

Maplewoodstock 2024 Committee Meeting Minutes

March 13, 2024

Submitted by Jim R. Apologies for mis-stating anything.

7:00 PM via video conference

Attendance: Tom, Gary, Tarquin, Jamie, Brag, Kevin, Jim

1. Finances – **Tom/Gary/Brad**

a. Advertising/Sponsorships o Overview/status of budget

- Gary: 32 pp. Program not yet filled with advertising; there is an option to reduce the program to 24 pp. (the cost change is minimal);
- Gary: advertising collections are slow (25% of commitments);
- Tom: adjusted the budget last week to make it even more conservative (reducing some expected revenue); we budgeted about \$40K on ads/sponsors, and we are actually on target;
- Tom: stage/sound 368 Management quote came in at \$59K; about \$8K more than last year; we are negotiating with them;
- Tom: any new revenue streams that might stem from our brainstorming is NOT in the budget;
- Brad: has a connection at Verizon who he is trying to cultivate for a sponsorship.

Jamie invoked Jill Crisuolos at 7:11 PM

2. Band Applications – Stats and status – **Jim**

a. Possible date for music selection meeting

Either Saturday 3/30 or Sunday 3/31

- Jim: walked folks through the band stats;
- Tom: led discussion that picked Sun, March 31, 2 PM to have their virtual meeting.

3. Headliners - **Tarquin** Status

- Tarquin: Remember Jones for Sat night;
- Tarquin: Working with Nation B;
- Tarquin: Daniel Dennato for Sun night;
- All: sub-headliners have 60 minute sets; headliners have 90 minute sets;

- Maybe no Sunday sub-headliner to give an extra slot to a local band? To be decided by the Listening Committee.

4. Volunteers – **Tom and all**

- Tom: we have new ideas that (if implemented) will need additional volunteers;
- Tom: it has always been challenging to get volunteers in the past;
- Tarquin: what do we need in pre-organizing vs. day-of?
- Brad: my wife volunteered to do a “plan” for us, but doesn’t want to “be in charge” of the volunteers;
- Tom: we need someone on the Committee;
- Tarquin: don’t forget Steve Casella, Brian McNamara, and Gayle Shand;
- Jamie: Danny may be willing to (maybe partner with Gayle) to take a more active role in the Arts Vendor set-up; there is a lot Katie knew, but didn’t share with us, but Danny was around for a lot of the set-up anyway.

5. Art Vendors????? – **Kevin and all**

A. We need to make a decision in this meeting.

B. Discuss possibility of higher tiered pricing for kids focused vendors (face painting, ice cream, etc)

- Kevin: been speaking with vendors who could run it;
- Kevin: Marketspace suggested a 50/50 split, but offers services we don’t need (e.g., advertising the festival); Kevin suggested a 60/40 split;
- Tarquin: concerned that outsourcing this could result it in “loosing local flavor”;
- Jamie: Danny could maybe do this;
- All: it depends on how many volunteers we get before we make a decision.

6. Food vendors - **Kevin**

Is there anything to discuss yet?

- Kevin: well in hand;
- Kevin: plan is to start promoting applications on April 15.

7. Festival layout – **Tom to lead/discussion by all** We need to make a decision in this meeting

- Tom: we need this ASAP;
- All: agree all vendors on the East Field (none at the top of the hill);
- Tarquin: “cloverleaf” layout design; will sketch up ASAP.

8. Festival Aesthetics – **Tarquin/Susan**

Need to make a decision on how to proceed in this meeting

- Tom dropped at 8:07 PM and Brad took over the agenda;
- Susan wrote ahead of time:
 - Lights in the trees;
 - Lights up the aisles;
 - An Info/Check-in tent next to the merch (maybe selling water);
 - Two Welcome Tables (one at top of the hill, the other somewhere else);
 - Amy Biasucchi will use the CHS environmental club to run some kid's craft tables;
 - No glowsticks (not cost-effective);
 - Better signage (e.g., feather flags, larger signs, etc.);
- Tarquin said:
 - Balloons costs too much money;
 - 368 Stage/Sound can provide lights, but at a cost;
 - Idea for light "tubes"; try to have battery-operated;
 - Feather flags? Generic, so can be used in multiple situations (e.g., "Info," "Water," "Welcome!"); at sidewalk t-shirt sales, etc.
 - Similar signage at Merch Tent or Kids Zone that is highly visible to attendees.
- Brad: also accessibility (to be discussed later);
- Jim: last year's extra signage was thrown out by DPW; pain in the ass to have to repaint all those; so, maybe some investment in commercial signage is desirable;
- Tarquin: looking to perhaps have dancers on the roof of the stage with back-lighting and laser lights animating the treeline and the dusk-to-dark presentation during bands;
- Tarquin: we could also consider monetizing the roof for exclusive Happy Hours; to be determined.

10. Merch – **Jamie/Tarquin**

FINAL DESIGN IS DUE NOW!!!!!!!!

A. Mayfest – did we sign up? o Merch other than t-shirts?

B . Volunteers?

- Jamie: lots of the same motifs (e.g., Mapleleaves, acoustic guitars, etc.)
- All: we started to scroll through designs, but Jamie is going to put up a survey so we can vote/rank the designs thus submitted/collected;
- Susan signed us up for Mayfest (Sun, May 19, 2024, Springfield Ave., Maplewood);
- Jamie: probably want to order more water bottles and bucket hats;
- Someone: Mitch is a local hatmaker who could maybe make us hats at a cheap/free rate in exchange for some cheap/free advertising or merch tent;

- Brad?: reminded us our budget is looking for \$12-13K profit from merch.

11. Kid zone – **Jamie**

- Big Mark – do we want to take over ticket sales/collections?
Volunteers??

- Jamie: Big Mark seems the way to go;
- Brad: the financials are great; way cheaper to hire them to run this vs. us hiring out individual pieces;
- Someone: no deposit needed upfront, as it is revenue split;
- All: pull the trigger; Big Mark

11. Port-o-Potties

- Accessible units and placement
- How much would we pay to have someone clean for 2 days?

- Jamie: has not yet asked about hand-washing stations;
- Jamie: police not always great about marking off two parking spots for Pottie load in/out (and possibly cleaning); just a Day-of detail; it can be managed, but requires management;
- All: daily cleaning still an issue; unlikely Potty vendor will also provide cleaning service;
- All: idea to put it out publicly to ask if anyone locally has a cleaning person who would want to be paid for this job.

Tarquin dropped off the call.

12. Water discussion - **Brad**

We need to make a decision in this meeting

- Brad shared a spreadsheet.
- Brad: It will only be successful with signs/flags with “Support Maplewoodstock - ice cold drinks!”
- Brad: if set up near Kids Zone, could monetize thirsty kids;
- All: subject to volunteers to run/staff this.

13. 50/50 and other revenue ideas – **Brad/Susan** We need to make decisions in this meeting

- Brad: we are “go” on the “Prime Space” lottery for 3-4 spots;
- Brad: 50/50 is still a maybe;
- Brad: convinced PayPal that we are a non-profit and reduced their fees to 1.99%;

- Brad: not able to close the previous PayPal account due to “tax issues”; Brad will offline with Gary and others to try to figure this out;
- Brad: a “Patrons” section in the brochure and website giving credit to donors;
 - Does not “canibalize”: Natalie Farrel can still buy ad space AND be listed as a Patron;
 - Patrons could be listed in tiers (rather than exact dollar amount); e.g., Platinum, Gold, Silver, Bronze (etc.) levels;
 - Benefit is that it shows publicly better shows to the public that we are a volunteer, non-profit, that relies on contributions (aka, “look what your friends and neighbors are doing”);
 - Verdict: basically “yes.”

14. Other

- Accessibility discussion. – **Brad/Susan**
 - Ice – Let’s get this nailed down now instead of last minute – **Volunteers?**
- Brad: a local non-profit (with Brad’s wife Rachel’s help) will put together a proposal for how to present our accessibility-friendly format (possibly in a “social narrative” way – “this is what to expect; this is where to park; this is where to find X, Y, and Z”);
 - Brad: good news is we are already doing very much of this (e.g., sign language interpreters, Senior Tent, accessible potties, handicapped parking on Dunnell, etc.);
 - Brad: exploring a chill-out/sensory friendly van or tent for free with a South Orange organization;
 - Brad: wife Rachel is also looking at a “Toddler” tent for changing diapers and nursing mothers;
 - Brad: a dedicated Accessibility page on the website and a passage in the printed brochure;
 - All: great ideas!
 - Brad: bought 50 bags of ice retail in 2023;
 - Kevin: AAA has been the ice vendor to show up at designated day/time for vendors to utilize; this is a courtesy; any vendors complaining simply were off the eight ball;
 - Gary: Greenway Market will still donate ice for backstage and Green Room needs;
 - All: not a huge need to take this on; Maplewoodstock has no responsibility to supply ice to vendors; some have their own sources; but, we will continue to offer AAA contact to food vendors and rely on Greenway for our backstage and Green Room needs.