



WILDWOOD

May 25, 2023

MEMORANDUM

To: Wildwood Historic Preservation Commission Members

From: Department of Planning and Parks

Re: **Wildwood History Book Update (Wards – All)**

Cc: The Honorable James R. Bowlin, Mayor
Thomas Lee, Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Melanie Rippetoe, Assistant Director
Kristin Naeger, Superintendent of Parks and Recreation
Travis Newberry, Senior Planner

BACKGROUND

The final edition of the Wildwood History Book represents the culmination of five (5) years of work and now includes its last chapters. These last chapters provide the history of the incorporation movement, from its start, which was in response to a number of land use, roadway, and governance issues by St. Louis County that were negatively impacting the area, to its successful conclusion on September 1, 1995. The final chapter of it will celebrate the first twenty-five (25) years of the City from that date in the form of a photo essay.

The planned date for completion and launch is **September 23, 2023**, the date of the City's annual Celebrate Wildwood Event. The Book Launch Planning Committee met on Monday, May 22, 2023, to lay the foundation for the launch planning.

STATUS UPDATE

The Wildwood History Book has now been fully formatted into its new size, 8.5" by 11," and has undergone extensive copy-editing from the book's hired Copy Editor, Dr. Mary Andino, the book's primary author, Ms. Jill VonGruben, of the Wildwood Historical Society, and the Department of Planning. The next step is for the book's graphic designer to incorporate the index into the book. After these changes have been incorporated, and there is a final manuscript, the Department will apply for official copyright and a unique ISBN number, as well as solicit testimonials. An updated Project Schedule is attached to this Memorandum.

BOOK LAUNCH PLANNING

The Book Launch Planning Committee met on Monday, May 22, 2023, to lay the groundwork for the book launch. At this meeting, the following highlights were discussed (detailed notes also attached):

Celebrate Wildwood.

Tent Layout

This year, the Historic Preservation Commission and Wildwood Historical Society will be situated beside one another, with a dedicated tent for book sales between them. Two (2) to three (3) banners will be ordered to identify both tents and promote the book tent.

Book Announcement During Opening Ceremonies

Mayor Bowlin will be requested to announce the book during opening ceremonies and provide some comments regarding it.

Parade

Commissioner Hrubes suggested a dedicated book float to help promote it. However, several Commissioners would need to volunteer to lead and execute that task, with assistance from the Department. This suggestion needs to be considered tonight, if the Commission has an interest.

Special Edition

The books at this initial launch event would be "Special Edition" books, with an associated sticker, autograph from Ms. VonGruben, and discounted.

Invitations

Individuals and entities that will be receiving donated copies from the City will receive official invitations to the launch event to pick up their special edition copies of the book.

PR and Marketing

The Department is looking into hiring Ms. Debbie Ward, from Silver Tablet Marketing, as a PR and Marketing consultant to assist with the book's promotion.

Additionally, it has been discussed that it would be beneficial to create some video and audio file content teasers for the book, such as having oral readings of the stories shared inside of it, or very short interviews.

Finally, the Committee will be generating a list of media contacts and submitting blog content to various history and media organizations.

Other ideas are stated in the attached Meetings Notes and, of course, Commissioners are invited to provide input and feedback on this material this evening.

IN CLOSING

If any of the Commission Members should have comments or questions regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. Thank you for your consideration of this information and discussion of the same.



WILDWOOD

Project Schedule – Wildwood History Book

May 22, 2022

Task Description	Duration*	Start Date	End Date	Responsible Party
1) Final Content <ul style="list-style-type: none"> - Front Matter - HPC Past & Present - City Map - 25 Years of Wildwood Photos - Finalize Incorporation Chapter Content - Edits to Appendix 	-	7/15/22	1/31/23	RK, JVG
2) Copy Edit Entire Manuscript	2.5 Months	7/18/22	1/31/23	MA
3) Jill & City to Review and Approve Edits	1 Month	10/1/22	1/31/23	JVG, JV, RK
4) Book Formatting	1-2 Months	02/1/23	03/31/23	SM
5) Final Review of Re-Designed and Reformatted Version <ul style="list-style-type: none"> - Table of Contents - Index - Verify everything located correctly 	3 Weeks	4/1/23	4/21/23	JVG
6) Inclusion of Jill's Edits	1 Month	4/21/23	5/19/23	SM
7) Final Verification of Inclusions	2 Weeks	5/19/23	6/2/23	JVG
8) Book Launch Event Planning	4 Months	5/1/23	9/23/23	RK, JV, MR, JVG, HPC, WHS
9) Submit to Publisher	1 Week	6/5/23	6/12/23	RK
10) Publisher to Send Two Proofs	1-2 Weeks	6/12/23	6/23/23	Amazon
11) Review and Approve Proofs	1 Month	6/23/23	7/21/23	JVG, MA, City, HPC, CC
12) HPC Review of Proof	June Meeting	TBD	TBD	RK, JV, HPC
13) City Council Review of Proof	July Meeting	TBD	TBD	RK, JV, CC
14) Submit to Publisher and Order Donated Copies of Book	1 Month	7/21/23	8/18/23	RK, JV
15) Book Launch Event	Event	9/23/23		All

* Note: If achievable and not at the sacrifice of quality or other obligations, each step is to be completed ahead of the target deadline to build in additional buffer periods for future steps.



WILDWOOD

Wildwood History Book – Book Launch Planning Committee

Wildwood City Hall – 16860 Main Street
Community Room
Monday, May 22, 2023, at 10:00 a.m.

Attendees:

Joe Vujnich, Director of Planning and Parks
Melanie Rippetoe, Assistant Director
Kristin Naeger, Superintendent of Parks and Recreation
Robyn Keefe, AICP, Planner
Jim Hrubes, Historic Preservation Commissioner
Jill VonGruben, Archivist, Wildwood Historical Society

- I. Welcome/Introductions
- II. Project Schedule
- III. Book Launch Event at Celebrate Wildwood
 - a. How and when should it be incorporated into the overall event?

Committee members discussed having the Wildwood Historical Society (WHS) and Historic Preservation Commission (HPC) tents side-by-side, with the book tent in-between them. Two (2) to three (3) banners will be designed to identify both tents, as well as the book tent. City Staff will manage the sales and payments for the book. HPC and WHS volunteers will be involved in sales and order forms. Ms. VonGruben will be there to autograph and personalize copies. Ms. VonGruben warns against having too many books out at once (people will take them). There also needs to be a plan for difficult visitors (such as having comment cards and a discrete signal to the City Tent for additional assistance, if needed).

The Mayor will be requested to include a short discussion of the book in the opening ceremonies for the Celebrate Wildwood Event.

Mr. Hrubes and Ms. Rippetoe “volunteered” to design a parade float for the book, if there is interest and time to do so. Mr. Hrubes suggested an “All About the Book” tagline.

b. Who should be specifically invited?

Special invitations will be sent out to all parties receiving donated copies of the book, inviting them to the History Tent at Celebrate Wildwood to pick up their special editions of it. It was discussed that an email would be sent to the Committee Members for the purpose of recommending to and refining the list.

c. How many books should we order? Can these books be “special editions?”
Discount?

Books will be ordered upfront, hardcover and paperback, for the day of the event. Pre-orders will also be taken. Jill will autograph copies in advance of the event. These books will receive “Special Edition” stickers and be autographed. They may also offer a \$5-10 discount.

IV. PR and Marketing

Debbie Ward of Silver Tablet Marketing is to be contacted and utilized as a consultant, particularly in handling the social media publicity for the book.

Mark Cox was also suggested as a potential media contact (97.1).

Dr. Mary Andino will be contacted for additional media contacts.

- a. Media kit
 - i. Press release
 - ii. Bicentennial logo
 - iii. Book photo
 - iv. Talking points
- b. Testimonials/reviewers
- c. Gazette article
- d. Website
- e. Spotlight – Featured News
- f. E-Newsletter teaser (ASAP)
- g. Facebook, Instagram, Twitter (pay for ads?)
- h. WHS newsletter – *Separate blast for history book.*
- i. Donation of copies/corresponding pictures
- j. Area blogs/history organizations
- k. Bookmarks – *Include a QR Code to the ordering site on the bookmark and encourage Amazon reviews of the book.*
- l. Webinar/Livestream Q&A? *It was discussed that short 2–3-minute clips with teaser content should be created and posted on the book website.*
- m. Short video book trailer *Short video clip.*
- n. Blurbs/excerpts/interviews – *Interviewees or descendants willing to do a read aloud? Jill to generate a potential list of readers. We are then to record them*

reading their stories. These stories will be posted on the website. It was suggested that Jan Stevens and Rob Rambaud both be contacted. Doris Frazier?

o. Reviews

People will be encouraged to review the book via bookmark with QR Code.

V. Pre-Orders?

Pre-orders will be accepted.

VI. Final Thoughts/Adjournment

It was suggested that a spin be made on the delayed release of the book to make it newsworthy for papers such as the *St. Louis Post-Dispatch*.

Media Outlets to Contact:

- *Eureka Leader*
- *West News Magazine*
- *RFT*
- *St. Louis Post-Dispatch*

“History in the Making” blank banner at tent for people to write on using permanent marker. Allow people to share memories and stories that could then be incorporated into the appendix of a future edition of the book.

Storytellers at the tent to engage with people and sign their books.