrook Rocks also returned provided by the Seabrook Association.

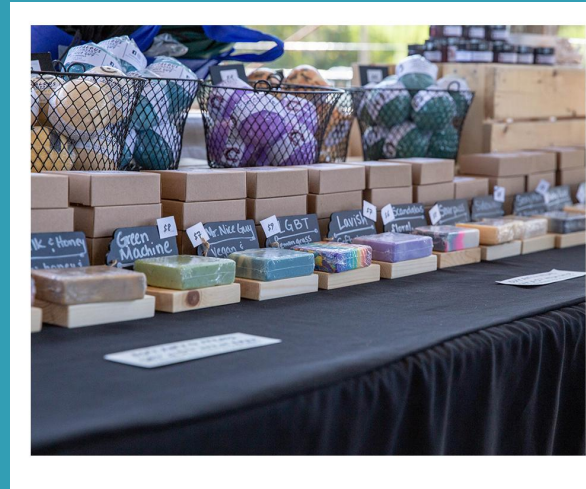
“I sold more pieces at this year's event than I have at any other event this year! I plan to come back next year for sure.

Merchant Village

Sponsored in part by



A variety of sponsors and merchants filled up our Merchant Village with some new businesses joining us including Brave Boutique and Good Sense Provisions, both Seabrook businesses! Some of our repeat merchants included Share Your Christmas, the Library, Bay Area CVB, Scentsy and Origami Owl.



I thoroughly enjoyed attending this event in my hometown, Seabrook, Texas. I love being part of my community.

Food Truck Galley

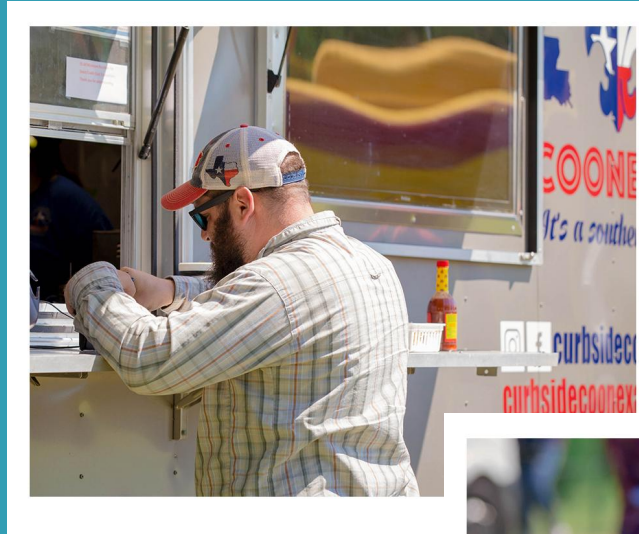
Sponsored in part by



No one went hungry at this year's event with 5 food trucks plus two local Seabrook businesses!

- Rolling Republic BBQ
- Curbside Coonexan
- Tasty Treats and Eats
- Snowie Cool Bus
- Native Kettle Korn
- Mario's Flying Pizza
- Classic Cafe

Lite bites for VIP provided by Merlion on Main Street.



With so many options I didn't know what to choose! I finally decided to have BBQ and I was extremely happy with my choice!

Event Production Team



We continued working with MaxGray Productions and their team alongside of city staff helped to knock this year's event out of the park once again. All sponsorship and vendor procurement remained in-house to keep costs down in addition MaxGray under the forecasted budget for this year's event.

City Event Director, LeaAnn Petersen

City Event Coordinator, Amanda Alvarado

Owner, Max Gray Productions, Travis Adair

Owner, Max Gray Productions, Robert Martinez

*Special thank you and shout out to **Seabrook Public Works** who do so much to help prepare for the festival including taking our Pelicans on a field trip to the park so they too can attend! **Seabrook City Management**, the **Finance Department**, the **Police Department**, our new **EMS Department** and the **SVFD**, plus the **Office of Emergency Management** who help with this great event... Not to mention the employees who took the time to volunteer on a Saturday.*



Great event. Well organized. Can't wait until next time.

Marketing Efforts

Digital buys from



mindecology
data-fueled marketing



With a strong website and social media presence we continued our relationship with MindEcology for quality media buys.

- New Creative
 - [Billboards](#)
 - [Rack Cards](#)
 - [Social & Digital Ads](#)
 - [Video Promos](#)
- Social Media Ads
 - 509, 568 Impressions
31% increase from 2018
 - 4,480 Clicks
45% increase from 2018
- Google Ads
 - 1,242,827 Impressions
34% increase from 2018
 - Click thru rate:
 - 5.63% search campaign
 - 0.36% display campaign
- [Facebook](#) & [Instagram](#)
 - 615 New Followers
 - 100+ Posts Aug.-Oct.
- The Bull 100.3 FM & KIKK
 - 162 Radio Spots
 - 25 Promos
 - DJ MC for event
- Billboards
 - 10 Boards
 - 5,982,800 Gross Impression
 - 122% Increase from 2018

New media partner!



Financial Overview



REVENUE					
Description	2015	2016	2017	2018	2019
Sponsors	\$95,050	\$113,250	\$109,750	\$127,420	\$120,200
Merchants & Artists	\$5,594	\$4,787	\$4,787	\$5,128	\$4,974
Food Vendors	\$1,890	\$1,150	\$1,811	\$1,165	\$1,017
Online Ticket Sales	\$13,030	\$8,711	\$2,980	\$220	\$2,385
Walk Up CC Sales	\$7,491	\$2,566	\$2,953	\$478	\$1,158
Walk Up Cash Sales	\$9,840	\$6,080	\$6,905	\$5,745	\$6,299
Drinks	\$16,501	\$10,390	\$6,873	\$8,567	\$11,683
Merchandise	n/a	\$960	\$1,418	\$449	\$1,095
Miscellaneous	\$2,230	\$116	\$120	\$80	\$338
TOTAL	\$151,626	\$148,735	\$137,597	\$149,251	\$149,122
Difference per year		-\$2,891	-\$11,138	\$11,654	\$-128

Sponsorship line item includes Council approved and budgeted amount from Hotel Occupancy Tax.

Additional city funds will not be needed to cover 2019 event expenditures.

 **31%**
increase in drink sales

EXPENDITURES

Description	2015	2016	2017	2018	2019
Production Fees	\$35,000	\$38,500	\$46,000	\$15,000	\$15,000
Commissions	\$9,520	\$9,185	\$7,150	\$0	\$0
Entertainment	\$12,200	\$6,000	\$7,300	\$33,178	\$35,000
Kid Activities	\$6,259	\$9,031	\$7,813	\$9,618	\$7,457
Beverages	\$8,785	\$8,263	\$6,765	\$2,829	\$4,540
Parking	\$400	\$660	\$285	\$375	\$355
Transportation	\$2,975	\$4,165	\$0	\$1,650	\$1,055
Rentals	\$37,876	\$39,106	\$28,091	\$23,734	\$27,718
Supplies	\$2,314	\$643	\$0	\$665	\$1,789
Staffing	\$10,586	\$14,117	\$11,535	\$10,550	\$9,634
Permitting	\$481	\$401	\$265	\$4,741	\$4,806
Insurance	\$4,660	\$4,060	\$4,465		
Lease Agreements	\$200	\$1,300	\$0	\$0	\$0
General Misc.	\$1,671	\$3,785	\$800	\$1,886	\$779
Graphic Design	\$2,200	\$2,000	\$500	\$1,010	\$200
Printing	\$700	\$906	\$675	\$2,641	\$806
Promotional Items	\$1,750	\$2,525	\$1,185	\$647	\$437
Signage	\$3,419	\$2,028	\$1,725	\$35	\$2,842
Digital Advertising	\$375	\$700	\$1,980		
Print Advertising	\$4,465	\$4,092	\$4,363		
Radio Advertising	\$8,935	\$6,995	\$5,005		
Social Media Advertising	\$997	\$742	\$755		
Bulletin Boards	\$0	\$7,416	\$7,023	\$15,973	\$20,443
Public Relations	\$8,000	\$9,000	\$8,000	\$8,000	\$2,900
Art Components	\$0	\$6,189	\$8,500	\$6,051	\$6,444
HOT Misc.	\$112	\$0	\$500	\$0	\$0
TOTAL	\$163,880	\$181,808	\$160,679	\$138,507	\$142,206
Difference per year		\$17,929	-\$21,129	-\$22,172	\$3,699

\$10,794

cost savings - actual vs. forecasted

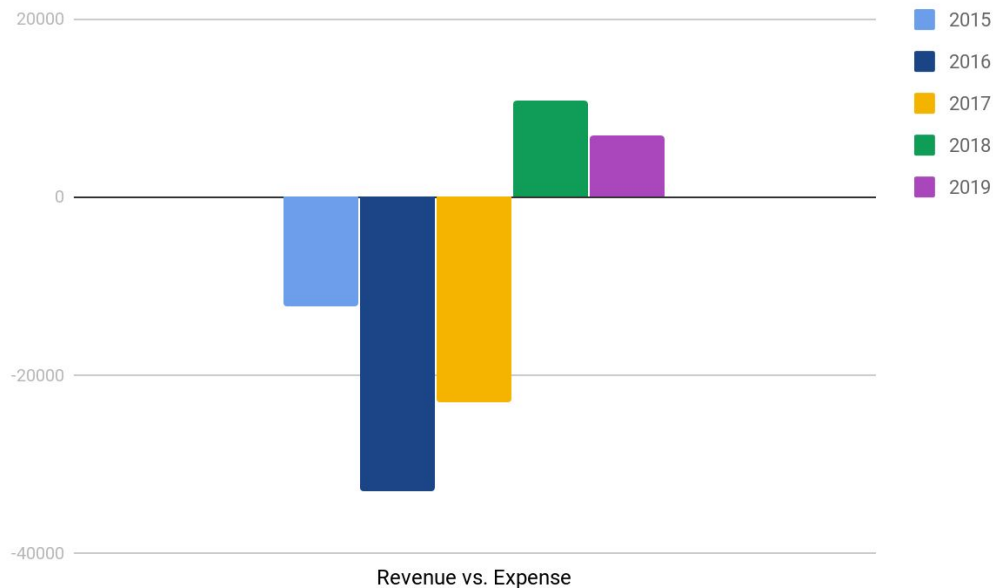


Financial Overview Cont.

Financial Overview Cont.



	2015	2016	2017	2018	2019
Revenue vs. Expense	-\$12,254	-\$33,073	-\$23,081	\$10,744	\$6,917
General Reserves	\$12,254	\$33,073	\$0	\$0	\$0
HOT Reserves	\$0	\$0	\$23,081	\$0	\$0
Available Charitable Donation	\$0	\$0	\$0	\$8,000	\$4,900
<i>Remaining balance</i>				<i>\$2,744</i>	<i>\$2,016</i>



2nd year in a row that funds are available for charitable contribution!

Save the Date

