



WILDWOOD

June 22, 2023

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

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

Council Members:

BACKGROUND >>> The final edition of the Wildwood History Book represents the culmination of eight (8) years of work (started in 2015) 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 the book will also celebrate the first twenty-five (25) years of the City from that date in the form of a photo essay compiled with great memories of some of the major events and projects and captured the attention of residents and others during this timeframe. The planned date for completion and launch is **September 23, 2023**, the scheduled day of the City's Annual Celebrate Wildwood Event.

STATUS UPDATE >>> 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 are being made each week, including the St. Louis County Library District. Any suggestions from City Council 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 promotion 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 the book's promotion and marketing. Ms. VonGruben has been collecting audio recordings for promotion and marketing purposes, which will be paired with images from the book on social media.

PROMOTIONAL AND MARKETING IDEAS >>> Several ideas have been submitted to the Commission about book promotion and marketing. Here is what has been collected to date:

- 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.
- Street banners on Main Street showing the book and information about it.
- Contact local television and radio outlets to have them highlight Wildwood before Celebrate Wildwood (including book).

OTHER ITEMS >>> The planning for the book launch at the Celebrate Wildwood Event is being done between the Historic Preservation Commission and the Wildwood Celebration Commission. The intent is to cross-market the event for all of its features and this one-time event relating to the book. Additionally, the following considerations have also been addressed regarding the completion of the book and its sale:

- The cost of the book is being recommended, as follows: \$9.99 for the e-book version; \$37.00 for the paperback version; and \$57.00 for the hardback version. These amounts were recommended by the Book Launch Subcommittee of the Historic Preservation Commission, which included the primary author of it in these discussions.
- The Wildwood Historical Society will have a major role in the promotion and sale of the book, prior to and at the Celebrate Wildwood Event.
- The matter of how purchases are managed through Amazon's publishing arm remain under discussion.

The book will certainly be a highlight of this year's Celebrate Wildwood Event, given the plan was to have its launch on the 25th Anniversary of the City, but COVID-19 had different plans for all of us.

CONTACT INFORMATION >>> If any of the City Council Members should have any questions or comments regarding this information before tonight's meeting, please feel free to contact the Department of Planning at (636) 458-0440. No presentation is planned on this item at tonight's Work Session, given it is under 'For Information.' However, if any City Council Member would have a question or comment, the matter can be brought forward and discussed at that time. Thank you for your review of this matter.

Respectfully submitted,

CITY OF WILDWOOD

Jan Stevens, Chair

Historic Preservation Commission

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
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* The Department of Planning and Parks developed this report, in conjunction with the Historic Preservation Commission. Content reflects the Commission's consideration of this subject and not necessarily an individual's position or opinion.