



# Wildwood Celebration Commission Minutes

## Meeting Date:

- July 6, 2022
- 6:00 p.m.

## Commission Members Present:

- Vicki Helfrey
- Karen Jehling
- Sharon Hutson
- Holly Ferris
- Charlie Siebert
- Joe Garritano, Council 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:

Vicki Helfrey  
Karen Jehling  
Sharon Hutson  
Holly Ferris  
Charlie Siebert  
Joe Garritano, Council Liaison, Co-Chair

Absent Member: Co-Chair Libby Wilson and Commission Member 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. Approval of Minutes from the June 1, 2022, Meeting of the Commission

Motion was made by Commissioner Helfrey seconded by Commissioner Siebert, to approve the meeting minutes of June 1, 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. 2022 Celebrate Wildwood Event**

### **a. Venue and Layout Update for 2022 Event**

Discussion begun with Director Vujnich noting the location of the event, as the Prime Place construction is on hold and the corner field has become available; that Ed Kohn has given permission for the field to be used for the event; the surrounding businesses can be engaged; the field and Main Street will be sufficient for the crowd, even at maximum capacity; that bistro lighting will be used across Main Street, and the layout will be better at this location.

Motion made by Commissioner Helfrey, seconded by Commissioner Hutson, to approve the change of venue location. A voice vote was taken to approve the motion, with unanimous, affirmative result. The motion was declared approved by Co-Chair Garritano.

### **b. Promotion and Advertising of 2022 Event**

Discussion was started by Director Vujnich with an outreach update consisting of contacting previous vendors, advertising in the West Newsmagazine, with a special pullout section, as well as a teaser ad, using social media with Silver Tablet Marketing beginning in August, placing event posters in the parks and circulating to businesses, using the website as a hub of information, placing the already available yard signs throughout the City, placing postcards in public locations, using the Economic Development Manager, Tom Lee, to assist with additional social media, putting into place the scavenger hunt and geocaching details, and using social media and the website as information delivery. The City can also reach out to organizations that use the City's weekly newsletter for reciprocal advertisement.

### **c. Parade Items – "Route 66 – Then and Now"**

Discussion was started by Director Vujnich that Grand Marshal votes were received, and the Desco Group has agreed to let the City use its lot for the parade start. Co-Chair Garritano began discussion on the Grand Marshal suggestions; that Member Wilson nominated Maureen Albers, the first runner up in the Miss Missouri Senior America Pageant while Member Helfrey suggested a military member, as she likes the idea of honoring someone that has served our country; that Co-Chair Garritano mentioned that an Air Force member, who originally suggested the Hometown Heroes Banner Program to the City; that Member Jehling suggested for next year, an advertisement could be posted in the West Newsmagazine for the public to nominate a Parade Marshal; and there is a Veterans Resources Program Page on the Wildwood website that might have veteran contacts. Co-Chair Garritano suggested having guidelines for the Grand Marshal, so that candidates can be fairly considered. Suggestions offered included, longtime Wildwood business owners, the retired President of St. Louis Community College, a person that has lived in Wildwood the longest, R&R Ranch owners, as well as an honorary Grand Marshal, perhaps Jeannie Hood. The Rotary Club will be assisting with the Parade setup and its start.

### **d. Other Items – Update Sheet of Tasks, including Vendor Outreach**

Discussion was started by Director Vujnich regarding a police update; that Officer DeGhelder relayed that the bagpipers have been requested, but not yet confirmed; that motorcycle officers will be available at the Parade; Director Vujnich stated the City will contact Moolah Shriners and Metro West Fire District; that Rob Knoll of Benedetto's will have a presence with food/drink specials; the band and sound/stage arrangements are completed; the Scouting Experience will be started; and that various non-profits have been contacted inviting them to participate.

## **VI. Next Meeting Date – Wednesday, August 3, 2022**

The Commission was reminded the next meeting date will be Wednesday, August 3, 2022, at 6:00 p.m., in person or Zoom (hybrid), at Wildwood City Hall.

## **VIII. Adjournment**

A motion was made by Commissioner Hutson, seconded by Commissioner Helfrey, 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 6:46 p.m.