



Wildwood Celebration Commission Minutes

Meeting Date:

- March 1, 2023
- 6:00 p.m.

Commission Members Present:

- Vicki Helfrey
- Karen Jehling
- Sharon Hutson
- Deborah Coleman
- Holly Schremp
- Charlie Siebert
- Kristin Naeger, Staff Liaison

Director Vujnich noted that Chair Garritano is unable to attend and chair the meeting tonight, so an Acting Chair will need to be elected.

Election of Acting Chair - Commissioner Helfrey volunteered to be the Acting Chair. Motion made by Commissioner Hutson, seconded by Commissioner Jehling, to elect Commissioner Helfrey to serve as Acting Chair. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Director Vujnich.

I. Call to Order and Opening Remarks

Acting Chair Helfrey called the meeting to order at 6:06 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:

Vicki Helfrey
Karen Jehling
Sharon Hutson
Deborah Coleman
Holly Schremp
Charlie Siebert
Kristin Naeger, Staff Liaison

Absent Members: Joe Garritano, Chair, Officer Steve DeGhelder, and Sergeant Donald Jacquin

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Stacy Chanski, Recreation Specialist

III. Approval of Minutes from the January 4, 2023, Meeting of the Commission

Motion was made by Commissioner Jehling, seconded by Commissioner Hutson, to approve the meeting minutes of January 4, 2023. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Helfrey.

IV. Public Comments

There were no public comments.

V. Discussion of the 2023 Celebrate Wildwood Event

a. New Revenue Sources for Funding

Director Vujnich started the discussion mentioning the need to increase revenues and decrease expenditures, given the \$90,000 budget and City Council's revenue request of \$30,000. The Department is suggesting an option to create a universal fee for not-for-profit organizations, food/drink vendors, artists/crafters, and authors at \$100.00 for all booths, plus additional amounts for extras.

Discussion commenced regarding other craft fair fees; the possibility the increased fee could net an additional \$10,000; sponsorships normally are \$15,000 - \$16,000 each year; the Pond Athletic Association will be paying the standard fee and has been asked to share revenue from its beer booth; the BBQ Bash (organized by St. Louis Home Fires) had the Rotary Club participate and shared revenue on a sliding scale that was based on the sale of products - with revenue of \$100.00-\$3,000, split was 85/15% (85% to organization and 15% to St. Louis Home Fires), \$3,000-8,000 was 80/20% split, \$8,000-12,000 was 75/25% split, \$12,000-16,000 was 70/30% split, \$16,000-18,000 was 65/35% split, \$18,000-20,000 was 60/40% split and \$20,000-25,000 was 50/50% split; discussion previously held with Bob Kramer of Pond Athletic Association and asked what he thought a fair revenue share would be, but have not received a response; Department thinks a sliding scale may be a reasonable approach and believe the revenue for the beer tent is approximately \$10,000-12,000, which would be a 75/25% split; which would put the City close to \$28,000 in revenue for the event; the hope is to have more sponsors this year; Department is recommending all booths fees to be \$100.00, which includes the booth space, one table, two chairs (they must bring their own tent); an additional space would be \$50.00, and to rent a tent would be \$25.00. With these changes, the revenue could be close to \$30,000.

A question was asked if the Commission would like to revenue share with other food/drink vendors? Discussion included asking Pond Athletic Association what the revenue was in the past; City may have its own 50/50 raffle; beer vendors should revenue share, but not food vendors; possibility of rotating different organizations in the beer concession every year; concern about charging not-for-profits for a booth; Department can bring hardships to the Commission, if an organization has trouble paying the fee; concern about low vendor participation with raised fees; advertising is planned, given the request for greater fees; belief that because of the economy, people are in tune with paying more; the Lafayette and Parkway craft fairs are very full; offering early bird registration with a reduced fee; food vendors may increase prices to help cover the registration fee; suggestion to pipe in music during the day, instead of a band to save money; traditionally, the afternoon band is usually local, without a high fee; and there is a lag between bands, so the evening band has setup time.

A motion was made by Commissioner Helfrey, seconded by Commissioner Jehling, to approve charging a fee of \$100 for all participants' booth fees, \$50.00 for an additional space, and \$25.00 for a tent, with revenue share on alcohol booths only. 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 Chair Helfrey.

The Department will open registration with new the new costs.

b. Sponsorship Levels – Proposed Changes

Discussion was started by Director Vujnich regarding previous years' successful sponsorships; last year, there were six (6) levels; reviewed the other suggestions - eliminate the \$50.00 sponsorship, increase

level fees, market family sponsorships, market subdivision sponsorships, open to outside Wildwood businesses, and set the guidelines for potential sponsorships.

Conversation started with question about banners being placed in other areas, perhaps industrial areas; banners need to be in the City rights-of-way with a pole for attachment purposes; North Eatherton is a St. Louis County road; Fick Supply could host a banner on his business lot; idea of a smaller banner at the business location, and a larger banner on Taylor/Main; idea of Strecker as a banner location; question if high schools or their groups could be sponsors, which the Department could look into; putting up banners earlier and taking them down later would be incentive to sponsors and the fee could be a little more with a guarantee on the display time (30, 60, 90 days); using bridge overpasses is not possible as it is the State of Missouri's right-of-way; and an idea of banners at parks (Bluff View and Al Foster), with a little different design for the park.

A motion was made by Commissioner Siebert, seconded by Commissioner Coleman, to formulate a sponsorship program plan for April's 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 Chair Helfrey.

c. Parade Components and Theme for 2023

Director Vujnich discussed the need for the theme and the necessary components. Theme ideas presented by attendees included: Jazz and Blues (Funky Butt Band); Americana (Hometown Heroes); Veterans/Back Home Again in Wildwood; Wildwood Protects and Serves; Where the River Stops, Wildwood Began; or Between Two Rivers. Commission Members were asked to bring additional ideas to the April meeting, as well as look over the components for additions.

d. Update of Activities, Commitments, and Actions

Director Vujnich began the discussion that things are moving along. Request was made for additional older cars for a car show. Director Vujnich stated in previous years, there was a car show, with entry fee and prizes. The Department will investigate.

e. Update on Village Green Project

Director Vujnich began the discussion regarding the Taylor/Main fairgrounds will not likely be available in 2024. Three grants have been applied for the Village Green property; the first was unsuccessful and the other two are pending. Phase I (Oval area and staging area) can be built if one of the grants is awarded and the necessary Village Green area should be ready for 2024. The field at Taylor and Main is available for the 2023 event.

VI. Next Meeting Date – Wednesday, April 5, 2023, at 6:00 p.m.

The April, May, and June meeting dates need to be rescheduled. May 10, 2023, and June 14, 2023, will be the revised dates for May and June, and once the April date is determined, the Department will advise the Commission Members of the new time.

VIII. Adjournment

A motion was made by Commissioner Hutson, seconded by Commissioner Schremp, 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 Chair Helfrey. The meeting concluded at 7:16 p.m.