

Maplewoodstock Committee
January 12, 20220

Headliner Update (Tarquin)

- Galactic
 - will play Sunday night
 - wanted a lot of money; we offered \$21.5k
 - Caveats: we cannot announce until after May 12
 - **Waiting on contract - Tarquin. Possible language on cancellation**
- Funk Yea and Alan Paul's Friends of the Brothers
 - Saturday night bands
 - Do not know if Lamar Williams will be available; extra \$1k if he plays
 - Maybe Autumn Jones or other possible singers
- Met some additional people while researching back ups

Local Bands

- Tom sent email asking all to confirm; asked about flexibility
- So far everyone is in
- We might need to switch some band timeslots because of the changes in the headliner timing

Programs

- Looking at options for the program without printing
- Waiting for some ideas on options
- Maybe stickers over the dates
- 5000 into News Record. . . we might be able to pay for them to have stickers or an insert

Budget Update (Tom)

- Tom sharing budget - see attachment - with these assumptions \$20k in the hole
- Expenses very conservative
 - Assumed full reprint
 - Increased costs of production company based on conversation with Rick
 - SOMA Living: Can we do a block thank you since the advertisers did get a version last year / reduce to \$300
 - Reduce payment to Worrall to \$1500
 - Township costs - conservative estimates; need to talk to town
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- Revenue
 - Assumed 30% reduction in fees - **Katie and Kevin to do an estimate**
 - No revenue for Kids Zone - we need to think about
 - Assume 30% less merchandise income - 375 shirts at \$15 = \$5000 so we could have stronger merch number
 - Possibly some ad revenue - there were some refunds. Possibly \$9-10k coming in; **Gary to think about additional advertisers, etc**

- Consider a special insert and a small fee for a few to take more ads
- Fundraising event - Need at least \$2500 in contributions; Tom and Tarquin

Merchandise discussion

- Only sold 14 2021 shirts
- Sell the older ones when we sell the 2022
- Designs for 2022
 - Feels like we have 2 designs because of the 2021
 - Do one new one
 - Voting on possible designs
 - All Together is the first choice; Microphone with word wrap as a second with metallic ink for the day of
 - Lanyard should be All Together Again
 - Consider a special run for committee
 - A bright solid shirt for volunteers / some indication of volunteer - Katie and Kerry and Susan will handle

Production Company (Update)

Event layout

- Move vendors to baseball field
- Open question on beer garden
- Katie to do some investigating on Kid Zone vendor

Township Meeting

S.O. First Aid Squad

Jill Crisciulo invoked at 8:33pm.