



WILDWOOD

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

Tuesday, August 25 2020 at 6:00 pm

Virtual Meeting [iVista](#) 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 6:00 pm. A voice roll call was taken for attendance.

Committee Members in Attendance:

Chair Lauren Edens
Council Member David Bertolino
Council Member R. Jon Bopp
Council Member Teresa Clark
Council Member Katie Dodwell
Council Member Mike Gillani
Council Member Crystal McCune
Council Member Tracy Nyhan

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
City Administrator Sam Anselm (late arrival)
Meeting Recorder Carla Patrick

II. Approval of Minutes – July 7, 2020 Meeting

The minutes for the meeting of July 7, 2020 were submitted for approval. Council Member Dodwell motioned for approval of the July 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, Review of Economic Development Goals and Objectives

Pursuant to motion from the July meeting, Economic Development Manager Jacquin presented a working list of goals for Economic Development for Committee review and edit.

Discussion included inclusion in upcoming preliminary 2021 Budget, partnering to provide work force hot spot locations and resources for such.

Council Member McCune motioned to proceed with outreach towards utilization of Wildwood Workspaces as a potential solution for providing residents with hot spot workspace. Council Member Dodwell seconded the motion. A voice was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

B. "Visit Wildwood" Tourism Campaign

Chair Edens presented a proposal for development of a new "Visit Wildwood" campaign. Economic Development Manager Jacquin reviewed the City's marketing brochure and visitor's guide for assistance in this proposal.

Discussion included inclusion on City website and welcome packet, reference same from other communities for ideas, council member personal delivery of welcome packets and determination of staff responsible for keeping data current.

Council Member Gillani motioned to proceed with development of City tourism campaign materials. Council Member Bertolino seconded such motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

C. Veteran's Programming

Chair Edens presented a proposal for a new Veterans Economic Development Program. This also included a list of non-economic resources which could be added to the City's website.

Discussion included City website section for Veteran's resources (inclusive of Honor Flight data), veteran business owner recognition, partnering with the Community Outreach Committee and outreach to City businesses for inclusion via a mailed letter.

Council Member Dodwell motioned to proceed with development of a letter and website content with a November target date to coincide with Veterans Day (November 11). Council Member McCune seconded such motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

D. Other Business/Event Ideas

Chair Edens offered additional event ideas to include development of a "market crate" with products from local businesses, equestrian events by video presentation, and the traditional Santa's letters mailbox (previously approved) with additional Winter Fest activities supporting such. Council Member Clark suggested local business participation in charitable events for increased visibility.

For Information

A. Economic Development Manager's Report

Economic Development Manager Jacquin presented his monthly activity report to include new leases/purchases, remodels, the relocation of and expansion of several City businesses. Council Member Dodwell complimented Economic Development Manager Jacquin on the business focus spotlight feature. It was requested that access to the feature be more obvious on the City website.

B. Lawn and Garden Video Series

Economic Development Manager Jacquin provided a proposal to convert the previously planned Wildwood Lawn and Garden Summit (cancelled due to COVID) to a pre-recorded video series. The video series will be shared to the City's YouTube Channel. Each vendor may create their own video of their selected topic.

Discussion included the lack of favorable response to date from businesses invited to participate in the video series. Therefore, Council Member Dodwell requested the Committee to instead move forward with planning of the live event in 2021, wherein the Committee voiced agreement.

Not Ready for Action – No Items

V. **Other Business News and Updates** - None

VI. **Next Meeting Date:** Tuesday, September 22, 2020 via Zoom

VII. **Adjournment**

A motion for adjournment was made by Council Member Gillani and seconded by Council Member Bertolino. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the meeting adjourned at 7:25 pm.