



WILDWOOD®

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

Tuesday, August 27, 2019 at 6:00 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 6:00 pm. A voice roll call was taken for attendance with the following results:

Committee Members in Attendance:

Chair Katie Dodwell
Council Member Dave Bertolino
Council Member Larry Brost
Council Member Lauren Edens
Council Member Niles Stephens
Council Member Tim Woerther (arrival 6:36pm)

Council Member Absent:

Council Member Kevin Dillard
Council Member Cheryl Jordan

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
City Administrator Sam Anselm
Direction Parks and Planning, Joe Vujnich
Meeting Recorder Carla Patrick

II. Approval of Minutes – June 25, 2019 Meeting

The minutes of the meeting of June 25, 2019 were submitted for approval. Council Member Edens motioned for approval of the June meeting minutes, and Council Member Stephens seconded the motion. A voice vote was taken with unanimous favorable support, excepting Council Member Woerther not yet in attendance. Therefore, Chair Dodwell declared the motion passed.

III. Public Comment(s) – see Item V. below

IV. Discussion Item(s) Ready For Action

A. Business Discussion: The Wildwood Hotel

Guest speaker, Tom Bruno, General Manager, The Wildwood Hotel presented his business and business experience in the City. The hotel is a popular venue for weddings, social events and professional meetings. He spoke of his appreciation of the charm of the City and quick resolution of issues in his experience. Challenges include mid-week bookings and getting word out of their property. Their primary marketing focus is on conference center business at this time.

B. Wildwood Lawn & Garden Summit

The initial planning meeting was held on July 12th for plan development for the March 21, 2020 event. A meeting recap was provided committee members. Chair Dodwell encouraged committee participation in this event.

Discussion included utilizing both indoor seminars and outdoor booths, inclusion of regional groups, goal of education and business promotion, inclusion of children's events and engaging the expertise of staff member, Michelle Scherer (master gardener) and Ken Keitel (TerraSpec).

C. National League of Cities: Love My City Campaign

Chair Dodwell requested consideration of involvement in the "Love My City" campaign created by the National League of Cities President to create meaningful bonds between communities and their residents. The Missouri Municipal League provided information on this program in their July newsletter, which was provided the Committee.

Action Requested: Review the program for further discussion at the next meeting.

D. Great Rivers Greenway Life Outside Festival (September 21)

The City will participate in this free festival event to be held September 21st at St. Vincent County Park. Economic Development Manager Jacquin and Senior Planner Travis Newberry will host the City's exhibit promoting outdoor activity offerings of the City. Committee members were invited to join them during event hours of 10 am – 4 pm.

E. Council Member Edens – Holiday Events Ideas

Council Member Edens submitted holiday event proposals for committee consideration.

Discussion included the individual event ideas, expansion of the WBA Snowman Search to include window décor, cost considerations, and presenting the ideas to the WBA for their consideration.

Action Requested: Council Member Edens and Economic Development Manager Jacquin to determine the logistics for one of the ideas of a Santa's Letters mailbox.

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 Cherry Hills Family Eye Care move to their new and expanded location, Hidden Valley Ski Resort acquisition by Vail Resorts, Crossfit Wildwood and Wildwood Early Learning Center expansions and the new monument sign for Schnucks Wildwood Crossing. He noted the Grand Opening celebration for Patterson Family Farms is scheduled for October 5th. He also noted the new Nursing program offered by St Louis Community College – Wildwood.

B. Pond Public Sewer Extension – Neighborhood Meeting

Economic Development Manager Jacquin advised the committee of the upcoming August 29th neighborhood meeting to discuss the proposed public sanitary sewer extension to the Pond Historic District (Ward One).

Discussion included meeting format, construction cost, addressing property owner questions and the MSD jurisdiction annexation paperwork.

C. Fall 2019 Business Appreciation Award: Cherry Hills Family Eye Care

Recognition was awarded to Dr. David Prange at the opening ceremonies of last weekend's Celebrate Wildwood event. Additional recognition will occur at a September City Council meeting. Cherry Hills Family Eye Care is now open at their new location at 16508 Manchester Road.

Not Ready for Action - None

V. Other Business News and Updates

At this time, Public Participation was opened to accommodate resident, Mrs. Jean Vedvig, who had arrived after the earlier Public Participation section. She addressed questions regarding the Pond Public Sewer Expansion, wherein responses were provided by Economic Development Manager Jacquin and Director of Parks and Planning Vujnich.

VI. Next Meeting Date: Tuesday, September 24, 2019 at 6:00 pm

VII. Adjournment

A motion to adjourn the meeting was made by Council Member Bertolino and seconded by Council Member Stephens. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the meeting adjourned at 8:00 pm.