



# WILDWOOD®

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

Tuesday, January 28, 2020 at 5:30 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 5:30 pm. A voice roll call was taken for attendance with the following results:

Committee Members in Attendance:

Chair Katie Dodwell  
Council Member Kevin Dillard  
Council Member Lauren Edens  
Council Member Cheryl Jordan  
Council Member Niles Stephens  
Council Member Tim Woerther

Committee Members Absent:

Council Member Bertolino  
Council Member Brost

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 – November 26, 2019 Meeting**

The minutes of the meeting of November 26, 2019 were submitted for approval. Council Member Edens motioned for approval of the November meeting minutes, and Council Member Woerther seconded the motion. A voice vote was taken with unanimous favorable support, excepting abstention from Council Member Dillard. Therefore, Chair Dodwell declared the motion passed.

**III. Public Comment(s)**

Tony Bosworth, 2442 Eatherton Road, spoke to the Economic Impact Study RFP.

**IV. Discussion Item(s)**

**Ready For Action**

**A. Business Discussion: Studio Montage**

Business owner, Bert VanderMark presented his concept for development of a community and cultural gathering center in the City with a focus on artistic/education programs for the public, including art and writing lessons for those recovering from loss and/or traumatic events. Tina Sayers, The Bach Society, spoke to their support and inclusion in this concept. Committee members requested further exploration of the concept.

**B. Review RFP Responses for Economic Impact Study of Main Street Extension**

Pursuant to Committee direction, City Administrator Anselm and Economic Development Manager Jacquin presented eight proposals received for conducting an Economic Impact Study of the City's proposed Main Street extension, and therein, their recommendation for three of such. A summary matrix and the full RFP responses were provided the Committee.

Discussion included cost drivers, funding, utilization of City's traffic study, and alignment with Town Center Update Team.

Council Member Woerther motioned to proceed with interviews with The Montrose Group, RKG Associates and Development Strategies. Council Member Jordan seconded the motion.

**C. Council Member Jordan: Potential Equestrian Event in 2020**

Two equestrian events were proposed to include a Tack Swap in April to be held on the City's parking garage upper level; and a Fun Ride for Fall to be a guided horse tour and/or obstacle course to be held at Greensfelder County Park or Babler Memorial State Park.

Council Member Edens proposed proceeding with the proposed events. The Committee voiced agreement. Director, Planning and Parks Vujnich noted that he would notify the CID of plans to use the garage for the Tack Swap event.

**D. Council Member Edens: "Love my City" T-shirts**

Pursuant to Committee direction, City staff presented design, cost estimate and alternative idea details for a "Love my City" t-shirt to the Committee, with a recommendation of utilizing Crowdspring.com to crowdsource the logo design and Teespring.com for retailing the products.

Discussion included incorporation of the City's 25<sup>th</sup> anniversary in logo design, cost effectiveness of crowdsourcing and use of crowdsourcing throughout the process. The Committee voiced support for proceeding with logo design via crowdsourcing.

**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 Lawn and Garden Summit Update**

The flyer for the Lawn & Garden Summit outlining the offerings, partners, presenters and topics for the March 21<sup>st</sup> event.

**C. Schedule of 2020 Economic Development Meetings**

Economic Development Manager Jacquin provided a proposed 2020 meeting schedule for review.

**Not Ready for Action**

**A. Council Member Bertolino: Tree Replacement Plan**

**V. Other Business News and Updates**

**VI. Next Meeting Date:** February 25, 2020 at 5:30 pm

**VII. Adjournment**

A motion for adjournment was made by Council Member Woerther and seconded by Council Member Jordan. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the meeting adjourned at 6:55 pm.