

City of Wildwood, Missouri
Record of Proceedings



WILDWOOD

Program Budget Committee Meeting Minutes

Wednesday, October 28, 2020

Wildwood City Hall, 16860 Main Street, Wildwood, Missouri 63040

The Program Budget Committee Meeting was called to order at 5:00 p.m., on Wednesday, October 28, 2020, at Wildwood City Hall, 16860 Main Street, Wildwood, Missouri 63040, and on Zoom.

I. Call to Order and Opening Remarks by Chair Garritano

Chair Garritano opened the meeting and welcomed all members.

II. Roll Call of Committee Members

A roll call of members was taken, with the following results:

Present: Council Members Edens, Garritano, and McCutchen.

Absent: None

Staff Present: Interim City Administrator Cross, Economic Development Director Jacquin, Director of Planning and Parks Vujnich, and Assistant Director of Planning and Parks Arnett

III. Approval of Minutes from the Committee's October 7, 2020 Meeting

A motion was made by Council Member Edens, seconded by Council Member McCutchen, to approve the October 7, 2020 meeting minutes. A voice vote was taken on the motion, with no opposition, and Chair Garritano declared the motion approved.

IV. Review of Programs and Related Information Offered by Economic Development Committee (EDC)

Economic Development Director Jacquin reviewed the memorandum he provided outlining the expenditures of the Economic Development Committee on programming. These expenditures includes WinterFest, a Tack Swap, the Snowman Search, the Lawn & Garden Summit, and the Passport Program. The estimate of annual expenditures totaled four thousand five hundred thirty dollars (\$4,530.00) on its programs.

Council Member Edens then noted several of the programs are fully funded (cost neutral) by registration costs, including the Summer Passport Program and the Snowman Search. She noted discussions have been had to evaluate if there are ways to convert cost neutral programs to revenue generators. Permanent infrastructure, such as a stage and electric, would decrease costs year-after-year.

Discussion was then held on the following: the desire to have a location with ample infrastructure to host events, such as the Village Green; the change in costs based upon event location; the desire to work with the Wildwood Business Association (WBA) on a variety of events; the fact the WBA is a not-for-profit, so they cannot gain revenue from any events; the potential to charge fees for the Lawn & Garden Summit; the desire to launch the event first and then establish fees later, if necessary; and the fact the EDC's events all support tax generating businesses.

By consensus of the members, it was determined that no changes would be proposed to the EDC budget.

V. Review of Programs and Related Information Offered by the Department of Planning and Parks

Director of Planning and Parks Vujnich reviewed the memorandum provided by the Department of Planning and Parks. He noted events offered by his Department are intended to build community and attempt to unify all residents of Wildwood. He outlined how fees are determined and assessed for hikes and runs, generally to remain affordable for an entire family. Large events charge vendors a fee, but non-profits are not. Other large events with greatest attendance, such as the Back to School Party and the Concerts, attendees are not charged a fee. He highlighted the promotion of arts within the community through several annual events. He also noted some events cover other demographics, such as toddler and preschool ages, school-aged children, families, and seniors. He noted the overall events cost nearly \$300,000.00. With the removal of the five (5) most expensive events, Celebrate Wildwood, the Art Festival, and the Concerts, the cost of all of the events is around \$113,000.00, which is 1% of the overall budget.

Discussion was then held regarding the following: the cost per person at each event; the feasibility of establishing a revenue stream for certain events; the Department's intention to bring a recommendation to a future meeting, where costs can be reduced or fees can be charged; the benefit of having events at a variety of locations; the potential for fees to vary based on ages, veterans, etc.; the need to evaluate events serving the same group of people; the need to evaluate fees for non-residents and evaluate registrations of residents vs. non-residents; the potential for selling merchandise at events; and the intention of reviewing other City fees at a future meeting;

VI. Other Items

By consensus, the Committee Members determined the next meeting would focus on cost-saving ideas for events. City Staff will send an email to determine the date and time for the next Committee meeting.

VII. Closing Remarks and Adjournment

A motion was made by Council Member Edens, seconded by Council Member McCutchen, to adjourn. A voice vote was taken, hearing no objections, and Chair Garritano declared the meeting adjourned at 6:16 p.m.