



# 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.