



# Wildwood Celebration Commission Minutes

## Meeting Date:

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

## Commission Members Present:

- Libby Wilson
- Cory Lawson
- 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  
Cory Lawson  
Patricia Ward  
Joe Garritano, Council Liaison  
Gary Crews, Staff Liaison  
Susan Siebert, Chair

Absent Members: Commission Members Sharon Hutson, Vicki Helfrey, and Jaclyn Tripp.

### Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks  
Kristin Naeger, Recreation Specialist  
Officer Steve Deghelder, Wildwood Precinct

## III. Approval of Minutes from the February 2, 2022, Meeting of the Commission

**A motion was made by Commissioner Ward, seconded by Commissioner Wilson, to approve the meeting minutes of February 2, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert.**

***Before moving into the main agenda of the meeting, Director of Planning and Parks Vujnich announced the resignation/retirement of Staff Liaison Gary Crews, effective March 21, 2022, and the term expiration of Commission Member Ward. Both were thanked for their work with the Commission.***

The announcement was followed by brief discussion about term limits and how the notifications were made to Commission Members when such terms expired.

## IV. Public Comments

There were no public comments.

## **V. 2022 Celebrate Wildwood Event**

### **a. Venue Update for the 2022 Event**

Director of Planning and Parks Vujnich advised the Commission there were no major updates to the preliminary *layout* of the venue area for the 2022 Celebrate Wildwood Event at this time. However, he did inform members the area between Wildwood City Hall and the future Village Green will soon be cleared to improve the *flow* between them.

It was suggested that Wildwood Staff research the possibility of Bistro type lighting for the Celebrate Wildwood Event. It was also noted that the 2021 event was supposed to have *candle lanterns* released during it, which didn't take place. A suggestion was made to consider the *lantern glow* for 2022. It was the opinion of some, however, that such an activity may prove unsafe in actual presentation.

It was also suggested/recommended that a theme for the 2022 Celebrate Wildwood Event be considered. Several suggestions were made, and the Commission was advised to bring additional suggestions before the next meeting.

### **b. Parade Rules**

Director of Planning and Parks Vujnich reviewed parade rules, from the last time a parade was actually *planned*, in 2019. Commission Members were asked to review the rules and bring any suggestions or comments they might have in this regard to the April meeting.

### **c. Promotion and Advertising of the 2022 Event**

Director of Planning and Parks Vujnich reviewed the memorandum submitted to the Commission relative to available in-house, public, or paid, advertising options for the 2022 Celebrate Wildwood Event. He noted the listing of *followers* the City has with Facebook (main and business page), Twitter, Instagram, the E-Newsletter, and the Bi-Annual Gazette.

Discussion among Commission Members included the following: the opinion that promotion and advertising was, in most years, the *Achilles Heel* of the Celebrate Wildwood Event; the opinion the number of *followers* on social media is not an accurate way to judge effectiveness; the fact the West News Magazine will be utilized in 2022; the suggestion to consult with a marketing team to determine the most effective way to utilize social media avenues; the fact the City works with Silver Tablet Marketing on social media options; the suggestion to inquire with Silver Tablet Marketing concerning the most effective way to organize a *Sponsored Ad Campaign*; and the suggestion to invite Travis Newberry and Silver Tablet Marketing to the next Commission meeting.

### **d. Other Items – Update Sheet of Tasks**

Superintendent of Parks and Recreation Crews summarized the Wildwood Celebration Commission Update Sheet to date. It was noted that very little was added since the last meeting. He did advise the Commission the band BritBeat was secured as the main entertainment for the evening of September 24, 2022, and the Wildhorse Creek Band will be the afternoon entertainment. The Commission reminded staff to check on the cost of drones in place of fireworks, the cost of Bistro Lighting for the event, and the consideration of a lantern glow. Commission Members were reminded to consider themes for the event and whether future meetings should be in-person, virtual, or a combination of both.

## **VI. Next Meeting Date**

The Commission was reminded the next meeting date will be Wednesday, April 6, 2022, at 5:30 p.m.

## **VIII. Adjournment**

**A motion was made by Commissioner Member Lawson, 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 5:51 p.m.**