

## Maplewoodstock 2024 October Committee Discussion Topics

### Town Meeting

- Love fest with the Town meeting
- No charge for EMS / will make a donation
- Town wanted more lighting - we ended up with 8 with rentals and Essex County - we can use Essex County towers next year: 4 from Essex next year and 2 from town. We should request with Town in March / April
- Parking on Oakview was a concern, particularly Saturday morning. We were allowed to park on the grass near skate house. They will give us more on Dunnell next year.
- DPW has not sent an invoice
- Police loved the color coded parking for vendors
- Supposedly Dean loved Jill Crisciulo

### Follow with Rick and Jeff

- Tarquin wants to shop it out
- One said too big. One was rude with rejection. Asbury guy was same price as Rick
- It costs to do it right
- Too many people back stage?
- Speaker tower in the other field worked well.
- Closed canopy tent was really good. Keep for next year.
- Mahali wanted sound check early in the day. Rick and Jeff were frustrated. But ended up thinking it was OK because it made their setup really easy before their set.

### Layout

- Kevin and layout committee with thoughts and proposals early in 2024

### New 501(c)(3): Music and Arts Education Project

- Incorporate as non-profit - easy
- Tax exempt - needs IRS
- Priority is Maplewoodstock
- Future initiatives - first will be not need capital / we can talk about that when we have more funding
- Will need to clean up Paypal and do new accounts

### Headliner Update

- Remember Jones for \$4500
- Cato - fired his management co so we have no contacts. Tarquin got a new contact so trying to get in touch

### Tabling vendor discussion

## Merchandise

- Starting to think about designs / Gary provided a possible contact
- Presale some older designs
- Need to start earlier / not scramble at the end

## More aesthetic in the Park

- Lights in trees and bushes
- More consistent signs
- Draw in new people / get ideas
- Susan to talk to Amy about helping with park decor
- Gary has another name that might help
- Could be a sponsor opportunity

## Volunteers

- Loughney loved announcing bands
- Slade as a sponsor gets to announce a band
- Cubie is out

Kids Zone revenue got lumped into vendor revenue - need a clear plan for 2024 - who will hire & manage kids zone

- <https://www.funnewjersey.com/en/show/category/422/carnival-theme-parties-in-nj>

Storage Unit 5x11 is \$1200/year // 5x5 is \$800/year

## Budget Review

\$20k in bank

- \$6100 to port a john
- \$4k for DPW
- \$1k for SO Rescue

Appears 2023 Maplewoodstock was \$10k in the hole

Overspent on headliners because we had cash in the bank

Need to do some research on the fees for food vendors

Beer Garden was a success

Total band spend was \$42k, aiming for \$34.5k for 2024

Extra budget for 20th anniversary?

We should think about other revenue generation - fees, merch prices, canopy lottery, etc

What if we didn't use the Elks for beer garden or changed revenue structure?

Tom and Brad to talk revenue generating ideas

Gary thinks we can get a grant from NJ for music events

Gary showed option for new supplier for program - will get more detail

