



Maplewoodstock Committee Meeting Notes - November 10, 2021

2022 Dates: July 9 and 10!

Initial Headliner Discussion

- Galactic sent back \$7500 / no obligation to do this.
- We start the negotiations over for 2022
- Give Funk Yeah and Friends of Brothers / Alan right of first refusal

Merchandise update

- Picture for site of shirts; done
- Will send to jamie with numbers, etc
- Amy (Susan's friend) is working on verbiage

Initial Budget discussion

- Caveat: PRELIMINARY. Conservative estimates.
 - Cash position is strong: \$56k because of not holding event last 2 years....
 - Go-forward revenue: assumed discounted vendor fees, reduced merch number
- Advertising expenses: assumed same as any other year. Assumed no additional advertising revenue.
- SOMA Living - SOMA Living paid. It went out so advertisers got that benefit. But it is a hard sell to the advertisers that they got benefit. Consider asking advertisers for a small uptick.
- Worrall / Programs
 - We have programs with wrong date and possibly wrong line up.
 - If all stays the same and we can update programs with inserts/stickers/etc - we could save some \$\$
 - Leaving \$4700 in for 2022 as if we will have to spend it again
- Township services kept the same as prior years (50% of cost)
- Still need to investigate security options, etc
- Assume \$30k for headliner
- Assume \$6500 for all other secondary headliners
- \$32k for production (bulk of deposit returned; assumed need full amount)
- **Bottom line: We need to close a gap of \$24k**
 - Ask the town to work with us
 - More data as we do some sales
 - Consider a Feb fundraiser event / donations / true fundraising
 - Additional advertising on site the weekend of
 - Other places to save \$\$ or possibly increase discussed

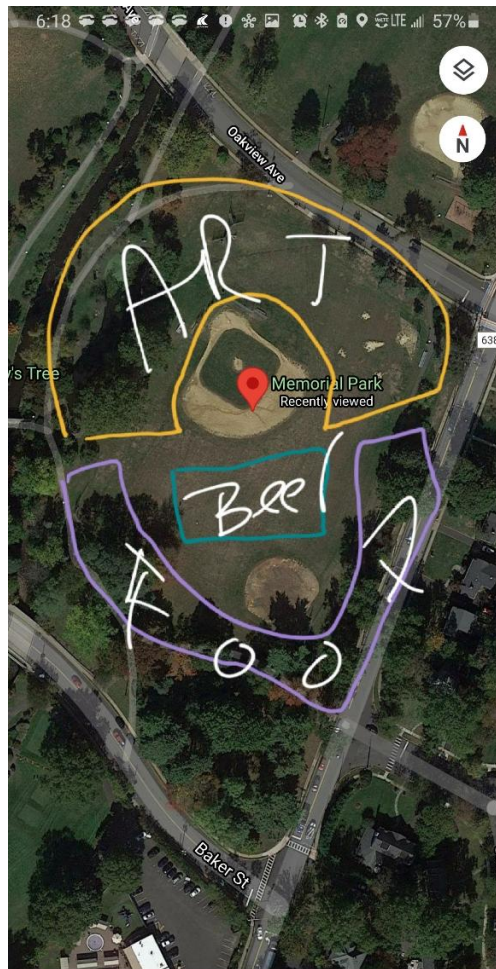
Layout discussion

- Do not expect us to make a decision in this meeting

- New plantings on hill - lots of new flagpole plantings
- Should we still plan for spreading out? Want everyone to think about
 - Likely this will eventually need to be a decision given growth of the event; this is an opportunity to do it with some “cover” of COVID
 - Vendors
 - Moving them spreads out the crowd and protects the top of the hill
 - Move them and we have more real estate for advertising
 - Beer Garden
 - We know this is a concern from the Elks
 - Need to have a conversation with them
 - Should be where people will buy the most beer

Kid Zone update (Katie)

- Yes/No ????????
- Hoping we can have
- Location? Don't need a sight line to the stage. How to keep it safe.



Band Discussion

- Carryover; expect some fall out

- We did communicate to bands that we would carry over with same slot. Some responded that they will come back. Some have managers have reached out as well. There will not be a band meeting or a solicitation for new recordings

Tshirt

- Is there a new design? Hold off for now. Tarquin sent a new idea to Kerry.

Announcement that 2022 will be the last Maplewoodstock that both Tom and Kevin will be on the committee.

