

CITY OF WILDWOOD
RECORD OF PROCEEDINGS

STUDENT ROUTE 66 TASKFORCE MEETING MINUTES
Wildwood City Hall – Community Room, 16860 Main Street, Wildwood, MO 63040
August 15, 2022

I. Welcome and Roll Call

Meeting: Monday, August 15, 2022, hosted at Wildwood City Hall, at 2:00 p.m.

Attending: Acting Chair Shruthi, Members Sydney, Avyukth, Lily, Nolan, Haley and Allie, and Liaisons Robyn Keefe, Melanie Rippetoe, Jan Stevens, Elizabeth Broyles, and Brian Reed (came late around 2:30 p.m.)

Absent: Member Lauren

Planner Keefe suggested that the group nominate an Acting Chair, noting elections would be held later in the meeting. Shruthi nominated herself as Acting Chair. Lily motioned for her to be chair. Nolan seconded the motion. Motion carried.

II. Approval of the Student Route 66 Taskforce Minutes from the July 20, 2022 Meeting

Lily motioned to approve the minutes. Shruthi seconded the motion. Motion carried.

III. Public Comment – *Does anyone have anything to say to the group before we get started?*

None.

IV. Discussion Items

1) Adopt Regular Meeting Schedule

Lily motioned to adopt the regular meeting schedule. Nolan seconded the motion. Motion carried.

2) Adopt By-Laws

Shruthi motioned to adopt the by-laws. Lily seconded the motion. Motion carried. All members present signed the document.

3) Elect Officers

Planner Keefe read through the proposed slate of officers, and then opened the floor to speeches. Shruthi and Avyukth both gave speeches for the Taskforce Co-Chair position. Shruthi won the election. Avyukth then accepted a position as Co-Chair of the Events Committee. Sydney read her speech for the position as Vice Chair.

Nolan stepped down, stating he would prefer to have just one position. Lily motioned to approve the following slate of officers:

Co-Chairs: Lily Ge & Shruthi Senthil

Vice Chair: Sydney Schott

Secretary: Lauren Dean

Events Co-Chairs: Allie Suliman & Avyukth Raghuraman

Communications Co-Chairs: Haley Cottrell & Sydney Schott

Taskforce Liaison to the Historic Preservation Commission: Nolan Myers

Route 66 Steering Committee: Position will remain vacant until said Committee is formed

Shruthi seconded the motion. Motion carried by unanimous vote.

4) Form Committees

Nolan motioned to approve the following committees (Planner Keefe noted she would ask Lauren her preference and assign accordingly):

Events Committee: Allie (Co-Chair), Lily, Haley, Avyukth (Co-Chair)

Communications Committee: Shruthi, Sydney (Co-Chair), Haley (Co-Chair), and Nolan

Avyukth seconded the motion. Motion carried.

5) Route 66 Roadside Park Project a) Visioning Workshop Debrief

Planner Keefe asked the members what they thought of the workshop.

- Lily noted she had never been a part of workshop like that and thought it was very easy to participate and share her opinions.
- Shruthi stated it was new to her, and she appreciated that everyone got to express their opinions.
- Nolan noted the workshop helped him think through his ideas, and that it felt very controlled.
- Haley noted that everyone seemed open to new ideas beyond what was even on display.

Planner Keefe then noted the key takeaways from the survey administered by the consultant team:

- The Route 66 Timeline Walk was the most preferred concept.
- Generally, respondents seemed against entering the park from Manchester Road.
- Respondents commented that usable park space should be maximized.

Haley commented that the Timeline walk seemed to have the most room to do things, given there were five different areas.

Lily commented that the group needed to think of something big to lure people to the space.

Shruthi commented that the Timeline layout helped to communicate a specific concept to people, "timeline" vs. just "park", sticking in their minds more. Planner Keefe noted it was a keen observation.

b) Student Design Competition

i. Report Out from August 3, 2022 Meeting & Follow-Up Meeting

Brian Reed introduced himself to the group as the STEM Curriculum Coordinator for Rockwood School District. Everyone then did brief introductions. Lily and then Planner Keefe presented on the August 3rd meeting and follow-up meeting. Brian Reed also presented his thoughts for what grades and classes would work best for STEM.

ii. Discuss Role of the Taskforce

The role of the Taskforce was discussed, particularly in regard to communications and getting the word out.

iii. Idea Generation

When Planner Keefe asked the group what kind of preparation students would need, given their experience with the project so far, the following discussion occurred:

- Shruthi noted that the trip around the corridor really helped her understand the story. She felt a hands-on approach was needed.
- Haley noted the group could film segments of the tour they took at orientation and play the video during the presentation to students.
- Shruthi noted that even if something could be created on Google Maps, where a user could click a landmark and hear a voiceover, that would be helpful.
- Brian Reed noted that he had the resources to make a virtual tour happen and could help. He also noted he had access to a drone.

When communications were discussed, the following comments were made:

- Brian Reed noted that with Canvas LMS, the competition could be pushed out to every student and teacher.
- Members noted that their best communication method was email. Brian noted Parent Square would send out emails to every student and parent.
- Members noted that several of them were referred to the project through National Honor Society (NHS), and that they were able to earn hours or points for participating. It was discussed that participation in the competition could be a point/hours opportunity. Students committed to talking to NHS representatives about the opportunity. Brian Reed offered to help facilitate those conversations.
- Shruthi noted announcements could be made over the speakers and pushed out via social media.

- Another suggestion was flyers for the lunchroom and in the restrooms (with QR Code).
- Lily noted that an Activity Fair usually took place in the first couple weeks of school, and the members could table at the event for the park project.
- Shruthi noted the group could contact the Newspaper Club and push information out through their newsletter.
- Shruthi noted that there could be Student Council Involvement.
- Nolan suggested that Route 66 events could get students excited about the project.
- Shruthi noted the Google Librarian as a resource.
- It was noted that the City of Wildwood's website wasn't very user friendly. Planner Keefe noted that a QR Code to the page should help students avoid getting overwhelmed, but that the City was currently discussing a website overhaul.

Planner Keefe summarized the following tasks for the Communications Committee (due by end of August):

- Draft a script for announcements
- Draft a post for social media
- Talk to NHS representatives
- Plan for a table at the school activity fairs
- QR Code for flyers

Planner Keefe responsibilities:

- Coordinate with Brian Reed and Jordan McGaughey – Streaming date and time, virtual tour, etc.
- Webpage for Competition
- Coordinate with SWT Design to draft competition guidelines

Taskforce members asked what incentive students would have to participate in the competition. The following was discussed as possible incentives:

- NHS points or hours
- Media attention
- Participation in the ribbon-cutting
- Special ceremony at Celebrate Wildwood
- Extra Credit

iv. Next Steps

6) Discussion of Future Pop-Up Events

- Shruthi noted that it would be cool to plan a school dance at Stovall's with a Route 66 theme.
- Route 66 Easter hunt
- Haley advocated for a running/fitness event, that would go through several of Wildwood's historic communities
- Brian Reed noted food trucks were always popular and would pair well with the movie theater concept
- Brian Reed noted the need to think through accessibility and equity to any event planned
- A member noted a Special Olympics event could be held at one of the schools and themed for Route 66.

Planner Keefe summarized the following task for the Events Committee:

- Set meetings with school principals to discuss possible dates for Route 66 events. Nothing has to be firm, but the goal is to have a list to choose from.
- Note some of the above ideas in your conversations with them, so they know some events might happen off school property. Ask if there are any special considerations for those events.
- Keep a detailed record of what is discussed to report back to the Taskforce.

V. Requests for Information and Field Trips – *What do you need to know to do your job?*

Planner Keefe reiterated her plan to hold a meeting at the Wildwood Historical Society and also suggested a field trip to Route 66 State Park.

VI. Any Other Business – *What else should we discuss?*

Shruthi noted that on her vacation to California, she was able to drive portions of Route 66 and view the billboard at the end of it. She suggested the City could do something similar to it. She noted she would send the picture out via email.

VII. Next Meeting Dates

- 1) **Thursday, August 25, 2022 at 6:30 p.m.** - Historic Preservation Commission Meeting/Route 66 Roadside Park Project Pin-Up Review
- 2) **Tuesday, September 6, 2022 at 2:00 p.m.** - Student Route 66 Taskforce Regular Meeting

VIII. Closing Remarks and Adjournment

Co-Chair Shruthi motioned to adjourn. Nolan seconded the motion. Motion carried. Meeting ended around 3:30 p.m.