

2023



**MAPLEWOODSTOCK VOLUNTEER COMMITTEE  
MEETING AGENDA – October 12<sup>th</sup> 2022**

Preamble from Tom:

I'm going back to our typical meeting layout and would like everyone to review Susan's notes from the August meeting and let's discuss lessons learned and how we can apply them to 2023. Things are different. Life is different. Maplewoodstock needs to adapt, if even only slightly, but adapt we must.

I really loved our discussion in August. It was honest and raw, but it was so needed.

I'm going to leave the committee updates open ended to allow each of you to weigh in with your own thoughts and ideas and we can set goals and develop the plan for 2023.

Organizing structure going forward

Might be a good idea to have more formal sub committees. We had the music committee and the canopy committee.

As an example, a layout committee. Make a recommendation to the larger group rather than all 10 trying to walk park and make a decision.

Subcommittees could include non-MWS committee members

Does it add a layer of overhead? More meetings?

If we do this we need to agree to lean on expertise of those who did the work and not second guess everything.

As long as it keeps to the philosophy of the event: of and for the community, free, etc

What would the committees be?

Would committees make more work or less?

Could we wait to make a decision if we need them?

Possible that a committee is not helpful as everyone on the main tema will want to vet all decisions

Jamie will run the Jill Crisiulo sub committee

We will continue as is and leave up to individual leads who are responsible for a specific area. Want people to feel empowered in their area.

## Committees

- Merchandise (Kerry)
  - 120 shirts left. Will firesale at end of 2023 event
  - 20th anniversary - need to decide if 2023 or 2024 is the anniversary so we can do special things
  - If 2023 is regular year, want to take TL microphone design and do only in black. Then a 2nd design which will be on colored shirts.
  - If this is 20th anniversary, then 2nd design will be notable as anniversary design
  - Poster for 20th anniversary
  - Do we want water bottles or tumblers
  - We do need to increase social media - lead time in sales, band advertising, vendor advertising
  - Lot of good ideas on merchandising but many require manpower
  - Need events for Village Alliance, Springfield Ave
  - Prefer not online sales
  - On-demand printing is expensive and does not necessarily make \$\$
  - ACTION: Need to determine what the first year was
- Canopy (Brad)
  - Planning to do again
  - Improve tech to improve messaging to applicants
  - How to get more people to show up without a financial commitment
  - Rec Dept wanted our guidance on how to run a lottery - nice compliment
  - Feedback to reduce no-shows: new people who did not know threw their name in; application period was long so some who did not really care signed up; entry period too far before the festival so plans changed
  - Should we have an application fee... what other options can we offer to reduce no-shows other than fee?
  - ACTION: everyone think about an entry fee with an ability to offer a free option
- Vendors (Katie and Kevin)
  - Kevin: Sat was better than Sunday; 75% were new. Those who were there before wanted to be back closer to music
  - Food trucks went really well. Great experience and room for
  - Katie: No updates at the moment
  - Gonna have to revisit the layout. Need confirmation from police before anything else.
  - More promotion for vendors in 2023
- Volunteers (Susan and Kerry)
- Website and Social Media (Jim and Jamie)
  - Jim went through site in last few weeks and removed references to July 2021 dates
  - Otherwise a quiet period
  - Anything we need to improve in site infrastructure, etc
  - Jim asking for guidance on handling some specific things that come in
  - Gary also got 2 emails today from agents who said they had band ideas. Recommends share with Tarquin
  - We need to respond to the non-professional bands at all times
- Music Committee (Tom and Tarquin (in absentia))

- Advertising/Budget (Gary)
  - \$27k in the bank, have not been invoiced for DPW or EMS. Likely \$10k total
  - Gary offering to give up Finances
  - Advertising - Gary happy to continue and and for \$50k for 2023
  - Gary will put together packages
  - Could there be a social media thing that could be an incentive (Could be good for artists, too)
  - Gary to give some thought to exactly what we will sell - not coming up with suggestions on the fly. How to monetize social media?
  -
  
- Administration (Tom)
  
- Survey (Susan and Jim)
  - Not needed at this point / too late
  - Need to have it ready to go and send it out right after
  
- Production Company issues
  - Going out for other quotes
  
- Other items
  - Infrastructure
    - Likely need more port-o-johns next year
  - Meeting with Township
    - They have ignore emails so far
    - Saw Liz Fritzen who committed to getting a meeting
    - We need to hear their concerns (and that there were no issues)
  
- Layout
  - Concerns with lack of sound, kids zone, etc
  - Beer Garden needs to stay on that field; so food likely to stay on that side
  - ACTION: Everyone to consider: Should we consider a “second stage” or and event or something in the other field to move traffic and give it another vibe?