



Wildwood Celebration Commission Minutes

Meeting Date:

- April 19, 2023
- 6:00 p.m.

Commission Members Present:

- Sharon Hutson
- Deborah Coleman
- Holly Schremp
- Ashley Slauter
- Lezli Jones
- Council Liaison Joe Garritano
- Kristin Naeger, Staff Liaison

I. Call to Order and Opening Remarks

Chair Garritano called the meeting to order at 6:01 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:

Sharon Hutson
Deborah Coleman
Holly Schremp
Ashley Slauter
Lezli Jones (Arrived 7:10)
Council Liaison Joe Garritano
Kristin Naeger, Staff Liaison

Absent Members Commissioner Helfrey, Commissioner Siebert, Commissioner Jehling, and Sergeant Donald Jacquin

Chair Garritano introduced and welcomed new member, Ashley Slauter.

Other Officials & City Staff:

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

III. Approval of Minutes from the March 1, 2023, Meeting of the Commission

Motion was made by Commissioner Hutson, seconded by Commissioner Schremp, to approve the meeting minutes of March 1, 2023. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Garritano.

IV. Public Comments

There were no public comments.

Thomas Lee, Interim City Administrator/Economic Development Manager, was asked to introduce himself.

V. Discussion of the 2023 Celebrate Wildwood Event

a. Sponsorship Levels

Superintendent Naeger started the discussion citing the changes from 2022 to 2023; reducing the number of sponsorship level options; and introducing the Family and Subdivision Sponsorship Levels. Discussion included an in-kind sponsorship option (activities and daily programming); a new business incentive for sponsorships; an option for businesses that haven't participated before; the affordability of the \$150.00 for new businesses; the option to communicate to businesses the City will work with them, however they can participate; the option for a lower level in-kind sponsorship; a two-year opportunity for new businesses; a sponsor donating its reduced/included booth to another business; having a listing of in-kind opportunities for businesses to select from for participation; and an opportunity for a Wildwood business to complement a current service provider. The Commission will provide direction for definition of a "new business." Since the next meeting is about three (3) weeks out, the Department will detail the options and bring this item back to the Commission at that time.

Chair Garritano welcomed two, new Commission Members, Ms. Slauter and Ms. Jones, and then all members introduced themselves.

b. Selection of Theme for 2023 Event

c. Parade Components and Theme for 2023

Discussion was started by Director Vujnich regarding the possible themes that coincide with happenings in Wildwood in 2023. In addition to the ideas identified in the Memorandum, other ideas mentioned included:

- "Keep Wildwood Wild"
- "Wildwood–City of Parks and Trails"
- Something with the little railroad, woodlands, or environment
- A single theme for the event and the parade
- "Wi-Fi Wildwood"
- "Connect to Wildwood," as the hope is to have more households connected to the internet at that time
- Larger theme applicable to entire City of Wildwood, "Wild Online" and highlight the issue in the parade
- Hold the internet idea for now and wait,
- "Wildwood Wonders" and highlight parks and trails
- Connect to Nature, so keep "Connect to Wildwood" and build on the component of parks and trails
- "Wildwood Unplugged. Connecting Nature's Trails in our Community"
- Equestrian lifestyle (Equine Assisted Therapy and R&R Ranch)
- "This is My Wildwood" can incorporate everything

The Department will gather the ideas, send them out in an email for feedback, and place on the May agenda.

d. Promotion and Advertising for 2023 Event

Director Vujnich discussed finding our stride in 2022, which was reflected in attendance, estimated at 6,000 – 6,500 over the course of the event; summarized steps that have been performed and others that are planned; would like to use Silver Tablet Marketing again; counting on Thomas Lee as Communications Manager to assist; would like to do a scavenger hunt again; and will be using 50/50 raffle at the concerts to draw attention to the event.

e. Update of Activities, Commitments, and Actions

Director Vujnich started the discussion on the fireworks proposal at \$6,500 for a five (5) to seven (7) minute show, and noted the City was hoping to get a sponsor, as that is not much of a show; and additional firework vendors are being researched. Commissioners mentioned having a possible subdivision sponsor for fireworks, or the firework provider to have an opportunity to be a major in-kind sponsor, or possibly contact Spectrum about a role.

Superintendent Naeger stated that things are moving along with the major components and vendor registrations and gave a quick overview of the tasks.

VI. Next Meeting Date – Wednesday, May 10, 2023, at 6:00 p.m.

As there is a conflict with the May 10, 2023, meeting date, it was agreed that May 11, 2023, will be best for the next meeting date.

VIII. Adjournment

A motion was made by Commissioner Hutson, seconded by Commissioner Coleman, 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 Garritano. The meeting concluded at 7:15 p.m.