



WILDWOOD

WILDWOOD CELEBRATION COMMISSION MEETING

This meeting will be livestreamed at: <https://www.cityofwildwood.com/youtube>

This meeting will also be available by video conference at: <https://zoom.us/j/96803494003>,

or by telephone: 1-312-626-6799, Webinar ID: 968 0349 4003

Wednesday, May 6, 2020

6:30 p.m.

AGENDA

- I. Call To Order And Opening Remarks
- II. Roll Call Of Members
- III. Approval Of Minutes From The March 4, 2020 Meeting

Documents:

[DRAFT OF 3-4-20 WILDWOOD CELEBRATION COMMISSION MINUTES.PDF](#)

- IV. Public Comments – Via Zoom Webinar Platform Or In Writing
- V. 2020 Celebrate Wildwood Event (October 10, 2020 – Saturday)
 - A. Potential Changes To Event Due To COVID-19

Documents:

[LOGISTICS OF EVENT AND POTENTIAL CHANGES.PDF](#)

- B. Discussion On Event Location And Layout
- C. Update On Current Commitments And Ongoing Efforts

Documents:

[CELEBRATE WILDWOOD UPDATE - 5.6.2020.PDF](#)
[2020 SPONSORS.PDF](#)

- D. Other

VI. 2020 Art Festival Event (October 10 And 11, 2020 – Saturday And Sunday)

A. Update On Current Commitments And Ongoing Efforts

B. Other

VII. Other Business For Consideration

VIII. Next Meeting Date – Wednesday, June 3, 2020

IX. Adjournment

The City of Wildwood Celebration Commission will consider and act upon the matters listed above and such others as may be presented at the meeting and determined to be appropriate for discussion at that time.

The City of Wildwood will provide reasonable accommodations for persons attending City Council meetings. Requests for reasonable accommodations should be directed to Megan Eldridge, City Clerk, at 636-458-0440, or email at megan@cityofwildwood.com, at least 48 hours prior to the start of the meeting.



Wildwood Celebration Commission Minutes

Meeting Date:

- March 4, 2020
- 6:30 p.m.

Commission Members Present:

- Vicki Helfrey
- Karen Stevens
- Jaclyn Tripp
- Patricia Ward
- Council Liaison, Joe Garritano
- Gary Crews, Staff Liaison
- Susan Siebert, Chair

I. Call to Order and Opening Remarks

Chair Siebert opened the meeting at 6:30 p.m. and welcomed everyone.

II. Roll Call

A roll call of members was conducted and the following individuals were in attendance:

Commission Members:

Vicki Helfrey (arrived at 6:33 p.m.)
Karen Stevens
Jaclyn Tripp
Patricia Ward
Susan Siebert, Chair
Joe Garritano, Council Liaison
Gary Crews, Staff Liaison

Absent Members: Libby Wilson, Sharon Hutson, and Cory Lawson

Other Officials & City Staff:

Sergeant Brad Wendling and Police Officer Steve DeGhelder, St. Louis County Police – Wildwood Precinct
Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant Director of Planning and Parks

III. Approval of Minutes from the February 12, 2020 Meeting

A motion was made by Commissioner Ward, seconded by Commissioner Stevens, to approve the February 12, 2020 meeting minutes. A voice vote was taken, with no opposition, and the minutes were declared approved.

IV. Public Comments

Jeannette Ragsdale noted she moved into Wildwood within the last year and came to the meeting tonight, given her interest in helping with the event.

Commissioner Helfrey arrived at 6:33 pm

V. 2020 Celebrate Wildwood Event

a. Consideration of Parade Theme

Director of Planning Vujnich introduced the new 25th Anniversary Logo and reviewed the proposed themes discussed at the previous meeting.

Discussion was held regarding the following ideas for this year's parade theme: Wildwood 25 Years: Then and Now - View the Past and Envision the Future; Wildwood 25th Anniversary Garden Party – Can You Dig It, Look At Us Grow, Wildwood is Blooming and Growing; Naturally Wildwood; See Wildwood - 2020 Vision; Wildwood's Silver Jubilee; Grow with Wildwood; and Naturally Wildwood...for 25 Years. Commissioners noted the Naturally Wildwood...25 years theme resonated with them, but wanted to take some additional time to think about the theme and make a decision next month.

b. Determination on Crafters at Celebrate Wildwood Event

Director of Planning Vujnich noted the Commission had previous discussions regarding the mixing of crafters and fine artists and the concern of having both at the same event. He explained that the event is at a stage, where a decision needs to be made.

Council Member Garritano left the meeting at 6:47 p.m.

Discussion was held regarding the support of some Commissioners to include crafters, but the overarching concern with their attendance was diluting the artists' sales. It was also noted there may be a potential lack of crafter interest, due to the time of year, when craft fairs are in full swing.

A motion was made by Commissioner Helfrey, seconded by Commissioner Ward, to omit crafters from this year's event. A voice vote was taken, with no opposition, and the motion was declared approved.

c. Update on Current Commitments and Ongoing Efforts

Director of Planning Vujnich identified the items that are already scheduled for the Celebrate Wildwood Event, including: the event location, which is still in a planning phase; the logistics of setup; the lack of a high school marching band, but the fact the Department will begin work before the end of the school year on finding a replacement; the completed applications of eighteen (18) artists, to date; the applications of ten (10) food and drink vendors; the booking of four (4) of the five (5) concerts; the contracts for kids' activities; and the commitment of thirteen (13) authors, six (6) organizations, and one (1) sponsor to attend.

Discussion was held regarding the following: the photo booth vendor, which is booked; the status of the history book; the work of Commissioner Stevens to contact about twelve (12) food trucks, including Blue Fired Pizza, the Saucy Iguana, the Balkan Treat Box, Seoul Taco, and Spud Shack; and the need for a vendor to sell hot cocoa and coffee.

c. Presentation of General Layout of Event Grounds

Director of Planning Vujnich reviewed the map and the potential layout configurations for the event. He noted there are options in overall layout, such as the Art Festival being setup on Plaza Drive and around the square, seventy-eight (78) booths could be accommodated, it increases visibility from State Route 100 and opens up one hundred fifty (150) parking spaces on the upper deck of the garage.

Discussion was held regarding the following: the support of the use of Plaza Drive; the desire to increase the visibility of the event; the elimination of the use of stairs with the Plaza Drive configuration; the police support of the Plaza Drive arrangement; the addition of a secondary stage in the food court area for all bands except, the MCEWYN Band on Saturday night, which will be on the main stage situated on Main Street; the need for a letter to be sent to the adjacent property owners; and the desire to have a natural art exhibit, if the theme is Naturally Wildwood, where local nurseries make a living exhibit. The Commissioners requested to vote on the official use of the Plaza Drive area at the next meeting.

d. Other

None

VII. 2020 Art Festival Event

a. Update on Current Commitments and Ongoing Efforts

Already discussed during the meeting. Nothing additional was added.

b. Other

VIII. Other Business for Consideration

At the April meeting, the Commission will discuss items to place in the time capsule.

IX. Next Scheduled Meeting – April 1, 2020 at 6:30 p.m.

The Commission agreed to keep the next meeting scheduled for April 1, 2020, at 6:30 p.m.

IX. Adjournment

Having no further business to discuss, a motion was made by Commissioner Helfrey, seconded by Commissioner Ward, to adjourn. A voice vote was taken, with no opposition, and the meeting was declared adjourned at 7:26 p.m.

Celebrate Wildwood 2020

Logistics & Potential Changes

Food & Drink		
Area	Concerns	Alternative
Food booths	Lack of social distancing and disinfecting common areas consistently and to a high degree of assurance they are clean	Reduce the number of vendors and create greater distances (spaces) between each of them.
Dining Tent	Lack of social distancing and disinfecting common areas consistently and to a high degree of assurance they are clean	Groupings of smaller tents, with fewer seats beneath and/or spread out.
Open seating outside of tent for eating	Disinfecting common areas consistently and to a high degree of assurance they are clean	Spread outside tables/chairs out.
Fire pit area	Lack of social distancing	Eliminate for 2020.

Stage		
Area	Concerns	Alternative
Opening Ceremonies	Lack of social distancing	Eliminate for 2020.
Concerts	Lack of social distancing in open seating area, based upon crowd size	Delineate seating areas, instead of open. Increase size of area for concert viewers, and encourage social distancing within these locations though signage, posts, and other advertisements.

Booths		
Area	Concerns	Alternative
Artists	If crowded, lack of social distancing	Booths can be setup linear instead of double loaded on the street. Greater space between booths or groups of booths. Encourage social distancing within these locations though signage, posts, and other advertisements.
Authors	If crowded, lack of social distancing	Booths can be setup linear instead of double loaded on the street. Greater space between booths or groups of booths. Encourage social distancing within these locations though signage, posts, and other advertisements.
Sponsors	If crowded, lack of social distancing	Booths can be setup linear instead of double loaded on the street. Greater space between booths or groups of booths. Encourage social distancing within these locations though signage, posts, and other advertisements.

Booths		
Non-Profit/Local Organizations	If crowded, lack of social distancing	Booths can be setup linear instead of double loaded on the street. Greater space between booths or groups of booths. Encourage social distancing within these locations though signage, posts, and other advertisements.

Kids Area		
Area	Concerns	Alternative
Bounce Houses	Tight quarters and shared spaces	Eliminate for 2020.
Climbing Wall	Inability to clean wall between climbers	Eliminate for 2020.
Trapeze	Crowd size and social distancing compliance	Eliminate for 2020.
Face Painters	Lack of social distancing	Eliminate for 2020.
Balloon Artists	Lack of social distancing	Eliminate for 2020.
Scouting Experience	Activities and crowd size, along with the hands-on components of them	Limit number of activities in 2020, encourage social distancing practices, and manage areas more closely for compliance.
Pony Rides	Lack of social distancing	Eliminate for 2020.
Juggling Jeff	Crowd size and social distancing compliance	Eliminate for 2020.

Other		
Area	Concerns	Alternative
Photo Booth (props)	Shared items placed on head/face	No props, six (6) foot minimum distance for those individuals in line, and de-sanitizing the common components of the booth, after each shoot.
Metro Simulation West	Tight quarters	Differ to fire district and its emergency medical supervisors and paramedics.
Civil War Reenactors	Limited, but relate to social distancing of reenactors and others around them.	Eliminate for 2020.
Hospitality Room	Table grouping and lack of social distancing	Smaller tables and more spread out. Possibly use chambers as second seating area.
Artist Breakfast	Table grouping and lack of social distancing	Smaller tables and more spread out. Possibly use chambers as second seating area.
Fireworks		
Portable Restrooms		
Trash Service		
Electric		
Stage		

Parade		
Area	Concerns	Alternative
Parade	Proximity of viewers and parade participants. Distribution of candy and other giveaways.	Morning events featuring the City's park and trail system. Participants can be spread out and social distancing implemented. Events would be in five (5) locations and include: 5K Run/Walk; Mountain Biking; Road Bicycling; Hike; and a Family Walk.

Event Type	Location Option 1	Location Option 2
5K Run	Living Word Church	
Family Walk (1 mile)	Community Park	Town Center
Hike	Rock Hollow/Bluff View	Babler/Rockwoods/or Greensfelder
Mountain Biking	Bluff View	Al Foster
Road Biking	LeCave Trailhead	

Items Planned for 2020 Event		
Area	Concerns	Alternative
Tree Planting		
Time Capsule		
Naturally Wildwood Theme (including gardening ideas)		Have a natural art exhibit and bring in some of the planned activities/speakers from the canceled Lawn & Garden Summit, including local nurseries, MU Extension Office, MO Botanical Gardens, etc.
Seedlings Giveaway		
Kids Activities at Art Festival		
Kids Booth for Purchase of Donated Art with Artist Experience		
Performing Artists (discussed but not agreed upon)		
Artist Demonstrations		



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Celebrate Wildwood & Art Festival 🌿 General Items Underway/Remaining	
Item	Status
Event location and layout	In Progress; New Opportunity, as of April 29, 2020
Fireworks	Contract in Progress
Electric (Green2Go)	Notified
Portable Restrooms (PWC)	Notified
Waste Services (Waste Connections)	Notified
Wi-Fi Internet for Booths (Bays-ET)	Notified
Application for Volunteers	Completed on RecDesk, but not open yet
Recruit Volunteers	Underway

Celebrate Wildwood & Art Festival 🌿 General Items Completed	
Item	Notes
Event Schedule	Celebrate Wildwood is a one-day event on Saturday, October 10, 2020. The Art Festival is a two-day event sharing Saturday, October 10, 2020 with the Celebrate Wildwood Event, but also includes Sunday, October 11, 2020.
Schedule	
Saturday, October 10th 10:00 a.m. – Parade 11:00 a.m. to 9:00 p.m. - Celebrate Wildwood 11:00 a.m. to 6:00 p.m. - Art Festival 11:00 a.m. to 6:00 p.m. - Author/Sponsor/Non-Profit Booths 9:15 p.m. - Fireworks	Sunday, October 11th 11:00 a.m. to 5:00 p.m. - Art Festival
Police Services	Arrangement of services and appropriate layout and coverage completed under the supervision of Sgt. Wendling and P.O. DeGhelder

Celebrate Wildwood 🌿 Parade Items Underway/Remaining	
Item	Status
Selection of Theme	Discussions ongoing - preferably 25 th Anniversary and Considering "Naturally Wildwood ... 25 Years" (subject of tonight's meeting)
Engage a Marching Band	In Progress - Lafayette High School - unavailable due to Homecoming - Eureka High School – request sent, but no response

Celebrate Wildwood 🌿 Parade Items Completed	
Item	Notes
Application for Participants	Open on RecDesk
Completed Applications	One (1) organization has applied



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Celebrate Wildwood & Art Festival 🎪 Food/Drink Items Underway/Remaining

Item	Status
Layout of Food Court & Dining Area	Underway; New Opportunity, as of April 29, 2020

Celebrate Wildwood & Art Festival 🎪 Food/Drink Items Completed

Item	Notes
Application for Food/Drink Vendors	Open on RecDesk
Contact Previous Vendors	Completed
Completed Applications	Fourteen (14) vendors have applied

Food Vendors:

1. Nutty Sisters (Pretzels, Nuts, Nachos)
2. Shish Kabob Guys (Kabobs, Ribeye Sandwich, Rice, Fries and more)
3. What Up Dogs (Hot Dogs)
4. Lily's Café (Smoothies & Ice Cream)
5. Super Smokers (BBQ)
6. Burgers STL (Burgers, Fries, & Chili)
7. Union Baptist Church (Fried Fish & Fries)
8. Delicious Desserts (Desserts)
9. The Tamale Man (Tamales) *Saturday Only
10. Sedara Sweets & Ice Cream (Baklava & Shawarma Sandwiches)

Drink Vendors:

1. Topsy Clover (Beer, Wine, Fall Cocktail)
2. Pond Athletic Association (Beer)
3. Milk and Honey (Craft Beer and Wine)
4. Kona Ice (Shaved Ice)

Art Festival 🎪 Items Underway/Remaining

Item	Status
Artist Demonstrations	
Booth for Children's Purchases	

Art Festival 🎪 Items Completed

Item	Notes
Application for Artists	Open on Zapplication
Completed Applications	Twenty-two (22) artists have applied




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Celebrate Wildwood & Art Festival  Concert Items Underway/Remaining	
Item	Status
Sound (Finch Audio)	Notified
Stage (Klance Staging)	Notified

Celebrate Wildwood & Art Festival  Concert Items Completed	
Item	Notes
Deaf Interpreters	Confirmed
Bands	Five (5) Bands Confirmed
Schedule	
Saturday, October 10th 11:00 a.m. to 1:30 p.m. - Teddy McCready 2:00 p.m. to 4:30 p.m. – River Kittens 6:45 p.m. to 9:15 p.m. - MCEWYN Band	Sunday, October 11th 11:00 a.m. to 2:00 p.m. – Dusty James & Abalone Pearl 2:30 p.m. to 5:00 p.m. – The Wild Horse Creek Band

Celebrate Wildwood  Kids Entertainment Items Underway/Remaining	
Item	Status
Scouting Experience	Arrangements tentative at present, given date change in 2020 to October. Scouts will likely not be camping as they did in 2019.
Police Exhibits and Demonstrations	Not Started

Celebrate Wildwood  Kids Entertainment Items Completed	
Item	Notes
Juggling Jeff	Confirmed
The Clowns (Face Painters & Balloon Artist)	Confirmed
Pony Rides	Confirmed
Upper Limits Climbing Wall	Confirmed
Jolly Jumps Bounce Houses	Confirmed

Celebrate Wildwood  Booth Items Completed	
Item	Notes
Application for Local Authors	Open on RecDesk
Completed Applications by Authors	Thirteen (13) authors have applied
Application for Non-Profit and Local Organizations	Open on RecDesk
Completed Applications by Non-Profit and Local Organizations	Six (6) applications received
Application for Sponsors	Open on RecDesk



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Celebrate Wildwood Booth Items Completed (Continued)

Item	Notes
Completed Applications by Sponsors	Three (3) sponsorships received totaling \$2,000.00
Notify previous participating authors, non-profits, and local organizations	Completed
Send Sponsorship letter to all Wildwood businesses	Completed

Celebrate Wildwood 2020 Sponsors

	Business/Organization	Amount	In-Kind Value	Donation
1	St. Louis Community College - Wildwood	\$ 500.00		
2	Three French Hens	\$ 1,000.00		
3	Apple Hill Preschool	\$ 500.00		
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21				

Total Cash Sponsorships: \$ 2,000.00

Total Value of In-Kind Sponsorships: \$ -

Total Value of 2020 Sponsorships: \$ 2,000.00

- Total Value of 2019 Sponsorships: \$ 11,200.00
- Total Value of 2018 Sponsorships: \$ 12,500.00
- Total Value of 2017 Sponsorships: \$ 16,750.00 Meridian - \$5,000 sponsorship
- Total Value of 2016 Sponsorships: \$ 15,000.00 Meridian - \$5,000 sponsorship
- Total Value of 2015 Sponsorships: \$ 21,750.00 20th Anniversary - Meridian \$10,000 sponsorship
- Total Value of 2014 Sponsorships: \$ 18,000.00

