

Maplewoodstock 2024
Meeting Agenda - December 13th

2024 IS 20 YEARS SINCE THE FIRST MWS...BUT IT IS THE 19TH FESTIVAL.

TAKE A VOTE AS TO WHEN WE SHOULD CELEBRATE “20”

- 2024 IS THE 20TH ANNIVERSARY OF THE FIRST FESTIVAL

OR

- 2025 IS THE 20TH FESTIVAL.

LET'S PUT THIS TO BED – COVID HAS FUCKED US OVER ENOUGH
(I vote for 2025)

- 501(c)(3) discussion – Brad
The impact of the new 501(c)(3) has very little impact to the overall OPERATIONAL concerns for the festival other than:
 - Sponsoring entity
 - New bank account
 - New fund-raising opportunities.
 - Opportunity to research other banks (remembering that Citizens Bank – and its predecessor Investors Bank – have been good sponsors for MWS)
MWS will operate in the same manner as always. – Nothing really changes
- Merch discussion – Jamie to lead
 - Tarquin's comments:
 - Current inventory / any plan for Items besides t-shirts: Pros & Cons (premium water bottles/hats/other) - what can we add for this year?
 - Art Design Process:
 - Depending on the result of vote above (re: “20”) do we include that in design?
 - James Manno (head of Art for the school district) ready if we want to do a student competition for design.
 - Jim to update on his discussions with CHS.
 - Do we go to community?
 - Ideas for collecting design concepts.
 - We can post on our website with a set of 'new/edited' copy to best direct potential designers.
 - Website sales and other community outlets?
 - Timing: do earlier?
 - Other items?
- Music discussion – Tarquin
 - Remember Jones is in for \$4,500 – we need to finalize Sat or Sun.

- Cato??
- Other possible headliners?
- Current budget is \$30,000 for headliners – but could be more depending on fund-raising results for the next few months.
- Tarquin reached out to Rick and Jeff to begin planning for 2024
- Vendor discussion - Kevin
 - Layout discussion – need decision ASAP
(Even though the Pride festival put their vendors at the top of the hill, it is my (Tom) view that we should still be “good citizens” and reduce the impact of our festival on the shrubbery (“Ni! Bring me a shrubbery”)) – my \$0.02
 - To reiterate previous discussions....(caveat – I’m just repeating what was discussed – decision should be Kevin’s)
 - With speakers on the east field the vibe was actually pretty good.
 - Some vendors who paid for spots on the hill (top of hill behind the high bushes – house right) requested to move to east field on Sunday because they got virtually no business on Saturday.
 - With food trucks – food needs to be on east field, therefore beer garden should be on east field. This brings possible customers to the east field for the art vendors. This worked well last year.
 - Unless Kevin has other ideas, I propose that Amy B., or some other uber volunteer, be assigned to vendors to help Kevin. Based on last year we discovered that handling both food and art vendors on the weekend of the event could be too much for just one person – thoughts? Kevin?
 - Any vendor concerns??
 - Notes from last meeting.....
 - Generators - need to resolve early / Kevin will handle with Nancy in advance.
 - Jamie has ideas on a form to track payments
- Kids Zone - Jamie
 - Any updates?
- Beer garden discussion - All
 - Town requirements (TAM certification – need clarification) – Tom to research.
 - Does Music & Art Education Project take over the management of the beer garden, (instead of the Elks)?
 - Pros and cons!

- Will need a detailed breakdown of all costs.
- Finance - All
 - Still have not received invoice from DPW, even after 2 requests – do we pursue? Do I have an “off-the-record” conversation with Nancy to get confirmation that we can assume we will not get one? That’s a potential reduction of \$4,000 to our anticipated costs.
 - Did we ever send a donation to S.O. Rescue Squad – We previously discussed sending \$1,000.
 - Finance subcommittee (Brad, Tom, Gary, Tarquin) to meet to spitball other revenue opportunities. Tom to organize – ASAP.
- Production
 - Susan to coordinate formation of sub-committee (as per last meetings minutes)
- Advertising – Gary
 - Update on NJ Monthly/SOMA Living/News Record
 - Increased pages in program to 32.
 - Need content for expanded program (non-advertisements)
- Other items!
 - Platform should be a few feet further down the hill away from the Ash tree.
 - In fact, we should put caution tape all around the tree (far enough to protect any exposed roots)