

Maplewoodstock Meeting Minutes 2024-02-13

Doc Version 1.0

Thur, Feb 13, 2025, 7:00 PM EST In Jamie's basement.

Minutes submitted by Jim Robertson (james.c.robertson@gmail.com). Apologies if I've misstated anything. Corrections and additions welcome.

Housekeeping:

<https://maplewoodstock.worldwebs.com/>

If you want to skim this document, look for these "Action Words" in ALL CAPS:

DECISION

ACTION ITEM

CONSENSUS

QUESTION

EDITORIAL

GUIDING PRINCIPLE

Participants:

1. Jim
2. Jamie
3. Brad
4. Susan
5. Amy
6. Danny
7. Gary (via Zoom)
8. Tarquin (via Zoom)

Agenda:

1. ACTION ITEM: Jamie to get Amy and Danny access to the private Maplewoodstock Committee Forum – where we endeavor to conduct much of our conversation, although some of such conversation also just happens organically on email.
2. Financial status:
 1. Brad shared a paper "accounting report" and walked us through it
 2. There will be a need to file a more extensive tax report for the 2025 year (FYI).

3. We appear to be fairly “on-track” with the budget at this point.

i. Sponsors/advertisers:

1. Garry reported \$38K thus far in donations, with some opportunities nearly sold out.

ii. Fundraising:

1. Brad reported that him, Jess Frank (local volunteer), and Jim are coordinating on the campaign to drive people towards our donation page the GiveButter.com.

2. In 2024, with minimal effort, we received \$9K in donations; four days into this campaign, we have already raised \$4.6K.

3. Brad to Gary (and the rest): Can we put the MAEP logo on the stage banner?
DECISION: Let’s look at the artwork and see what might work.

3. Headliner status:

1. Gary reported (since Tarquin was not yet on the Zoom) that none have been booked yet, but they are in negotiations to get two headliners for the \$50K target expense: Ozomatli and Macy Gray.

2. There was a lot of around-the-table enthusiasm for Macy Gray, as her sound is a good fit for our festival and she is a known name.

3. There was a lot LESS enthusiasm for Jill Cruscuolo – by Jim at 7:30 PM. If Danny is confused by the traditional inside joke, see. <https://www.youtube.com/watch?v=2koW9JgLLA4>

4. Band Application Status:

1. Jim reported (with Brad’s help on confirming the band application fee received), we have 47 band applications in 10 days; far ahead of our normal 30-35 at Day 10 in past years.

2. Jim will promote as needed, but just 10 days into 35 days, we are doing well.

5. Update from prelim discussion with Mayor Adams and Deputy Mayor Herman

1. Susan and Brad Zoomed with them a few days prior to this meeting, and all was positive.

2. Nancy wants to attend one of our future Committee Meetings; Susan and Brad demurred for now.

3. Of the ideas floated, the non-official feedback was:

i. Hot air balloon: sounds great.

ii. Ferris wheel: would this mess up the grass? And, would this make our festival start looking like a carnival or circus?

- iii. Drone show after final act on Sat or Sun: sounds terrific, as long as safety measures are coordinated.
- iv. Vintage car show: hmmm ... not sure there is an “audience match” between our normal crowd and vintage car enthusiast.
- v. Misting/cooling stations: Fire Chief immediately offered free use of two hydrants in/around the park. Perhaps this is a low-cost/high win effort, as in exchange for someone to run such a station, they could advertise the heck out of themselves with their own banners. And/or get a brochure spot. TO DO: Map the existing location of those hydrants. TO DO: Brad might have a contact for this.
- vi. Nancy offered use of data from the town’s subscription to the location-collecting tool <https://www.placer.ai/>. There was some conversation about how accurate the numbers were, as the number of attendees far exceed our estimations, but this data accounts for people coming and going over the course of the day. CONSENSUS: Yes; let’s get the data and figure out how we use it.

6. Community art project or show – and Merch:

- 1. We have not found a theme other than “20th Maplewoodstock” – NOT “anniversary.”
- 2. Jim has engaged in the past few months with a number of art folks in the community and has invited them for a coffee klatch this Sunday morning, Feb 16, 2025. There are a few YES and a few NO. But, Jim will take notes and have a followup Zoom meeting to try to include folks unable to attend the in-person meeting.
- 3. The idea is to use the meeting to share ideas and get feedback for all these Art topics. Including Merch ideas. Jim has collated some new and previous ideas to bring to the group for their feedback on direction – with caveats about “20th” and color limitations and whatnot.
- 4. Tarquin asked if there was a modest budget for someone who could “get us over the finish line” with regard to any “print ready” artwork for Merch. DECISION: Yes, within means.
- 5. ACTION ITEM: Susan will email introduce Jim to Jesse Reyes (a name she mentioned previously, but who Jim does not know).
- 6. ACTION ITEM: Jim will reach out to Andrea Teutli, Manager of Maplewood Arts & Culture, to invite her perspective.
- 7. Jim idea: Ken Stanek wanted to know how he could be involved. He is local and does local watercolors – <https://www.studionumbernine.net/> . He doesn’t want a booth, but more just some small upfront space for his easel. Jim’s proposition to him was: let’s give you some space near the Deaf Interpreters; you can sell your work any way you want, but in exchange, you give us 3-4 pieces we can use in future promotions and/or auction/sell on our own schedule (not necessarily live during the event). He is a YES for Sunday’s Coffee Klatch.
- 8. Amy idea: Heat Press can impart images to anything from jeans to baseball caps to pillowcases on demand. Is there an opportunity (aside from our normal merch) to do

something. ACTION ITEM: Amy will do some research to just preliminarily investigate what the turn-around is, the space needed, the costs, etc. Just preliminary.

9. IMPORTANT: March 30 is our deadline to get art to a t-shirt printer AND any artwork to Charlie McGuire for the program.

7. Layout discussion:

1. Tarquin reported the Arts Sub-Committee is advocating for moving the Arts Vendors back over to the Amphitheatre near the flagpole and heading down the path towards the library bridge. Vendor survey reported
 - i. Low foot traffic on East Field.
 - ii. High cost of Vendor Fee vs. Sales Made.
 - iii. Being uncomfortably close to the noise and smells of food.
2. Brad quickly looked up that we received \$21K in revenue from EACH Art and Food Vendors in 2024 (thus, \$42K total revenue). Are the complaints/feedback so acute that we would see a significant reduction in vendor fees? Or, are folks just complaining?
3. QUESTION: How do we address the feedback of the Arts Vendors?
 - i. Move them back to the amphitheatre? At what PROS and CONS?
 - ii. Double-down our efforts to make the East Hill a more welcoming and inclusive part of the Festival (e.g., Balloon Rides, Misting Stations, Art Installations, Circus Tents for shade, etc.). At what PROS and CONS?
 - iii. Tarquin was the main advocate for the "Moving the Arts Vendors" option.
 - iv. Brad made the main case for the "Keep the East Field" option, with the added wrinkle of letting vendors "Buy Their Spots" (with, perhaps Spot #1 costing \$500, but Spot #40 costing \$400, and Spot #90 Costing \$300, so they know exactly what they are paying and where they will be).
 - v. We cannot make a decision without more data – specifically on the viability of HOW MANY vendors could come over to the Amphitheatre Field. So, four ACTION ITEMS:
 1. ACTION: We need to find old maps where we have previously mapped out vendor spots/locations in the Amphitheatre Field.
 2. ACTION: We need to do a walk-through with a measuring wheel. Jim thinks he might have one from previous years in his storage unit. Weather permitting, this walkthrough is scheduled for Sat, March 1, 2025, at 11 AM. (Reminder from Susan, an hour prior to that, there is a Park Conservancy trash pickup gathering for those who want to participate.)
 3. ACTION: Susan will contact Deb Lyons at the Park Conservancy to see if they have plans this upcoming spring/summer 2025 to do any additional plantings or pathways that might impact our Layout discussions.

4. POINT OF ORDER: In our Nov 16, 2024, meeting a DECISION was reiterated: “no retreat from the East Field. Lean into it. Maximize the Amphitheatre for attendees. Keep Food and Arts vendors on the East Field.” Not to mean we cannot change given new facts, but I am loath to waste effort on relitigating things we have already decided and memorialized in Minutes.
8. Quick off-the cuff discussion about the launch of the Food, Arts, and Kids Vendor Applications.
 1. Jamie confirmed it will be one web application, where the applicant can pick on Food, Arts, or Kids options.
 2. Quick research showed that we typically launch this in late April; (let’s just say April 30 or May 1). Thus, any maps we require to show our Vendor applicants where they will be or what locations will need to be locked in 2-3 weeks prior.
9. Lastly, the next meeting is scheduled for Wed, Nov 13 (IN pattern of “Second Wednesday of the month”).
 1. Prior to that meeting, there will be a “walk-through” of the festival site on Sat, March 1, 2025, at 11 PM (weather permitting).
 2. ACTION ITEM: Jim will try to find the Measuring Wheel we previously purchased; he may have one in his storage unit. Does Kevin have one?
 3. ACTION ITEM: Susan to send an agenda and Zoom link prior. Assumption is Jamie’s basement is available unless Jamie says otherwise (e.g., traveling or sick).

Meeting wrapped up about 8:45 PM.