



Wildwood Celebration Commission Minutes

Meeting Date:

- June 1, 2022
- 6:00 p.m.

Commission Members

Present:

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

I. Call to Order and Opening Remarks by Co-Chairs Garritano and Wilson

Co-Chair Garritano 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:

Co-Chair Libby Wilson
Vicki Helfrey
Karen Jehling
Sharon Hutson
Holly Ferris
Charlie Siebert
Joe Garritano, Council Liaison, Co-Chair

Absent Member: Commission Member Jaclyn Tripp.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Kristin Naeger, Recreation Specialist
Officer Steve Deghelder, Wildwood Precinct
Sergeant Don Jacquin, Wildwood Precinct

III. Approval of Minutes from the May 4 ,2022, Meeting of the Commission

Motion was made by Commissioner Helfrey, seconded by Commissioner Hutson, to approve the meeting minutes of May 4, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

IV. Public Comments

There were no public comments.

V. 2022 Celebrate Wildwood Event

a. Promotion and Advertising of 2022 Event

Discussion was started by Director Vujnich about the promotion and advertising of the event is a priority; the Commission approved a contract with Silver Tablet Marketing, starting one month prior to the event on Facebook; that West Newsmagazine, a major sponsor, will use a center section in the publication about three (3) weeks prior to the event to promote it; that a smaller ad, about a month prior, can also be published; that additional funding is set aside for more promotion; that all previous vendors were notified and responses are being received; that promotional posters and postcards will be started and can be posted in the parks; that the Wildwood Gazette will have the Celebrate Wildwood Event as its headliner; that yard signs from last year will be available for use; that an Economic Development/Communications Manager with an extensive background in all social media has been hired and can assist; the scavenger hunt and geocaching can be scheduled for later in the summer to take participants into the parks and end at City Hall; and that electronic message boards will be used. Co-Chair Garritano would like to see if these additional steps were effective after the event. Discussion was held about possible options to determine the attendance numbers, with a consideration of differences of weather conditions and post-COVID 19 status. City staff will look at social media analytics and the police officers will investigate crowd count options.

Motion made by Commissioner Helfrey, seconded by Commissioner Ferris, to support the additional advertising. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

b. Venue Update for 2022 Event

Discussion was started by Director Vujnich on the final layout of the venue and it will be presented to City Council on June 13; that certain items will need to be decided related to construction fencing, signage, no-go areas, and controlling access and parking on Crestview Drive and Eatherton Road; the band and stage members will need to be able to access Crestview Drive and park on Village Green; that parking and vehicular access will be coordinated with the Police Department; and that the public parking areas, including New Community Church, will be noted on the layout and final event map.

c. Parade Theme – “Route 66 – Then and Now”

Discussion was started by Director Vujnich that parade rules have been posted and nine (9) participants have already registered; the main theme is “Explore Wildwood,” but the intent is to have a sub-theme for the parade; the Route 66 theme could include vintage cars, motorcycles, and bicycles; that a theme is helpful for participants and Council Members for decorating their floats/golf carts; and that a snippet about the theme/era can be provided to registrants to generate decorating ideas. Further discussion was held that a Parade Marshal might be a good addition and potential nominations were mentioned; ideas for a Parade Marshal included Ozzie Smith, Mike Martz, David Freese, a very good member of the community, someone who has done something for the community, or a skier out of Hidden Valley Ski Resort; and that Commission Members could email in their nominations for Parade Marshal and a snippet of information about that person to staff. Discussion about the parade starting point being at Schnucks Wildwood Crossing again this year; that Director Vujnich asked for permission to reach out to the Desco Group to see if it will support using the parking lot and when they would need a commitment for such; and that at the beginning of August, there will be a better indicator of the number of participants and size of the parade.

Motion made by Commissioner Helfrey, seconded by Hutson, to adopt the parade theme and request information from the Desco Group for longer parade route. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

d. Other Items – Update Sheet of Tasks

Discussion was started by Director Vujnich of the current status of tasks, with numbers of participants registered; that logistics are complete; the Boy Scouts will be contacted; that bagpipers would be a nice addition to the event and St. Louis County Police or Contemporary Productions may be able to accommodate that request; the food participants are similar to last year; the City can contact Benedetto's, Big Chief and other Wildwood restaurants to see if they want to have a presence; that sponsor letters went out to Wildwood businesses on June 1, 2022; that not-for-profit businesses, such as an animal rehab, World Bird Sanctuary, Wolf Sanctuary, MSD, MDNR, MDC, the state, the county, and GRG will be invited to have a booth; that St. Louis BBQ Society will be contacted; and that Director Vujnich will contact Farmers Market Manager, Natalie McEvoy, to see about food vendors.

VI. Next Meeting Date – Wednesday, July 6, 2022

The Commission was reminded the next meeting date will be Wednesday, July 6, 2022, at 6:00 p.m., in person or Zoom (hybrid), at Wildwood City Hall.

VIII. Adjournment

A motion was made by Commissioner Ferris, seconded by Commissioner Siebert, 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 Garritano. The meeting concluded at 6:54 p.m.