



WILDWOOD®

WILDWOOD CELEBRATION COMMISSION MEETING

Stonecrest of Wildwood – Meeting Room

251 Plaza Drive, Wildwood, Missouri 63040

(Please enter the building at the southeast corner, across from the Public Plaza)

Wednesday, February 6, 2019

6:30 P.M.

AGENDA

- I. Call To Order And Opening Remarks - Chair Siebert
- II. Roll Call Of Members
- III. Approval Of Minutes From The November 7, 2018 Meeting

Documents:

[III. DRAFT 11-7-18 WILDWOOD CELEBRATION COMMISSION MINUTES.PDF](#)

- IV. Public Comments
- V. 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)
 - A. Parade Policy For Participants

Documents:

[V.A. MEMO ON PARADE POLICY.PDF](#)

- B. Current Commitments

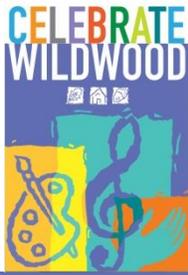
Documents:

[V.B. WILDWOOD CELEBRATION COMMISSION 2-6-19 MONTHLY UPDATE.PDF](#)

- C. Major Venues
 - D. Schedule
 - E. Proposal For Reenactment (Ken McGohan)
 - F. Location
- VI. 2019 Art Festival Event (October 19 And 20, 2019 – Saturday And Sunday)
- A. Current Commitments
 - B. Major Venues
 - C. Schedule
 - D. Location
- VII. Other Business For Consideration
- VIII. Next Meeting Date – Wednesday, March 6, 2019
- IX. Adjournment By Chair Siebert

The City of Wildwood Celebration Commission will consider and act upon the matters listed above and such others as may be presented at the meeting and determined to be appropriate for discussion at that time.

The City of Wildwood will provide reasonable accommodations for persons attending City Council meetings. Requests for reasonable accommodations should be directed to Amanda Foster, City Clerk, at 636-458-0440, or email at afoster@cityofwildwood.com, at least 48 hours prior to the start of the meeting.



Wildwood Celebration Commission Minutes

Meeting Date:

- November 7, 2018
- 6:30 p.m.

Commission Members Present:

- Libby Wilson
- Vicki Helfrey
- Pat Bishop
- Cory Lawson
- Patricia Ward
- Gary Crews, Staff Liaison

I. Call to Order and Opening Remarks

With Chair Siebert being absent, Commissioner Ward opened the meeting at 6:35 p.m. and welcomed everyone.

II. Roll Call

A roll call of members was conducted and the following individuals were in attendance:

Commission Members:

Libby Wilson
Vicki Helfrey
Pat Bishop
Cory Lawson
Pat Ward
Gary Crews, Staff Liaison

Absent Members: Eric Aufricht, Jaclyn Tripp, Chair Siebert, and Council Liaison Garritano

Other Officials & City Staff:

Sgt. Brad Wendling and P.O. Chris Sahrman, St. Louis County Police – Wildwood Precinct
Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant Director of Planning and Parks

III. Approval of Minutes from the October 3, 2018 Meeting

A motion was made by Commissioner Bishop to approve the minutes, with an amendment that noted during the Public Comments Section, Ms. Woerther noted she was upset because she was asked if she was part of a political organization. The motion to approve the minutes from the September 5, 2018 meeting, as amended, was seconded by Commissioner Helfrey. A voice vote was taken, with no opposition, and the minutes were declared approved.

IV. Public Comments

Kelley Woerther, 539 Nantucket Pointe Drive, provided flyers to the Commission explaining the group 'We are Wildwood.' She then requested the Commission reschedule the 2019 Art Festival to again be part of the Celebrate Wildwood Event, given concerns with the overall cost of the events being held separately. If the events are separate, she would request a separate committee manage the Art Festival.

V. Recap of 2018 Art Festival Event and Members' Thoughts and Impressions (October 20 and 21, 2018 – Saturday and Sunday)

Director of Planning Vujnich reviewed the items provided in the packet, including the final Art Festival update, which noted the following event highlights: a total of eighty (80) artists applied for the event, with fifty-six (56) of them ultimately being selected and participating in the event, compared to forty (40) in 2017; the issuance of the golden tickets was successful, with eleven (11) being redeemed totaling three hundred thirty dollars (\$330.00), and two hundred forty-four (244) total tickets submitted; and a variety of food vendors participated, with the only disappointment being the two (2) vendors who left early. He noted the Department is considering establishing a policy where vendors pay a deposit to participate in the event and, if they stay for the full event, their deposit would be refunded. Finally he noted that eleven (11) of the vendors submitted feedback, with the overall grades being B to B+ for the festival components and overall satisfaction.

Discussion was held regarding the following: the artists thought the show was lovely and they were well taken care of; the need to increase marketing within twelve (12) hours of the event by placing a sign visible from Manchester Road; the desire for additional press coverage (especially TV and newspaper) and advertising of event; the desire for advertisement on public radio, which represents the artists' customer base; the fact the Webster Art Show has public radio broadcast from its event; the potential to use electronic message boards, especially north of Clayton Road, to attract people from the northern portion of the City, who are more apt to go to the Chesterfield Valley and not south to Town Center; the desire to make the golden ticket part of all advertising campaigns for next year; and the preference for a City information tent on both ends of the street.

Director of Planning Vujnich requested the Commission Members review the media outlets used and provide feedback to staff of any missing avenues they'd like to pursue in 2019. He also requested they review the card stack event guide and provide suggestions for changes next year.

VI. Discussion of 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)

a. Review of Final Budget – 2018 Events

Director of Planning Vujnich provided an overview of the budget beginning with 2018 expenditures, which was near one hundred twenty-five (\$125,000.00) dollars.

Discussion was held regarding the following: a question about the apparel line item, which included t-shirts for volunteers and the marching band, along with polo shirts for Commissioners, staff, and dignitaries; the increase each year in the electric costs; the fact that revenues are not calculated in the budget, as an off-set to expenditures, and the members' belief the revenues should be calculated in the budget discussion; and the fact that having Celebrate Wildwood be a one (1) day event consolidated attendance, which created a critical mass and worked well.

b. Review and Action on Proposed 2019 Budget

Director of Planning Vujnich provided an overview of the proposed budget for the 2019 events.

Discussion was held regarding the following: the savings in the 2019 budget by reusing event logos; the fact that artists expect to pay more than they are currently required for entry into this event, but the Commission's desire to keep it affordable for a few years, until artist numbers have increased; and the ideas of potential ways to reduce expenditures, including fewer tables and chairs at the Art Festival, eliminating centerpieces in the hospitality room, and the fire pits, if the weather is predicted to not be cold

A motion was made by Commissioner Helfrey, seconded by Commissioner Bishop, to approve the budget for 2019, as proposed at a total of one hundred fifteen thousand dollars (\$115,000.00). A voice vote was taken, with no opposition, and the motion was declared approved.

c. Other

Commissioners discussed their desire to ask the City Attorney if parade participants who oppose Wildwood events and general City direction can be limited from participating in the parade. They also wanted him to identify what is a political organization, so they have a definition, as well as defining what can and cannot be included in the parade. Staff noted they will have something from the City Attorney and other cities' policies for their parades at the next meeting.

VII. Other Business

The Commission Members discussed the public comment, which requested recombining the events, and noted the following: the events were completed close to the budgeted amount and the members liked how they both turned out, thereby supporting keeping them two (2) events; the belief those that support art prefer the separate event; the Boy Scouts support of a one (1) day Celebrate Wildwood Event; the different audiences for both events, which should be separate; the need for the City to decide why an art fair and, if want a serious show, it needs to be separate event; the need to decide if want Wildwood staged as a cultural city; and the belief the Commission did a great job this year and the members work well together, ensuring there are no conflicts between the events and focusing on the key decisions, which have already been made on both events.

VIII. Next Scheduled Meeting – February 6, 2019 at 6:30 p.m.

The Commission agreed to keep the next meeting scheduled for February 6, 2019, at 6:30 p.m.

IX. Adjournment

Having no further business to discuss, a motion was made by Commissioner Helfrey, seconded by Commissioner Bishop, to adjourn. A voice vote was taken, with no opposition, and the meeting was declared adjourned at 7:48 p.m.



February 6, 2019

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Draft of Proposed Parade Policy Options Relative to Participants

Cc: The Honorable James R. Bowlin, Mayor
The Honorable City Council of Wildwood
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

As the Commission Members may recall, shortly after the 2018 version of the Celebrate Wildwood Event, a participant at one (1) of its meetings noted an issue relating to the decision-making process of who can or cannot participate in the parade associated with this day. The past policy did not allow political groups or campaigning by candidates at the parade, trying to avoid creating ill will or otherwise have a political organization participate that may be offensive to the common decencies of most. This policy had generally worked and only been questioned on a few occasions until this past year, with the more detailed presentation and identified concern by a member of a group that did participate in the parade.

This group, however, was almost denied access to the parade, given it was thought to have a political affiliation and might campaign along the route of it. However, as mentioned, this group was allowed to participate, but spoke about the uncertainty of the process for selection, while also being inherently unfair. In response to this discussion, the Commission Members agreed to consider a more formal policy relating to the Celebrate Wildwood Event.

In preparing for tonight's discussion, the Department of Planning and Parks contacted several local municipalities to ask about their parade policies in this regard. None of the contacted municipalities have a formal policy, but all noted they do not distinguish between any participants regarding whether they are candidates or part of political organizations. Many of the cities did note they do charge political organizations and politicians a fee, generally more than others, while limiting them to not handing out political materials, but just candy. One (1) of the cities reserves the right to deny access based upon inappropriateness of it for the event. Therefore, to the Department, it appears to be more on a case-by-case basis.

Parade Participation Policies		
City	Official Policy	Details
Kirkwood	No	No restrictive language, currently. When accepting entries, they are guided by the mission statement of the festival. Charges everyone to participate, but politicians are assessed more.
Eureka	No	Family appropriate, no animals. The City reserves the right to cancel or deny an entry, if it is felt to be inappropriate for the event. Charges \$25.00 for non-floats. Not-for-profits and floats are free.
Ballwin	No	Charges politicians to participate; all others are free. Asked participating politicians to not hand out anything, except candy.
Florissant	No	Decide on a case-by-case basis. No set policy. Chief of Police and Mayor are involved in the decision-making process.
Manchester	No	Exercise judgment on location of all entrants, usually grouping politically-related types to a certain location within the parade lineup.
Webster Groves	No	No restrictions. Strategic with placement in the line-up (opposing parties/views are separated, etc.).

In completing an internet search, the Department did note that many communities have considered and discussed this issue, particularly around the very popular 4th of July parades. In those instances, most communities appear to allow political organizations and candidates to participate, but do require them to follow all the rules and regulations associated with the conduct of the parade, particularly its safety measures, and only allow candy to be handed out, not political bills. This search that was conducted by the Department should not be considered extensive or complete, but a sampling of some of the approaches elsewhere outside the City of Wildwood.

Regulation of parades can impact the First Amendment Free Speech rights of entrants. At least one federal court has upheld a City policy that prohibited “political organizations” from participating in a City-sponsored parade that celebrated the anniversary of the founding of the City. The Court determined that the government can impose time, place, and manner restrictions on City-sponsored parades. The Court found that the City engaged in content discrimination, but not viewpoint discrimination, in banning all political organizations from the parade. The Court held that “content discrimination” is permissible in a City-sponsored parade, while “viewpoint discrimination” is not. Therefore, a categorical prohibition on political organizations participating in the parade is not unconstitutional, but it may be difficult to apply in practice.

Noting these considerations relating to free speech and other communities’ approaches, the Department believes the Commission has two (2) principal options to consider in this regard. These options include the following:

1. Eliminate the parade from the Celebrate Wildwood Event.
2. Allow all political organizations, politicians, and candidates to participate, but prohibit the distribution of flyers, handbills, and other promotional materials from all parade entrants. Consequently, parade entrants could only hand out beads, candy, or other confection items.

Certainly, the simplest approach is to eliminate the parade and not have to be concerned about free speech issues, offensive messages by certain organizations, etc. However, the parade has been a staple of the event, since its reintroduction many years ago. Accordingly, the Department believes the parade should be open to any participant that is willing to comply with the registration process and the safety rules to participate. The addition of political organizations, politicians, and candidates may lead to greater crowds in the end, versus reducing them. The Department does believe the placement of these individuals and organizations in the parade is important to ensure that conflicts are minimized, but all would be allowed to participate. If the Commission concurs with this approach, the Department would prepare a short list of additional safety considerations to be added to the parade information that is provided to all applicants and participants in this regard.

If you should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this information at tonight's meeting. Thank you for your review of this information and input on the same.

Underway/ To Be Started:**General:**

- Event location and layout - TBD

Parade:

- Discuss a draft policy regarding participation

Craft Booths:

- Application will be opened on RecDesk before March meeting

Food/Drink:

- Application will be opened on RecDesk before March meeting

Concerts:

- Second band for 11:00 a.m. to 5:00 p.m. needs to be determined

Scout-A-Rama:**Kids' activities:****Booths:****Completed:****General:**

- One-day event on 8/24/19

Parade:**Craft Booths:****Food/Drink:**

- 6:45 p.m. to 9:15 p.m. – Fat Pocket (same musical act as 2018)

Concerts:**Scout-A-Rama:****Kids' activities:**

- Juggling Jeff – booked

Booths: