



WILDWOOD

July 16, 2019

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

Re: Advertising with West Newsmagazine for Senior Programming (Wards - All)

Council Members:

BACKGROUND INFORMATION >>>

At a number of meetings over the last several months, both at a Committee and City Council level, efforts towards programming for seniors in the 60+ age-range have been discussed. This effort began several years ago and has increased to over one hundred fifty (150) programs planned in 2019. Lengthy discussions were also held by the Committee on current programs, as well as, new ideas for other options and services that might be added for this demographic within the City.

Since that time, the City was approached by the editor of the West Newsmagazine regarding a calendar project they are working on for its readers in the 55+ age range. This calendar would feature programs from five (5) local municipalities where West Newsmagazine is delivered, including the Cities of Ballwin, Chesterfield, Ellisville, Manchester, and Wildwood. A sample 2-page layout is attached to this Memorandum for review.

To participate in this calendar, the Cities would each provide their schedules of programs for the upcoming month and fund a portion of the cost of printing. The cost, per municipality, is three hundred dollars (\$300.00) per month. The cost of printing is \$2,095 per full page. The editor noted the company would sell advertisements around the calendar to fund the remaining balance of the printing costs, not covered by the municipality fee.

COMMITTEE ACTION >>>

The Committee reviewed its support of these programs. Members noted the cost was minimal to provide a mailer to each household in the City with this information. This demographic cannot simply be reached via digital methods and the Committee was supportive of this partnership. The Committee then voted unanimously to endorse the City's participation in this calendar project.

If any of the City Council Members should have questions or comments before tonight's meeting about this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. The Department of Planning will be available at the July 22, 2019 City Council meeting to respond to any questions or comments in this regard. Thank you for your review of this information and any direction on the same.

Respectfully submitted,
CITY OF WILDWOOD

Debra Smith McCutchen, Chair*
Planning and Parks Committee

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

* The Department of Planning and Parks developed this report, in conjunction with the Planning and Parks Committee. Content reflects the Committee's consideration of this subject, and not necessarily an individual's position or opinion.

Community Events *for 55-plus*

Brought to you by Ballwin, Chesterfield, Ellisville, Manchester and Wildwood

ARTS & CRAFTS

- **Landscape Photography** • July 1 • 9-11 a.m. • \$20 per person • Registration required
- **Acrylic Painting** • Aug. 3 • 6-7 p.m. • \$50 per person • Registration required.
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FITNESS

- **SilverSneakers** • Ask about free fitness program for seniors at your local recreation/fitness center.
- **Beginner Taekwondo** • Aug. 7-Sept. 11 • 6:30-7:30 p.m. • \$54 per person • Registration required
- **Beginning Tai Chi** • Mondays • 10-11 a.m. • Sept. 16-Dec. 9 • \$96/resident, \$120/non-resident • Registration required
- **Senior Fitness Class** • Wednesdays • 1 p.m. • Age 60-plus • \$5 per person • Wildwood Family YMCA
- **Senior Yoga** • Fridays • 11 a.m. • Age 60-plus • \$5 per person
- **L.O.A.P. Day at the Pool** • Aug. 21 • 9:30-11:30 a.m. • The Edge Aquatic Center, Bluebird Park, Ellisville • \$2 per person
- **Beginning Tai Chi** • Mondays • 10-11 a.m. • Sept. 16-Dec. 9 • \$96/resident, \$120/non-resident • Registration required
- **Senior Yoga** • Fridays • 11 a.m. • Age 60-plus • \$5 per person
- **Zumba for Seniors** • Tuesdays • 11:30 a.m. • \$5 per person
- **Beginning Tai Chi** • Mondays • 10-11 a.m. • Sept. 16-Dec. 9 • \$96/resident, \$120/non-resident • Registration required
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LECTURES & CLASSES

- **AARP Smart Driver Course** • July 17 • 9 a.m.-1 p.m. • \$15 per AARP member/\$20 per non-member
- **Learn to Play Bridge** • Mondays, Aug. 5-26 • 9-11 a.m. • \$20 per person • Registration required
- **Mindful Meditation** • Wednesdays, 9 a.m. Free

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