



WILDWOOD

June 21, 2022

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

Re: Update on the Wall That Heals Application Process (Wards – All)

Council Members:

BACKGROUND >>> The Planning and Parks Committee was provided an update by the Department of Planning and Parks at its March 2022 meeting regarding the “The Wall That Heals” and the City’s planned application process for it to visit this community. The Committee noted its support for this application process, given the information that had been developed in 2021, when the City began its effort to bring this memorial to Wildwood. With the Committee’s support, the Department scheduled to contact the organization associated with “The Wall That Heals,” when the application process opened on May 31, 2022.

At its June 2022 meeting, the Committee was advised by the Department of Planning and Parks that it did contact the organization shortly after the application process opened. The intent of the contact was, again, to obtain any new information regarding the application process and seek any suggestions to ensure the City’s submittal would be as complete as possible and successful. The contact was made on June 6, 2022.

The summary of this contact provided to the Committee is as follows:

Cynthia Long, the coordinator in this regard, indicated that a submitted application by the City in 2023 would be denied due to the Wall coming to Warrenton in September 2022. The event timing would be too close to each other. She suggested the City wait until 2024, or even 2025.

Ms. Long recommended that City representatives plan on traveling to Warrenton in September to meet with the site manager on a Thursday or Friday, after 3:00 p.m., to avoid school field trips or on Saturday. Ms. Long agreed to contact the Department for scheduling the meeting in August.

During the Warrenton visit, arrangements will be made for City representatives to tour the trailer, look behind the Wall to see how it is set up, and discuss the pros and cons of Warrenton's site for helpful insights in determining Wildwood's site location.

The cost for 2023 has increased by \$1,000.00 to \$11,000.00. Suggestions for fundraising include the following:

1. Soliciting pledges from community members and businesses, prior to submitting the application. The pledges can be collected when Wildwood is accepted to host.
2. In-kind donations are needed to offset an additional \$10,000.00 for volunteer support.
 - a. Examples are portable toilets, trash cans, generators from construction companies, banners from a printer, waters or lunches from a business, and t-shirts for volunteers.
 - b. The most successful communities have utilized in-kind donations.
3. Sponsorships
 - a. Consider car dealerships and grocery stores for sponsorships.
 - b. Veteran groups.
4. Volunteers are needed for six (6) total days total, which includes set up and disassembly of exhibit.

NEXT STEPS >>> The Committee, as well as City Council, will be advised of the future dates for a visit to "The Wall That Heals" in Warrenton, Missouri, so any members can attend that would like to participate. The Committee believes this visit by City Team Members and others will be of great value in gathering as much information as possible regarding the various components required to host "The Wall That Heals." Accordingly, other than the visit to the wall, the Committee concurred that the Department should not yet initiate the application process for "The Wall That Heals" until at least 2023 for a possible visit of it in 2024. This determination will be made at a future date and a recommendation will be prepared by the Committee, which will then be presented to City Council for final decision regarding the year to be sought by the City for this visit.

CONTACT INFORMATION >>> If any of the City Council Members should have any questions or comments regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. This item has been placed on tonight's Work Session Agenda under 'For Information' and, if any City Council Member would like to discuss this matter, the Department of Planning and Parks will be available for such. Thank you for your consideration of this information.

Respectfully submitted,

CITY OF WILDWOOD PLANNING AND PARKS COMMITTEE

Don Bartoni, Chair*

Planning and Parks Committee

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator

John A. Young, City Attorney
Melanie Rippetoe, Assistant Director of Planning and Parks
Travis Newberry, Senior Planner

*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.