

JOHNSON TUESDAY NIGHT LIVE COMMITTEE MEETING MINUTES
JOHNSON MUNICIPAL BUILDING
TUESDAY, JULY 23, 2025

Present: Howard Romero, Tim Mikovitz, Sophia Berard, Geoff Hollis, Charles Flaum, Lois Frey
Absent: Tom Moog

Note: All votes taken are unanimous unless otherwise noted.

Howard called the meeting to order at 7:04.

Howard explained how he came up with a rough calculation of attendance at the July 15 show. By the time the drone went up, quite a few people had left. He counted the number of people shown in the drone photos and the number of cars that were still there to get a figure of 2.3 people per car. He counted the spaces in the parking lots where cars had been parked but had left, multiplied that number by 2.3 and added the total to the number of people shown in the photos to get an estimate of 571 people. That is still not anywhere near what committee members thought attendance was. The drone did not provide any view of the parking outside the park. Next time he will hire a drone operator so he can specify when and where the drone flies. *(Charles arrived at 7:07.)*

Howard handed out information from Rosemary on payments we have made and received.

Sophia said we are still owed \$150 from one vendor. They will pay next time. The popcorn vendor cancelled at the last minute because they felt it was too hot and attendance would be low. She will reach out and let them know that all the vendors sold out at this show. She will reach out to Omakase to see if they can come to the next show. We had the Historical Society and 5 other vendors, including ice cream. , Lois said the Historical Society sold out by 7:30. Geoff said he heard there were lines as long as 45 minutes at vendors.

Charles said we advertised the first show on WLVB. We only contracted with WLVB for the first show. We could advertise with them again for the second one. He doesn't know if that is included in the budget.

Howard reviewed what has been paid for. We still have to pay Johnny Betts and the two bands for the August show. Those costs total \$4,900. We have \$5,589.13.

Charles asked how much we made on the raffle. Howard said around \$317.

Tim noted that even though we have enough to pay the bands and Johnny, we typically carry over \$2K and we don't have enough to do that.

Sophia suggested that for the next raffle people should be able to choose what they will win. We could have a jar for each prize and people could put their tickets in the jar of their choice. Others agreed that would be a good idea. Sophia said she can provide mason jars. She asked Charles to email her a list of the raffle prizes.

Charles said his wife Morna talked to Beth Foy. The basketball team will handle some kids' activities.

Howard said for the next show we will open up the southern field for parking. Charles said Beth Foy, who has handled soccer tournaments, warned that if it is wet it will be bad to use any field other than the top middle field for parking. Howard said the top middle field is the one we are using for the show.

Howard said next time everyone directing people to parking will wear green vests so it is clear they are with TNL. There will be a pick up and drop off spot for pedestrians by the rail trail. There will be a sign at the entrance saying "No pedestrians." Pedestrians will come in by the welcome center.

Howard said the field we will use for parking is 4 acres. He will flag off the infields so they are not damaged. We can move two rocks to allow access to the field. He will make parking signage to indicate where the exit is, etc.

Sophia asked if there is smaller ad package we could get from WLVB for the August show. Charles said yes; we could spend \$300.

Geoff said he and Tom need another volunteer to help them with parking. Howard said he will help. Sophia said her mother-in-law offered to help too.

Geoff said he thinks the back lot will be for handicapped parking and overflow staff parking.

Howard said he will take care of the signs directing people to Old Mill Park. He noted that the sponsor signs have blown down once already. He asked committee members to check the signs if there is a storm while he is away in Maine for 3 days.

Everyone agreed that the stage looked good. Howard said he thinks it would be nice if there were a backdrop. Tim said there is a wind wall but he thinks it looks better without it. Others agreed.

Sophia said a couple of vendors didn't read all the information in the emails she sent. Everyone agreed the location of the vendors was good.

Howard said he will MC for the next show.

Howard said we sold 4 posters. We were selling them for \$5. Geoff said he thinks we should frame one and hang it on the table. Once people see that, he thinks we can sell them for \$20 each. Howard said he will take care of framing one.

Howard said one lighting unit quit working after 20 minutes. The people at Johnson Farm & Garden didn't know why that would happen. They said it had never happened before. They explained that once the light goes off it won't restart until it goes cold. Howard asked not to get that same unit next time. Charles said sunset on August 12 will be at 8:00, so the show will go until an hour after sunset. It was agreed not to turn on the lights until the show is over. Charles said we might want to suggest to vendors that they bring a light for people waiting in line or for themselves.

Howard said he didn't think trash worked that well, but he didn't pay his usual attention to it. The solid waste management district was going to send 3 volunteers but they sent none. The manager assures him she will send some next time.

Everyone agreed that the TNL shelter location was good and the kids' activities were good.

Geoff described where someone should be stationed at the end of the night to make sure people hit the exit correctly.

Howard said he hasn't decided when to do the raffle. Charles suggested the middle intermission and Howard agreed. Charles said the raffle should be at the end of the break to give people a chance to buy tickets.

Howard said we got \$30 from Venmo.

Howard said the only problem with emergency services was that when the ambulance was called they were not able to get out. Next time the ambulance will be stationed at Jenna's Promising Goods so they will be able to get out.

Geoff said he was asked for the police and he had no way to call them on the radio. Tim suggested we could give them one of our radios. Charles suggested Geoff could get the deputy's cell phone number.

Howard asked Charles to send him a copy of the raffle prize list. Lois asked to get it as well so she can put it on Front Porch Forum. She also asked for lists of vendors and sponsors. Charles said he can send them to her. Geoff suggested that in her publicity she should ask people to carpool and remind them there are no dogs allowed.

Everyone agreed that overall the show worked great. Lois said she got feedback about how much people liked the stage.

The meeting was adjourned at 7:59.

Minutes submitted by Donna Griffiths