



WILDWOOD

June 22, 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 scheduled day of the City's annual Celebrate Wildwood Event. The Book Launch Planning Committee will next meet on Friday, June 23, from 2:30 p.m. to 3:30 p.m., at City Hall to ensure a smooth start.

STATUS UPDATE

Proofs for the paperback version of the Wildwood History Book have been ordered and should be before you for review at tonight's meeting! An application for copyright has been submitted to the United States Copyright Office, ISBNs for each book format have been purchased, and a Library of Congress Control Number has been assigned.

Comments have been requested from the St. Louis County Historian, the Rockwood School District's Social Studies Curriculum Coordinator, and the Missouri Historical Society. The Missouri Historical

Society has asked to see it when it has been officially published for potential inclusion into the "Book Notes" section of the *Missouri Historical Review*. Additional contacts will be made this week. Any suggestions from members about who to contact for additional comment would be appreciated.

Finally, Jill VonGruben, the book's primary author, and Planner Keefe met with Debbie Ward of Silver Tablet Marketing on Friday, June 9, 2023, to discuss professional assistance with PR and Marketing. Ms. Ward has noted posts to social media can start the last week of June or first week of July for the book, and she has also brainstormed some ideas for book PR. She will be attending the Book Launch Committee meeting this Friday. Ms. VonGruben has been collecting audio recordings for PR purposes, which will be paired with images from the book on social media.

IDEAS

Several ideas have been submitted to the Department about book PR and marketing. Here is what has been collected to date (not including ideas that were generated at the last Book Launch Committee Meeting):

- Video of the books being delivered to some of the local locations - like any of the stores or libraries that are to receive a copy.
- "Unboxing" video when Jill receives the first full published copy, with other book contributors surrounding her.
- Graphic/slogan for book launch on a tee shirt for Celebrate Wildwood tent workers.
- Contact Channel 2 or Channel 4 to have them highlight Wildwood before Celebrate Wildwood (including book).

Members are invited to contribute their ideas at tonight's meeting. Discussion will be encouraged on the Celebrate Wildwood Event planning later in this agenda (including the parade).

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.