



# WILDWOOD

## WILDWOOD CELEBRATION COMMISSION MEETING

This meeting will be livestreamed at: <https://www.cityofwildwood.com/youtube>

This meeting will also be available by video conference at:

[https://us02web.zoom.us/j/84594635337?  
pwd=bDRyQkVXTE94M3BPNjZWV2MzZnRqdz09](https://us02web.zoom.us/j/84594635337?pwd=bDRyQkVXTE94M3BPNjZWV2MzZnRqdz09)  
Passcode: 824793

This meeting will originate from Wildwood City Hall, 16860 Main Street, 63040

**Wednesday, January 6, 2021**

**6:30 p.m.**

## **AGENDA**

- I. Call To Order And Opening Remarks By Chair
- II. Roll Call Of Members
- III. Approval Of Minutes From The November 4, 2020 Meeting

Documents:

[DRAFT 11-4-20 WILDWOOD CELEBRATION COMMISSION MINUTES.PDF](#)

- IV. Public Comments – Via Zoom Webinar Platform Or In Writing
- V. Discussion Of Scheduling And Logistics For The Combined 2021 Celebrate Wildwood And Art Festival Event

Documents:

[V. CELEBRATE WILDWOOD UPDATE JANUARY 6, 2021.PDF](#)

- A. COVID-19 Updates
- B. Date(S) Selection
- C. Scale And Size Of Event
- D. Locations

E. Other Consideration

VI. Other Business For Consideration

VII. Next Meeting Date - Wednesday, February 3, 2021, At 6:30 P.m.

VIII. Adjournment

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 Megan Eldridge, City Clerk, at 636-458-0440, or email at [megan@cityofwildwood.com](mailto:megan@cityofwildwood.com), at least 48 hours prior to the start of the meeting.



# Wildwood Celebration Commission Minutes

## Meeting Date:

- November 4, 2020
- 6:30 p.m.

## Commission Members Present:

- Libby Wilson
- Vicki Helfrey
- Karen Stevens
- Sharon Hutson
- Cory Lawson
- Patricia Ward
- Council Liaison, Joe Garritano
- Gary Crews, Staff Liaison
- Susan Siebert, Chair

### **I. Call to Order and Opening Remarks**

Chair Siebert opened the meeting at 6:30 p.m. and welcomed everyone.

### **II. Roll Call**

A roll call of members was conducted and the following individuals were in attendance, via Zoom webinar platform:

#### Commission Members:

Libby Wilson  
Vicki Helfrey  
Karen Stevens  
Sharon Hutson  
Cory Lawson  
Patricia Ward  
Susan Siebert, Chair  
Joe Garritano, Council Liaison  
Gary Crews, Staff Liaison

Absent Members: Commission Member Tripp

#### Other Officials & City Staff:

Sergeant Brad Wendling, 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 September 9, 2020 Meeting**

A motion was made by Commissioner Ward, seconded by Commissioner Helfrey, to approve the September 9, 2020 meeting minutes. A voice vote was taken, with no opposition, and the minutes were declared approved.

### **IV. Public Comments**

None

### **V. Discussion of Proposed Budget for 2021 Event**

Director of Planning Vujnich noted the City Council had completed its draft of a preliminary budget for the 2021 Fiscal Year. Due to a significant decrease in projected revenues, many areas of the budget had to be reduced. One such area was the removal of the Art Festival line item. The cost of both events was too great, with the projected budget for 2021, and, therefore, the decision was made to retain the City's Anniversary Celebration. The Celebrate Wildwood Event was fully funded.

Council Liaison Garritano echoed Director Vujnich's comments.

Discussion was held regarding the following: the potential for hosting two (2) separate events in a future year; the potential for integrating the Art Festival with Celebrate Wildwood for 2021; the desire for a partnership with the

Wildwood Business Association (WBA) for an integrated event, of an Oktoberfest or something similar, at the Celebrate Wildwood Event; the 5K planned for Friday evening and a determination on if it will still be held; the benefit to the community of a 5K Run, which has a wide variety of participants; the desire to retain a 5K Run and reduce costs; the suggestion to encourage sponsorships for the run event by local health organizations and include their information on a t-shirt; the cost of the City to support a WBA event, which had been projected at \$20,000.00 and its intention to return any profits to the City; the desire to contact the WBA President to attend a future meeting to discuss a potential partnership; the overlap of infrastructure for multiple events at the same times; the question of if any activities could be planned on Sunday; the potential for having artists as vendors at this event, but not have it juried; the desire to still include the Scouting Experience and the Civil War Reenactors; the potential to issue a sponsorship letter with varying levels of support, but waiting until the new logistics and a final date have been selected; the potential to reschedule the event to Fall; the desire to include the Lafayette High School band in a parade or, if they are unavailable, seek a middle school band to participate in the event; and the band will need to be rescheduled, if the event is going to be scheduled for Fall.

A motion was made by Commissioner Helfrey, seconded by Commissioner Ward, to move the event to September 24 – 26 (1<sup>st</sup> choice) or in October either 1<sup>st</sup> - 2<sup>nd</sup> or 8<sup>th</sup> – 9<sup>th</sup> (2<sup>nd</sup> choice). A voice vote was taken, with no opposition, and the motion was declared approved.

## **VI. Discussion of Scheduling and Logistics for 2021 Celebrate Wildwood and Art Festival Event**

None

## **VII. Other Business for Consideration**

Director Vujnich thanked the Commissioners for their flexibility and patience in these matters.

## **VIII. Next Meeting Date**

Consensus was reached for the next Commission meeting date, which will be on Wednesday, January 6, 2021.

## **IX. Adjournment**

A motion was made by Commissioner Helfrey, seconded by Commissioner Wilson, to adjourn. Having no further business to discuss, and hearing no objections, Chair Siebert called for a voice vote to adjourn, and it was approved. The meeting concluded at 7:32 p.m.



# WILDWOOD

## WILDWOOD CELEBRATION COMMISSION

January 6, 2021

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Discussion Of Scheduling And Logistics For The Combined 2021 Celebrate Wildwood And Art Festival Event (**Wards – All**)

Cc: The Honorable James R. Bowlin, Mayor  
Steve Cross, Interim City Administrator  
Julian Jacquin, Interim Deputy City Administrator  
Kathy Arnett, Assistant Director of Planning and Parks  
Gary Crews, Superintendent of Parks and Recreation  
Bree Kelchen, Recreation Specialist

**INTRODUCTION >>>** As the Members are aware, the Celebrate Wildwood Event is scheduled for Fall 2021, which has been adjusted on a number of occasions, given COVID-19 and its impact on gathering size and public health, safety, and welfare. The Commission did not set a specific date, but rather chose to consider between two (2) possible timeframes, which included the last weekend of September or the first or second weekends of October. The decision on the date was to be partially based on whether the Lafayette High School Marching Band and the Boy Scouts would be available. These two (2) entities and their availability would be key determinants in this regard, given their important roles in this event.

**ASSIGNMENTS FROM NOVEMBER MEETING DATE >>>** In conversations with these two (2) entities, the Band Director has provided verification that the marching band will not be available for any of the timeframes in late September or early October, based upon other obligations it already has during this time of year. The Boy Scouts cannot be available for the first weekend in October, but may be available for the dates identified at the end of September or the second weekend of October. The decision on a date is now up to the Commission Members on whether it will be a September or October timeline. With that decision, the Department can then begin the publication of information for the event, including application forms for sponsorships, vendors, and food court participants.

**LOCATIONS >>>** The event, again for 2021, is expected to be at a new location. The project that is planned for the field area to the east of the theater is to receive a final decision regarding its financing this month and, if favorable, it is entirely possible that work at the site could begin this year, and by the Fall of it. The Commission has reviewed a number of alternative locations over the last couple of years in the Town Center Area and those sites are summarized below:

1. Main Street, in front of City Hall and Surrounding Properties.
2. Main Street, in front of City Hall and Portion of the City's Village Green Property.
3. Plaza Drive and Public Plaza Area.
4. Parking Garage – Upper Deck and Part of Plaza Drive.

The Department believes each of these locations will function well for the event and lead to a successful outcome, but it tends to believe the consideration of Locations #3 and #4 are preferred for use. These locations have certain intrinsic characteristics that lead the Department to support them, which include the following items:

1. Greater visibility from State Route 100.
2. Ample space for up to 75 tents and booths.
3. Minimizes disruption of businesses on Main Street.
4. Retains needed parking areas at other locations in Town Center Area to offset the use of the parking garage's upper deck.

Given these items, the Department is seeking the input of the Commission Members on their preference relative to a location for the event in 2021. Again, with this information, the Department can begin the process of setting forth the needed parameters to guarantee a successful layout, while providing said information to participants, as part of the packets of information being afforded to each of them in anticipation of future participation.

**COVID-19 >>>** Despite the vaccine that is now available to address COVID-19, the Department of Planning continues to assess the different timelines that are anticipated for its availability to non-special need populations. Depending on the source, the inoculation of the majority of Americans may not be completed until late 2021 or 2022. Acknowledging this unknown, the Department believes the approach to this year's event needs to be cognizant of this situation. Being cautious means the following items are being presented to the Commission Members for consideration in this regard:

1. Reduce or eliminate the bounce house component, and substitute it with special movie viewings at the B&B Theatre, highlighting kids' films.
2. Focus on the art component more this year.
3. Partner with the Wildwood Business Association (WBA) on a Friday night component.
4. Add a trail event, i.e. hike, walk, or run, as part of the overall Saturday events.
5. Highlight scouting events and participation.
6. Modify the parade route to make it much shorter or replace it in its entirety with the above-referenced trail event.
7. Include the main concert component, but with restrictions.

These items are all offered for discussion at tonight's meeting, which means the Commission Members can accept, reject, or combine any and all of them relative to their own individual insights in this regard. The Department is attempting to be cognizant again of the considerations of this on-going pandemic

and the need to address it as best as possible, when planning for it requires the City to start months in advance.

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