

JOHNSON TUESDAY NIGHT LIVE COMMITTEE MEETING MINUTES  
MOOG'S JOINT, ROUTE 15, JOHNSON  
MONDAY, JUNE 10, 2024

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

**Absent:** Geoff Hollis

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

Howard called the meeting to order at 7:10.

Howard said he made up a sponsor signup form that will double as a work order for the sign painters. The committee reviewed who the sponsors are and what signs are needed.

Abby said earlier today Eric Hutchins of the Lamoille North Unified Education Association (the teachers' union) inquired about the Association being a sponsor. Charles wasn't sure if we could allow a sponsor to be added at this point. The committee agreed to let Eric know the Association can be a sponsor. Lynda suggested asking him if he wants to help with the signs as well. Abby will contact him.

The committee had previously discussed doing an inventory of the signs on June 21/22, but Howard will be out of town. It was agreed to change to June 13 at 10:00 am.

Charles shared a draft survey about music that could be given to TNL attendees. Tom suggested making TNL stickers and giving people a sticker when we hand them a survey. Others thought that would be a good idea. The committee also discussed having surveys available where people can enter the blanket raffle or even letting people fill out a survey instead of paying to enter the raffle. Tom asked if the survey should also include questions about what type of food people like. Others thought that sounded like a good idea.

Howard said the mural can be reinstalled on June 13 as well.

Tom suggested the whole committee should come to the first TNL and make sure every vendor is put where we want them to go. Howard agreed that would be a good idea.

Sophie listed the vendors she knows have committed. There was discussion about whether there is room to add another vendor. Tom asked if there is any way to gauge how many people attend. Howard we can use a drone. He has done that once. Tim said we have been getting attendance of 350 to 550 post-COVID. Pre-COVID it was 550 to 750. Tom said he thinks we have too many vendors for 350 people. They won't make enough money.

Sophie expressed some concerns about surveying the public on music preferences. But she said she is open to hearing other perspectives. Charles said he thinks it would be nice to know if there is one type of music we are missing or a type people don't like. Lynda said we don't know what we don't know. Most of the people there don't know who runs TNL. Howard said everyone should look at the draft survey and the committee will discuss it at the next meeting.

Howard said we need to send thank you notes out to this year's sponsors. It doesn't have to be done before the season starts, but we should work on it. Abby said she mailed thank yous to last year's sponsors but she thinks she missed one or two or three. She can order more thank you cards if they are needed.

Tom said he saw that the preview of the lineup on Facebook, which included a note about the opportunity for people to donate \$25 to support TNL, only got 23 views. Somehow we have to make our Facebook and Instagram engaging. Abby said she was planning to create an Instagram account and link it to Facebook. She will work on that this week.

Charles will send Sophie the complete list of sponsors so she can get the information to Carrie and the posters can be printed.

Abby said 5 of the 8 nonprofits are signed up so far.

Howard said he is giving the selectboard a presentation on the TNL committee on June 17. Any committee members who want to come are welcome.

Howard said he will be out of town on June 24, which was the date tentatively set for the next meeting. It was agreed to meet on that date anyway. Howard can join by Zoom. Tim said he may join by Zoom as well.

Tim moved to adjourn at 8:10, Sophie seconded and the motion was passed.

*Minutes submitted by Donna Griffiths*