



WILDWOOD

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

Tuesday, January 26, 2021 at 5:30 pm

Virtual Meeting via Zoom

WILDWOOD CITY HALL

16860 Main Street

Wildwood, Missouri 63040

I. Call to Order and Roll Call

Chair Edens called the meeting to order at 5:30 pm. A voice roll call was taken for attendance.

Committee Members in Attendance:

Chair Lauren Edens
Council Member Dave Bertolino
Council Member Teresa Clark
Council Member Katie Dodwell
Council Member Mike Gillani
Council Member Crystal McCune
Council Member Tracy Nyhan
Council Member Robert Jakcsy

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
Interim City Administrator Steve Cross
Director Planning and Parks Joe Vujnich
Meeting Recorder Carla Patrick

II. Approval of Minutes – November 24, 2020 Meeting

The minutes for the meeting of November 24, 2020 were submitted for approval. Council Member Clark motioned for approval of the November meeting minutes, and Council Member Dodwell seconded the motion. A voice vote was taken with unanimous favorable support, excepting an abstention from Council Member McCune. Therefore, Chair Edens declared the motion passed.

III. Public Comment(s) - None

IV. Discussion Item(s)

Ready for Action

A. Visit Wildwood – Tourism Campaign

Economic Development Manager Jacquin, following a Committee request of the September, 2020 meeting, presented both the City website page and a printed piece draft for tourists to showcase City amenities and attractions.

Discussion on the printed piece included recommendations such as listing the shops by street, inclusion of HPC map, removal of Table 3 photo, insert scenery montage on back, referencing the Parks and Recreation mobile app, additional campgrounds and a ‘more is better’ approach to items included.

Council Member Bertolino motioned for Mr. Jacquin to bring back to Committee the printed piece as amended with tonight’s recommendations. Council Member Dodwell seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

Discussion for the website page included posting it now, a permanent banner on the homepage directing to the tourist page, and potential for a traffic count of the page.

B. 2021 Update to the Economic Development Guide

Economic Development Manager Jacquin provided the Economic Development Guide, which is scheduled for update this year. The City’s Economic Development Guide was adopted in 2016. Currently the Guide is scheduled for annual reviews with an update at five years. Therein, the Committee is being requested initiate the process of updating this document.

Discussion included update parameters, update timeline, alignment with Strategic Goals update and 2020 Census, moving to ten year updates, public/stakeholder participation, and document framework parameters.

Council Member Gillani motioned for Mr. Jacquin to return to Committee framework concepts with his ideas and edits based on his expertise therein, as well as updating the directive to five year review and ten year update of the Guide. Council Member Dodwell seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

C. 2020 Year in Review – List of Committee Ideas

Economic Development Manager Jacquin presented a Year in Review chart showing the new businesses and business expansions for the year 2020, along with a supporting timeline for such. This was in response to a Committee request from November, 2020. Additionally, a listing of prior Committee event, program and project proposals with status was presented.

Discussion included inclusion of Veterans Programming and New Tourism Campaign, and addition of more graphic data in monthly report.

For Information

A. Economic Development Manager’s Report

Economic Development Manager Jacquin provided his monthly activity report of business activities, events and other updates. At Committee request, this report included business metrics, along with graphs for unemployment and vacancy rates.

Discussion included that much of this data is now included in the City Administrator weekly report sent out each Friday, that Council was unaware of business activities prior to 2016 (Committee established and Mr. Jacquin came on board) and appreciation for Mr. Jacquin’s efforts in development of City/local business relationships.

Not Ready for Action – No Items

V. Other Business News and Updates

Council Member McCune requested this Committee's inclusion in the City's consideration of a new tax initiative (Parks/Water Shed) due to the potential impact on local businesses. This will be reviewed by the Committee as an agenda item at an upcoming meeting.

VI. Next Meeting Date: Tuesday, February 23, 2021 at 5:30 pm

VII. Adjournment

A motion for adjournment was made by Council Member Dodwell and seconded by Council Member McCune. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the meeting adjourned at 6:40 pm.