



WILDWOOD

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

Tuesday, March 23, 2021 at 6:00 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 6:06 pm. A voice roll call was taken for attendance.

Committee Members in Attendance:

Chair Lauren Edens
Council Member Teresa Clark
Council Member Katie Dodwell
Council Member Mike Gillani
Council Member Robert Jakcsy
Council Member Dave Bertolino
Council Member Tracy Nyhan
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 – February 23, 2021 Meeting

The minutes for the meeting of February 23, 2021 were submitted for approval. Council Member Jakcsy motioned for approval of the February meeting minutes, and Council Member Clark 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. Wildwood Business Discounts for Cyclers and Walkers

Guest and resident, Hugh Share, presented a national incentive program, Bicycle Benefits, recommending it for local business participation.

Discussion included bike rack availability, inclusion of walkers, promote with other bike organizations and at relevant events, tracking methods. A request was made for staff members Cross, Crews and Jacquin to meet with Mr. Share for program development discussion.

Council Member Dodwell motioned to move forward with the initial steps to implement the Bicycle Benefits program, inclusive of walkers, and inclusive of returning to this Committee with tracking methods, costs for blocks of stickers and costs of bike racks. Council Member Gillani seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

B. 2021 Update to Economic Development Guide #3

Economic Development Manager Jacquin responded to the Committee request (February) by providing an updated completion schedule and the City Team Members recommendation of fifteen stakeholders for virtual roundtable meetings to provide ideas in the guide update. City Team Members will provide stakeholder feedback at the April meeting. City Team Members have begun revisions/initial mark-up of the 2016 guide.

Discussion included need for clarification of stakeholder categories, feedback format (known or anonymous) and the request that stakeholders group should include business owners Michael Kennedy and Jennifer Goskie. A request was made to provide a list of questions for the stakeholder feedback at the April meeting.

Council Member Dodwell motioned for inclusion of business owners, Michael Kennedy and Jennifer Goskie in the Economic Development Guide update stakeholder group. Council Member Gillani seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

Council Member Gillani motioned for approval of the Economic Development Guide update completion schedule as presented. Council Member Clark seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

For Information

A. Economic Development Manager's Report

Economic Development Manager Jacquin provided his monthly activity report of business activities, events and other updates inclusive of graphs for vacancy and unemployment rates. It was noted that this report content will adapt to the Economic Development Guide updates.

B. "Visit Wildwood" Tourism Campaign Update

Economic Development Manager Jacquin provided updated printed piece and noted the edits incorporated into the printed piece and the website page for the Tourism Campaign. He noted that the printed piece was also provided to the City Council and other relevant committees. It was also noted that this is a working document, wherein edits will continue.

Not Ready for Action – No Items

V. Other Business News and Updates

Chair Edens requested comments regarding the Comprehensive Economic Development Strategy data for St Louis that she had forwarded to members.

Economic Development Manager Jacquin invited members to enroll in UMSL course offerings for the Chancellor's Certificate in the Economic Development program.

A request was made to review the Economic Development component of the City's strategic plan goals and subgoals at the April meeting.

VI. Next Meeting Date: Tuesday, April 27, 2021 at 6:00 pm

VII. Adjournment

A motion for adjournment was made by Council Member Gillani and seconded by Council Member Clark. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the meeting adjourned at 7:36 pm.