



MAPLEWOODSTOCK VOLUNTEER COMMITTEE

August 10th, 2022

- **Welcome to Brad!**
- Overall Assessment of MWS 2022
 - Gary
 - Very successful MWS; Gary thanked advertisers and got lots of positive response
 - Music line up was strong
 - Art vendors too much in left field, literally
 - Food vendors not quite as good as in past
 - Music in Beer Garden was good recovery; need better solution for next year
 - Stage sound was OK for Laredo
 - Thing-a-ma-Jigs thought it was great / others gave mixed reviews
 - Audience did not have as many complaints as bands
 - Committee should not get canopies - can we reduce the number of canopies that are held
 - Idea to charge for canopy application
 - Jim
 - After 2 years off and planning not in person - 99% positive
 - WE MISSED TOM! but we persevered and it came together and it was very smooth
 - Move to across the creek was positive; maybe adjustments to make it better but more open audience space on the hill and people in the shade, etc. Did not feel as cramped and dense as the past, including “unsafe”
 - After making a change - move forward with our lessons, not retreat
 - Brad
 - Agree with Jim, from spectator experience, great MWS. People were so excited to be back
 - Canopy worked - planning and execution went well. Can make improvements to lottery process. Lots of declines and no-shows: About 1/3 each day. People in canopies earlier in the day
 - Expansion of park: positive from crowd perspective on the hill - improvement at top of hill
 - Art vendors too far away. Some things are “destination” and people will go (like beer garden and food), so consider moving art vendors
 - Sound in audience was so-so - need to widen speakers to sides with the movement of vendors
 - Vendor parking in the park - beer garden people and they got in trouble. At peak 25 cars, incl police car were parked on the grass
 - Jamie
 - Overall, went smoothly, layout worked
 - Less walkthrough traffic for vendors; kids zone too far away
 - Cool to see how many people were hanging out the in shaded area
 - Didn't notice issues with people moving on/off stage
 - Sounds in front was good; thin in other places
 - Beer and food on that side works; consider moving others
 - Canopies was good; people could connect with people who won
 - Possible charge for canopy lottery - would it make people show?
 - Beer Garden band on Sunday was good
 - Wedge in the back facing field
 - Kerry
 - Great given no events in 2 years and no Tom!
 - Canopies looked good

- More space at top of hill was good for families
 - On other side, things spread out was nice but issues for vendors - may need adjustments
 - Adamantly disagree with charging for canopies
 - No tshirt piles in Merch tent - we did it like a concert. Much easier to sell. Better to track inventory, less crush of people at table
 - o Katie
 - Set up of vendors and kid zone was not the plan. Jimmy Duvall changed the park layout at the last minute. We set up on Fri and then the markings were washed away in rain
 - Kid zone set up at midnight and then inflatables did not fit
 - Katie was screamed at by everyone; vendors were not happy
 - Kids Zone did well until some pre-teens attacked Alyssa/ cops had to come and stay - 8:30ish
 - Couldn't see or hear anything of the bands
 - Cops not there in the morning because there were maplewood emergencies / no one giving direction and that caused problems
 - Some issues between vendors
 - Kids Zone may not come back - they were so shaken by the what they saw
 - Worst time of day - morning of set up, At 2pm crowds were just starting, crowds pick up at 3pm
 - Has ideas on how to do layout next year
 - Doesn't want to miss the show next year!
 - o Susan
 - Some good and some challenges - unintended consequences of spreading out: need more infrastructure, more coordination with local authorities, more trash cans, porta potties, etc.
 - Qtip Bandits were AWESOME
 - Some concerns were raised on cost on kids zone
 - Backstage area got a little chaotic / messy. Maybe this related to the comments about on-off stage?
 - o Tom
 - Got many texts about how we should change the event
 - From Kevin: Duvall changed the layout. Supposed to only fence the infield. Went down the entire side. Messed up the flow. Katie's comments accurate. Tom got reinforced by Katie's comments and concerns.
 - Spreading out made kids feel farther from parents and emboldened them?
 - Impression from unsolicited advice: event overall was successful / positive. A lot of issues we didn't deal with in the past.
 - Tom got all the complaints - got all the issues from the bands about sound and us
- Summary of merchandise sales/process/feedback
 - o Normally we go into event having sold 50% of merchandise
 - o We went in with 80% of merchandise
 - o July 2nd was a good presale day because Gary was there.
 - o Lots of new families - communication to new people leading up to the event
 - o People did not buy as many packages - recession impact? Need to consider for 2023
 - o 120 left - all womens and kids, LOTS of kids shirts left
 - o Price points were good
 - o Baseball shirt - more expensive to produce than long sleeve / all sold
 - o People asked for tanks
 - o People asking for black shirts / saw volunteer shirts
 - o Fire sale was too late / Announcement was forgotten before a band
 - o Orange lawn signs really popped
 - o Shut down for last band

- o Prelim Numbers: from 2020 we made more than \$3800 **more** in profit than prior years
- o Need to be smart about next year
- Canopy Lottery
 - o Conceptually went well
 - o No 5AM was a big plus
 - o Generally execution went well
 - o Need more serious commitments / inefficient: limit time it is open, put lottery closer to the event; no registrations from phone; 2 from library
 - o 40 more canopies than before
 - o There were issues at 5am and cops came. Katie had to explain. “The director told us we should come at this time” Multiple people - at least 6 on Saturday. Thanks to Katie
 - o Despite Jim’s skepticism, he thinks it went well
- Feedback from Bands
 - o Overall, a very bad experience with the sound company
 - Smaller bands seemed OK; larger bands, no
 - Alan Paul sent a terrible email
 - Alex K ripped Tom a new one
 - John Williams was pissed too
 - Keyboard issues seemed a big deal
 - On-stage monitors were the biggest culprit
 - Non-English speaking on-stage sound engineer created frustration
 - Sound was spotty and inconsistent on the hill (unless you were right in front of the stage)
 - o Tarquin and Tom met with Rick from 368 Management Co.
 - He was apologetic and didn’t seem surprised, but didn’t offer any suggestions or incentives at this time.
 - We need to re-assess
 - o Dave Pressel (from Funk Yeah) suggested we look into “Say Watt Sound” – contact Eddie Hulse
 - o We’ll shop around
 - o Some felt our (MWS) process was unorganized and a bit frustrating
 - Some confusion with where to go and when - need to tighten that up
 - Suggest go on stage from one side of stage and exit the other.
 - Load-in from the street was confusing, some bands were allowed to drive to back stage and some were not (I think it depended on the cop on duty at the time)
 - If, in the future, load-in is from the street, we should provide “roadies” - person on Oakview for the bands. Have a person come to desk for directions
 - o A few bands asked about livestreaming - bands not from area are interested in people being able to watch. (Jamie has the videos and can get them)
 - o Some bands wanted multi track recording. They got board recording. Would cost \$350. We could offer if bands want to pay.
- Financial Recap – WE’RE IN GREAT SHAPE!
 - o Cash remaining approx. \$33,000
 - Expenses still to be paid
 - DPW (budget is \$5,000)
 - EMS (budget is \$5,000)
 - Liability Ins (\$2,200)
 - Port-o-Potty (\$3,600)
 - Other (Estimate \$1,000)

- o *Final Cash Balance should be approx \$16,000 (To be confirmed by Gary & Tom)*
- o Amount of donations
 - Approx \$2,200 (\$350 over the festival weekend)
 - Committed not yet received (Approx \$1,000)
- o Budget vs. Actual analysis – TBD
- Thank you notes
 - o Township - Done
 - o Advertisers - Done
 - o Danny, Laurellie, Tom & Marsha – Done
 - o Canopy Committee - done
 - o Anyone else?
- Schedule follow-up meeting with town.
 - o Who would like to participate?
 - o Issues to bring up?
 - o Tom will reach out to them and get some dates. He will let us know possible dates and we can step up.
- Survey
 - o Everyone is away in August
 - o Do in later September with announcement of 2023 dates. July 8 & 9, 2023

To Discuss Later

- Our 501c is in danger
 - o Friends of Maplewood Rec: Filings were done but not dealt with by IRS (they are late)
 - o We need to determine what to do. Need for a beer garden
 - o Do we take over or find another to partner with
 - o Maybe someone in the community needs one
- Music in beer garden
 - o Worked this time
 - o To be discussed later
- Need to do more to promote vendors
 - o Tom's daughter volunteered to do / more social media
 - o More on website
 - o Map of vendors
 - o Couldn't hear announcements from stage
- Discuss Event Layout plusses & minuses
 - o Proposed Changes for 2023
 - o Unsolicited feedback
 - Art and Food vendors too far apart.
 - Music in Beer Garden was a great addition
- Reassess Committee meeting dates and times
- Dogs at the event - to discuss (one dog bite at the event)
- For 2023: Will we celebrate 20th anniversary?