



Wildwood Celebration Commission Minutes

Meeting Date:

- April 6, 2022
- 5:30 p.m.

Commission Members Present:

- Vicky Helfrey
- Karen Jehling
- Sharon Hutson
- Holly Ferris
- Charlie Siebert
- Joe Garritano, Council Liaison

I. Call to Order and Opening Remarks

Director of Planning and Parks Vujnich opened the meeting at 5:37 p.m. and welcomed everyone. With no elected Chair and lacking a quorum, the Department led the meeting at its start.

Director of Planning and Parks Vujnich introduced Debbie Ward of Silver Tablet Marketing to discuss advertising through social media. Ms. Ward is a Wildwood resident and has worked with the City on various initiatives. Ms. Ward discussed the following: a quick introduction to social media; the use of algorithms, being that, if a person does not interact with the group, they will not see posts; that social media users see what they care most about and interact with by liking, commenting, and sharing; that only 3% to 5% of a group's followers will see their feed; the City has a higher percentage given it has many people that comment and post on its social media sites; that a way to improve the percentage is to create a paid ad, so that more people will see the posts; the past use of targeted boosts led a 93% increase in page views, with a reach to 55,000 people, and increased followers of 141 people; the last campaign included specific posts about events, author spotlights, vendor posts, with tagged vendors, artist features, band features and sponsor features. Ms. Ward recommended the same campaign for this year, with a paid ad on Facebook and Instagram, as well as unpaid (organic) posts. Paid ads for the last campaign totaled \$150.00. The ads should start approximately a month prior to Celebrate Wildwood.

A quorum was reached at 5:49 p.m. and Director of Planning and Parks Vujnich called the meeting to order and requested roll call.

II. Roll Call

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

Commission Members:

Vicki Helfrey
Karen Jehling
Sharon Hutson
Holly Ferris
Charlie Siebert
Joe Garritano, Council Liaison

Absent Members: Commission Members Libby Wilson, Jaclyn Tripp, Cory Lawson.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Kristin Naeger, Recreation Specialist
Travis Newberry, Senior Planner
Officer Steve Deghelder, Wildwood Precinct

III. Nominations and Election of New Chair

Council Member Garritano agreed to serve as Acting Chair for this meeting, and election of a new chair will be postponed until the next meeting.

IV. Approval of Minutes from the March 2, 2022, Meeting of the Commission

A motion was made by Commissioner Helfrey, seconded by Commissioner Jehling, to approve the meeting minutes of March 2, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Council Member Garritano.

V. Public Comments

There were no public comments.

VI. 2022 Celebrate Wildwood Event

Director of Planning and Parks Vujnich requested a motion to change the order of the Agenda to move item VI.d. up to discuss first. Motion made by Commissioner Helfrey, seconded by Commissioner Siebert, to change the order of the Agenda. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Council Member Garritano.

d. Promotion and Advertising of 2022 Event – Analysis of Options

Ms. Ward stated the 2017 social media campaign started about five (5) weeks prior to the event, consisting of unpaid (organic) posts four (4) times a week on Facebook, Instagram and Twitter, and ten (10) days of paid advertising prior to the event, with multiple posts. Director of Planning and Parks Vujnich requested a motion to obtain a proposal from Ms. Ward to provide a social media campaign for the event. Motion made by Commissioner Helfrey, seconded by Commissioner Jehling, to request a proposal for a social media campaign. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Council Member Garritano.

a. Venue Update for 2022 Event

Director of Planning and Parks Vujnich discussed the new event location in front of City Hall and a portion of the Village Green site. The layout was provided at the last meeting. With growth in the food court area and vendors, there may be a chance that participants may be limited to no more than 75 (2021 had just over 100). There needs to be an area kept by the stage for seating. Director Vujnich will provide an updated layout at the May 4th meeting.

Discussion among Commission Members included the following: prioritizing vendors, one (1) sector over the other, with Commission input; layout revisions to increase number of tents; how vendor applications are chosen to participate; how past participants are invited to apply; that a breakout of last year's vendors will be categorized and provided at the May meeting; the future Celebrate Wildwood events will be held in the new location, including the soon-to-be developed Village Green Area; that grants have been applied for such development; the Village Green Phase I Plan will be provided at the May meeting for the Commission; that an in-person, on-site Village Green Area visit will be planned for the May meeting; and that access to the Village Green Area will be improved for easy transition between it and City Hall areas.

Director of Planning and Parks Vujnich asked for a motion to support the design of improved access to the Village Green. Motion made by Commissioner Hutson, seconded by Commissioner Helfrey, to support the request for improved access to the Village Green. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Council Member Garritano.

c. Parade Rules and Suggested Changes, if any

Director of Planning and Parks Vujnich discussed the following: expanding the starting/staging area of the parade; keeping the parade continuously moving; seeking input from the Commission regarding the parade rules; that a final set of parade rules will be provided at the May meeting; and input of theme choices.

Discussion among Commission Members included the following: the Council Members should be positioned at the end of the parade; which start location will maximize the best parade experience for participants and viewers; which theme would be best – “Explore Wildwood” would allow expanding out the “explore” aspect of it; that leading up to the event, there could be other things to do prior to the event – geocaching, find the venue grounds, get people to the parks, scavenger hunt, final stop at main stage and being recognized at opening ceremony, and building excitement of the event before it happens; there could be a leadup with social media; and Commission Members can send in ideas prior to the May meeting, to be shared and action made at the May meeting.

e. Other Items – Update Sheet of Tasks

Director of Planning and Parks Vujnich advised the tasks are on schedule and will fill in quickly.

Commission Members, staff and other officials gave a brief introduction about themselves.

VII. Next Meeting Date – Wednesday, May 4, 2022

The Commission was reminded the next meeting date will be Wednesday, May 4, 2022, at 6:00 p.m. in person, at Wildwood City Hall, with an onsite visit to the Village Green Area.

VIII. Adjournment

A motion was made by Commissioner Member Hutson, seconded by Commissioner Ferris, 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 Council Member Garritano. The meeting concluded at 6:51 p.m.