

Maplewoodstock 2024 November Committee Discussion Topics

Tarquin - Headliners

- Remember Jones at reduced rate (4500). Could be Saturday closer
- Louis Cato has new manager. Dragging their feet. Louis would need to hire musicians, etc. Louis had convo with Tarquin, asking Noah to get back. What's the right number? Tarquin talked to Howie who knows Noah. Asked Howard to help / help find the number.
- Couple of options:
 - Daniel Donato & Cosmic Country Band - currently doing mix of venues
 - Couch - on the rise.
 - Bombino - more diversity
 - Record Company - modern R&R
- Decisions by January
- Go with someone at \$7k, and one more (total 3)

Production

- Want to do a little more in terms of lights / decor in the park
- Will pull Amy in / Susan wants to discuss with Tom first for framework or guidelines
- TL talked to Amy and gave her heads up
- Collaborative project / installation
- Susan to follow up with Tom

Music selection committee will be the same

501c3

- Tax ID number
- NJ not for profit has been formed
- New bank account to be set up / old closed by end of the year
- Federal designation is not done yet but we will keep marching forward - don't think we need for liquor license, etc. Who knows when the IRS will review / determine
- We have 25 licenses to use per year
- Share the description with the rest of committee - TOM
- Update links on website, etc with the new entity - before we solicit bands or vendors

Gary - Advertising

NJ Monthly proposal:

- After conversations, concluded we will not go with them
- Costs more due to revenue share

New proposal from Gary

SOMA Living

- Standalone maplewoodstock program

- 32 page program
- Circulation of 10k
- Might cost 10k
- Consider a 24 page option
- Ratio of ads to to content - may need some content development - **Jim willing to develop content**
- Share advertisers / he has shared leads in the past / maybe he can reach to some of his clients

New Record

- Could also do 32 page program
- Circulation has gone down, about 3500

Is there something else we should do digitally?

Who can help Gary sell ads?

- Is there someone we can identify? Particularly in digital space
- Would need total of 12k programs

Gary has green light to go forward with the 32 page program

Kids Zone is critical. Must continue. Agreed.

- Needs to be separate line item for cost and revenue. Needs to make \$\$\$. Agreed
- Needs its own location / aesthetic Agreed.
- Should we: go with Big Mark or find someone else? **Jamie to investigate**

Kevin - Vendors

- Food vendors is not an issue. People love the food and the vendors were generally happy. Food trucks got positive feedback
- Art Vendors
 - The plan to have 2 tiers and put some people on the hill didn't work well.
 - Lean into the east field
- Layout - top of the hill
 - Food vendors were at top of the hill at Pride
 - Debra Lyons said she makes recommendations and the town makes the rules
 - Nancy doesn't think it is a good idea to put things up there
 - We looked at map and discussed. May need another speaker tower
 - **Kevin to lead layout discussion**
- Tom has a proposed budget for revenue from vendors
- Food vendor issue is ICE. Recommendation to have an ice vendor. Remove us as middle man and have vendors go to them directly
- Generators - need to resolve early / **Kevin will handle with Nancy in advance**
- **Jamie has ideas on a form to track payments**

Jill Crisciulo invoked by Tom at 9:09pm for bodyguard