



Wildwood Celebration Commission Minutes

Meeting Date:

- August 3, 2022
- 6:00 p.m.

Commission Members Present:

- Vicki Helfrey
- Sharon Hutson
- Deborah Coleman
- Holly Ferris
- Charlie Siebert
- Joe Garritano, Council Liaison
- Kristin Naeger, Staff Liaison

I. Call to Order and Opening Remarks by Co-Chair Garritano

Co-Chair Garritano called the meeting to order at 6:02 p.m. and introduced new Member, Deborah Coleman, then requested roll call be taken.

II. Roll Call

A roll call of members was conducted, and the following individuals were in attendance, both in-person and via the Zoom Webinar Platform:

Commission Members:

Vicki Helfrey
Sharon Hutson
Deborah Coleman
Holly Ferris
Charlie Siebert
Joe Garritano, Council Liaison, Co-Chair
Kristin Naeger, Staff Liaison

Absent Members: Co-Chair Libby Wilson and Commission Members Karen Jehling and Jaclyn Tripp.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Officer Steve Deghelder, Wildwood Precinct
Sergeant Don Jacquin, Wildwood Precinct

III. Approval of Minutes from the July 6, 2022, Meeting of the Commission

Motion was made by Commissioner Hutson, seconded by Commissioner Ferris, to approve the meeting minutes of July 6, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

IV. Public Comments

There were no public comments.

V. 2022 Celebrate Wildwood Event

a. Venue and Layout Update for 2022 Event

Discussion begun with Director Vujnich noting the location of the event will be back to the field by the theatre; general layout presented without many changes; same number of tents, vendors, etc.

b. Promotion and Advertising of 2022 Event

Discussion was started by Director Vujnich about the methods of creating interest in this year's event – scavenger hunt to draw people to the location; scavenger hunt will be medallions from Frozen Feet to create clues – latitude or longitude - will come up with clues and send prior to next meeting to Commission; if you bring back a medallion, you get a free gift at the City Tent – will use surplus Wildwood wear – hoping to draw attention to the event and add attendance. Member Helfrey asks if they will be all over. Yes. 25 medallions. No repeat locations.

Mr. Vujnich states with being back to original location, geocaching not be required this year.

Motion made by Commissioner Helfrey, seconded by Commissioner Siebert, to proceed with the scavenger hunt, but forego the geocaching element. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

Mr. Vujnich stated, that at the July meeting, the members discussed social media analytics relative to all platforms and how effective they are relative to this event. With being back to original location, geocaching not be required this year. Confident with West Newsmagazine, social media, website, e-newsletter, placing posters around parks and pavilion areas, bulletin boards – we are getting word out. Electronic message boards will be used. Member Ferris asked about trustees in subdivisions. She will put poster in clubhouse. She suggests getting in touch with trustees to place information in their newsletters, clubhouses, etc. Members are encouraged to grab signs and postcards to put out in the community. Garritano asks about website – it was noted the week of August 15th for more promotion on it. Sponsor banners will be ordered shortly.

c. Parade Items – “Route 66 – Then and Now”

Discussion was started by Co-Chair Garritano that feedback was received regarding the Grand Marshal; Virgil and Jim Schmidt – grandfather lived at City Hall location; Schmidts have been part of meetings and the community for a long time; both served in the military. We can have more than two Grand Marshals; Sgt Jacquin had mentioned high school athletes; Sgt Jacquin discussed Lafayette wrestlers that won State Championships this year – both going to college; might bring in younger community members; Garritano suggested a motion to send invite to Jim and Virgil Schmidt and the two wrestlers. Helfrey – nominate Schmidts and wrestlers; can we honor Jon Bopp as honorary Grand Marshal? Do we need to vote on list of criteria? Garritano – can we honor Mr. Bopp or Ray Manton in a different way – and focus on citizens for Grand Marshal? Name a pavilion?

Motion made by Commissioner Helfrey, seconded by Commissioner Siebert, to have the Schmidts and wrestlers from Lafayette High School as Grand Marshall. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

Motion made by Commissioner Hutson, seconded by Commissioner Helfrey, to adopt the five (5) points of criteria. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

Director Vujnich has been in contact with Desco and provided information on the start the parade at Schnucks. Pat McDermott with Metro West and with West County Rotary Club plant to assist with the parade. Meeting scheduled with him. Golf carts have been confirmed. Two Members per golf cart. Metro West with honor guard. Musical bagpipers. Will reach out to Contemporary for marching band. Member Coleman asked about a middle school band.

d. Other Items – Update Sheet of Tasks, including Vendor Outreach

Discussion was started by Director Vujnich regarding the update on status sheet. Benedetto’s will have a tent and serve food and drink. Vicki asked about Tamale Guy. Up to 50 booths. City Administrator Steve Cross is talking with his neighbor about boy scouts.

Julie Lynch – interested in National Anthem.

Bistro Lighting will be provided.

VI. Next Meeting Date – Wednesday, September 7, 2022

The Commission was reminded the next meeting date will be Wednesday, September 7, 2022, at 6:00 p.m., in person or Zoom (hybrid), at Wildwood City Hall.

VIII. Adjournment

A motion was made by Commissioner Helfrey, seconded by Commissioner Siebert, 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 Co-Chair Garritano. The meeting concluded at 6:50 p.m.