



WILDWOOD

WILDWOOD CELEBRATION COMMISSION MEETING

Wildwood City Hall – Community Room

16860 Main Street, Wildwood, Missouri 63040

Wednesday, May 1, 2019

6:30 P.M.

** This meeting will be Livestreamed **

AGENDA

- I. Call To Order And Opening Remarks – Chair Siebert
- II. Roll Call Of Members
- III. Approval Of Minutes From The April 3, 2019 Meeting

Documents:

[III. DRAFT APRIL 3, 2019 WCC MINUTES.PDF](#)

- IV. Public Comments
- V. 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)
 - A. Current Commitments

Documents:

[V.A. WILDWOOD CELEBRATION COMMISSION UPDATE MAY 1, 2019.PDF](#)

- B. Schedule
- C. Other

Documents:

V.C. PARADE INFORMATION 2019.PDF

- VI. 2019 Art Festival Event (October 19 And 20, 2019 – Saturday And Sunday)
 - A. Current Commitments
 - B. Schedule
 - C. Other
- VII. Other Business For Consideration
 - A. Discussion Regarding July Meeting Date (July 3, 2019 – Night Before 4th Of July)
- VIII. Next Meeting Date – Wednesday, June 5, 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 Jessica Stirmlinger, Deputy City Clerk, at 636-458-0440, or email at jessica@cityofwildwood.com, at least 48 hours prior to the start of the meeting.



Wildwood Celebration Commission Minutes

Meeting Date:

- **April 3, 2019**
- 6:30 p.m.

Commission Members Present:

- Libby Wilson
- Vicki Helfrey
- Pat Bishop
- Eric Aufricht (late)
- Jaclyn Tripp
- Cory Lawson (late)
- Patricia Ward
- Chair Siebert
- Council Liaison
Garritano (late)
- Gary Crews, Staff
Liaison

I. Call to Order and Opening Remarks

Chair Siebert opened the meeting at 6:38 p.m., provided a few brief comments, and moved directly to a roll call of the members.

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
Eric Aufricht (late)
Jaclyn Tripp
Cory Lawson (late)
Pat Ward
Chair Siebert
Council Liaison Garritano (late)
Gary Crews, Staff Liaison

Absent Members: None

Other Officials & City Staff:

Sergeant Brad Wendling, St. Louis County Police – Wildwood Precinct
Chris Sahrman, St. Louis County Police – Wildwood Precinct
Amanda Horstmann, Recreation Specialist
Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant Director of Planning and Parks
Ken McGohan, Boy Scouts of America

III. Approval of Minutes from the February 6, 2019 Meeting

A motion was made by Commissioner Helfrey, seconded by Commissioner Ward, to approve the minutes from the March 6, 2019 meeting. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert.

IV. Public Comments

None

V. 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)

a. Current Commitments: Staff Liaison Crews provided an update on current commitments. Arrangements/contacts are being made for the 2019 Celebrate Wildwood Event. Applications are open for food/drink vendors and craft and business booths. The new parade policy has been added to the parade application online and is now available for registrants. The Lafayette High School Marching Band has confirmed it will participate in the parade.

b. Location Selection: Staff Liaison Crews explained that, since the March 6, 2019 meeting, City Staff have been diligently researching several options to serve as location of the 2019 event. Babler State Park, Lafayette High School, St. Louis Community College – Wildwood, and City Hall and the surrounding area have all been considered. Babler State Park was a previous location of Wildwood Days, however, the entire event would take place on grass and is dependent on weather. The City does not have control of the property, which can be closed by the State at any time. Lafayette High School seemed to be a good contender, but there is a football event on the same date, which means only the western portion of the parking lot would be available, access for setup wouldn't be granted until Friday afternoon, and it is an alcohol/tobacco free campus which hinders the beer/wine garden portion of the event. Lastly, St. Louis Community College-Wildwood Campus offers an abundance of space, but would not be suitable to have a nearby parade, parking would be mostly off-site, and access for setup couldn't be granted early enough in the week. The best option seems to be City Hall and the surrounding area for several reasons: the event will remain in Town Center; the parade route can remain the same; and the layout of the event works out nicely and utilizes a portion of the newly acquired acreage that is located to the west of City Hall.

Staff Liaison Crews presented a map of a proposed layout of the event on the properties surrounding City Hall. Using this layout, he advised approximately 60 craft booths can be accommodated into the space, along with a food court, a stage and viewing area, and the kids' activity area. Discussion among Commission members included: restricted vehicle access on Crestview Drive; making neighbors aware of the event and fireworks; and the lack of use of the lot behind City Hall. Commissioners expressed their disappointment with the lack of use of the lot behind City Hall, however, access to the area by vehicle is restricted due to the stage and use of the property for the event would be difficult, since it is secluded. Council Liaison Garritano suggested using the area for amusement rides.

Ken McGohan expressed concern the Boy Scouts will be secluded from the rest of the event in the proposed layout. Staff Liaison Crews explained that the newly acquired property will be the best place for the Boy Scouts, and the pony rides and bounce houses will be on the same property as well. The big, bright bounce houses will draw attention to the area, bringing attendees to the activities, which include the Boy Scouts. There will also be a walkway created, between City Hall and the newly acquired property, where the kid's activities will take place.

c. Schedule: The Commission was given a tentative schedule to review, with event times remaining the same as in 2018.

d. Other: Discussion was held regarding parking for the event. Staff Liaison Crews stated public parking will include on-street parking, the parking garage, and New Community Church. Discussion was held regarding restricting subdivision parking and possibly distributing passes to residents of those subdivisions. Vehicle access to Crestview Drive was

discussed, along with the consideration of temporary lights for pedestrians along Crestview Drive, or the walking trail along Highway 100.

The importance of marketing the event was discussed, which included: plenty of signage to activities; a map similar to what was used in the 2018 event guide will be helpful; make the public aware the City owns the 6 acres to the west; plenty of signage around Town Center advertising the event; signs at the roundabout by Community Park, or similar areas; possibly putting a sign on the vacant business space by Milk and Honey; and using social media and print sources, such as West Newsmagazine, to advertise. Staff Liaison Crews advised the Commission that, in the past, other forms of advertising have included the electric message boards and hot air balloons provided by sponsors of the event.

Commissioner Helfrey asked that the Endangered Wolf Center, World Bird Sanctuary, and Wildlife Rescue Center be invited to have a booth at the event and expressed that she felt they would be great for community education and outreach.

Staff Liaison Crews updated the Commission on renting golf carts for the parade. The cost would be about \$75 per day, per cart. Chair Siebert mentioned the carts would be convenient to use all day for other things, such as parking and shuttling event-goers.

Additional parade discussion among Commission members included: advertising bike participation; asking the City Council to help spread the word about the parade to subdivisions in their respective wards; encourage the community to participate by riding bikes, or walking; the concern that an increase in parade participants may equal a decrease in parade spectators; the issue of numerous bikes ending up at the event grounds following the parade, and the question of whether the bikes should be monitored; and having all wards walking/riding together since their ward participation may vary.

Commissioner Lawson mentioned having a storyteller at a future Celebrate Wildwood event. She stated she knows of a Teddy Roosevelt impersonator, but he is somewhat expensive, between \$1,000 and \$2,000. Commissioner Lawson stated she would continue research in this area if it is something the Commission is interested in having at a future event. The Commission expressed some interest in this idea.

VI. 2019 Art Festival Event (October 19 and 20, 2019 – Saturday and Sunday)

- a. Current Commitments:** The Commission was advised seventeen (17) artists have registered for the 2019 event.
- b. Major Venues:** The Commission was advised the same organizational format as 2018 will be followed (at least at this time).
- c. Schedule:** The Commission was advised that musical acts have been booked.
- d. Location:** Currently, the top of the parking garage is the planned location for the 2019 Wildwood Art Festival.
- e. Other:** Emphasis was placed on having event booklets similar to the 2018 event.

VII. Other Business

None

VII. Next Scheduled Meeting

May 1, 2019, at 6:30 p.m.

VIII. Adjournment

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

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

- Sponsorship packets are being prepared to mail to Wildwood businesses
- Fireworks contract pending review of set-up area

Parade:

- **2** parade registrants so far
- Email has been sent to past participants
- Encourage community gardeners, dog park members, and all City board, commission, and committee volunteers to walk in parade. Mailing to be sent in early May.
- Decision on golf carts needs to be finalized

Craft Booths:

- **10** craft booth registrations so far

Food/Drink:

- **4** food/drink vendors registered (Kona Ice, kettle corn, Daddy O's Cheesesteaks, and Lily's Café)
- Email sent to a group of vendors from previous years

Concerts:

- Completed

Scout-A-Rama:

- The same scout booths are being planned at this time
- Ken McGohan is coordinating this item

Kids' activities:

- Same activities as 2018 are planned
- Contracts pending review of set-up area
- Pony ride vendor - confirmed
- Photo booth - confirmed

Booths:

- **4** author booths registered
- **1** Non-Profit booth registered
- Contact State, regional, and local providers of government services to attend (MDC; MDNR; GRG; St. Louis County; Police Dept.; Fire District, etc.)

Completed:**General:**

- One-day event on 8/24/19
- Four (4) months to the event
- Event location and layout – by City Hall and on properties in its vicinity

Parade:

- Policy regarding participation rules are part of parade application
- Confirmed LHS Marching Band participation
- Theme of parade will be *Children and Families*
- Route of parade will be the same as 2018

Craft Booths:

- 2018 crafters have been contacted
- Application is open on RecDesk www.cityofwildwood.com/programs
- Craft booth pricing will remain the same as 2018 (\$25.00 per booth space, up to 3 spaces)

Food/Drink:

- Application is open on RecDesk www.cityofwildwood.com/programs

Concerts:

- 11:30 a.m. to 4:00 p.m. – Wildhorse Creek Band
- 6:45 p.m. to 9:15 p.m. – Fat Pocket (same musical act as 2018)
- Sound/lighting - booked

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

- Juggling Jeff – booked

Booths:

- Previous authors have been contacted, as well as a group of newly interested authors
- Wildlife Rescue Center, Endangered Wolf Center, and World Bird Sanctuary have been contacted
- MDNR – Babler State Park has been contacted



PARADE INFORMATION

SATURDAY, AUGUST 24, 2019

PARADE START TIME: 10:00 A.M. SHARP
REGISTER ONLINE AT: www.cityofwildwood.com/parade

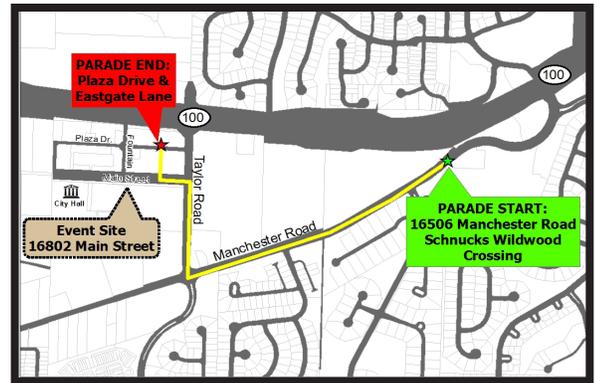
PARADE ROUTE: Start on Manchester Road (at Schnucks Wildwood Crossing - 16506 Manchester Road). Proceed west on Manchester Road to Taylor Road (at the roundabout). North on Taylor Road to Main Street. West on Main Street to parade end at Eastgate Lane.

PARKING

- Instructions regarding parking locations for parade participants will be provided via e-mail, prior to the event.

PARADE LINE UP:

- Staging area - Behind Wildwood Crossing Center - 16506 Manchester Road (enter at opposite end from the Schnucks Store)
- Line up begins promptly at 9:00 a.m.
- All parade participants must be in place by 9:30 a.m. (no exceptions)
- All parade participants must arrive at the staging area as a complete unit.
- Please note that staging assignments will be provided to parade participants via e-mail, prior to the event.



SUPPORT VEHICLES:

- Motorized entries (floats, cars, etc.) will not be permitted to have a support vehicle.
- Marching units and walking entries are permitted to have one (1) support vehicle.

SAFETY RULES:

- Parade Participants MAY walk along the curb and HAND pre-wrapped candy items to the crowd. **ANY ENTRY THROWING CANDY OR ANY OTHER OBJECT MAY BE REMOVED FROM THE PARADE AT THE NEXT INTERSECTION AND WILL NOT BE ALLOWED IN THE PARADE IN THE FOLLOWING YEAR.**
- Children walking in the parade must have adult supervision with them at all times.
- No water guns of any sort allowed on a parade float.
- Materials used in each entry should be fire-retardant and not of a dangerous nature. An on-board fire extinguisher is highly recommended.
- All entries must be able to maintain their speed and position throughout the parade. Maneuvering, sidestepping, countermarching, or any other action delaying the progress of the parade or creating large gaps along the parade line are prohibited.
- Distance between parade entries should be kept at thirty (30) feet.
- The parade staff will consult with Police, Weather, and Fire/EMS Officials to determine if a cancellation due to unforeseen or threatening circumstances, is necessary. In the event of inclement weather, please check your e-mail and telephone for messages regarding the parade staff's decision.

PARADE JUDGING:

You have the option of participating as a judged parade entry by a panel of judges. If you would like to participate in the judged contest, please indicate your interest on the Application/Waiver Form, when you register online. The theme of judged entries will be: **Wildwood's Children and Families** Judges will use the following criteria to choose award winners: Best Costumes; Quality of Work and Construction; Overall Appearance; Best Interpretation of Event Theme; and Best Use of Natural Materials. First (\$150.00), second (\$100.00), and third place (\$75.00) awards will be given. Please note: each judged entry MUST have the assigned number and provided placard clearly visible on the float/entry.

QUESTIONS

Please direct all questions relating to the parade to Gary Crews (636) 458-0440 - Gary@cityofwildwood.com. Thank you for your participation! We are looking forward to a wonderful parade and your participation!!!