

JOHNSON TUESDAY NIGHT LIVE COMMITTEE MEETING MINUTES
MOOG'S JOINT, ROUTE 15, JOHNSON
MONDAY, FEBRUARY 12, 2024

Present: Howard Romero, Sophia Berard, Tim Mikovitz, Abby Gladstone-Strobel (remote), Tom Moog, Charles Flaum, Geoff Hollis

Note: All votes taken are unanimous unless otherwise noted.

Howard called the meeting to order at 7:10.

The committee reviewed the show schedule for 2024. The first show will be July 9. There will be 8 shows this year. The last will be August 27.

Howard said we have \$4,629.27 available. We spent close to \$7K on bands last year. Sophie said the amount we paid varied from band to band. Different bands have different expectations. Payment per band member was around \$150-200.

Charles Flaum suggested doing outreach to the community about what type of music they want to hear. There was discussion about the possibility of having classical music or other types of music such as jazz. Tom said if we want to have something like jazz or classical we need to get the word out so people who would enjoy that music show up and others don't come and get disappointed.

Charles suggested the possibility of using a Google business listing to get information out. Howard said Front Porch Forum has worked well. Charles said he knows people from Montgomery who come to TNL and they don't get our Front Porch Forum. Abby said she thinks marketing is an area where we could do better. Charles said one easy thing to do is poll people who are at TNL to find out what they want.

Howard said he thinks we have a good balance between the amount we get from vendors and sponsors and the amount we spend. Do we need more money this year? Tom suggested staying with the same fees, but if we find a performer we really want that is expensive, maybe we could find an individual sponsor for that show. Others said that is a good idea.

Abby said last year she realized more than one person was needed to contact sponsors and Howard helped her by visiting some of them in person. That worked well, but if multiple people are sharing the work we could do a better job of sharing information. Howard's suggestion of a binder of information would be a way to do that.

Abby said this year she won't be able to go to the shows but she can continue to contact sponsors and non-profits pre-season. She thinks we need to recruit more volunteers. We could try to have volunteers to help at shows who are not on the committee.

Abby said she has not yet sent out thank you notes as previously discussed. We had talked about making TNL cards. If someone sends her the logo she can have cards made and reach out to

sponsors and also ask for their mailing addresses. Howard said he will get permission from Cal Stanton to use his logo or find something else.

Howard said we are running out of space on the field for sponsor signs. He suggested some signs could go on the baseball backstop.

Howard said he anticipates we will do the Woolen Mills blanket giveaway again.

There was discussion about whether to keep the sponsorship levels the same or increase some or all of them. It was agreed that committee members should think about it and decide at a future meeting.

Sophia suggested it would be good to have a couple more food trucks. She has information about one possibility.

Howard said he thinks we should continue to offer the \$100 refund to vendors who come to every show.

Howard asked where we stand in terms of audio labor. Tim said he has an engineer lined up – a Lyndon student who is committed to working this summer. He is hoping to have other labor as well. There are two students from Johnson who may be available.

Howard said we had been talking about enlarging the closet. He brought up the idea of a storage container we could use for the summer. He will look into it.

Tim said he thinks we should buy monitors. That is the last basic building block piece we need.

Howard said he was concerned when the college was talking about shutting down programs and Tim's future was uncertain. He had no idea what we would do without Tim. We have almost all the gear we need and Howard has a barn full of old equipment. The problem is who is going to set it up and run it. Tom said without Tim we would have to hire someone. Howard asked if it would be easier for us to find a sound engineer to use our gear or if they would rather use their gear. Tim said he thinks it would be hard to find a freelance engineer who wanted to use our gear. But someone like that is probably all we could afford. Tom suggested some people who could possibly do sound for us.

It was agreed that we should plan to spend about \$2500 on monitors. For this year we can continue to use Tim and our own gear.

Howard said he will send out a calendar for the season that people can add to.

The committee discussed the information that should go into a 3-ring binder to have available at shows for all committee members to refer to – things like musician and vendor contact info and contracts, policies and guidelines, and log entries for each show. Sophie suggested also having the information available on Google Drive so people can access it from their phones.

It was agreed to continue with the policy of allowing no dogs on the field except for service dogs.

Last year Abby started reaching out to sponsors in April. It was agreed that we should start in March this year. We will still try to get the poster out June 1. It was agreed to try to have all sponsors set up by May 1. The committee talked about the timeline for getting information to Lois Frey so she can disseminate it.

Howard said the mural blew down in a big wind near the end of the last season. It was not damaged but he will need to figure out how to make it more secure.

Howard said last year we had discussed buying the sign painters dinner to thank them. He told them the committee wanted to do that and asked them to set it up but they never contacted him. The committee discussed getting a restaurant gift certificate and giving it to Lynda Hill, who can arrange dinner with the rest of the painters. **Sophia moved to direct Howard to purchase a \$300 gift certificate for the sign painters. The motion was seconded and passed.**

Tom said for the next meeting we need a full list of past vendors and sponsors and we need to decide whether to increase sponsorship amounts.

Howard asked Geoff and Charles to email him saying they want to be on the committee. Then he will ask the selectboard to appoint them.

Abby will send her spreadsheets to Charles who will put them on Google Drive. He will print the information and bring it to the next meeting.

Howard will send Abby art to be used on thank you cards.

Sophie will review emails that have come in to the TNL email address and she will reach out to Joie Lehouillier to get vendor information to be put on Google Drive.

It was agreed to schedule the next meeting for March 4 at 7:00.

Geoff said he can help with on-site work during shows. He would like to have input on bands or food trucks and then help out on the day of the show. Charles said he can help with marketing and outreach as he has experience in that area. Sophia said she will see if Lois wants to keep doing communication. If not, Charles could handle it.

It was moved and seconded to adjourn at 8:37 and the motion was passed.

Minutes submitted by Donna Griffiths