



Wildwood Celebration Commission Minutes

Meeting Date:

- **April 3, 2019**
- 6:30 p.m.

Commission Members Present:

- Libby Wilson
- Vicki Helfrey
- Pat Bishop
- Eric Aufricht (late)
- Jaclyn Tripp
- Cory Lawson (late)
- Patricia Ward
- Chair Siebert
- Council Liaison
Garritano (late)
- Gary Crews, Staff
Liaison

I. Call to Order and Opening Remarks

Chair Siebert opened the meeting at 6:38 p.m., provided a few brief comments, and moved directly to a roll call of the members.

II. Roll Call

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

Commission Members:

Libby Wilson
Vicki Helfrey
Pat Bishop
Eric Aufricht (late)
Jaclyn Tripp
Cory Lawson (late)
Pat Ward
Chair Siebert
Council Liaison Garritano (late)
Gary Crews, Staff Liaison

Absent Members: None

Other Officials & City Staff:

Sergeant Brad Wendling, St. Louis County Police – Wildwood Precinct
Chris Sahrman, St. Louis County Police – Wildwood Precinct
Amanda Horstmann, Recreation Specialist
Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant 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 March 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. Current Commitments: Staff Liaison Crews provided an update on 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. The new parade policy has been added to the parade application online and is now available for registrants. The Lafayette High School Marching Band has confirmed it will participate in the parade.

b. Location Selection: Staff Liaison Crews explained that, since the March 6, 2019 meeting, City Staff have been diligently researching several options to serve as location of the 2019 event. Babler State Park, Lafayette High School, St. Louis Community College – Wildwood, and City Hall and the surrounding area have all been considered. Babler State Park was a previous location of Wildwood Days, however, the entire event would take place on grass and is dependent on weather. The City does not have control of the property, which can be closed by the State at any time. Lafayette High School seemed to be a good contender, but there is a football event on the same date, which means only the western portion of the parking lot would be available, access for setup wouldn't be granted until Friday afternoon, and it is an alcohol/tobacco free campus which hinders the beer/wine garden portion of the event. Lastly, St. Louis Community College-Wildwood Campus offers an abundance of space, but would not be suitable to have a nearby parade, parking would be mostly off-site, and access for setup couldn't be granted early enough in the week. The best option seems to be City Hall and the surrounding area for several reasons: the event will remain in Town Center; the parade route can remain the same; and the layout of the event works out nicely and utilizes a portion of the newly acquired acreage that is located to the west of City Hall.

Staff Liaison Crews presented a map of a proposed layout of the event on the properties surrounding City Hall. Using this layout, he advised approximately 60 craft booths can be accommodated into the space, along with a food court, a stage and viewing area, and the kids' activity area. Discussion among Commission members included: restricted vehicle access on Crestview Drive; making neighbors aware of the event and fireworks; and the lack of use of the lot behind City Hall. Commissioners expressed their disappointment with the lack of use of the lot behind City Hall, however, access to the area by vehicle is restricted due to the stage and use of the property for the event would be difficult, since it is secluded. Council Liaison Garritano suggested using the area for amusement rides.

Ken McGohan expressed concern the Boy Scouts will be secluded from the rest of the event in the proposed layout. Staff Liaison Crews explained that the newly acquired property will be the best place for the Boy Scouts, and the pony rides and bounce houses will be on the same property as well. The big, bright bounce houses will draw attention to the area, bringing attendees to the activities, which include the Boy Scouts. There will also be a walkway created, between City Hall and the newly acquired property, where the kid's activities will take place.

c. Schedule: The Commission was given a tentative schedule to review, with event times remaining the same as in 2018.

d. Other: Discussion was held regarding parking for the event. Staff Liaison Crews stated public parking will include on-street parking, the parking garage, and New Community Church. Discussion was held regarding restricting subdivision parking and possibly distributing passes to residents of those subdivisions. Vehicle access to Crestview Drive was

discussed, along with the consideration of temporary lights for pedestrians along Crestview Drive, or the walking trail along Highway 100.

The importance of marketing the event was discussed, which included: plenty of signage to activities; a map similar to what was used in the 2018 event guide will be helpful; make the public aware the City owns the 6 acres to the west; plenty of signage around Town Center advertising the event; signs at the roundabout by Community Park, or similar areas; possibly putting a sign on the vacant business space by Milk and Honey; and using social media and print sources, such as West Newsmagazine, to advertise. Staff Liaison Crews advised the Commission that, in the past, other forms of advertising have included the electric message boards and hot air balloons provided by sponsors of the event.

Commissioner Helfrey asked that the Endangered Wolf Center, World Bird Sanctuary, and Wildlife Rescue Center be invited to have a booth at the event and expressed that she felt they would be great for community education and outreach.

Staff Liaison Crews updated the Commission on renting golf carts for the parade. The cost would be about \$75 per day, per cart. Chair Siebert mentioned the carts would be convenient to use all day for other things, such as parking and shuttling event-goers.

Additional parade discussion among Commission members included: advertising bike participation; asking the City Council to help spread the word about the parade to subdivisions in their respective wards; encourage the community to participate by riding bikes, or walking; the concern that an increase in parade participants may equal a decrease in parade spectators; the issue of numerous bikes ending up at the event grounds following the parade, and the question of whether the bikes should be monitored; and having all wards walking/riding together since their ward participation may vary.

Commissioner Lawson mentioned having a storyteller at a future Celebrate Wildwood event. She stated she knows of a Teddy Roosevelt impersonator, but he is somewhat expensive, between \$1,000 and \$2,000. Commissioner Lawson stated she would continue research in this area if it is something the Commission is interested in having at a future event. The Commission expressed some interest in this idea.

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

- a. Current Commitments:** The Commission was advised seventeen (17) 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:** The Commission was advised that musical acts have been booked.
- d. Location:** Currently, the top of the parking garage is the planned location for the 2019 Wildwood Art Festival.
- e. Other:** Emphasis was placed on having event booklets similar to the 2018 event.

VII. Other Business

None

VII. Next Scheduled Meeting

May 1, 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 7:48 p.m.**