

**MAPLEWOODSTOCK 2021  
MEETING AGENDA & Notes  
January 13, 2021**

Take-aways from the one-on-one meetings with everyone:

What will Maplewoodstock 2021 look like:

- Most of the committee (not everyone) believes we will have an opportunity to put on Maplewoodstock 2021, and that the date of the event will need to be moved to later in the year.
- With regards to modifications to the event we obviously will be governed by local and state mandates if they continue to exist.
  - Other benchmarks such as other outdoor events leading up to MWS2021, and, possibly Broadway opening date should be considered, (although indoor events such as Broadway may have stricter requirements than outdoor events).
- Although modifications may be required, **we do have time to figure out what they need to be.** Suggested modifications ranged from:
  - Limiting crowd size and creating “safe” zones with volunteers sanitizing those areas periodically throughout the day, with people paying for access to these to offset any costs.
  - Offer a “safe zone” option (set aside part of the park) and managed by volunteers (possibly Brad Goldman’s team).
  - Ensure safety of merchandise sellers with appropriate masking/plastic
  - Move the entire event across Oakview Ave with vendors being spaced in the street and around the perimeter. (one concern is that part of the park, Durnell Rd end, does tend to flood)
  - Move just the vendors to the street or other parts of the park
  - No Kid Zone or modifying the activities to only have those that keep the kids apart (i.e., no bouncy houses).
  - We limit the headliners to just Galactic, and if Galactic cannot accommodate whatever new date we choose we do not replace them with a big, expensive closer.
  - Finally, no modifications at all.

Overall Consensus:

*Again, the general consensus is that we will have an opportunity to hold MWS2021, although some major questions still exist. With regards to possible modifications the majority of the committee believes that the first option (limiting crowd size, etc) is not viable and if that is required, they would prefer to cancel the event. All other options are on the table as of now to be re-addressed once we have more clarity about the pandemic/vaccines.*

*We can always pull the plug anywhere up to 30 days prior to the scheduled event (assuming Galactic is the headliner. It’s in their contract).*

*With regards to a possible new date, I am suggesting 9/25 - 9/26. (Just a note: this is for personal reasons as 9/4 is labor date weekend, 9/11 I cannot participate, and 9/18 I’m traveling. If we want to go into October, I am not available 10/9 as it is my daughter’s wedding date.)*

**Discussion in meeting:**

- **Katie has conflict with Sept 25 - 26.**
- **August - too early and possible travel plans of attendees**

- **Proposal for first weekend of October. General agreement for this date.**
  - **Consider ending earlier in the evening given daylight hours**
  - **Need to go to the town and ask for the date / get permit**
  - **Need to contact 2020 band applicants so they know - prelim email to the bands with the fact they have applied and are under consideration.**
  - **Need to confirm with Galactic.**
    - **Consider broaching 2022 with them**
- **Caveat that we may have to still cancel**
- **Too early to discuss specific modifications**
- **Merch needs to be ordered in early July so we would be out that \$\$ if we have to cancel in Aug**
  - **Maybe do the tshirt design without a date**

Financial concerns:

- Revised budget is attached. Summary  
Revenue:
  - Currently have over \$28K in paypal/bank as a result of advertisers/sponsors who paid for 2020, band application fees for 2020, merchandise sale and wine tasting
  - Advertising/Sponsorship budget in unchanged
  - Donations on include the \$10K for the HKs (\$5k for 2020 and \$5K for 2021)
  - **Vendor fees reduced by 20% from original 2020 budget**
  - **Revenue from merch/kid zone/beer garden reduced by 20% from original 2020 budget**

Expenses:

- Most expenses remained as they were in the original 2020 budget EXCEPT:
  - Township services are doubled
    - However, by outsourcing these services to private companies we may be able to significantly reduce these costs.
  - Galactic fee increased \$1,500
  - The other paid acts amount equals how much we can afford to pay after all else is done. (i.e., the “plug” number)

Financial Summary:

*If we are able to put on a full 2-day festival (even with modifications), the budget seems viable. By reducing our expected revenue by 20% in many areas and increasing our costs for township services, I believe this a very conservative budget. Here's why;*

- *Even though we need to collect an additional \$28,000 in advertising and sponsorships, we have received commitments for 2020 that we did not collect in the amount of \$20,200. These are all from businesses that can still afford to sponsor (real estate brokers, DCH). If they all live up to their 2020 commitments all that remains to sell is \$8,000. As we are probably moving the event to the fall that gives us a number of months to raise that amount.*
- *We will have to possibly change our method of selling merchandise (or maybe just delay when we begin in-person selling to the summer), but at a 20% reduced budget from the original 2020 budget this should be viable.*
- *The budget includes no donations other than what the HKs donate. In 2019 we raised over \$4,000 with one appeal. Households may not donate as much given the economic uncertainty of the pandemic, however there is still some potential revenue from donations not included in the budget.*

- *We can hold off on any decision on other paid bands/closers for a while when we have a better feel for how revenue collection is progressing.*

### **Succession planning**

#### **Discussion in the meeting:**

- **Do not need an overall committee succession plan.**
- **Think about it more like a minor league**
- **We should identify people with additive skill sets**
- **Some committee members could use some help**
- **Not full fledged members of the committee**
- **Each person take an inventory of what we do and how people could help; consider names of people**
- **Example of Brad - the canopy committee is a good “test/trial” for someone to see if they would be a good fit for the overall committee**
- **If we will need modifications, we may need additional volunteers to help**
- **Suggestion that if someone needs help we could “lean in” a bit**
- **Have people volunteer and show what they can do and how committed they are**

**Survey - needs follow up. Consider timing with delayed event**

**Maybe survey the community about being at event - what would their concerns be?**

**Jill Crisciulo was invoked at 8:08pm.**