



# WILDWOOD

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

Tuesday, February 23, 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 Tracy Nyhan  
Council Member Robert Jakcsy  
Council Member Mike Gillani  
Council Member Crystal McCune

Committee Members Absent:

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 – January 26, 2021 Meeting**

The minutes for the meeting of January 26, 2021 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. 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 provided a draft printed piece and new landing page on the City website inclusive of Committee edits and recommendations from January's meeting.

Discussion included cost of website homepage button, compliments of the document, add tagline to photo collage. A request was made to provide this brochure to other relevant City committees.

**B. 2021 Update to the Economic Development Guide**

Economic Development Manager Jacquin provided implementation plan parameters to complete the 5 year total update of the Economic Development Guide, to include (1) framework for the 2021 Guide with potential components, and (2) estimated schedule of completion.

Discussion included potential to be more interesting/"flashy", inclusion/exclusion of perceived negative data, business model is specialized ("lifestyle") vs commercial, and request for statistics showing "trade area" of neighboring shopping districts.

**C. Impact of Parks/Stormwater Sales Tax on Local Businesses**

Economic Development Manager Jacquin provided the Planning and Parks Committee review worksheet and a Sales and Use Tax Rate Table for reference in the consideration of the impact of local businesses of the potential .5% Parks and Stormwater Sales Tax in the City.

Discussion included applicable ballot timeline, educate voters, fact only education, and refer to City of Creve Coeur's recently passed tax for tools that would be helpful in our efforts.

**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.

**Not Ready for Action** – No Items

**V. Other Business News and Updates**

**VI. Next Meeting Date:** Tuesday, March 23, 2021 at 6:00 pm

**VII. Adjournment**

A motion for adjournment was made by Council Member Jakscy and seconded by Council Member Dodell. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the meeting adjourned at 6:42 pm.