

	<p>Record of Proceedings of Meeting of the City Council's Economic Development Committee</p> <p>Tuesday June 13, 2023 at 6:00 p.m. Meeting via Zoom. DRAFT</p>
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I. Call to Order and Roll Call

II. Chair Ottenberg opened the meeting at 6:05 p.m. and roll call was taken.

Committee Members Present:

Chair Ottenberg
Council Member Bartoni
Council Member Dodwell
Council Member Garritano
Council Member Jakcsy (arrived at 6:25 p.m.)
Council Member Marshall

Committee Members Absent:

Council Member Brost
Council Member Flaschar

Staff Members Present:

Interim City Administrator Thomas Lee
Deputy City Clerk Colleen Lohbeck

III. Approval of Minutes – May 23, 2023

The minutes from the May 23, 2023 meeting were submitted for approval. A motion was made by Council Member Marshall to approve the minutes as submitted. Council Member Garritano seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

V. Public Comments - None

VI. For Information

A. Update on Business Changes and Other Business News

Interim City Administrator Thomas Lee provided an update on changes and other news regarding businesses in Wildwood.

B. Road Sponsorship Program Update

Interim City Administrator Thomas Lee confirmed that the City cannot be selective in allowing sponsorship. Discussion was held regarding frequent

complaints regarding road signs, possible sponsorship by an organization with malicious intent, no further action is needed.

VII. Ready for Action

A. 2023 Marketing Campaign Ad Proofs

Interim City Administrator Thomas Lee presented proof that could be used as social media content for the Live-Work-Play theme of the campaign.

Chair Ottenberg departed the meeting at 6:28 p.m.

Discussion was held regarding the simplicity of the proofs, feature more of our trails and parks, digital media allows for pictures to change, develop cohesive brand for the campaign, type face consistency, include signage or content so people know what is being highlighted, City's role with real estate brokers in the leasing of business locations, target approach to assist in promoting the City for business growth.

A motion was made by Council Member Bartoni, and seconded by Council Member Dodwell, to approve the campaign concept with the revisions suggested and add the shop local component. A voice vote was taken with an affirmative result. Vice Chair Dodwell declared the motion passed. Council Member Marshall abstained.

B. Utilization of Pond School Facilities

Interim City Administrator Thomas Lee presented information on the utilization of Old Pond School facilities. The schoolhouse restricts rental to non-profit organizations or political subdivisions for a rental fee of \$25, and deposit of \$50. There is no restriction on who can rent the pavilion, and there is a \$30 rental fee for residents, \$50 for non-residents.

Discussion was held regarding ways to promote utilization of Old Pond School, significance of historic site, parking is an issue, good for smaller groups, flyer, or sign with QR code on how to rent the facility, ability to rent both schoolhouse and pavilion may make it more attractive, add information on City website.

Vice Chair Dodwell made a motion to promote Pond School on our website, provide QR code signage and move senior activities to that location. Council Member Jakcsy seconded the motion.

Discussion was further held regarding the provisions of usage designated by original family, homeowners' associations could utilize for meetings, possible location for the City's senior activities.

Vice Chair Dodwell stated a vote on the motion was not needed at the time.

C. Food Trucks at City-Sponsored Event

Interim City Administrator Thomas Lee summarized information regarding the necessary permits needed for restaurants and food vendors to provide food booths at city sponsored events, the strain on restaurant staff, sanitation and water requirements, the level of interest by local businesses, and the amount of time needed to set up, organize and then participate.

Council Member Bartoni made a motion to postpone this item until the January 2024 meeting. Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result. Vice Chair Dodwell declared the motion passed.

VIII. Not Ready for Action

A. Update to the Economic Development Guide

No discussion was held on this item.

IX. Next Meeting Date – July 11, 2023 at 6:30 p.m.

X. Adjournment

A motion was made by Council Member Bartoni to adjourn the meeting. Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result. Vice Chair Dodwell declared the meeting adjourned at 7:34 p.m.