



# Wildwood Celebration Commission Minutes

## Meeting Date:

- January 4, 2023
- 6:00 p.m.

## Commission Members Present:

- Joe Garritano
- Libby Wilson
- Karen Jehling
- Sharon Hutson
- Holly Ferris
- Charlie Siebert
- Kristin Naeger, Staff Liaison

## I. Call to Order and Opening Remarks by Co-Chair Garritano

Co-Chair Garritano called the meeting to order at 6:00 p.m. and requested roll call be taken.

## II. Roll Call

A roll call of members was conducted, and the following individuals were in attendance, both in-person and via the Zoom Webinar Platform:

### Commission Members:

Joe Garritano, Co-Chair  
Libby Wilson, Co-Chair  
Karen Jehling  
Sharon Hutson (Left at 7:00)  
Holly Ferris  
Charlie Siebert  
Kristin Naeger, Staff Liaison

Absent Members: Vicki Helfrey and Deborah Coleman

### Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks  
Officer Steve DeGhelder, Wildwood Precinct  
Sergeant Donald Jacquin, Wildwood Precinct

## III. Approval of Minutes from the November 2, 2022, Meeting of the Commission

Motion was made by Commissioner Hutson, seconded by Commissioner Siebert, to approve the meeting minutes of November 2, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

## IV. Public Comments

There were no public comments.

## **V. Discussion of the 2023 Celebrate Wildwood Event**

### **a. Venue Location for 2023 Event**

Director Vujnich stated the past venue location of Celebrate Wildwood, at Taylor Road and Main Street, will be available for the event for 2023.

A motion was made by Commissioner Hutson, seconded by Commissioner Jehling, to select the Taylor Road at Main Street location for Celebrate Wildwood 2023. Having no further business to discuss, and hearing no objections, a voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

### **b. New Revenue Sources for Funding**

Discussion was started by Director Vujnich by reminding the Commission of the City Council's budget reduction to \$90,000 and the request to increase revenue to \$30,000 for the event. The Department prepared a list of ten items seeking the Commission's feedback, priority, and additional revenue source ideas.

Discussion included the fee for the kid's area being difficult to manage; beer concession profit sharing as a great option; vendor fees and who pays the fees; the Department's research indicates that other municipalities charge for everything; the BBQ Bash organizer receiving a percentage of beer sales at that event; the Department to provide a listing of non-profit/charity organizations that did not pay a fee; the Pond Athletic Association should pay a booth fee and share revenue with the City; the Department to make a request to Mr. Schmeier about the beer revenue split amount; increasing the booth fees and sponsorship level fees; the Department to reach out to Pond Athletic Association about revenue sharing; charging a \$100/\$200 booth fee for food/drink vendors, instead of a deposit; the Department to obtain a comparison of booth fees from local craft fairs – Lafayette, Eureka, etc.; eliminating the \$50 sponsorship; marketing family sponsorship levels - \$50-\$100, with food tickets, a parking pass or close stage seating as the incentive; the Department to inquire if the sponsorships are tax deductible; marketing subdivision sponsorships with a banner, spot in the parade, or a trolley from subdivisions to the event; auction baskets are work intensive, a 50/50 raffle would be a better fundraiser and should be added to the list; soliciting donations from contractors and offering recognition as ice sponsor, fireworks sponsor, street lighting or other naming rights; opening sponsorship possibilities to outside business like Ameren, Spectrum, etc.; a daycare center could sponsor the kids area; and guidelines should be in place for sponsors. A discussion was held regarding carnival rides, liability issues with them, and the lack of space as well. The Department will check with Eureka on its experience with carnival rides to see if that should be explored.

A motion was made by Commissioner Jehling, seconded by Commissioner Hutson, to remove the revenue option of a fee for kid's area. Having no further business to discuss, and hearing no objections, a voice vote was taken to approve the motion, with six affirmative votes and one abstention. The motion was declared approved by Co-Chair Garritano.

A motion was made by Commissioner Garritano, seconded by Commissioner Siebert, to direct the Department of Parks and Planning to investigate the revenue sharing approach for beer/wine vendors that are charities. Having no further business to discuss, and hearing no objections, a voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

### **c. Parade Components**

Director Vujnich inquired about the parade report in the packet for tonight's meeting, which would identify responsible parties for tasks, with next steps, and commentary, so there will be a record of things that we don't want to miss for the organization of the parade each month. The Commission agreed.

#### **d. Update of Activities, Commitments, and Actions**

Director Vujnich began the discussion that we are at the start. Discussion held about the bistro lighting and how it would be nice to have the lights on longer or on Taylor Road. The Department will discuss with Outdoor Lighting Perspectives to see if it can place the lights at a greater height to have on longer. It was also mentioned that police services were great under Officer DeGhelder. Director Vujnich encouraged the Commission to check out That 80s Band as the evening performance.

#### **e. Other Considerations**

Nothing additional to discuss.

#### **VI. Discussion of Memorial Program for Event**

Director Vujnich stated this item created confusion last month, so it was postponed for Co-Chair Garritano to discuss. As awards should not overlap with others presented, perhaps there can be a plaque for previous Grand Marshals of the parade or a paver program for the Village Green. The Department can research to see if it can identify the Grand Marshals or start with Mr. Schmidt or the 25<sup>th</sup> Anniversary. The initial cost would be plaque, thereafter, would just be name plate. The Department will do some research.

#### **VII. Next Meeting Date – Wednesday, February 1, 2023, at 6:00 p.m.**

The Commission was reminded the next meeting date will be Wednesday, February 1, 2023, at 6:00 p.m., in person or Zoom (hybrid), at Wildwood City Hall.

#### **VIII. Adjournment**

A motion was made by Commissioner Ferris, seconded by Commissioner Siebert, to adjourn the meeting. Having no further business to discuss, and hearing no objections, a voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano. The meeting concluded at 7:24 p.m.