



WILDWOOD

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

Tuesday, November 26, 2019 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 Dave Bertolino
Council Member Larry Brost
Council Member Lauren Edens
Council Member Cheryl Jordan
Council Member Tim Woerther

Committee Members Absent:

Council Member Kevin Dillard
Council Member Niles Stephens

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
City Administrator Sam Anselm
Director of Planning and Parks Joe Vujnich
Meeting Recorder Carla Patrick

II. Approval of Minutes – October 22, 2019 Meeting

The minutes of the meeting of October 22, 2019 were submitted for approval. Council Member Edens motioned for approval as amended of the October meeting minutes, and Council Member Bertolino seconded the motion. A voice vote was taken with unanimous favorable support, excepting abstention from Council Member Brost. Therefore, Chair Dodwell declared the motion passed.

III. Public Comment(s) None

IV. Discussion Item(s) Ready For Action

A. Business Discussion: Wildwood Workspaces

Kevin Grossnicklaus, owner of Wildwood Workspaces presented the Committee his new tech-focused co-working space, as well as reviewing his software development firm, ArchitectNow. Workspaces hosts both dedicated (16) and hot (25) desk types.

Discussion included marketing strategies, types of customers, and the issue of lack of internet access if his staff would like to work at home (in the City).

B. Equestrian Community Discussion

Council Member Jordan introduced three equine community residents/business owners to discuss opportunities for increased community involvement.

Equine Assisted Therapy explained their programs and events, and their desire for City support and inclusion of the equine businesses in City events. They requested their program and events be noted on City social media.

Dr. Stuart Robson, Fox Creek Veterinary, spoke in appreciation of his great experience with Planning the in building of his business. He advised the Committee to increase public awareness of parks, trails and uniqueness of the City. He suggested family oriented equine based events.

Resident, Missie Nicholls, provided ideas of equine related events noting that tack swaps are ideal for inclusion of all equine disciplines.

Council Member Edens motioned for Council Member Jordan to continue her efforts in evaluating potential events to engage the equine community within the City. Council Member Bertolino seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the motion passed.

C. Tree Replacement Plan

Council Member Bertolino proposed the engagement of the City's business community and residents participating in the upcoming replacement of 1,300 ash trees utilizing a donation program via an applicable, catchy marketing theme. He also requested the potential of City pricing be made available to residents.

Council Member Jordan motioned for Council Member Bertolino to present a draft of a donation program to underwrite the upcoming replacement of ash trees within the City for Committee consideration at the January 2020 meeting. Council Member Dodwell seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dowell declared the motion passed.

D. Meeting Frequency

City Administrator Anselm requested the Committee's input for meeting frequency for inclusion in the City Council Work Session discussion of committees and meetings.

The Committee noted that many action items are currently in place requiring monthly follow-up/action, and therefore, will continue with monthly meetings at this time.

E. December Meeting Date

Economic Development Manager Jacquin requested the Committee's decision on a December meeting date due to the current schedule of it falling on Christmas Eve.

Council Member Edens motioned for cancellation of the December, 2019 meeting. Council Member Bertolino seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the motion passed.

For Information

A. Economic Development Manager Report

Economic Development Manager Jacquin provided the Committee his current report of the City's Economic Development activities to include New Business Activity, Business Visitation Activity, Events and Other Updates.

B. Wildwood/WBA Holiday Event Programming

Economic Development Manger Jacquin provided the schedule of special events hosted by the Wildwood Business Association and West St Louis County Chamber of Commerce to include the

Wildwood Tree Lighting and Winter Fest, the Chamber's Annual Holiday Party and the WBA Christmas Party.

C. RFP for Economic Impact Study of Main Street Extension

Economic Development Manager Jacquin provided the RFP for development of an Economic Impact Study for the Main Street Extension, which was sent to five local firms. The results of such will be discussed at the January, 2020 meeting.

D. Cultural Community Hub: Future Meeting Discussion

Economic Development Manager Jacquin introduced a concept presented to him for a new community and cultural center in the Town Center. In such, he provided the biography of Mr. Bert VanderMark, one of the two residents initiating this proposal.

E. "Love My City" T-Shirts

Council Member Edens proposed the created of "Love My City" tee shirts to be sold or given at City events. An initial cost estimate from Pillsbury Marketing for such was also provided.

Discussion included need for further concept definition, funding options, sponsorship opportunity for City vendors, and product design.

The Committee requested that Council Member Edens work with City staff member, Kathy Arnett to further develop product graphic design and Economic Development Manager Jacquin to research the vendor sponsorship potential. Both results will be presented for Committee consideration at the January, 2020 meeting.

Not Ready for Action - None

V. Other Business News and Updates – None

VI. Next Meeting Date: January 28, 2020

VII. Adjournment

A motion for adjournment was made by Council Member Bertolino and seconded by Council Member Edens. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the meeting adjourned at 8:02 pm.