

JOHNSON TUESDAY NIGHT LIVE COMMITTEE MEETING MINUTES  
JOHNSON MUNICIPAL BUILDING  
TUESDAY, MAY 30, 2023

**Present:** Howard Romero, Sophia Berard, Tim Mikovitz, Abby Gladstone-Strobel, Joie Lehouillier

**Absent:** Tom Moog

**Note: All votes taken are unanimous unless otherwise noted.**

Howard called the meeting to order at 7:01.

Abby said we received 12 new checks from sponsors since April 3. The social media post she did resulted in 3 new sponsors. Between what we already have and what we have been promised she estimates we will have \$5800 in revenue from sponsors. It was agreed that the poster can include the names of sponsors who have promised but not sent their checks yet. *(Sophia arrived at 7:05.)* Abby listed some of the sponsors for this year.

**Tim moved to approve the minutes of April 25, 2023, Sophia seconded and the motion was passed.**

Howard said he completed the design for the backdrop mural and sent it off to the person who is making the backdrop. The cost will be \$550. When the backdrop is done Howard will put it on a roller, get a motor attached and get it hung.

Sophia will take care of getting the poster printed.

Howard suggested we should have a digital form for sponsors to fill out with contact information, what they want displayed on their sign, etc. Tim said he can create one in Google Forms.

Howard suggested it would be nice to send a thank you to sponsors. Sophia said she thinks we should do it after the end of the season. Abby asked if it costs money to do it in the paper. Howard said yes, but not that much. We can afford it. Abby suggested getting custom thank you notices made with a picture of the new mural and a message printed inside. Others agreed that would be a good idea. The committee will come back to this at the end of the season.

Abby will contact sponsors and verify what text they want on their signs.

Sophia said she is waiting to hear back from one final band. Everything else is booked. She listed the bands she has booked.

Sophia said one act she booked will be a solo performer for the first set and a group for the second set. They typically ask for \$2000 a night but when Sophia said we could probably pay more like \$1400 they said they would do it for that amount. Should we try to pay more? The group could have from 4 to 7 people. Typically when people ask for a certain price she tries to

honor it. The committee discussed what other bands are being paid in total and per person, as well as factors such as travel time. The general consensus was that \$1400 is reasonable.

Abby said she thinks if in the future 2 people were working on getting sponsors we could get a lot more money. The amount of time she had to spend on pursuing sponsors was limited. Howard suggested that either 2 people can be assigned to each job or when someone needs help they can send out an email to the committee with specifics of what they need help with.

Abby said she doesn't feel like she has a target figure for how much sponsor money we want. If we had a goal of being able to pay bands a certain amount or being able to pay for certain projects, we could potentially ask for larger amounts from sponsors or try to get more sponsors.

Howard said as of March 8 the amount in our account was \$5,222.08.

Abby said if we get one or two more sponsors we will have around \$11K.

Sophia said she thinks we have to make sure to pass the bucket for donations this year. She didn't factor in the payment to the MC when considering how much to pay the bands.

Sophia said she will still try to get the posters out by June 1. Lois Frey is willing to keep helping to publicize each week's concert. Sophia will send the schedule to Aaron Calvin for something he wants to publish about music in Lamoille County. Abby said she will coordinate with Lois on publicizing the concerts.

Joie reviewed which vendors she believes will be coming. Abby said she spoke with the vendor that the committee had some concerns about. He addressed the committee's concerns in a positive way and assured her that he intends to act in a family-friendly way. He mentioned that he thought our vendor fee could be higher. Sophia said she reached out to 3 possible vendors from a list Tom Moog provided. One cannot commit to every Tuesday, one she thinks has closed and one said they have a permanent location now. Joie said Al's French Frys is planning to do more food trucks this summer. She will reach out to them. Abby said if we have 10 vendors and get \$200 from each, that is another \$2K in income.

Abby said the nonprofits she has lined up are the Lamoille Family Center, Capstone Community Action, Jenna's Promise, Salvation Farms, the Vermont Dept. of Health – Morrisville, Johnson Health Center, Lamoille Housing Partnership, and Green Mountain Support Services.

Joie suggested maybe we could have a form online that would allow people to sign up as sponsors.

The committee discussed the idea of having a higher level of sponsorship, in the \$2500 to \$5000 range, that might be referred to as something like production sponsor or season sponsor. In all publicity, TNL could be described as "sponsored by" or "presented by" this sponsor.

Tim said we can get 75 stainless steel vacuum water bottles printed with our logo for about \$1000. We would give them to band members and sell any extras. The committee agreed to have

“Tuesday Night Live / Johnson VT” printed on the bottles. It was agreed that \$20 would be a reasonable price to sell them for. Abby suggested ordering 75 initially and then reordering once we sell those. Howard offered to pay for the bottles and get reimbursed. Donna said she believes the selectboard prefers that committee members not spend money and get reimbursed. They would prefer to have payment come from the town. Joie said she can look into how the purchase can be done. The committee agreed that Tim can choose the color of the bottles. It was suggested that if they are black, the words should be white or silver.

It was agreed not to order any other merchandise for this year.

Sophia suggested that the student workers helping Tim can be given water bottles too.

Sophia suggested that in the future we could ask community members to submit t-shirt logo ideas and we could pick one to have printed each year.

It was agreed to meet next on June 27 at 7:00.

Abby said she thinks she is moving to New York in the fall but she thinks she could still be on the committee, working remotely. She will be in Vermont a lot and may be able to attend some meetings in person. The committee agreed that it would be fine for her to continue to serve on the committee.

The meeting was adjourned at 8:36.

*Minutes submitted by Donna Griffiths*

