



Wildwood Celebration Commission Minutes

Meeting Date:

- February 2, 2022
- 5:00 p.m.

Commission Members Present:

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

I. Call to Order and Opening Remarks

Chair Siebert opened the meeting at 5:00 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
Sharon Hutson
Vicki Helfrey
Patricia Ward
Joe Garritano, Council Liaison
Gary Crews, Staff Liaison
Susan Siebert, Chair

Absent Members: Commission Members Cory Lawson and Jaclyn Tripp.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks

III. Approval of Minutes from the January 5, 2022, Meeting of the Commission

A motion was made by Commissioner Helfrey, seconded by Commissioner Wilson, to approve the meeting minutes of January 5, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert.

IV. Public Comments

There were no public comments.

V. 2022 Celebrate Wildwood Event

a. Venue Layout for the 2022 Event

Director of Planning and Parks Vujnich provided an explanation/reminder of the need to establish a new event location and layout for the 2022 Celebrate Wildwood Event. A very preliminary and basic layout of early venue ideas was presented to the Commission by Superintendent of Parks and Recreation Crews for comment/suggestions.

Discussion among Commission Members included the following: general acceptance by all members regarding the preliminary layout; questions about the fireworks display and where it would be placed; questions about the use of Market Street and Plaza Drive; explanation of available parking; and making sure there would be ample available space for the Boy Scouts, should they be able to participate in the 2022 event.

A motion was made by Commission Member Helfrey, seconded by Commission Member Ward, authorizing the Department to proceed with the organization of the submitted initial layout plan for the 2022 Celebrate Wildwood Event. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert.

b. Parade Components

Director of Planning and Parks Vujnich wanted the Commission to consider a theme for the parade component of the Celebrate Wildwood Event noting that such consideration had not been discussed for the 2022 event. Also, he requested comments/opinions on the float component of the parade and if the Commission wanted to continue that aspect of it.

Discussion among Commission Members included the following: the fact there is not usually too many parade float entries; the fact each parade that has been organized over the years has had a theme of some sort; the issue of parade *flow* and how that was lacking in the 2021 version; the opinion that candy, if handed out, should not come from a golf cart or parade float; the opinion any candy given out should come from a person on foot; the opinion it is important to get more businesses involved in the parade; the suggestion to offer businesses a free booth at Celebrate Wildwood, with a parade entry; the suggestion to develop a trophy or plaque for the winners of the parade float competition to be rotated around each year; the suggestion to have a plaque in City Hall reflecting the float that wins the parade competition each year; brief discussion on the parade assembly point and the option of utilizing more of Manchester Road; and the suggestion to reach out to more *service organizations* to determine their interest in participating in the 2022 Celebrate Wildwood Event.

Several parade theme suggestions were offered: A Walk on the Wild Side; Wild Things; Wildly Natural; or Wildly Nature.

c. Promotion and Advertising of the 2022 Event

Director of Planning and Parks Vujnich briefly described the memorandum presented to the Commission concerning many different options to advertise/promote the City of Wildwood Event. He noted the information was a *starting point* from which the Commission could develop a more efficient advertising campaign for the Celebrate Wildwood Event in 2022. The lists of advertising options were divided into two (2) groups: In House Options – through the City of Wildwood and Public or Paid Options.

Discussion among Commission Members included the following: the fact the Commission/City can control the information using the *in-house options*; whether the *public or paid options* would utilize the event calendars at each organization or would purchase ads/advertisements; the opinion the event calendars in the *public or paid options* would be utilized at a minimum; the request to obtain cost information for adds/advertising at the various public entities.

d. Other Items – Update Sheet of Tasks

Director of Planning and Parks Vujnich advised the Commission the *Wildwood Celebration Commission Update Sheet* would once again be presented at each meeting. While the list *appears* to reflect a limited number of items being accomplished at the present time, he assured the Commission numerous items are underway.

VI. Next Meeting Date

The Commission was reminded the next meeting date will be Wednesday, March 2, 2022, at 5:00 p.m.

VIII. Adjournment

A motion was made by Chair Siebert, seconded by Commissioner Ward, to adjourn the meeting. Having no further business to discuss, and hearing no objections, a voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert. The meeting concluded at 5:43 p.m.