



Wildwood Celebration Commission Minutes

Meeting Date:

- May 11, 2023
- 6:00 p.m.

Commission Members Present:

- Sharon Hutson
- Holly Schremp
- Ashley Slauter
- Charles Siebert
- 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 6:05 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 (via Zoom)
Holly Schremp
Ashley Slauter
Charles Siebert
Lezli Jones (via Zoom – left 6:30)
Council Liaison Joe Garritano
Kristin Naeger, Staff Liaison

Absent Members Commissioner Helfrey, Commissioner Jehling, Commissioner Coleman, and Sergeant Donald Jacquin.

Other Officials & City Staff:

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

III. Nomination and Election of Co-Chair

Commissioner Siebert nominated Commissioner Helfrey as Co-Chair, but with her absence, action was held, and the item will be placed on the Agenda at the June meeting.

IV. Approval of Minutes from the April 19, 2023, Meeting of the Commission

Motion was made by Commissioner Slauter, seconded by Commissioner Siebert, to approve the meeting minutes of April 19, 2023. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Garritano.

V. Public Comments

There were no public comments.

VI. Discussion of the 2023 Celebrate Wildwood Event

a. Sponsorship Levels

Superintendent Naeger started the discussion citing the changes in sponsorship levels for the event from 2022 to 2023, including the suggested changes from the Commission.

Motion was made by Commissioner Slauter, seconded by Commissioner Hutson, to approve the sponsorship levels. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Garritano.

b. Selection of Theme for 2023 Event

Discussion was started by Director Vujnich requesting opinions on the theme for the event. Discussion included: honoring the Hometown Heroes in the parade; removing all options that reference internet; how *This is My Wildwood* encompasses a lot and is not as specific, so you can be imaginative with it; Interim City Administrator Lee thinks it needs bullet points or subthemes utilized – parks, athletes, equestrian community, trails; “*This is My Wildwood... Show us Your Wildwood*” as an idea; the theme would give an opportunity to promote Wildwood and an opportunity for others to learn what the community is about; use in conjunction with the sponsors – what is Wildwood to you?; tie a scavenger hunt to the theme to get people to visit places they don’t normally go; Interim City Administrator Lee thinks tying the theme into Bluff View Park would be a great idea; marketing idea using squares with hiking, horses, schools, neighborhoods (pools), etc.; this idea might work well with the scavenger hunt with bingo; Commission Members email thoughts about their wards to include; ask sponsors what is special about Wildwood to them and use those ideas as part of the scavenger hunt/bingo; Wildwood History Book launch would go well with *This is My Wildwood*; and the staff will use *This is My Wildwood* as the main theme and generate sub-themes and investigate the grid idea for more input at the June meeting.

Motion was made by Commissioner Slauter, seconded by Commissioner Siebert, to use the theme *This is My Wildwood* for 2023. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Chair Garritano.

c. Parade Components and Theme for 2023

Director Vujnich discussed the trend toward one theme for the event and parade, so a list of additional parade themes was not generated; staff has started securing the agreement for the location for the parade set up; police arrangements are on schedule; discussion for Grand Marshal to be held at the June meeting; staff will email the parade Grand Marshal bullet points to the Commission before the next meeting; offering a gift for the Grand Marshal, i.e. a plaque; St. Louis Police Pipes and Drums will be requested; and offering a parade invitation to the Route 66 Student Task Force.

d. Promotion and Advertising for 2023 Event

Director Vujnich discussed meeting with Debbie Ward, with Silver Tablet Marketing, regarding the social media ideas for 2023, in keeping with our promise to offer more for the increased price; Debbie can start next month with limited identification of the event, interviewing the participants, increasing posts as time gets closer and assisting with the scavenger hunt. Debbie is preparing a proposal for consideration now, so the promotion effort can happen earlier to honor our commitment to the participating vendors.

e. Update of Activities, Commitments, and Actions

Director Vujnich started the discussion with the fireworks show. Discussion was held on the length of the show and associated costs; advising the fireworks provider the City would prefer, but wanting to determine the length of show; Wi-Fi was previously provided by Bays ET, but the system is not reliable; instead of offering something unreliable, foregoing the Wi-Fi is a better option and letting vendors use their data plan or hot spots; many food vendors have registered, and staff will reach out to Union Baptist Church and The Shish Kabob Guys again; staff will reach out to Pond Athletic Association, as they have not registered as a vendor; and bistro lighting vendor has been contacted and is on schedule.

VII. Next Meeting Date – Wednesday, June 14, 2023, at 6:00 p.m.

VIII. Adjournment

A motion was made by Commissioner Siebert, 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 Garritano. The meeting concluded at 6:59 p.m.