

# Maplewoodstock Meeting Minutes 2024-09-25

Doc Version 1.0

Wed, Sept 25, 2024, 7:00 PM EST In Jamie's basement and Zoom not working, so Gary was called in by Susan on the phone..

Minutes submitted by Jim Robertson ([james.c.robertson@gmail.com](mailto: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

## Participants:

1. Jamie
2. Susan
3. Jim
4. Kevin
5. Brad
6. Gary (via phone)

## Agenda:

1. Brad on financials:
  1. Distributed paper spreadsheet. ACTION ITEM: Brad to share spreadsheet digitally.
  2. Not much has substantially changed since the last financial update.
  3. A little less \$ on the beer than expected, but probably due to hot weather.
  4. Police \$ seems reasonable.
  5. Susan: we won't get a better \$ deal if we go with private security.

6. CONSENSUS: We need to pay the Police, but should figure out how to give them more direction – ask them to do X, Y, and Z. ACTION ITEM: Make a list of the X, Y, and Z we would like the Police to do.

## 2. Next year ideas:

1. Roles (the Spreadsheet Susan asked us to fill in).
2. We need someone on the Committee to “own” the categories – supervising others (sub-committees or volunteers, etc.).
3. We can’t take on more offerings without having the core operations organized first.
4. We went through the spreadsheet. ACTION ITEM: Jim or Susan to post. In TQ’s absence, Jim “nominated” TQ in a few categories that he thought TQ was interested in, but totally up to TQ to speak his own mind.
5. Subcommittees: Gary: it is not always easy to “get help” from sub-committee/volunteers – at least in his sponsorship/advertising perspective. Jim concurs: Jim has tried to engage with countless individuals on “trial runs”, but 90% of those opportunities only last for 3-4 weeks and don’t get traction.
6. Sponsorship: Verizon sponsorship (for example). A lot of bureaucratic red tape to get approvals. It requires a “long runway.” IDEA: Do we need a more professional “brochure” with which Gary can pitch? ACTION ITEM: Let’s give some thought (and maybe Jim engages with Ben Liet) to create something.
7. Biggest gap is Arts Vendors. Nobody stepped up, so it is CONSENSUS that it is Brian McNamara’s job if he wants it. And, he can use (or not) Steve and Allison. CONSENSUS: If we task someone to “run” something, we should not be also directing their staff/volunteers. If he accepted, Brian would be in charge. And, Brian would get a Committee Role in return. ACTION ITEM for Jamie to reach out to Brian with the ask/offer.
8. Brad: the best way to summarize the “worthiness” of a new Committee Member is: (a) Asshole quotient is low (can we get along with them) + “can they deliver” is high.
9. Kid Zone is another gap. Is Supervolunteer Adam a candidate? ACTION ITEM: figure out how to resolve the Kid Zone and who is best to reach out to Adam. ACTION ITEM: can Jamie look at the volunteer roster and find Adam’s last name and/or email/phone/Facebook profile so someone can reach out?
10. Merch could be split between design and selling: Jamie would rather be involved in logistics (ordering/selling) than design. Jim volunteered himself and Tarquin to take design lead and perhaps reach out to the community (Sandra Charlap, CHS arts folks, etc.)

## 3. Signage

1. We underestimate in 2024 the amount of effort it was to climb ladders and pound poles. Sweat equity.
2. Rick offered to conduct this operation (print and install signs). But, at what cost?

3. QUESTION: Now that Tom is gone, who is our main negotiator with “Sound and Stage”? I assume Tarquin would take the lead, but Brad/Susan might need to be signatories.
  4. CONSENSUS: We would like to put less effort into “sweat work” in exchange for putting effort into fundraising to hire others to execute. This, of course, has to be balanced against the “home-grown” feel of Maplewoodstock. We would ALWAYS be in charge of the aesthetics. And, running around in the rain at midnight to collect signs is not exactly fun. Our “fun” should be “orchestrating” the event (as much as possible), and then sitting back and watching it unfold under our direction.
4. Prioritize 20 Year Anniversary ideas:
1. Tons of ideas in Brad’s spreadsheet for “Big Bang 2025”, so how to focus?
  2. How much value? + How much effort?
  3. CONSENSUS: We cannot bring ideas to the table in May and expect to execute them. Ideation should be happening in the fall so we can have DECISIONS about what we are going to do. How much effort vs. cost. Priorities. Etc.
  4. ACTION ITEM: Brad to update the spreadsheet and then re-circulate the spreadsheet – with opportunities for Committee members to vote HIGH, MED, LOW on (a) how much value and (b) how much effort.
5. Jill Cruscio was invoked by Jamie at 8:08 PM
6. Next meeting Oct 16 (out of pattern) – as Susan, TQ, and Jim are traveling during the normal “Second Wednesday” Oct 9 window.
1. ACTION ITEM: Susan to send a meeting invitation w/ Zoom link. In-person meeting TBD.
7. Ad hoc layout discussion:
1. Zones – lock in by Jan at latest; this is not “space by space,” but Zones. Vendors will go here; toilets will go there; street traffic is this way; etc.
  2. Could Food and Arts vendors be intermixed? Possibly, but there is the risk of sausage/onions on the grill wafting over fabrics. And, the noise of generators. So, that is a “micro” decision for the Arts and Food vendor Leaders to coordinate. CONSENSUS: We want some interplay, not segregation, but logistics might prevail.
  3. Sacred cows? Although some vendors complained about being “far away” from the stage, it seems CONSENSUS that we really can’t bring back vendors to the amphitheater. It splits the attention and will only generate more complaints (e.g., why did you put me on the East Field? I got no traffic in the amphitheater! Why did I pay more for this?”
  4. Lock in broad strokes of layout by Dec; and then not re-litigate them again and again.
  5. Brief Map Discussion. We need (a) a public map and (b) a “naked” map for us to sketch on. ACTION ITEM: Jim is going to get his Bangladeshi connection to provide a “naked” map that ACTION ITEM Susan can print off on 11 x 17 paper to bring to our Oct meeting to start sketching. Kevin wondered if we needed to mark all trees, but Jim pointed out that we are

talking “Zones,” so moving a vendor 5-10 feet over to get out from under a tree is not pertinent at this point. That’s noise on the signal::noise ratio.

8. Some sacred cows:

1. We are holding the festival in July; not moving it to Sep or Oct. Heat be damned, we are a July summer festival. Independence Day is FRIDAY, July 4, 2025, so our festival would be Sat/Sun, July 12 and 13, 2025. We can revisit this in the future, but this is a DECISION.

9. Additional voices:

1. Kirsten Angel. CHS art teacher. Perhaps now teaching in a charter school. Jim knows her b/c she taught his daughter and chaperoned a trip to Spain with 15-20 CHS students a few years back. She has impeccable music tastes (always posting about attending a War on Drugs or Vulpeck or Dawes concert in Brooklyn or Jersey City or whatnot. CONSENSUS: Jim will loop her in as a new “voice” in the music conversation. There is no harm in giving her a vote in the 100+ band applications. And/or running a few headliner ideas past her. She is NOT to negotiate contracts or contact artists; NOR has a seat at the Committee Table. This is a trial run for her.
2. Danny Goldstein: Is not retired and has offered to get more involved. So, CONSENSUS is to invite him to our next 2-3 meetings – so that he can hear our discussion, offer input and perhaps decide where he is best suited to step up. ACTION ITEM : Susan will reach out to Danny to invite him to our next 2-3 meetings with such context.
3. Ben Leit: young person in political communications; Maplewood roots. Jim and Ben met in Aug (after Ben reached out), and Ben responded with a 6 page brief on web, social media, etc. Jim is going to try to task him with some tasks in 2025 to test him out. ACTION ITEM: Jim to post his brief and to charge him with a “test” (i.e., rewriting a Press Release).
4. Gary: we could be in the \$50K range on the paid Headline Acts.on closing acts. And, for our 20th Festival: Gary would like a “Name Recognition Band.” CONSENSUS: Yes, and ... if the budget works and the vibe is right. We don’t want to handcuff ourselves to that concept, but all else being equal ... sure. But, priority is the “Right Fit” (e.g., vibe, budget, etc.).

Meeting wrapped up about 9:15 PM.