



Wildwood Celebration Commission Minutes

Meeting Date:

- July 6, 2023
- 6:00 p.m.

Commission Members Present:

- Ashley Slauter
- Kirsten Schultz
- Karen Jehling
- Sharon Hutson
- Lezli Jones
- Deborah Coleman
- Kristin Naeger, Staff Liaison

I. Call to Order and Opening Remarks

Co-Chair Slauter called the meeting to order at 6:01 p.m. and 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:

Ashley Slauter
Kirsten Schultz
Karen Jehling
Sharon Hutson
Lezli Jones
Deborah Coleman
Kristin Naeger, Staff Liaison

Absent Members Commissioner Schremp, Commissioner Siebert, Council Liaison Garritano, and Sergeant Donald Jacquin.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Stacy Chanski, Recreation Specialist
Officer Steve Deghelder

III. Approval of Minutes from the June 14, 2023, Meeting of the Commission

Motion was made by Commissioner Hutson, seconded by Commissioner Schultz, to approve the meeting minutes of June 14, 2023. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Slauter.

IV. Public Comments

There were no public comments.

V. Discussion of the 2023 Celebrate Wildwood Event

a. Parade Components for 2023: "Wildwood – City of Parks and Trails"

Director Vujnich began the discussion by identifying the adopted theme again; the Hometown Heroes that have been chosen as the Grand Marshals; the table of parade items being updated; coordinating with the Police for other potential bands/music for the event; Shriners will be contacted; suggestions to the City to reach out to the YMCA, State Champions from the high schools, other leadership students, Lafayette ROTC to do color guard, Homecoming Court in parade, and Hidden Valley Ski Resort. Officer Deghelder will inquire as to the St. Louis County Police Department Cadet Program.

b. Promotion and Advertising for 2023 Event

Director Vujnich discussed the commitment to our participants to advertise; staff met with West Newsmagazine, who has committed to an in-kind donation of \$4,000+; they will highlight other events and activities in the City and will repeat the same teaser ad "Save the Date" in the August edition; a contract was signed with Silver Tablet Marketing for social media advertising; Director Vujnich sent the Gazette information to the Commission last month and all are welcome to provide input by the end of July; the City is preparing the launch of the poster and postcards; the scavenger hunt/bingo card has been completed; the prize for the scavenger hunt/bingo could be a t-shirt, as Wildwood Wear remains very popular; staff will have a mock-up to the Commission shortly; other ideas of giveaway for bingo include a free scoop of ice cream from local ice cream shop, movie tickets; or a free class at Fox Yoga. Discussion followed regarding advertisement for donating businesses and potentially offending event sponsors, at the cost of providing a free item. Idea mentioned to put bingo sponsors on the back of card.

c. Update of Activities, Commitments, and Actions

Superintendent Naeger started the discussion mentioning the updates to the task sheet. Director Vujnich has been exchanging messages with Mr. Kraemer with Pond Athletic Association. Backup options could be the Lions Club, as well as the Rotary Club. Benedetto's and Milk and Honey are welcome to participate, and they will contact them.

i. Status of Sponsorships

Director Vujnich discussed the draft letters to subdivision and contractors and asked the Commission to advise any changes they have to them by Monday, so the letters can be sent out.

d. Other Considerations – Wildwood History Book Launch at Event

Director Vujnich started the discussion by mentioning the Wildwood History Book will be available for purchase at the event. The book launch booth will be in between the Historic Preservation Commission booth and the Wildwood Historical Society booth. The Historic Preservation Commission is discussing a parade float, with the author part of that, while the City will be promoting the book, anticipating a lot of interest. All Commissioners will receive a paperback copy of the book.

VI. Next Meeting Date – Wednesday, August 2, 2023, at 6:00 p.m.

VII. Adjournment

A motion was made by Commissioner Jones, seconded by Commissioner Hutson, 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 Slaughter. The meeting concluded at 6:58 p.m.