

City of Wildwood
Celebrate Wildwood Committee
“Planning Tomorrow Today”
Minutes from the
May 3, 2017 Meeting

The Art Festival Committee meeting was called to order by Chair Shea, at 6:37 p.m., on May 3, 2017, at Wildwood City Hall.

I. Welcome, Agenda Review and Opening Remarks:

Present at the meeting:

Joe Vujnich	Ruben Carrillo
Donna Lovett	Debbie Ward
Sharon Hutson	Gary Crews
Tammy Shea	Angela Staehling

Chair Tammy Shea opened the meeting with brief comments and welcomed everyone. Debbie Ward was introduced to the Committee.

II. Public Comments:

None

III. Review and Action on the Meeting Minutes of April 5, 2017:

A motion was made by Committee Member Carrillo, seconded by Committee Member Hutson, to approve the minutes of the April 5, 2017 meeting. A voice vote was taken to approve the motion with affirmative, unanimous results. The motion was declared approved by Chair Shea.

IV. Discussion of 2017 Event – 22nd Anniversary of the City and Associated Art Festival, including Plein Air Event:

a. Pre-Event – 2017 Spring Plein Air Event:

1. Flooding Along the Meramec River.

The flooding issues along the Meramec River were discussed at length. Director of Planning and Parks Vujnich advised the Committee that water levels were already threatening the chosen site of the Plein Air Art Event and, if forecasts are accurate, the May 6th date should find the entire Meramec Valley around the Al Foster Memorial Trail under water. He also advised, if forecasts are accurate, the May 13th alternate date for

the Plein Air Art Event will find the Meramec Valley area around the Al Foster Memorial Trail very hazardous.

2. Overview and Logistics of May 6, 2017 Event Date.

Director of Planning and Parks Vujnich advised the Committee forty (40) artists had registered for the May 6, 2017 Plein Air Art Event. The 2016 event only had fourteen (14) artists participating. It was noted there is no way to determine the number of event day registrations that might occur, but several are anticipated. Much of the registration success was given to the social media marketing campaign organized by Debbie Ward. Director of Planning and Parks Vujnich advised her approach to reaching out to potential participants was very effective and the Committee/City should take advantage of her company to promote the 2017 Celebrate Wildwood/Art Festival Event.

Several options were discussed in an effort to ensure a 2017 Plein Air Art Event would be held in Wildwood:

1. Move the event to the Bluff View Park area.
2. Move the event to the St. Louis Community College area.
3. Move the event to the Wildwood Town Center area.
4. Change the event date to sometime in June and hold it in the Meramec Valley area as originally planned.
5. Move the event to the area of the Living Word Church.
6. Change the event date to sometime in the fall and hold it in the Meramec Valley area as originally planned.

After lengthy discussion on each suggestion, the Committee agreed to reschedule the Plein Air Art Event on October 14, 2017 and to follow the same plans organized for the May 6, 2017 date. It was decided that each registered participant for the May 6, 2017 Plein Air Art Event would be mailed the intended give-away (brown water/beverage bottle), along with a letter explaining the reason for the event cancellation, the rules for the Plein Air Art Event, the new date for the Plein Air Art Event (October 14, 2017), a map of the Meramec Valley Area around the Al Foster Memorial Trail, and a card offering information about the 2017 Celebrate Wildwood Event on August 25 & 26, 2017.

3. Assignments for Volunteers at the Event.

No need to discuss since the event has been rescheduled.

4. Other Considerations.

No further discussion on the Plein Air Art Event.

b. Celebrate Wildwood Art Festival

1. Location and Venue Information.

Director of Planning and Parks Vujnich reviewed the draft layout of the 2017 Celebrate Wildwood Art Festival that was presented at the April meeting. He noted little has changed with the projected layout of the event and numerous adjustments will obviously take place before August.

2. Update on Artists and Other Commitments.

At the time of this meeting, Director of Planning and Parks Vujnich advised twenty-nine (29) artists have registered for the 2017 Celebrate Wildwood Event. Forty (40) to forty-five (45) artists are expected to register before the May 31, 2017 closing date.

3. Selection of Artists for Participation by Jurors – Scheduled for June 2017.

Per the registration schedule, registered artists are to be juried between June 5, 2017 and June 9, 2017. It was decided to Jury the registered artists on June 7, 2017, and send out invitations on June 8, 2017.

4. Giveaways for City/Founders Tent.

There was discussion on *giveaway items* from the City/Founders tent. A suggestion included:

1. Create a coloring book.
2. Make a contest utilizing the coloring book.
3. Use the theme of this year's Celebrate Wildwood Parade – *Celebrate Wildwood Outdoors – Take a Hike*.
4. Create five (5) to ten (10) images for the coloring book.

It was decided, while a good idea, the contest parameters needed to be *worked out* and the coloring book itself would need attention and some direction to create. Committee Members were ask to think about this idea and bring suggestions to the next meeting.

c. Other Items for Consideration/Action.

Chair Shea advised the Committee that there is discussion about the installation of sound panels in the hallway to the Council Chambers similar to what has been installed in other areas of City Hall. She suggested the hallway might be a good area to display artwork of various types (the Community College artwork, Plein Air art work, Calendar contest photos, etc.).

Chair Shea advised the Committee that new developments sometimes have plans for *Public Art* and the decisions/recommendations about this art is being made by the

Planning and Zoning Commission. It is her thought/suggestion the Art Festival Committee should be transformed into a commission and decisions/recommendations on art projects should be made by that entity. There was considerable discussion on this suggestion, and ultimately, Director of Planning and Parks Vujnich advised the suggestion would be investigated and more information would be brought back to the Committee at the June meeting.

V. Public Comments and/or Suggestions:

None

VI. Closing Remarks and Adjournment:

The next Art Festival Planning Committee Meeting is scheduled for June 7, 2017, at 6:30 p.m.

With nothing further to discuss, the meeting was summarized by Chair Shea and adjourned at 7:55 p.m.