

Maplewoodstock 2024 Meeting Agenda

April 9th

Finances – Tom/Gary/Brad

- Advertising/Sponsorships
 - Behind on collections but Gary not worried
 - Still have stage banner spots that could be sold
 - Atlantic Health truck will be near Kid Zone
- Any luck with Verizon?
- Overview/status of budget: \$2k in the black
 - Current cash
 - Advertising
 - Amount still to be collected
 - Art Vendor revenue (\$7k)
 - Cost for bands & headliners to actual
 - Insurance (increased)
 - Increased production costs to current estimate - additional requests from us
 - Assumption revenue from merch and beer garden and food
 - Donations at 7500
 - No accounting for water sales or canopy lottery

Band Applications – Stats and status – Tom

- Status
 - One band has backed out bc they expected to be headliner
 - Tom to email waitlisted band
 - Three bands need to confirm
- Featured Artist - Tia Holt Experience
 - One applying band will be the Sunday night opener, get 45 min set for \$500
- Band meeting date
 - Hold June 13th

Program status - Gary

- Band line up not in program yet - have until Friday for bands to respond
- Non profit story - check
- Maps - Jim working on
- Description of accessibility stuff
- Needs to go to press on the 15th
- Give Tia Holt a little extra space / photo
- Gary to show us before sending to print

Headliners – Tarquin

- Still need contracts - cc Brad
- Nation Beat and Remember Jones - Saturday

- Daniel Donato - Sunday (ask him not to put on his website)

Press release – Jim/Tom/Brad

- Starting to get inquiries / May 1 is usual press release - need signed contracts
- Review and discuss - review
- Need to better highlight accessibility options - do a follow-up Village Green article including sensory activation
- Release gets emails to about 18 local outlets
- Tom emails Maplewood Matters
- Then we put release on website

Schedule Meeting with Township – Tom

- Attendees
- Possible date – Monday 5/20

Production Cost – Tom and Tarquin

- Email from Rick while we were meeting for Thursday meeting

Volunteers

- Descriptions in sheet - please add if you have not
- Art vendor volunteers for arrivals: 4 at 7am
- Friday stage set up
- Start requesting sign ups in May

Art Vendors – Tarquin and Jamie

- Please review the locations and pricing from proposal from Tarquin
- Discussion on putting vendors on the top of the hill - concerns on placement, irrigation lines - decided against the top of the hill
- Provide a premium spot on baseball field - decision not to have premier
- Will need to redo map - Jamie and Tarquin to meet
- There is a lane that the cops wanted us to keep open - need a quick meeting with the police to review layout

Food vendors – Kevin

- Is there anything to discuss yet?
- When will you start taking applications? After April 15

Festival Aesthetics – Susan

- Update

Merch – Jamie/Tarquin

- Jamie has another tshirt person to get a quote from / Tarquin got one too - will get some other quotes
- Will we have shirts in time for Mayfest (May 19) - Jamie says yes

- Water bottles - everyone likes the one we had
- Bucket hats
- Mitch from baseball hat co - need to circle back

Kid zone – Jamie

- Katie’s vendor reached out - they do more art things which is good, will bring rides we want
- Jamie leaning that way to have her back
- She expressed flexibility on pricing - compare to Big Mark
- Watch her pricing - perceptions on gouging
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Port-o-Potties - Jamie

- Accessible units and placement - same number and placement as last year. Sunday cleaning.
- How much would we pay to have someone clean for 2 days? - put in Maplewood online job market (350 for the weekend) Post closer to the date
- Got 60 rolls of free TP

Water discussion – Brad

- Locked in vendor and pricing
- Aluminum cans

Canopy update - Brad

- Website to be updated with same kid
- Enhancement: need to incorporate option to pay us ot set up your canopy for you if you win a spot
- Enhancement: option to enter raffle for three prime spots - we can start promoting now
- College Zone - how to handle. We want to welcome college kids and expect them to behave.

50/50 and other revenue ideas – Brad/Susan

- o Prime space lottery – any update?
- o Patrons section of program??
- o 50/50 did we decide

Accessibility discussion. – Brad/Susan

- Near the library bridge will be the infant and childcare center
- Over the bridge to the right will the sensory van
- And another tent as a “chill out” zone
- Accessibility tent near the senior tent

Beer Garden Meeting - need to set one up

- Discuss logistics with the Elks
- Tarquin, Gary, Brad will join
- Expect Roger will order the beer
- Should we use Senor Sangria
- Need to formalize

Additional

- Jeremy Moss asked about possible community participation mural at the event - susan asked for more information

Jill Crisciolo invoked at 7:40pm to assist with Zoom issues