



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, giving 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.