



WILDWOOD®

Record of Proceedings - DRAFT CITY COUNCIL'S ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, November 27, 2018 at 6:00 pm

WILDWOOD CITY HALL
Community Room
16860 Main Street
Wildwood, Missouri 63040

I. Call to Order and Roll Call

Chair Dodwell called the meeting to order at 6:00 pm. A voice roll call was taken for attendance with the following results:

Committee Members in Attendance:

Chair Katie Dodwell
Council Member Jon Bopp
Council Member Ray Manton
Council Member Larry McGowen
Council Member Niles Stephens
Council Member Tim Woerther
Council Member Dave Bertolino
Council Member Kevin Dillard
Economic Development Manager Julian Jacquin
City Administrator Ryan Thomas
Meeting Recorder Carla Patrick

Committee Members Absent:

Staff Members in Attendance:

II. Approval of Minutes – October 23, 2018 Meeting

Chair Dodwell inquired as to any proposed changes to the minutes of the meeting held on October 23, 2018. None were requested. Council Member Stephens made a motion for approval of the October meeting minutes, and Council Member McGowen seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the motion passed.

III. Public Comment(s) - None

IV. Discussion Item(s)

Ready For Action

A. 2018-2019 Accomplishments and Goals

At the request of Chair Dodwell, Economic Development Manager Jacquin provided the Committee a list of both 2018 accomplishments (14) and 2019 goals (10).

Discussion included Snowman Search event participation success, business retention focus, committee members involvement with conferences and promotion opportunities, e-newsletter renovation, notices of business events within City social media, resident outreach and monthly business visitation feedback

B. December Meeting Date

The Committee chose cancellation for the month of December meeting due to the regular meeting date falling on Christmas Day.

For Information

A. Economic Development Manager Report

Economic Development Manager Jacquin provided the Committee his current report of the City's Economic Development activities for their review and comments.

B. Business Visitation Meetings

Economic Development Manager Jacquin provided a listing of City business visits with metrics to include the business size footprint and age of operations within the City. Additionally, he included a listing of businesses not yet visited.

C. Targeted Types of Businesses to Recruit

Per the request of Council Member Stephens, Economic Development Manager Jacquin provided the Committee a listing of the types of businesses he actively recruits to the City.

Discussion included the potential of sharing this list with City Council and City staff to request feedback and/or additions.

D. West News Article on Economic Development in City

Economic Development Manager Jacquin provided the Committee a hardcopy of the recent West Newsmagazine article on recent business development in the City.

Discussion included appreciation for the positive public impression of the City.

E. Wildwood Snowman Search Update

Economic Development Manager Jacquin updated the committee on the Wildwood Snowman Search event that is current underway with 54 local businesses participating.

Discussion included participation success, website interactive map, and good quality of printed materials related to the event. Mr. Jacquin noted that the registration fee paid for the advertising and cash prizes.

Not Ready for Action – Status Update

- A. Wildwood Visitor's Guide – *expect a final copy for review at January meeting*
- B. State Online Sales Tax Issue – *Municipal League is spearheading*
- C. City Promotional Video
- D. Development of Other Public Spaces in Town Center – *Crestview design work is in 2019 Budget*
- E. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities

V. Other Business News and Updates

The Committee suggested obtaining initial feedback from business owners regarding a potential Parks Sales Tax

VI. Next Meeting Date: Tuesday, January 29, 2019 at 6:00 p.m.

VII. Adjournment

A motion to adjourn the meeting was made by Council Member Woerther and seconded by Council Member Manton. A voice vote was taken with unanimous agreement. Therefore, Chair Dodwell declared the meeting adjourned at 6:56 pm.