



City of Bridgeton
Parks & Recreation
Department

Terry Briggs, Mayor
Brendan Kane, Director

Special Events Commission Meeting
January 24, 2022 Reporting

Open: 6:00 PM

Present: Matt DeWitt (Chair), Connie Buenemann, Carol Chaney, Valerie Corey, Josie Hudson, Carol Steinbach, Ginger Noblitt, Dan Volmert, Kim Volmert, Gretchen Luke (Ex. Officio), Ashleigh Borgmann (P&R Intern) and Angela Wright (Secretary)

Absent: Julie Chase, Delores Mimms, Al Thal,

Previous Meeting Minutes: The October 26, 2021 meeting minutes were approved as written.

There was a quorum.

January 24, 2022 Agenda:

There was a motion made by Carol S. to approve the evening's agenda. Then there was a 2nd from Dan V. 'Ayes' were the majority, approving the evening's agenda.

Ex-Officio Report:

Councilwoman Gretchen Luke provided attending members with up to date city changes/updates (i.e., update on pan handlers, approval of July 4th pyrotechnics, etc.). Gretchen also gave an update on ward adjustments and potential 2022 election candidates. She addressed questions and/or concerns from attending members.

Additional information is available via the Bridgeton Banner Newsletter and the city's website located at www.bridgetonmo.com.

New Business:

- There was a reminder that our 2022 \$16,000 Special Events Budget was approved.
- Matt DeWitt will continue to serve as Special Event's Chairman until the end of the 2022 July 4th Parade.
- Matt advised the committee that we could not ask Chief Donald Hood to serve as parade marshal as he will be running for a City Council seat.

Attending members offered additional parade marshal suggestions listed below:

- Louie (St. Louis Blues Mascot- Alex Garza PHS Grad)
- Wayne Gretskey (Former Blue Note – Wife from STL)
- **Health Care Workers***

- Tim Pecoraro – Pattonville Superintendent (PHS Grad)
- Randy Naughton - Channel 2 Morning Anchor (former Bridgeton resident)
- Aeneas Williams – Former STL Rams football player (Current Bridgeton Minister)

A parade marshal decision would be made later in the meeting after voting on a parade theme. (See below)

Summary of Old Business:

July 4, 2022 Parade Celebration Preparation – Matt announced... “160 days until the Parade!”

- Matt passed out a 2022 parade theme ballot sheet and asked everyone to select his/her top 3 parade themes. (See attached ballot sheet). (Gretchen assisted with recording the votes.) There was a three way tie with 4 votes each:
 - Iconic America
 - It’s a Grand Old Flag
 - Partying through the Decades

Matt had everyone to vote for a theme from the above three way tie. *It’s a Grand Old Flag* received **1** vote, *Partying Through the Decades* received **3** votes, and *Iconic America* ended up with **6** votes making our July 4th parade theme **Iconic America**. There was a question to Valerie C. (member that suggested Iconic America theme) what she had in mind when she thought of the theme Iconic America. Valerie and a few other attending members advised things that are representative of America such as; landmarks, major events, celebrities, museums, monuments, historical items & events, etc.

- After selecting a theme, Matt asked attending members to decide on a parade marshal. Members went back to honoring Health Care Workers (working during the COVID-19 pandemic). Everyone appeared to be in agreement. However, it was also suggested we obtain an open window trolley to carry the healthcare workers as long as it was not costly and more than \$1500. There was then a two-part motion placed by Carol S.:

‘1st part of the motion is to have the commission use ***healthcare workers** as parade marshals and the 2nd part of the motion would be to also obtain an open window trolley to transport these same healthcare workers during the procession and not to exceed \$1500.’

There was a vote among attending members and the two-part motion was approved.

***Healthcare workers will be the Bridgeton July 4, 2022 Parade Marshals being transported in a trolley.**

It was suggested that there be a subcommittee to carry out the logistics of selecting the workers, when, and where to meet, etc. Dan V. accepted to head the subcommittee.

There was also a suggestion that Connie B. ride along the side of the trolley as she will be our parade starter and would be up front. Connie agreed.

- Angela said she would check into the trolley as we have used STL Trolley for trolleys and carriages in the past. The commission also wants to make sure that the trolley is ADA accessible, what is the capacity and any rules.
- Matt began going down the subcommittee list asking for status updates:
- **Marketing** – Ashleigh B., Valerie C. and Angela W. will be working on flyers and advertisements. They will now add the theme and parade marshal information. We will be advertising on the Bridgeton web site, Mayor’s Newsletter, Localite Shopper, Bridgeton Facebook, and I-70 Billboard to begin. We will be directing people to the Bridgeton website for up to date information as well.
- **Bands** – Valerie & Carol C. will contact schools like Parkway North and schools in the St.Charles area. They will also go after home bands and musical groups. There was a discussion whether Missouri’s no contact period is still the week of July 4th. If yes, that may pose a problem with asking schools. We will ask schools anyway.
- **T-Shirts (new members)** – Ginger N. will get with Karleen Schrupf of Arch City Monogramming to get prices and sample polo shirts to bring to our next meeting.

- **Trophies** – Josie H. and Dan V. will bring samples to the next meeting in February or possibly our March meeting. There was a discussion regarding how many trophies and what was needed. Dan V., Kim V., Julie C., and Josie will get together to discuss the car judging as well as the staging area.

The subject of equestrians came about. Everyone seemed to miss the horses. All members in attendance said they would keep the horses in mind and look for stables. Someone mention the horses that reside on Smiley. However, nothing was determined and no one agreed to approach the owners.

- **Giveaways** - Ginger N. and Josie H. will be working on ideas for promotional giveaways. There was a list (Tracking Sheet) of items purchased from the past provided to everyone in attendance. Ginger also inquired about sponsors. Angela advised that we have two businesses interested so far. However, we were going to give them until end of March first of April to provide logo information. Gretchen L. said that someone from Hunter Engineering (business based in Bridgeton) approached her and was interested in getting involved with Bridgeton as for as participating or some type of sponsorship. Gretchen L. will forward the person's contact information to Matt and Angela. Josie H. is a former worker of Ameristar Casino and will check with Ameristar and Hollywood Casino to see if they are interested in sponsoring and /or participating in the parade.
- **PHS Royalty:** Valerie C. will contact the Resource Desk at Pattonville High School to obtain information on the Homecoming King & Queen, Mr. PHS and this year's 2022 Prom King & Queen.
- **Senior Parking/Viewing of Parade** – Matt will get with Faith Baptist Church to inquire about using their facility for senior parking and viewing.
- **Honor Guards** - We will be using the Scout troops as Honor Guards since the Pattonville Fire District (PFD) Honor Guards want to stay with their organization during the procession. There was a brief discussion about PFD being third in the procession this year. The Missouri National Guard's name was discussed. However, the personnel changes often and they are not always at the building on Natural Bridge Rd. We did not get a response from them last year. The usual officer is now retired. Dan V. suggested and offered to contact the Patriot Guard to see if there is any interest in being the Honor Guard.
- **Hot Dogs** – Is there a restriction this year? Gretchen suggested we go forward as usual before COVID-19 hit in 2020. We will plan to have hot dogs.
- **McAlister's Tea** - We were not sure what happened to McAlister's last year. Connie said that the McAlister's employees said that Andy forgot about the parade. Angela will contact Andy to see what is happening.
- **Costume Contest** – Carol S. will be in charge of the costume contest this year.
- There was a brief discussion about asking other schools to participate. It was said that there are hardly any schools in Bridgeton. There was also a brief discussion about asking neighborhoods to advertise on their Neighborhood Apps.
- There was a brief discussion regarding bikes. There were young kid bikers in the past. Should we offer to have another contest? Nothing was determined at this time.
- There was another brief discussion about reaching out to school clubs.

Before ending the meeting, Matt reviewed the undertakings received from attending members (listed below) and asked that we work on the tasks and come back with a status in February:

- Bands – Valerie C. and Carol C. (Check with schools including Hazelwood and Ritenour) Valerie will contact schools & community resources offices. Carol will help and also look for groups and garage type bands.
- Ads – Valerie C. Ashleigh B. and Angela W. to design flyers and update Entry Forms and Guidelines to include theme and parade marshals.
- Honor Guard - Dan V. suggested and offered to contact the Patriot Guard.
- Polo Shirts for New Members – Ginger will contact Karleen Schrupf from Arch City Monogramming.

- Promotional Giveaway Items - Ginger and Josie will work on coming up with ideas for giveaways.
- Trolley – Angela will check into getting a trolley for the parade marshal – Cap of \$1500. She will also work on marketing with Valerie & Ashleigh along with sponsorships and hot dogs.
- Trophies (New Categories) Dan V. Kim V., Julie C., and Josie H. will work to come up with new car categories and trophies.
- Hunter Engineering Contact – Gretchen will provide a contact for Hunter Engineering company.
- Ads for City Council, Facebook and Ward meetings – Gretchen will distribute ads and information to City Council members, Facebook page and ward meetings.
- Hollywood & Ameristar Casinos – Josie will check and see if one of the casinos would like to sponsor items and/or participate in the parade.

After Matt went through the above expectations for our February meeting, Ginger N. motioned to end the meeting and Carol S. second the motion. 'Ayes' won the motion and the meeting was adjourned at 7:36PM.



**NEXT OFFICIAL MEETING SCHEDULED FOR
6 PM TUESDAY FEBRUARY 22, 2022
AT THE BRC**



Respectfully Submitted,

Angela Wright – Secretary