



WILDWOOD

**Wildwood City Hall – Community Room
16860 Main Street, Wildwood, Missouri 63040**

Wednesday, August 7, 2019

6:30 P.M.

** This meeting will be Livestreamed **

AGENDA

- I. Call To Order And Opening Remarks – Chair Siebert
- II. Roll Call Of Members
- III. Approval Of Minutes From The May 1, 2019 Meeting

Documents:

[III. DRAFT 5-1-19 WILDWOOD CELEBRATION COMMISSION MINUTES.PDF](#)

- IV. Public Comments
- V. 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)

A. Event Location

B. Current Commitments

Documents:

C. Schedule

D. Other

1. Review Of Parade Applications

2. Review Of Vendor And Craft Applications

VI. 2019 Art Festival Event (October 19 And 20, 2019 – Saturday And Sunday)

A. Location

B. Current Commitments

C. Schedule

D. Other

VII. Other Business For Consideration

VIII. Next Meeting Date – Wednesday, September 4, 2019 (Review Of Celebrate Wildwood – 2019)

IX. Adjournment By Chair Siebert

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 Jessica Stirmlinger, Deputy City Clerk, at 636-458-0440, or email at jessica@cityofwildwood.com, at least 48 hours prior to the start of the meeting.



Wildwood Celebration Commission Minutes

Meeting Date:

- May 1, 2019
- 6:30 p.m.

Commission Members Present:

- Libby Wilson
- Vicki Helfrey
- Jaclyn Tripp (arr. 7:38 pm)
- Cory Lawson
- Joe Garritano, Council Liaison
- 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:

Libby Wilson
Vicki Helfrey
Jaclyn Tripp (arrived at 7:38 pm)
Cory Lawson
Susan Siebert, Chair
Joe Garritano, Council Liaison
Gary Crews, Staff Liaison

Absent Members: Pat Bishop, Eric Aufricht, and Patricia Ward

Other Officials & City Staff:

Sgt. Brad Wendling, 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 April 3, 2019 Meeting

A motion was made by Council Liaison Garritano, seconded by Commissioner Helfrey, to approve the April 3, 2019 meeting minutes. A voice vote was taken, with no opposition, and the minutes were declared approved.

IV. Public Comments

None

V. 2019 Celebrate Wildwood Event (August 24, 2019 – Saturday)

Director of Planning Vujnich reviewed the items that are completed, to date, for the Celebrate Wildwood Event, which included the following: the completion and mailing of sponsorship packets to all Wildwood businesses; the location of the fireworks is still under review; and the Chair's conversation with the owner of Three French Hens and encouragement for her to participate in the parade, with direction to Staff to follow up with Ms. Hood.

Discussion was held regarding the following: the preference of the Commission Members to use golf carts instead of convertibles in the parade; the use of golf carts for the Mayor, Council, and the Wildwood Celebration Commission; the selection of a Grand Marshal – Council Member Garritano suggested Ray, a resident of Stonecrest, who is 100 years old and the oldest veteran in the State of Missouri. Chair Siebert suggested a resident, Grace Strobel, who is a special needs model. A suggestion was offered to consider both, think about any other

individuals that may be appropriate in this regard and decide at the next meeting; the direction to decorate the golf carts; the need for a program for any presentations on stage and the request the Chair work with the Mayor to set a schedule; the potential to distribute a schedule for the ceremonies, with a coupon on the back and distributed along the parade route; the desire for non-Commission members to judge the parade; discussion of ideas for the ceremonies – having it prior to the evening concert, so there are more people in attendance, the need to keep the program simple and short, welcome everyone, introduce the Commission, and present the business award, the desire to have the flags placed on stage all day; consensus was reached to have the Boy Scouts present the colors in the morning, after the parade, say the pledge of allegiance, and have a quick welcome, and then have a longer presentation at 6:30 p.m.; the desire of some Commission Members to use signs to ensure awareness of the event, particularly yard types; use a save the date postcard to send to every household and include a golden ticket or some incentive on it; the potential to conduct a sampling survey of residents on whether they plan on attending and why or why not; the potential for a famous person as Grand Marshal to attract attendees; the need to boost social media posts by zip code; 10 crafters registered so far; all kids activities, except bounce houses, are booked; 4 authors have booked; police have made request for special equipment, but won't have confirmation, until closer to the event; the desire for the Commission to tour the property, where the event will be held; the adjacent neighbors to grounds are concerned about trespassing, will address with police officers and can use temporary fencing, and extend a courtesy to the neighbors to provide information to them regarding setup of the property, location of fireworks, pedestrian traffic will not be restricted along Crestview Drive, etc.; and the fact the Department will send a letter, with information on the event, to Crestview Drive and Niere Acres Drive property owners.

A motion was made by Council Member Garritano, seconded by Commissioner Wilson, to utilize golf carts instead of convertibles for elected officials in the parade. A voice vote was taken, with unanimous approval, and the motion was declared approved.

Commissioner Tripp arrived (7:38 p.m.).

Discussion continued regarding the Boy Scouts participation; the City will provide flags for distribution in the parade; Mr. McGohan noted they were on track with planning of activities; prior to June meeting, Mr. McGohan and Commissioner Ward will meet with the reenactors; the storytellers festival is in town and it was suggested that we seek out storytellers for the event; and consensus was reached for Commissioners to wear the same shirts from last year.

VI. 2019 Art Festival Event (October 19 and 20, 2019 – Saturday and Sunday)

Staff Liaison Crews noted 22 artists have applied for participation in the festival.

VII. Other Business for Consideration

a. Discussion regarding July meeting date (July 3, 2019 – night before 4th of July)

Director of Planning Vujnich noted the regularly scheduled meeting for the month of July was scheduled for July 3rd and he questioned if the Commission wished to keep the meeting on that date, since it was in such close proximity to the Independence Day holiday, or if they wished to reschedule it. Consensus was reached to reschedule the meeting to July 10th, at 6:30 p.m.

VIII. Next Scheduled Meeting – June 5, 2019 at 6:30 p.m.

The Commission agreed to keep the next meeting scheduled for June 5, 2019, at 6:30 p.m.

IX. Adjournment

Having no further business to discuss, a motion was made by Commissioner Helfrey, seconded by Commissioner Lawson, to adjourn. A voice vote was taken, with no opposition, and the meeting was declared adjourned at 7:55 p.m.

Celebrate Wildwood 2019 Sponsors

	Business/Organization	Amount	In-Kind Value	Donation
1	Fick Supply Service Inc.	\$ 250.00		
2	Sedlak & Association - American Family Ins.	\$ 500.00		
3	Dierbergs	\$ 250.00		
4	Allstate Insurance - Leslie North	\$ 500.00		
5	Apple Hill Preschool	\$ 500.00		
6	e3 Tax Service	\$ 250.00		
7	St. Louis Community College	\$ 500.00		
8	Edward Jones - Jason Huntley	\$ 500.00		
9	RE/MAX ONE	\$ 250.00		
10	Clarkson Eyecare	\$ 500.00		
11	Central Bank of St. Louis	\$ 500.00		
12	Code Ninjas / Premier Martial Arts	\$ 500.00		
13	Yates Insurance Services	\$ 500.00		
14	Three French Hens	\$ 1,000.00		
15	On the Run - Mobil	\$ 500.00		
16	Stonecrest of Wildwood	\$ 1,000.00		
17	Strike a Pose Photo Booth		\$ 700.00	Discount on Photo Booth
18	Scouting USA		\$ 500.00	
19	Koman Properties		\$ 500.00	Portion of Event Grounds
20	West Newsmagazine		\$ 1,000.00	Advertisement
21	New Community Church		\$ 500.00	Use of Parking Lot

Total Cash Sponsorships: \$ 8,000.00

Total Value of In-Kind Sponsorships: \$ 3,200.00

Total Value of 2019 Sponsorships: \$ 11,200.00

Total Value of 2018 Sponsorships: \$ 12,500.00
 Total Value of 2017 Sponsorships: \$ 16,750.00
 Total Value of 2016 Sponsorships: \$ 15,000.00
 Total Value of 2015 Sponsorships: \$ 21,750.00
 Total Value of 2014 Sponsorships: \$ 18,000.00

Meridian - \$5,000 sponsorship
 Meridian - \$5,000 sponsorship
 20th Anniversary - Meridian \$10,000 sponsorship



Underway/ To Be Started:**General:**

- Sponsorship packets were mailed to Wildwood businesses
- **16** businesses have committed \$8,000.00, to date
- Posters / Postcards available
- Yard Signs ordered
- **96** Different Locations

Parade:

- **15** parade registrants, and the Lafayette High School Marching Band has confirmed participation
- Encourage community gardeners, dog park members, and all City board, commission, and committee volunteers to walk in parade. Mailing to be sent
- Invitations to Political Dignitaries have been sent
- Golf carts will be used this year in the parade for all dignitaries, in lieu of convertibles
- WWII Veteran, Ray, has agreed to be Grand Marshal

Concerts:

- See item under "Completed" heading

Scout-A-Rama:

- Ken McGohan is coordinating this item

Kids' activities:

- Same activities as 2018 are planned, which include bounce houses, water slide, foam pit, and climbing wall

Craft Booths:

- **30** craft booths registered

Other Booths:

- **8** Author Booths
- **16** Food/Drink Vendor Booths
- **12** Non-Profit Booths
- **7** Sponsor Booths
- **1** Waste Hauler (Waste Connections)
- **82** Total booths (to include dining tent, face painters, bounce house area, boy scouts, face painters, climbing wall bounce house area, stage, trapeze, etc.)

Police:

- Police have confirmed their tactical and canine unit
- Two Police Stations

Fire:

- Metro West Fire Protection District were invited to participate

Fireworks:

- Confirmed and Contracted

Completed:**General:**

- One-day event on 8/24/19
- Seventeen (17) days to the event
- Event location and layout – area east of movie theatre, same location as last year

Parade:

- Policy regarding participation rules are part of parade application
- Email has been sent to past participants
- Theme of parade will be *Children and Families*
- Route of parade will be the same as 2018

Concerts:

- 11:30 a.m. to 4:00 p.m. – Wildhorse Creek Band
- 6:45 p.m. to 9:15 p.m. – Fat Pocket (same musical act as 2018)
- Sound/lighting - booked

Scout-A-Rama:

- The same scout booths are being planned at this time
- Twelve (12) events or activities planned by Boy Scouts, which includes a possible sleep over
- Scout area will be in same location as last year

Kids' activities:

- Bounce Houses - booked
- Climbing Wall – booked
- Face Painters - booked
- Juggling Jeff - booked
- Pony Ride Vendor - booked
- Photo Booth – booked
- Trapeze - booked

Food/Drink:

- **16** food/drink vendors registered – application is now closed. Kona Ice, kettle corn, Daddy O's Cheesesteaks, Freezing Point Ice Cream Truck, Small Batch Winery, Table for 5 (soft pretzels and lemonade), Union Baptist Church, Super Smokers, Shish Kabob Guys, Whatup Dog (Hotdog Cart), The Nutty Sisters, Milk and Honey (craft beer and wine), Pond Athletic Association (Beer and Refreshments), Noto Pizza, Poffcakes, and Micro Meadows

Craft Booths:

- 2018 crafters have been contacted

Other Booths:

- Previous authors were contacted, as well as a group of newly interested authors
- Wildlife Rescue Center, Endangered Wolf Center, and World Bird Sanctuary were invited
- MDNR – Babler State Park was invited; will have a booth
- Great Rivers Greenway – was invited to attend; no confirmation yet