



# WILDWOOD®

## CITY OF WILDWOOD

### JANUARY 9, 2017 RECORD OF PROCEEDINGS

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CITY OF WILDWOOD  
MEETING OF CITY COUNCIL  
WILDWOOD CITY HALL  
16860 MAIN STREET  
WILDWOOD, MO 63040

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The meeting was called to order at 7:40 P.M.

A roll call was taken, with the following results:

**Present at Roll Call:**

Council Member Larry McGowen  
Council Member Glen DeHart  
Council Member Raymond Manton  
Council Member Ed Marshall  
Council Member Jim Baugus  
Council Member Sue Cullinane  
Council Member Katie Dodwell  
Council Member Debra Smith McCutchen  
Council Member David Bertolino  
Council Member Greg Alexander  
Council Member Greg Stine  
Council Member Jeff Levitt  
Council Member Larry Goodson  
Council Member Joe Garritano

**Absent:**

Mayor Jim Bowlin  
Council Member Marc Cox  
Council Member Jerry Porter

**A quorum was present**

**Also present:**

Mr. Ryan Thomas, City Administrator  
Mr. John Young, City Attorney  
Mr. Joe Vujnich, Director of Planning and Parks  
Mr. Rick Brown, Director of Public Works  
Ms. Laura Rechtin, Deputy City Clerk

## **PLEDGE OF ALLEGIANCE**

Mayor Pro Tempore McGowen led the Pledge of Allegiance.

## **MAYOR PRO TEMPORE ANNOUNCEMENTS**

### **Mayor Pro Tempore Role**

Mayor Pro Tempore McGowen read a brief statement regarding his role as Mayor Pro Tempore.

### **Public Participation and Hearing Procedures**

Mayor Pro Tempore McGowen reviewed the guidelines for Public Participation and Public Hearing Procedures.

## **APPROVAL OF MINUTES**

The minutes of the December 12, 2016 City Council meeting were submitted for approval. A motion was made by Council Member Marshall, seconded by Council Member Manton, to approve the minutes. A voice vote was taken with an affirmative result and the motion was declared passed (Alexander Abstained).

## **PUBLIC PARTICIPATION**

Mr. Bill Hobbs, 564 Vintage Grove Court, spoke against allowing an extension to Payne Family Homes to complete work in Vintage Grove subdivision. Mr. Hobbs showed pictures of some of the issues identified in the subdivision.

Mr. Jerry Leeker, 559 Vintage Grove, spoke against allowing an extension to Payne Family Homes to complete work in Vintage Grove subdivision. Mr. Leeker provided the Council with a list of outstanding issues identified in Vintage Grove subdivision. Mr. Leeker asked the City County to table the issue of the extension to the next meeting and let them meet with Payne Family Homes and come up with an agreement.

Mr. Chris May, 577 Vintage Grove, spoke against allowing an extension to Payne Family Homes to complete work in Vintage Grove subdivision and asked the city to take it over.

Mr. Matt Elpers, 583 Vintage Grove Ct., spoke against allowing an extension to Payne Family Homes to complete work in Vintage Grove subdivision.

Mr. Brad Goss, Payne Family Homes, stated Tom Cummings was not available. Mr. Goss stated they have been working with the homeowners and stated they needed some time based on the time of year since they do have some landscaping work to do. Mr. Goss stated Payne Family Homes did receive a petition yesterday and it was being taken very seriously.

Mr. Daniel Topik, 1576 Englebrook Drive, spoke against the proposed new city logo and stated he felt a new city logo would not bring economic development to the city. Mr. Topik also asked for a status update regarding the next meeting with the EPA. Mr. Topik stated there is also a problem with too many deer and asked that the city place something on the website stating citizens should not feed the deer.

Ms. Barbara Ellebrecht, 18037 Babler Woods Rd., spoke against the proposed new city logo.

Mr. Larry Thompson, 3601 Hawks Point Rd., spoke against the proposed new city logo.

Ms. Jean Vedvig, 6709 Clayton Rd., spoke against the proposed new city logo. Ms. Vedvig thanked the City Council for separating the city logo from the economic development logo and allowing time to talk about it.

Ms. Marlene Thelemann, 1015 Wild Horse Valley Rd., spoke against the proposed new city logo.

Ms. Mary Beth Morff, 1707 Westridge Oaks, thanked the City Council for separating the logos. Ms. Morff asked if notice would be sent out regarding the next step. Ms. Morff stated the city should consider deferring the consultant agreement with Gerard Marketing.

Ms. Tammy Shea, Ward Three, spoke against the proposed new city logo. Ms. Shea stated she believed the logo was trademarked and changing it would be trademark infringement. Ms. Shea spoke about the Houseal Lavigne report and some of the statements made in the report.

Dr. John Gragnani, 1510 Scofield Valley, spoke against the proposed new city logo. Dr. Gragnani reviewed the history of the logo, its artist and its meaning.

Comments from citizens who did not wish to speak or were unable to speak at the meeting

Mr. Bill Kennedy, 48 Rockwood Forest Ridge, wrote he was unable to attend the Council meeting. Mr. Kennedy asked that his comments be entered into the record as an attachment to the minutes from the meeting. (see attachment following minutes)

**PUBLIC HEARING(S)/HEARING(S)**

**P.Z. 6-16 Auburn Ridge, Fischer and Frichtel Custom Homes, 695 Trade Center Boulevard, Chesterfield, Missouri, 63005 – A request for the application of a Planned Residential Development Overlay District (PRD) within the NU Non-Urban Residence District for a 81.4 acre tract of land that is located on the southwest side of Ridge Road, south of Lack Ridge Road (Locator Number: 25U330010 and 25U310023/Street Addresses: 1115 Ridge Road and 1513 Windwood Hills Drive). Proposed Use: A total of twenty-two (22) individual lots, with required public space areas. (Ward – Six)**

Mayor Pro Tempore McGowen opened the public hearing. Deputy City Clerk Rehtin read the public hearing into the record.

Director of Planning and Parks Vujnich reviewed the request and the Planning and Parks Committee's recommendation regarding the request. Director of Planning and Parks Vujnich stated the Planning and Parks Committee was recommending the City Council support the application of the Planned Residential Development Overlay District (PRD) on this eighty-one (81) acre site for the reasons identified by the Planning and Zoning Commission in its Letter of Recommendation on this matter and authorize the preparation of the necessary legislation. Director of Planning and Parks Vujnich stated the reasons for support are identified in the report and include compliance to the Master Plan and the eight (8) standards of the Planned Residential Development Overlay District's (PRD) regulations. Director of Planning and Parks Vujnich stated the protestants' points on the Master Plan and standards were reviewed and addressed in the report to indicate that they are met by the current design and the development meets the expectations of the City's Master Plan and land use ordinances for this location on Ridge Road.

Discussion was held regarding the following: each lot will go through a second review to insure the minimal amount of land disturbance occurs; we keep seeing the same things in the public comments about demanding three acre lots, maintaining normal setbacks, and preserving the grand trees; I feel that if you want to preserve the grand trees, this is the way to do it; we looked at the surrounding properties to see if they were given variances for setbacks; there are some that received variances; all utilities are at the site or near the site; all are three acre lots; there is a tree preservation plan in place; it seems impractical that the best solution is to have a meeting for each lot; don't want to set a precedence that is not a practical solution.

Ms. Traci Pupillo, 120 S. Central Ave., gave a presentation opposing the approval of the Planned Residential Development Overlay District (PRD). Ms. Pupillo addressed the setbacks. Ms. Pupillo stated the city has no authority to approve a PRD if it does not meet the zoning or subdivision requirements. Ms. Pupillo reviewed the PRD requirements and stated the application did not meet the standards. Ms. Pupillo stated the proposal does not meet public space requirements. Ms. Pupillo asked the City Council to deny approval or at least at a minimum, change the setback requirements so you can have a development more consistent with the look of the surrounding homes.

Mr. Vince Prosperi, 1428 Bald Eagle Road, spoke against the proposed Auburn Ridge development and asked the Council to reconsider the plan, especially in relation to the setbacks.

Mr. Richard Schneider, 1511 Windwood Hills, asked why a PRD was needed and stated three acre sites could be developed without a PRD. Mr. Schneider stated something more suitable for the surrounding area should be considered.

Mr. Robert Arthur, 35 Rockwood Forest Ridge, stated there was no reason that this parcel could not be developed pursuant to the zoning regulations already in place.

Ms. Sarah Bracken, 1430 Bald Eagle Rd., spoke against the proposed Auburn Ridge development and asked the Council to uphold the Master Plan.

Mr. Ben Bracken, 1430 Bald Eagle, spoke against the proposed Auburn Ridge development and stated his main concern was the setbacks and the amount of variances that it would require. Mr. Bracken stated he was also concerned about the public space.

Ms. Cheri Tetvault, 1298 St. Paul Road, spoke against the Auburn Ridge development as proposed. Ms. Tetvault stated she was not against development, she would just like to see it developed according to the Master Plan.

Mr. Dale Lindhorst, 1407 Bald Eagle, spoke against the proposed Auburn Ridge development because it deviates from the Master Plan.

Mr. Jim Eisenbeis, 1473 Palisades Rd., spoke against the proposed Auburn Ridge development. Mr. Eisenbeis stated they wanted the developer to come up with a plan to convince the neighbors that this is going to be a good development.

Mr. Mike Doster, 16090 Swingley Ridge Road, stated he was the land use attorney on the development team. Mr. Doster stated the development concurs with the report and complies with the Master Plan. Mr. Doster stated the proposed plan is the result of much input and the conditions contain legal obligations that the petitioner will uphold. Mr. Doster asked the City Council to authorize the preparation of legislation.

Mr. Tom Eisenbeis, 16304 Meadowside Ridge, stated PRDs have become a cancer to Wildwood and asked why the developer can't build on the site according to the Master Plan.

Discussion was held regarding the following: when it comes down to it, there aren't going to be many options on where these houses can be placed on the lots; how long is the road in length; not all sites will be able to handle all

layout designs of homes; all dwellings are to be custom built so the footprint won't be known until a submittal is made to the city.

A motion was made by Council Member Baugus, seconded by Council Member Manton, to authorize the Department of Planning and Parks to prepare the necessary legislation supporting the Planning and Parks Committee's recommendation to approve the Planned Residential Development Overlay District (PRD).

A roll call vote was taken with the following results:

Ayes – McGowen, DeHart, Marshall, Manton, Baugus, Cullinane, and Dodwell

Nays – McCutchen, Bertolino, Alexander, Stine, Levitt, Goodson, and Garritano

Absent – Cox and Porter

Abstain – None

The vote ended in a tie. As mentioned in Mayor Pro Tempore McGowen's opening remarks, according to Robert's Rules, with the absence of the Mayor if a vote ends in a tie, that motion fails.

Motion Failed.

There being nothing further, Mayor Pro Tempore McGowen closed the public hearing.

A motion was made by Council Member Baugus, seconded by Council Member Alexander, to take a five minute break. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

A motion was made by Council Member Marshall, seconded by Council Member Manton, to extend the meeting past 10:00 p.m. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

#### **UNFINISHED BUSINESS**

**BILL #2234** AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, AUTHORIZING THE MAYOR TO NEGOTIATE AND EXECUTE A CONSULTANT/SERVICES AGREEMENT WITH GERARD MARKETING GROUP FOR MARKETING AND PUBLIC RELATIONS SERVICES FOR THE CITY OF WILDWOOD. *Recommended by the Economic Development Committee (Second Reading) (Wards – All)* **Direct Budgetary Impact: \$80,530.00**

A motion was made by Council Member Dodwell, seconded by Council Member Cullinane, for the second reading of Bill #2234. A voice vote was taken with an affirmative result and the motion was declared passed (McCutchen and Alexander voted Nay). Bill #2234 was read for the second time by title only.

A roll call vote was taken for approval of the Bill #2234 with the following results:

Ayes – McGowen, DeHart, Marshall, Manton, Baugus, Cullinane, Dodwell, Bertolino, Stine, Levitt, Goodson, and Garritano

Nays – McCutchen and Alexander

Absent – Cox and Porter

Abstain – None

Whereupon Mayor Pro Tempore McGowen declared Bill #2234 approved and it became **ORDINANCE #2234**.

**BILL #2236** AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, AMENDING CHAPTER 390, TRAFFIC SCHEDULE VI, OF THE MUNICIPAL CODE OF THE CITY OF WILDWOOD, BY ADDING AN ALL-WAY STOP AT THE INTERSECTION OF POND-GROVER LOOP ROAD WITH HICKORY MANOR DRIVE AND PARADISE PEAK CIRCLE. *Recommend by the Board of Public Safety (Second Reading) (Ward – Five)* **Direct Budgetary Impact: \$600.00**

A motion was made by Council Member McCutchen, seconded by Council Member Bertolino, for the second reading of Bill #2236. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill #2236 was read for the second time by title only.

A roll call vote was taken for approval of the Bill #2236 with the following results:

Ayes – McGowen, DeHart, Marshall, Manton, Baugus, Cullinane, Dodwell, McCutchen, Bertolino, Alexander, Stine, Levitt, Goodson, and Garritano

Nays – None

Absent – Cox and Porter

Abstain – None

Whereupon Mayor Pro Tempore McGowen declared Bill #2236 approved and it became **ORDINANCE #2236**.

**BILL #2237** AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, AMENDING CHAPTER 390, TRAFFIC SCHEDULE XII, OF THE MUNICIPAL CODE OF THE CITY OF WILDWOOD, BY ADDING A REGULATION OF THE KINDS AND CLASSES OF TRAFFIC PERMITTED ON OLD FAIRWAY DRIVE. *Recommend by the Board of Public Safety (Second Reading) (Wards – Seven and Eight) Direct Budgetary Impact: \$400.00*

A motion was made by Council Member Levitt, seconded by Council Member Goodson, for the second reading of Bill #2237. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill #2237 was read for the second time by title only.

A roll call vote was taken for approval of the Bill #2237 with the following results:

Ayes – McGowen, DeHart, Marshall, Manton, Baugus, Cullinane, Dodwell, McCutchen, Bertolino, Alexander, Stine, Levitt, Goodson, and Garritano

Nays – None

Absent – Cox and Porter

Abstain – None

Whereupon Mayor Pro Tempore McGowen declared Bill #2237 approved and it became **ORDINANCE #2237**.

#### **NEW BUSINESS**

**BILL #2238** AN ORDINANCE BY THE CITY COUNCIL OF THE CITY OF WILDWOOD, MISSOURI AUTHORIZING THE MAYOR OF THE CITY OF WILDWOOD, MISSOURI TO EXECUTE A CONTRACT WITH THE ST. LOUIS COUNTY, MISSOURI DEPARTMENT OF TRANSPORTATION FOR THE MAINTENANCE OF A PEDESTRIAN CONNECTION (AN ASPHALT SIDEWALK) THAT WILL BE LOCATED WITHIN THE RIGHT-OF-WAY OF OLD STATE ROAD, A ST. LOUIS COUNTY ARTERIAL ROADWAY. *Recommended by the Department of Planning and Parks (First Reading) (Ward – Seven) Direct Budgetary Impact: Estimated Annual Maintenance Cost of \$100.00*

A motion was made by Council Member Levitt, seconded by Council Member Stine, for the first reading of Bill #2238. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill #2238 was read for the first time by title only.

**BILL #2239** AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, APPROVING A NEW IDENTIFICATION LOGO FOR ALL FUTURE PUBLIC SIGNAGE AND OTHER MATERIALS OF THE CITY, AND APPROVING A

**SYMBOL FOR PROMOTION OF ECONOMIC DEVELOPMENT INITIATIVES OF THE CITY OF WILDWOOD, MISSOURI. Recommended by the Economic Development Committee (First Reading)(Wards – All)  
Direct Budgetary Impact: No upfront cost (transition use, as new materials are ordered/developed)**

A motion was made by Council Member Stine, seconded by Council Member Alexander, to remove Bill #2239 from the agenda indefinitely. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

**RESOLUTION(S)**

**RESOLUTION 2017-01** A RESOLUTION AUTHORIZING A CONTRACT WITH NEIL HEWITT, A COUNTRY WESTERN ARTIST, FOR HIS UPCOMING PERFORMANCE, AS PART OF THE 2017 WILDWOOD CONCERT /MUSIC ON MAIN SERIES. (Wards – All)

A motion was made by Council Member Dodwell, for the adoption of Resolution #2017-01, which motion was seconded by Council Member Baugus. Resolution #2017-01 was read into the record. A voice vote was taken for the approval of Resolution #2017-01 with a unanimous affirmative result.

**OTHER**

**Appeal Request: P.Z. 27, 28, and 29-15 Valley Road Subdivision, Pulte Homes of St. Louis, L.L.C., 16305 Swingley Road, Suite 350, Chesterfield, Missouri 63017 (Ward – Two)**

A motion was made by Council Member Manton, seconded by Council Member Cullinane, to forward the appeal request to the Planning and Parks Committee for review and recommendation. A voice vote was taken with an affirmative result and the motion was declared passed (Baugus Abstained).

**Receive and File: Fieser Report from Planning and Zoning Commission on Outdoor Game Court Action (Ward – Six)**

Director of Planning and Parks Vujnich stated the Planning and Zoning Commission, by a vote of 8 to 0, at its December 19, 2016 meeting, granted the requested Conditional Use Permit (CUP).

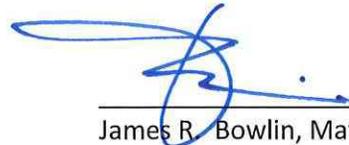
**Receive and File: Pond Athletic Association Report from Planning and Zoning Commission on Slating and Lighting Amendment Requests to Existing Conditional Use Permit (CUP) (Ward – One)**

Director of Planning and Parks Vujnich stated the Planning and Zoning Commission granted certain changes to the current amended permit to allow for the use of slating, along with wind screen materials, for the purposes of sponsorship banner placements on the outfield fences of this facility. Director of Planning and Parks Vujnich stated the Planning and Zoning Commission remains concerned about the extent of light trespass on adjoining properties, but remains committed to finding a solution to this matter.

**ADJOURNMENT**

A motion was made by Council Member Garritano, seconded by Council Member Levitt, to adjourn. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. There being no further business; the meeting was adjourned at 10:33 p.m.

Approved this 15<sup>th</sup> day of FEB., 2017.

  
James R. Bowlin, Mayor

ATTEST:



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Deputy City Clerk

**COUNCIL WORK SESSION MINUTES  
COUNCIL CHAMBERS**

**WILDWOOD CITY HALL  
16860 Main Street  
City of Wildwood, Missouri 63040**

**MONDAY, JANUARY 9, 2017  
7:00 P.M.**

<b>Present</b>	<b>Absent</b>
McGowen	Bowlin
DeHart	Cox
Marshall	Porter
Manton	
Baugus	
Cullinane	
Dodwell	
McCutchen	
Bertolino	
Alexander	
Stine	
Levitt	
Goodson	
Bertolino	

**MAYOR PRO TEMPORE’S COMMENTS AND ANNOUNCEMENTS**

**Mayor Pro Tempore Role**

Mayor Pro Tempore McGowen updated everyone on the requirements of his running the meeting as Mayor Pro Tempore and explained how the meeting may differ.

**FOR INFORMATION**

**Rural Internet Access Committee Update (Wards – All)**

Mayor Pro Tempore McGowen stated a memorandum had been provided for the City Council’s review and asked if there were any comments or questions. Director of Planning and Parks Vujnich stated that since writing the report, two of the three poles had been installed.

## Economic Development Committee

### **Economic Development Manager's Report (Wards – All)**

Mayor Pro Tempore McGowen stated a memorandum had been provided for the City Council's review and asked if there were any comments or questions.

### **Construction Project Update (Wards – All)**

#### **Update Report on Community Park – Phase 2 Project – Report #5 (Wards – All)**

Mayor Pro Tempore McGowen stated a memorandum had been provided for the City Council's review and asked if there were any comments or questions.

## City Administrator Item

### **Vintage Grove Subdivision – Deposit Agreement Status Update (Ward – Seven)**

Mayor Pro Tempore McGowen stated a memorandum had been provided for the City Council's review and asked if there were any comments or questions.

Discussion was held regarding the following: is the entry-way one of the items to be completed; yes; what kind of assurances can we get that this will be done; Payne Family Homes currently have another development and based on the subdivision regulations, we could hold development if we need to; does the extension require legislation; under the current agreement they are allowed a short extension; unless the Council feels otherwise.

## FOR ACTION

## Economic Development Committee

### **Reconsideration of Motion to Prepare Legislation for Approval of Logos (Wards – All)**

A motion was made by Council Member Marshall, seconded by Council Member Levitt, to reconsider the motion to prepare legislation for the approval of logos. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

The motion to prepare legislation for the approval of logos was reconsidered. A voice vote was taken on the original motion with a unanimous negative result. The motion failed.

### **Preparation of Resolution to Approve Logos (Wards – All)**

A motion was made by Council Member Cullinane, seconded by Council Member Garritano, to authorize City Team Members to prepare a Resolution for the approval of the Economic Development logo only. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

## OTHER

## ADJOURNMENT

A motion was made by Council Member Baugus, seconded by Council Member Dodwell, to adjourn Work Session. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. There being nothing further, Work Session was adjourned at 7:33 p.m.

**Public Participation**  
**Written Comment**  
**Wildwood City Council Meeting – January 9, 2017**  
**Regarding Proposal to Revise Wildwood’s Historic City Logo**

To: Wildwood City Council

From: Bill Kennedy  
48 Rockwood Forest Ridge  
Wildwood, MO 63025  
314-520-7664  
[Wfkfm1@aol.com](mailto:Wfkfm1@aol.com)  
Ward 6

Councilmembers,

My wife and I join those many Wildwood citizens who are opposed to the change/revisions in the City’s logo.

You may or may not have seen or heard the uncountable amount of emails and phone calls which have been circulating since this ill-conceived proposal gained traction.

You may or may not be privy to the background from which the historic logo was created.

You may or may not be aware that a group of us met with Mayor Bowlin on December 15 to express our concerns.

I have a copy of the presentation of the so-called “consultant” you chose to hire. If the Council has based its actions on the presentation and statements of this “consultant”, you have taken the wrong path. (I’ve been a consultant in one capacity or another since 1972, having managed 70 or more consultants for several years, peer reviewed the work of others, and repaired the work of other consultants on many occasions. To be sure, I don’t have much good to say about the work and methods of the marketing consultant you’ve selected.)

Background

The “consultant” apparently has issues with the logo’s color, sketchiness, meaning of the graphics, abstract character, etc. The “consultant” has said the logo appears to be nothing more than clip art.

During the City’s first year (a very historic period), the Council on which I served, with citizen input, decided to create a unique logo for the new City. A nationally (and internationally) recognized design firm was engaged to create a special logo, completely unlike those of other Cities which reflected the City and its vision. The project went to Kiku Obata of Obata Design, who worked closely with citizens including another nationally recognized artist, Maryanne Simmons. (Mrs. Simmons was also one of the most key “founders” and a former Council member.) The design is certainly not “clip art”, and that characterization is an insult to the artist who created it and a kick in the stomach to those of us on the original Council who authorized the effort. Obata was paid substantial money for that logo, and it does in fact mean something. The use of three symbols is significant. Each of the graphics does in fact carry deep meaning. If someone, including the so-called “consultant”, had bothered to ask, I for one could have conveyed this message and the meaning.

## Ownership

We are pursuing with Kiku Obata whether there are legal implications with the City defacing his work product, which in fact, is a work of art. The City Council originally authorized and funded it as such.

One way or the other, the logo and its meaning and the City's identity belong to 38,000 residents, not the 16 elected and appointed officials who temporarily occupy a seat. We believe that your taking it upon yourselves to change that identity based on the suggestion of the so-called "consultant" is a step beyond your proper position as representatives of citizens and certainly has not been vetted properly with the citizenry in each ward.

## What people are feeling and saying!

Others can tell you what they think and I assume some may tonight and in coming days, but here is some of what I have seen and heard from concerned and angry citizens.

From Judy Sahm (integral member of the Committee for Incorporation, first City Treasurer, lifelong resident, Ward 1) to me on 1/8/17:

"I am just furious about this proposal. There is nothing wrong with that logo. They don't know the history. I wish I was physically able to come to a meeting and tell them that myself."

From David Sewell (recent Council member, Ward 6, proponent of some measure of refocus on our businesses while serving on Council) in a 1/5/17 email to me:

"...the Economic Development Committee has gone totally off course and is lost in the paperclips..." "we don't need a new logo, it won't drive business."

From Pat Kozlowski (Ward 1 resident, key member of incorporation effort, member of original Charter Commission, longtime supporter of the City, and of course, the wife of the person I call the "most influential person in the incorporation effort" who was the primary author of the Plan of Intent which basically presented the model and vision of the City) to me on various recent occasions:

"There is no need for this. It's just stupid and a waste of money and time. I'm just sick about it."

From Patricia and Ed Thibeault (Ward 1, long time Council member, Planning and Zoning Commission member, member Town Center Advisory Panel) in 12/15/16 call to me:

"This is just crazy. What's wrong with those people? That's an insult to all of us."

From Dr. Nancy Kennedy (Ward 6, behind the scenes "founder", very astute person) to me yesterday:

"Whose idea is this? Is that all they have to worry about? Just leave it be." Etc., etc., etc.

From my daughter, Kimberly (still a Ward 6 resident, MBA - University of Michigan, working in the field of brand marketing, former consultant to the EPA, World Bank, and other government entities in DC, friend of the Obata family and classmate of Max Obata as students together at Chesterfield Day School, John Burroughs, Middlebury College, and the University of Michigan) on 1/20/16:

"Revising a well-known or longstanding logo is a big decision and should not be taken lightly. There has to be a proven reason and a carefully evaluated outcome or objective. Knowing Wildwood and after reviewing the consultant's slide presentation and the other consultant's marketing analysis, I don't see it. It's not justified. It's being done on a whim."

Now from Maryanne Simmons (former Ward 3 resident, Councilmember, “founder”, etc.) who participated in creation of the original logo in her 12/23/16 email:

“I don't know what this is about, but assume (they) are changing the City Logo. The City originally engaged Kiku Obata's design firm to design the logo. This was expensive.” “Clip art? If the person referred to this logo as clip art, I assume this is the same person/mental midget who .....” (Rest not pertinent.)

#### Historic Element?

The current logo is a unique item created during the formation of the City. I argue that at some point that logo becomes historic. As immediate past Chair of the Historic Preservation Commission, I believe it is already. If I was still on the Commission, I would fight for presenting the “consultant’s” proposal for review by that body before Council action, and I would push for a public hearing. But I don’t think it ever should have gained traction to begin with.

You will hear from others and probably have already. You should be able to tell that changing the logo does not sit well with many. You should be able to tell that deliberating this proposal in small committee meetings and without input from a broad representation of the citizens is not the best course of action.

I have much more to say on this topic and the overall economic development effort and look forward to sharing that in the next Ward 6 public meeting, whenever that may be.

On behalf of those quoted above and those who many citizens who are unaware of your plans and the suggestions of the so-called “consultant”, **I ask that you vote down the proposed logo change and retain the historic logo as the City of Wildwood’s official logo going forward.** No – I beg you to take that action!

Respectfully,

**Bill Kennedy**

President

*wfk consulting, llc*

Wildwood, MO | 314-520-7664 mobile | wfkfm1@aol.com