



Wildwood Celebration Commission Minutes

Meeting Date:

- May 4, 2022
- 6:00 p.m.

Commission Members Present:

- Libby Wilson
- Karen Jehling
- Sharon Hutson
- Cory Lawson
- Holly Ferris
- Charlie Siebert
- Joe Garritano, Council Liaison

I. Call to Order and Opening Remarks

Director of Planning and Parks Vujnich opened the in-person meeting at 6:00 p.m., welcomed everyone, gave a brief explanation of the hybrid meeting setup, and asked Council Liaison Garritano to chair the meeting until the election was completed.

Council Liaison Garritano called the meeting to order and requested roll call.

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:

Libby Wilson
Karen Jehling
Sharon Hutson
Cory Lawson
Holly Ferris
Charlie Siebert
Joe Garritano, Council Liaison

Absent Members: Commission Members Vicki Helfrey and Jaclyn Tripp.

Other Officials & City Staff:

Joe Vujnich, Director of Planning and Parks
Kristin Naeger, Recreation Specialist
Officer Steve Deghelder, Wildwood Precinct
Sergeant Don Jacquin, Wildwood Precinct

III. Nominations and Election of New Chair

Director Vujnich began the discussion by explaining the process of nominations for Chair, and Council Liaison Garritano then asked for nominations. Commissioner Hutson nominated Council Liaison Garritano, and Commissioner Jehling seconded. Commissioner Siebert mentioned a longer serving, citizen member should be Chair or Co-Chair. Commissioner Jehling asked for a quick introduction from Commission Members, and each introduced themselves with their time on the Commission.

Discussion then followed the introductions and included the following: Commissioner Wilson would be happy to serve as Co-Chair; Commissioner Hutson does not know protocols; Commissioner Siebert would like a Chair with history; Commissioner Lawson would be resigning at the end of the meeting; and Commissioner Ferris asked if any of the absent Commission Members expressed interest, which they had not. Director Vujnich clarified as a voting member, a Council Member can Chair the Commission. **Member Hutson made a motion to elect Council Liaison Garritano and Member Wilson as Co-Chairs, which was seconded by Commissioner Ferris. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Council Member Garritano.**

IV. Approval of Minutes from the April 6,2022, Meeting of the Commission

Motion was made by Commissioner Hutson, seconded by Co-Chair Wilson, to approve the meeting minutes of April 6, 2022. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

V. Public Comments

There were no public comments.

VI. 2022 Celebrate Wildwood Event

Director of Planning and Parks Vujnich requested a motion to change the order of the Agenda to move Item VI.a. to the end of the Agenda, so the Village Green tour could be done at that time. **Motion made by Commissioner Hutson, seconded by Commissioner Ferris, to change the order of the Agenda. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.**

b. Theme Update and Selection of Such for 2022 Event

Discussion held regarding the theme "Explore Wildwood" being a good option to get people interested; the Main Street Connection and Route 66 would be a way to tap into that theme; the Parade theme could be Route 66 – Classic Cars and parade floats could be connected to the theme – Big Chief, classic cars, etc.; that geocaching could be included, similar to the Snowman Search; that a Route 66 stand-alone event could be planned to bring people to the strip, as opposed to diluting it with this event; that a Route 66 day can be held with classic cars, but that would be outside of the scope of this Commission; that advertisement for the event should be considered in all the City parks. **Motion made by Commissioner Jehling, seconded by Commissioner Hutson, to choose Explore Wildwood as the theme. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.**

c. Parade Rules and Suggested Changes, if any

Director of Planning and Parks Vujnich presented the final set of parade rules. All registrations are open for Celebrate Wildwood and an email will be sent to past participants as well. **Motion made by Commissioner Siebert, seconded by Co-Chair Wilson, to adopt the parade rules. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.**

d. Promotion and Advertising of 2022 Event – Analysis of Options/Proposal from Silver Tablet Marketing

Director of Planning and Parks Vujnich began the discussion regarding social media and advertising. Debbie Ward of Silver Tablet Marketing ran a successful social media campaign for the 2017 Celebrate Wildwood Event and is the City's current expert for social media. The Department supports her \$750.00

social media proposal for 2022. Director Vujnich shifted additional money to advertising, so more ideas could be implemented, including additional signs, an electronic message board used temporarily, and banners, including sponsors and businesses, on light posts to support the event. **Motion made by Co-Chair Wilson, seconded by Commissioner Ferris, to adopt the campaign of Silver Tablet Marketing. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.**

e. Other Items – Update Sheet of Tasks

Director of Planning and Parks Vujnich advised that all tasks are on schedule. Discussion held that all registration applications are on the website; a listing of prior participants from 2021 was also included in the packet, per Commission's request; prior participants will be notified of the event; that 2021 was a great event, even with COVID; the event will be held at a smaller venue in 2022, but 75-80 booths will work; the change of venue will affect some; that Outdoor Lighting Perspectives was previously contacted for bistro lighting and the \$1,000 - \$2,000 range was reasonable; that suggestions and input can be given to Silver Tablet Marketing for review and can be done before posting; and that Wildwood business sponsors receive a discounted rate for booths.

Commissioner Lawson thanked the Commission for a good experience, but she was resigning from it effective immediately.

Motion made by Commissioner Hutson, seconded by Co-Chair Wilson, to go into recess to tour the Village Green Area. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

Motion made by Commissioner Ferris, seconded by Commissioner Jehling, to reconvene the meeting at 7:14 p.m. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

VII. Next Meeting Date – Wednesday, June 1, 2022

The Commission was reminded the next meeting date will be Wednesday, June 1, 2022, 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 Hutson, 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 7:16 p.m.