



# Wildwood Celebration Commission Minutes

## Meeting Date:

- **March 6, 2019**
- 6:30 p.m.

## Commission Members Present:

- Vicki Helfrey
- Pat Bishop
- Cory Lawson
- Patricia Ward
- Chair Siebert
- Gary Crews, Staff Liaison

### **I. Call to Order and Opening Remarks**

Chair Siebert opened the meeting at 6:33 p.m., provided a few brief comments, and moved directly to a roll call.

### **II. Roll Call**

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

#### Commission Members:

Vicki Helfrey  
Pat Bishop  
Cory Lawson  
Pat Ward  
Chair Siebert  
Gary Crews, Staff Liaison

Absent Members: Eric Aufrecht, Libby Wilson, Jaclyn Tripp, and Council Liaison Garritano

#### Other Officials & City Staff:

Sergeant Brad Wendling, St. Louis County Police – Wildwood Precinct  
Chris Sahrman, St. Louis County Police – Wildwood Precinct  
Joe Vujnich, Director of Planning and Parks  
Ken McGohan, Boy Scouts of America

### **III. Approval of Minutes from the February 6, 2019 Meeting**

**A motion was made by Commissioner Helfrey, seconded by Commissioner Ward, to approve the minutes from the February 6, 2019 meeting. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Siebert.**

### **IV. Public Comments**

None

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

### a. Draft Parade Policy for Participants:

Director of Planning and Parks Vujnich presented for Commission Members a draft parade *policy* and requested comments and suggestions. He noted that most of the information contained in the *policy* was a reflection of the general parade *rules* that have always been in place. The only new inclusion was the *Parade Authorization Policy*, which stated the following:

#### PARTICIPANT AUTHORIZATION POLICY:

1. Any individual, group, or organization may participate in the Celebrate Wildwood Parade, regardless of affiliation, unless otherwise determined by the Wildwood Celebration Commission to be inconsistent with or otherwise contrary to the intended and selected theme of it for that year. Certain individuals, groups, or organizations that affiliate themselves with activities or language that are intended to cause harm to another due to that person, group, or organization's gender, religion, ethnicity, sexual orientation, race, and/or political affiliation shall be prohibited to participate in the parade under any circumstance. Appeals of such decisions are to City Council.

Director of Planning and Parks Vujnich explained the draft had been reviewed by the City Attorney and the wording of this section was acceptable.

Before the Commission began discussion on the parade policy issue, Chair Siebert explained her email concerning this matter that was sent to the Department and Commission Members.

Discussion among Commission Members included the following: the question of whether a parade *policy* was actually needed or if simple *guidelines* would be sufficient; the opinion there must be good reason why many (if not most) surrounding cities do not have a parade *policy*; the opinion *guidelines* can be somewhat flexible in many cases, whereas a *policy* has little, if any, flexibility; the suggestion to add wording about signs under the Safety Rules Section – Section 8, or remove the section completely; a request to ask the City Attorney whether the parade policy could exclude politics entirely from the parade; and discussion on eliminating cars from the parade carrying political figures with certain exceptions.

**A motion was made by Commission Member Helfrey, seconded by Commission Member Ward, to accept the draft parade policy, as written by the Department. A voice vote was taken to approve the motion with unanimous, affirmative result. The motion was declared approved by Chair Siebert.**

**b. Current Commitments:** Arrangements/contacts are being made for the 2019 Celebrate Wildwood Event. Applications are open for food/drink vendors and craft and business booths. Commitments have been obtained from Jolly Jumps (Bounce Houses), face painters and balloon artists, and Ken McGohan is working on the same program/activities the Boy Scouts presented in 2018.

**c. Location Selection:** The plans are still focused on a similar organizational model, as presented in 2018; however, the most important decision for the 2019 event remains a location for it. The Department remains committed to exploring all

suggestions/possibilities. Director of Planning and Parks Vujnich advised the six (6) acres recently purchased by the City is still considered somewhat of a *possibility*. He noted, at the present time, the first choice is Lafayette High School, second choice would be Wildwood Town Center, and the third choice would be the Community College.

**d. Schedule:** The Commission was in agreement the 2019 Celebrate Wildwood Event should remain one day.

**e. Other:** Ken McGohan advised the Boy Scout participation in the 2019 event looks very encouraging and the leadership is planning the same activities as 2018.

Ken McGohan advised the Historical Society does not have enough time to assist with the reenactment proposed at the February meeting.

The Celebrate Wildwood Parade was discussed at length concerning a theme for 2019. It was noted the idea of making the parade attractive to families and children remains a very positive direction, but some Commission Members felt an incentive was needed for kids to participate (a prize for all that decorate a bicycle; introducing participants on the main stage; provide food coupons to children that participate; etc.).

There was discussion of ways to generate interest in the parade to secure more participation. It was suggested that someone call the City of Ballwin, since it was rumored the theme of its parade in 2019 was children.

There was discussion on sponsorships for Celebrate Wildwood in 2019. The application and sponsorship opportunities were explained by the Director of Planning and Parks Joe Vujnich and a copy of the sponsorship flyer was given to Commission Members.

A request was made for the police to schedule its displays for the Celebrate Wildwood Event.

There was a request for the Department to inquire/encourage *Three French Hens* to have a booth at the Celebrate Wildwood Event.

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

**a. Current Commitments:** The Commission was advised twelve (12) artists have registered for the 2019 event.

**b. Major Venues:** The Commission was advised the same organizational format as 2018 will be followed (at least at this time).

**c. Schedule:** Musical entertainment is being investigated; per the recommendation of the Commission, the hours of the event on Saturday, October 19<sup>th</sup>, will be 10:00 a.m. to 8:00 p.m. and 11:00 a.m. to 5:00 p.m., on Sunday, October 20, 2019.

**d. Location:** Currently, the top of the parking garage is the planned location for the 2019 Wildwood Art Festival.

**e. Other:** There was considerable discussion, and emphasis, concerning the advertisement of the 2019 Art Festival. It was requested that a contact be made with

representatives of the Webster Groves event to see if they could offer suggestions for advertisement. Director of Planning and Parks Vujnich also informed the Commission that an inquiry would be made with The Vandiver Group to determine if they might have some media contact ideas.

The Commission agreed the *Golden Tickets* were a big success in 2018 and requested they be used again in 2019.

#### **VII. Other Business**

None

#### **VII. Next Scheduled Meeting**

April 3, 2019, at 6:30 p.m.

#### **VIII. Adjournment**

Having no further business to discuss, **a motion was made by Commissioner Bishop, seconded by Commissioner Helfrey, to adjourn. A voice vote was taken, with no opposition, and the meeting was declared adjourned at 8:09 p.m.**