



WILDWOOD

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

Tuesday, September 22, 2020 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 6:00 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 Mike Gillani
Council Member Crystal McCune
Council Member Tracy Nyhan

Council Members Absent:

Council Member Katie Dodwell

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
Director Planning and Parks, Joe Vujnich
Meeting Recorder Carla Patrick

II. Approval of Minutes – August 25, 2020 Meeting

The minutes for the meeting of August 25, 2020 were submitted for approval. Council Member McCune motioned for approval of the August 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. Tourism Campaign

Discussion continued in the development of a new tourism campaign per motion from the August meeting. Components requiring decision included the type of information to be included, website, printed material and slogan.

Discussion included website development parameters, efficiency of adding to current City website, website link on other websites such as Chamber of Commerce, realtors and local businesses, and printed material to mirror the website data.

Council Member Bertolino motioned to initiate development of a tourist segment on the current City website inclusive of the listed topics. Council Member Nyhan seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

Council Member Clark motioned for Economic Development Manager Jacquin to provide a draft of a simple printed piece for tourists that supports the website data, to be developed by staff and presented to the Committee at the January, 2021 meeting. Council Member Gallani seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

B. Veteran's Programming

Discussion continued in the development of a new veteran's economic development program per motion from the August meeting. Components requiring definition included a letter to business owners, inclusions for the website page (on City's site) and links for such website page.

Council Member Bertolino motioned for approval of the draft letter to City businesses inclusive of wording edits from Committee and website link. Council Member Nyhan seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the motion passed.

Further discussion included inquiry into requirements for veteran's designations for the City and that both Economic Development Manager and Chair Edens should sign the approved letter to City businesses.

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. Discussion included status of the space vacated by Llywelyn's and delivery methods for the new resident packets.

B. Updated Work Program

Economic Development Manager Jacquin provided an updated list of goals and objectives for the City's Economic Development Program.,

Not Ready for Action – No Items

V. Other Business News and Updates - None

VI. Next Meeting Date: Tuesday, October 27, 2020 at 5:30 pm (due to Admin/PW meeting at 7pm)

VII. Adjournment

A motion for adjournment was made by Council Member Clark, and seconded by Council Member McCune. A voice vote was taken with unanimous favorable support. Therefore, Chair Edens declared the meeting adjourned at 7:03 pm.