**Maplewoodstock 2024**

**August Committee Discussion Topics**

**Review of 2023 Festival**

**Financial performance**

* 50/50 profit (was it worth it/needed)?
* TL: Beer Garden

**What went well**

* Brad: Audio quality and production overall tremendously improved. Sound in audience sounded very good. Production staff friendly and accommodative.
* Brad: Kid Zone on “stage side” worked well; canopies not affected.
* Brad: Music performances excellent; good variety of styles.
* Brad: Earlier Sunday night ending/cleanup

**What could be better**

* Brad: Need better ice solution (especially if very hot). Buying ice retail isn’t optimal.
  + Tom: Suggest having an Ice Vendor/truck on site selling ice as needed.
  + TL: Didn’t grocer donate sufficient?
* Brad: Festival to purchase its own coolers, fans, etc. if $ permits. Would make setup and cleanup easier.
* Brad: Vendor layout better but still not optimal
  + Tom: The splitting of vendors turned out not to be ideal. On Sunday some vendors actually request to be moved off of the hill and onto the east field.
  + TL: I think this needs a revamp. The idea of “premium” spots didn’t work…and splitting them up also precarious. The Beer Garden also doesn’t need to be the ‘anchor’ for other vendors
* Brad: Cohesive decorations/art around festival site to improve overall vibe.
  + Tom: Potential for reaching out to the art community
  + TL: AGREE…we use to have one “installation” but needs more ‘vibe’
* Brad: No HS kids could be found to clean bathrooms. Hire service?
  + Tom: Will need to price out options
  + TL: with enough advance notice we should fare better
* Brad: “College kid zone” disruptive to some
  + TL: What’s this?

**Ideas for 2024 festival improvement**

* **Any 2023 Surplus available for investment/new purchases?** 
  + Brad: Storage Unit
    - Let’s list what our inventory is and discuss. Seems like a big $$ for 11 months of the year.
  + Brad: Festival coolers, fans, canopies for band checkin area
  + Brad: “Festival Merch” sign for roof of merch tent? Multiple merch tents?
    - TL: Like idea of sign on top
  + Brad: Ferris wheel?
  + Brad: Festival layout review
    - TL: YES
  + Brad: Video screens on sides of stage/beer garden?
    - Too costly
  + TL: Sound speaker tower near beer garden – good? Also a $2500 investment
  + TL: area lighting. Get prices for spots that hit the surrounding trees. Get price for “balloon” lights to scatter around park (may only be effective for the last 100 minutes of the night, but they change colors!)
  + TL: need debrief with township AND Elks
  + TL: Replacing Katie and Kevin (art & Food) – think this should be a subcommittee of 2-3 people who coordinate.
  + TL: how did we doi with shirt sales? OTHER Merch?

**Spectator/band/vendor survey?**

**Vendors**

**Are vendors a must have (for financial and/or experiential reasons)**

* **How much money do vendors contribute to the overall budget?**

**If keeping the vendors…**

* **Identify a new committee member or does an existing committee member have interest/capacity?**
* **What kind of volunteer/committee member should we be seeking (industry experience)?**
* **Ideas of people to invite?**
* **Deadline for identifying new leadership**
* **Transition from Katie/info exchange**

**Township Relations**

* **Proactive plan to stay in front of potential regulation**
* **Maplewood Bible Church issue**
* **Generators**
* **Vendors**

**501(c)(3) Plan**

* **How are we going to proceed?**