

CITY OF WILDWOOD  
RECORD OF PROCEEDINGS

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MEETING OF THE HISTORIC PRESERVATION COMMISSION  
WILDWOOD CITY HALL  
16860 MAIN STREET  
WILDWOOD, MISSOURI 63040  
AND VIA ZOOM  
July 19, 2023

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**I. Welcome and Roll Call**

- Meeting:** Thursday, July 19, 2023, hosted at Wildwood City Hall, in City Council Chambers, and via Zoom, at 6:30 p.m.
- Attending:** Commissioners Hrubes, Hammond, and Hensic, Council Liaisons Rambaud and Nyhan, Commission Liaison Broyles, and Chair Stevens
- Absent:** Commissioner Slauter, Alternate Quarternik, Secretary Rowton, Vice-Chair Bachert, and Student Route 66 Taskforce Liaison Myers
- Staff:** Planner Robyn Keefe and Director Joe Vujnich
- Other:** Ellen Reichert, Wildwood Historical Society Member and Faust Park Volunteer

**II. Opening Remarks by Chair**

Chair Stevens noted that many historical places have been honored around the country, given the nation's celebration of July 4th. She specifically noted Wildwood's historic communities, each having a historic marker, and asked the Commission to imagine the picnics that used to occur in those places.

**III. Pledge of Allegiance**

At the request of the Chair, Council Liaison Nyhan led the Commission in the Pledge of Allegiance.

**IV. Approval of the Historic Preservation Commission's Minutes from its June 22, 2023 Meeting**

The minutes were approved by general consent.

**V. Public Comment**

None.

**VI. Old Business**

**A. Ready for Action – Eight (8) Items**

1. Student Liaison Update/Comments (**Wards – All**)

Planner Keefe reminded the Commission the next meeting would be Nolan's last.

## 2. Updates Regarding Changes to HPC Composition (**Wards – All**)

Planner Keefe presented, noting some updates to the mechanics of the "Advisor," designation.

Commissioner Hammond noted the language did not appear to have a limitation on the number of advisors. Planner Keefe noted this limitation would be a discussion point at the Commission, when it took action on related amendments to its Bylaws.

In response to a question from Commissioner Hrubes, Director Vujnich noted the advisor position should be filled by a resident, given the Department frequently requests services from outside entities already.

Commissioner Hrubes made a motion, which was seconded by Commissioner Hammond, to take the draft amendments to the Commission's governing ordinance to the City Council Work Session. Motion passed by unanimous voice vote.

## 3. Wildwood History Book Update and Book Launch Planning (**Wards – All**)

Planner Keefe presented on the issue of book pricing, noting the Book Launch Planning Committee had made recommendations for each book format at its meeting, and the Department had since adjusted the recommendations to align with intent, after refining some numbers. It was noted the Department, upon further investigation, had determined it could purchase "Author Copies" of the book at print cost, plus shipping. With that information, and some additional projections, it was determined the City could recoup more money through direct sales versus royalties obtained from purchases using the Amazon website.

Commissioner Hammond asked if there was discussion about offering a discount for the book at Celebrate Wildwood. Planner Keefe stated the discussion had occurred at the Committee level, with there being two (2) viewpoints, one (1) that a discount would help to drive sales, and two (2) that it would be detrimental to offer discounts at a time when the book was most in-demand. She noted the Committee Members had discussed that, in lieu of discounts, offering incentives for purchasing, such as a discounted Wildwood Historical Society membership, and promoting book sales through the City fund its preservation activities. Commissioner Hammond then said he was leaning against offering the discount.

Commissioner Hrubes asked if the book would still be available on Amazon, if also sold directly locally. Planner Keefe clarified the book would be available on Amazon, since that was part of the deal when self-publishing through Kindle Direct Publishing (KDP). She noted if the preferred direction was to sell directly, the goal would be to promote such purchases heavily. Planner Keefe affirmed the City would have to order physical copies of the book ahead of time. Commissioner Hrubes asked if people who wanted to buy the book after Celebrate Wildwood could come to City Hall and do so. Planner Keefe noted those logistics needed to be worked out internally, but it was an option, in addition to the book being ordered from the City's website.

Commissioner Hrubes noted it would be to the City's advantage to order as many of the books as possible. Planner Keefe noted there would likely be a price break in shipping cost, once a certain quantity was reached, but that she did not have those numbers this evening. Commissioner Hammond noted this price break and the realistic number of copies the City could sell, would likely determine the final number.

Commissioner Hammond noted there was a significant upfront cost per book, plus shipping costs, a burden involved in storing them, and the chance some copies would not sell. He noted what the City did not want to do is have a huge number of books go unsold for a significant duration. Planner Keefe noted she did not want to estimate a number of books recommended for this upfront order without knowing the shipping cost price breaks. She noted that preorders would be taken prior to Celebrate Wildwood, and that any books that went unsold would be aggressively promoted by City personnel to local bookstores, realtors, trustees, etc. She stated that, while past editions of the Wildwood Points of Interest Map had accumulated in storage, the current version was almost gone, largely due to the efforts of City staff to distribute them (new resident packets, local park visitor centers, The Wildwood Hotel, etc.).

When asked if the Department had budgeted for an upfront purchase of books, Director Vujnich stated it had not, given the option of "Author Copies" was recent and noted that a purchase of 500 hardcover books at \$30.00 per book would be \$15,000, which would require City Council approval.

Commissioner Hrubes noted the importance of the pre-launch publicity. Planner Keefe agreed and noted the Department this week had put together a feature article on the book for the Wildwood Gazette, which would come out right before Celebrate Wildwood.

Council Liaison Rambaud stated he would buy his own book and did not need a donated copy, and he felt many other Council Members would feel the same. He suggested the City did not need to donate one hundred (100) copies, but if it needed to offer some, they should be donated from the stack of books leftover after Celebrate Wildwood.

Council Liaison Nyhan noted the importance of making the book as easy to acquire as possible. She said QR codes were great, but many people don't know how to use them. She said she'd like to see that potential customers could just stop by City Hall and purchase the book without filling anything out.

Chair Stevens asked for a ballpark figure of how much the City has spent on the history book over the years. Director Vujnich noted the amount the City had invested in it was in the range of \$60-65 thousand if not higher.

Commissioner Hammond noted having the book in-stock would be the biggest draw for having people purchase direct from the City. He stated that, even if the City ordered too many copies to sell, there would be mechanisms for recouping the cost. Planner Keefe agreed, noting one (1) idea for such a mechanism would be discounts offered to new residents, given they would be seeking ways of identifying with their new homes.

Discussion occurred around whether or not to fold the sales tax into the cost of the book or add it on afterwards. It was discussed that, at Celebrate Wildwood, it would be easier not to be dealing in change, but that when ordering from the City's website, tax could be included as an additional cost. Commissioner Hammond advocated against passing shipping cost onto the customer.

Director Vujnich advocated for rounding up the book price to include the taxes and come out to an even number for the ease of change-making at events. Planner Keefe noted, too, the change everyone seemed to be carrying was twenty (20) dollar bills, making \$40 and \$60 good flat prices for the book.

Commissioner Hammond motioned to move forward with the recommended pricing, with flexibility for the Department to adjust the pricing for events like Celebrate Wildwood. Council Liaison Rambaud also advocated for selling the books locally, given the huge difference in costs and "hometown feel" of it. Director Vujnich requested Commissioner Hammond amend his motion to say the paperback would not be greater than \$40 and the hardcover \$60 to cover the tax. Commissioner Hammond amended his motion accordingly. The motion was seconded by Council Liaison Nyhan. Motion passed by unanimous voice vote.

Planner Keefe clarified with Dr. Rambaud that he did not oppose donating copies of the book upfront for public relations purposes, just providing donated copies to City Council Members. Dr. Rambaud affirmed such.

Chair Stevens asked about the children's book companion to the history book. Planner Keefe noted the Department had not prepared a presentation for such, given it was still at the "fuzzy idea stage," however Ms. VonGruben had expressed enthusiasm, and the idea was to display it at the Storybook Walk.

#### 4. Madison Valley (formally Old Slave Road) Memorial Plaque Update **(Ward One)**

Planner Keefe gave a brief presentation on this item, and then introduced Ellen Reichert, of the Wildwood Historical Society and Faust Park volunteer. Ms. Reichert recently completed a research project, identifying all area enlistees to the United States Colored Troops. Ms. Reichert then presented, giving background on the United States Colored Troops, slavery in the area, and the methodology used for her research.

The Commission offered Rockwood School District as one (1) stakeholder to include on the Department's contact list for the public information meeting for the historic marker project. The Commission expressed no objection to the Department's current schedule for hosting the meeting in August.

#### 5. Update on Potential Project for Westland Acres **(Ward Two)**

Director Vujnich noted the authorized letter had been delivered to Pastor Fields and the Department was awaiting a response.

#### 6. Celebrate Wildwood History Tent and Parade Planning **(Wards – All)**

Planner Keefe presented, noting the Commission had previously approved items to include in the display tent and the Chair had suggested since that initial discussion, also including pictures from the Student Route 66 Taskforce Recognition Ceremony.

Commissioner Hrubes presented on the parade float, noting some revisions to his previous vision of it, including having the blown-up graphic of the book presented on foamboard versus plywood and having banners on the side of the float. The Department is working on the vehicle for the float, including the driver for it (Director Vujnich noted would contact Tom Kelp).

Commissioner Hrubes commented that his whole intent is to bring awareness to the book. He noted past parades had a decent audience.

It was discussed that all floats would follow a set of policies provided by the Wildwood Celebration Commission.

Chair Stevens requested that pictures of the buildings on the local and national historic registry be included in the display tent. Planner Keefe noted there were two (2) display banners with this information that would be included and had been in previous years.

As an aside, Planner Keefe noted the hardcover book proof was available at the back table.

7. Updates to Wildwood Points of Interest Map **(Wards – All)**

Planner Keefe noted the final proof of the updated map was on the back table for review. No changes can be made to it at this time.

8. 2023 Work Program Update **(Wards – All)**

Planner Keefe noted the update for the Essen Log Cabin had been provided to Commission Members earlier that week.

B. Not Ready for Action – Seven (7) Items

1. Update on Kohn Park Sign **(Ward One)**
2. Historic Route 66 Revitalization Initiative Work Program Update **(Wards – All)**
3. Route 66 Roadside Park Update **(Wards – All)**
4. J.P. Connell House Update **(Ward One)**
5. Essen Log Cabin **(Wards – All)**
6. Memorial Tribute Program – Future Nominations **(Wards – All)**
7. Historic Survey of Properties for Years 2023 through 2025 **(Wards – All)**

**VII. New Business**

**A. Ready for Action – Two (2) Items**

1. Upcoming Training Opportunities **(Wards – All)**

Planner Keefe presented, noting many training opportunities were available to Commissioners, in the form of conferences or webinars. She noted that Historic Preservation Fund Grants can fund training.

2. Grant Opportunity for CLGs **(Wards – All)**

Commissioner Hammond asked if the Wildwood History Book or Points of Interest Map could be funded by the grant. Planner Keefe noted, given the book was to be available for purchase, she would guess it would not be eligible. The Points of Interest Map could be eligible in future years, when there was a need to reorder it.

A motion was made, and seconded, to focus on Route 66 for the grant application, whatever that approach might ultimately include. The motion passed by unanimous voice vote.

B. Not Ready for Action – Two (2) Items

1. Discussion Regarding the Age Threshold Used to Determine Qualification as Historic **(Wards – All)**
2. Overview of Maintenance Bids for Old Pond School **(Ward One)**

**VIII. Review of Proposed Zoning/Plats/Site Development Plans/Demolition Requests – No Items**

**IX. Other Matters for Consideration – No Items**

**X. Upcoming Meeting Date – August 24, 2023 (Wednesday)**

**XI. Closing Remarks and Adjournment**

A motion was made, seconded, and passed by unanimous voice vote to adjourn the meeting at 8:40 p.m.

Chair Stevens had a closing thought for the Commission, "The knowledge for future people depends on what we do today. Remember our work on past, present and future for Missouri State Time Capsule? A lot of thought went into that. Past, present, and future. The future of the people depends on us."