

*City of Wildwood*  
**Celebrate Wildwood Committee**  
**“Planning Tomorrow Today”**  
*Minutes from the*  
**February 1, 2017 Meeting**

The Art Festival Committee meeting was called to order by Director of Planning and Parks Joe Vujnich, at 7:00 p.m., on February 1, 2017, at Wildwood City Hall.

**I. Welcome, Agenda Review and Opening Remarks:**

Present at the meeting:

Joe Vujnich	Ruben Carrillo
Amanda Horstmann	David Coblitz
Sharon Hutson	Gary Crews
Angela Staehling	Tammy Shea

Director of Planning and Parks Vujnich opened the meeting with brief comments.

**II. Public Comments:**

None

**III. Review and Action on the Meeting Minutes of December 7, 2016:**

A motion was made by Committee Member Carrillo, seconded by Committee Member Hutson, to approve the meeting minutes of December 7, 2016. A voice vote was taken to approve this motion, with unanimous, affirmative result. The minutes were declared approved by Director of Planning and Parks Vujnich.

**IV. Discussion of 2017 Event – 22<sup>nd</sup> Anniversary of the City and Associated Art Festival:**

**a. Pre-Event – 2017 Spring Plein air Event Logistics:**

Director of Planning and Parks Vujnich reviewed a summary of Plein Air Event changes for 2017. The summary included:

1. Subject of the Plein Air Event will be the Meramec River Valley, with Glencoe being the location of the registration, lunch, etc.
2. Use the slogan – *Treasures of Wildwood*.
3. Move the event from the second weekend in June to the first weekend in May (May 6, 2017).

4. Require pre-registration of participants to assist the Committee in addressing the management of the event. Participants that register on the day of the Plein Air Event would be charged ten dollars (\$10.00).
5. Offer students separate prize money, but require no entry fee.
6. Offer Prize money to participants in the total amount of one thousand five hundred dollars (\$1,500.00) - \$500 each for Best of Show – Painting; \$500.00 Best of Show – Photography; and \$500.00 for Student Awards. With Mr. Kohn providing one thousand dollars (\$1,000.00) in award money, he would receive the winning painting and photograph for his donation.
7. Develop a pamphlet similar to the version provided for the first event – Historical Route 66.
8. Offer lunch to participants, along with refreshments, including a meet and greet time at the conclusion of the event.
9. Select judges from the group that assisted last year – Mark Weber, Dion Dion, and Mary Vogel.
10. Offer participants free space at the Celebrate Wildwood Art Festival.
11. Hold award ceremony at the first City Concert – Music on Main. Have the public attend the award ceremonies and view art and photography at City Hall.
12. Utilize rules from 2016 for the 2017 event
13. Create and administer a survey of participants at the end of the event to improve it each year through their feedback.

There was a lengthy discussion on the desire of Ed Kohn to have first choice of the winning paintings and photographs. To accomplish this request, this City would compensate the winning artist/photographer up to \$250.00, in addition to the \$500.00 prize money.

It was decided/requested to set-up registration for the 2017 Plein Air Art Event on the City's RecDesk Software, as soon as possible.

The Committee discussed the potential of leaving the logo of *Treasures of Wildwood* in place for several years in the future.

There was lengthy discussion by the Committee regarding the development of a logo for the Plein Air Art Event. This logo would be separate from each year's subject matter, and would identify the City's Plein Air Art Event. Angela Staehling will create some examples.

There was lengthy discussion on the *Student Prize Category* of the Plein Air Art Event. It was tentatively decided to provide five (5) \$100.00 prizes in the category.

#### **b. Celebrate Wildwood – Other Venues/Activities and Updated Schedule**

Director of Planning and Parks Vujnich reviewed a tentative schedule for the Celebrate Wildwood Weekend. Beginning with the actual art festival portion, initial plans are to organize the booths on top of the parking garage once again. On Friday, August 25, 2017, emphasis will be placed on the Art Festival. Artist booth set-up will take place beginning in the early morning hours, until approximately 4:00 p.m. The Wine and Beer

Garden will be serving refreshments and all the food vendors will be open for business the entire evening, beginning at 5:00 p.m. or 5:30 p.m. Music will be provided by Teddy McCready, until approximately 10:00 p.m. The intention is to draw as much attention as possible to the Art Festival participants.

While Friday evening is taking place around the Art Festival venue, set-up will be taking place at other locations in preparation for the activities on Saturday, August 26, 2017 (Boy Scouts, bounce houses, stage preparation, etc.)

Saturday's activities begin with the Annual Founders' Day Parade (with float contest) at 9:00 a.m. The parade theme will be *Wildwood Outdoors*.

The Art Festival will operate between the hours of 10:00 a.m. to 8:30 p.m.

Opening Ceremonies, with Dignitary Tent, will take place at approximately 11:00 a.m.

There will be the annual veterans' area and displays.

Local book authors will be asked to return to the event.

Food vendors and restaurant tents will operate the entire day through the concert's conclusion at approximately 9:30 p.m.

The Founders' Car Show and Cruise will be on the schedule.

Boy Scout Activities will operate from approximately 11:00 a.m. to 4:30 p.m.

Bounce Houses will remain in operation until approximately 7:00 p.m.

The Founders' Concert will begin at approximately 6:45 p.m., followed by a fireworks display at approximately 9:15 p.m.

There was lengthy discussion on the types of wine vendors that might be used for the Celebrate Wildwood Weekend (local wineries, local businesses, or Pond Athletic Association) and whether wine tastings or other associated activities should be organized.

### **c. Other Items for Consideration/Action**

There was a short discussion on the subject of a *Mural City Project*. Programs of this nature, by which murals are painted on buildings and walls around a City, have proven popular in some areas. Several Committee Members suggest such a program be considered for Wildwood in the future.

Future Art Festival themes were briefly discussed. *Art and Action* was a theme brought up for consideration.

Plein Air Draft invitations, and maybe a poster, will be brought to the next Committee Meeting for review.

## **V. Public Comments and/or Suggestions:**

None

## **VI. Closing Remarks and Adjournment:**

Director of Planning and Parks Vujnich ask the Committee if someone would like to be the *Official Chair*. After brief conversation, Committee Member Tammy Shea volunteered to be the Official Chair Person of the Art Festival Planning Committee, and subsequently, Ms. Shea was selected by Committee volunteers.

**While the next Art Festival Planning Committee Meeting was scheduled for March 1, 2017, but due to a conflict, the meeting will be held on March 2, 2017, at 6:30 p.m.**

With nothing further to discuss, the meeting was summarized by Director of Planning and Parks Vujnich and adjourned at 8:22 p.m.