

## Julian Jacquin

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**From:** Julian Jacquin  
**Sent:** Tuesday, July 16, 2019 2:14 PM  
**To:** Patrick Bellrose; 'Mary Bellrose'; dave@ficksupply.com; Candice Zweifel; amy@ficksupply.com; cathy@pauley@gmail.com; dbgilberg@gmail.com; Chris Passiglia; Julie Straatmann; Russ Rosener; Smedley, Jodi; Peters, Tim; doug@zicksgreatoutdoors.com; admin@zicksgreatoutdoors.com; greg kiger; marketingwithemily@gmail.com; cathy@papillonperennials.com  
**Cc:** Katie Dodwell; Lauren Edens; Steve Cross; Joe Vujnich; Terri Gaston  
**Subject:** Wildwood Lawn & Garden Summit

**Importance:** High

All,

Many thanks to those of you that attended our group meeting on Friday at City Hall. I hope that you found it productive and are looking forward to hosting this new event early next year. Per our meeting, I have provided the bullet points below to recap the discussion we had on Friday.

- Name of event: **Wildwood Lawn & Garden Summit**
- Event date: Saturday, March 21, 2020 (if available)
- Backup date: Saturday, March 28, 2020
- Time period: 1:00 PM – 5:00 PM, following the City’s annual “Centaur Time Trial” bike race
- Location: Wildwood City Hall (inside meeting rooms, and outside near Community Garden)
- Event intent: Educate residents/visitors on lawn & garden issues and promote your business to new customers
  
- Please review the proposed topics (included below for your use) and pick which one (1) topic you would like to speak on:
  - o **Fahr Greenhouse**: Climate change in your backyard // Fertilizer and Soils // Integrated Pest Management for Gardeners
  - o **Fick Supply Service**: Compost production, benefits and application rates
  - o **Papillon Perennials**: Planting Natives (heat, drought and water tolerant species)
  - o **Passiglia’s Nursery & Garden Center**: Perennial & shrub Spring maintenance to ensure a colorful year
  - o **Wildwood Family YMCA**: Good bugs vs bad bugs and how to manage organically // Planning your garden and crop rotation // Raised bed construction // Soil science
  - o **Wildwood Tree Service**: Invasive Honeysuckle and effective removal strategies & techniques
  - o **Zick’s Great Outdoors**: Deer resistant planting
  - o **Unknown Arborist (TBD)**: Healthy trees (specific topic to be identified by selected arborist)
  
- There will be no cost to attend, but we may consider requiring advance registration to gain an estimated headcount for the event.
- We may consider providing an “incentive” to promote pre-registration (i.e. discount coupon or attendance giveaway).
- There will be two (2) simultaneous sessions occurring indoors in the Community Room and Council Chambers at City Hall.
- Each business will be asked to give their presentation twice (2x) so that attendees will have the opportunity to attend your session.
- Each presentation should last 30 minutes. If needed, we can modify the schedule to create a 1-hour time slot as well.

- Each presentation will include an overview presentation and opportunity for Question & Answer.
- We will have a computer/projector available in each room if you would like to show any graphics during your presentation.
- We will also have 10x10 tents set up outside, on the south end of City Hall, next to the Community Garden. Each participating business will have the opportunity to set up a display or demonstration area under their tent. Attendees will be encouraged to visit these tents during, or in between, each session. Feel free to bring swag, brochures or promotional materials to hand out to event attendees.
- Depending on interest level (and weather conditions), we may pursue a larger 20x30 tent (or similar) to put all businesses together under one roof.
- We may also set up a “Kid’s Corner” outside, near the Community Garden, so that younger attendees can get involved as well.
- Jodi Smedley, YMCA, is contacting both the Missouri Botanical Gardens and St. Louis Master Gardeners to see if each group would be interested in participating. Council Member Edens is working with the MU-Extension group as well. Each group could set up an exhibitor display outside near the Community Garden and promote our event to their organization. Involvement from these groups could attract a larger audience from the St. Louis Metropolitan Region, outside of the City of Wildwood.
- We intend to create a promotional “Save the Date” postcard later this Fall/Winter to distribute locally and share to newsletters & social media. All preparation and printing of these materials will be handled internally by Wildwood City Hall. We have also included a small “Coming Soon” block for this event in the Fall 2019 Wildwood Gazette newsletter. Promotional items will be shared with the Wildwood Farms Community Garden and the Wildwood Family YMCA “Sips & Soils” group.
- Following the conclusion of this Summit in March 2020, our group will meet to recap and debrief any lessons learned from the event. Depending on the success of the event, the group may pursue additional smaller sessions on a more regular basis (monthly/quarterly) to focus on specific topics. These smaller sessions could be hosted by an individual business at that business location, or at City Hall (subject to availability).

Please review these items and let us know any questions or comments at your earliest convenience. We can handle all event communication via email for the time being, but may consider another group meeting in the future when appropriate. Thank you all for your time and investment in the City of Wildwood!

Julian M.D. Jacquin | Economic Development Manager

**City of Wildwood**

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**From:** Mary Bellrose <weddings@fahrgreenhouse.com>

**Sent:** Friday, July 12, 2019 10:41 AM

**To:** Julian Jacquin <Julian@cityofwildwood.com>

**Cc:** Patrick Bellrose <pat@fahrgreenhouse.com>; dave@ficksupply.com; Candice Zweifel <candice@ficksupply.com>; amy@ficksupply.com; cathypauley@ymail.com; dbgilberg@gmail.com; Chris Passiglia <chris@passiglia.com>; Julie Straatmann <julie@passiglia.com>; Russ Rosener <rrusseagle1@gmail.com>; Smedley, Jodi <jodi.smedley@gwrymca.org>; Peters, Tim <tim.peters@gwrymca.org>; doug@zicksgreatoutdoors.com; admin@zicksgreatoutdoors.com; greg kiger <greg@wildwoodtreeservice.com>; marketingwithemily@gmail.com; cathy@papillonperennials.com; Katie Dodwell <kdodwell@cityofwildwood.com>; Lauren Edens <ledens@cityofwildwood.com>; Steve Cross <scross@cityofwildwood.com>; Joe Vujnich