MEETING OF THE

CITY COUNCIL'S ECONOMIC DEVELOPMENT TASK FORCE
4:45 P.M.
Monday, February 22, 2016
First Floor Community Room
16860 Main Street
Wildwood, MO 63040

1. Call To Order By Chair Bertolino And Roll Call Of Members
2. Opening Remarks By Chair Bertolino
3. Approval Of The Minutes From January 11, 2016 Meeting

   Documents: EDTF MINUTES JANUARY 11, 2016.PDF
4. Public Comment(S)
5. Discussion Item(S)

   5.I. Ready For Action – Two (2) Items

   5.I.i. City Of Wildwood Economic Development Plan - Review Of Final Draft And Scheduling Of Final Presentation By Houseal Lavigne

   5.I.ii. Master Plan Update – Draft Economic Development Element

   Documents: ECONOMIC DEVELOPMENT ELEMENT - MP.PDF

   5.II. Not Ready For Action – Six (6) Items

   5.II.i. Sewer Extension Planning For Historic Pond Area

   5.II.ii. Additional "Great Streets" Wayfinding Signage

   5.II.iii. Village Green Development In Town Center

   5.II.iv. Strategic Planning Goals – Main Street And Other Infrastructure And Utilities

   5.II.v. Public Financing Options As Economic Incentives

   5.II.vi. Networking Opportunities With Outdoor Industry Association
6. Other Business News And Updates

7. Additional Public Comment(S)

8. Next Meeting Date – Monday, March 14, 2016 – 4:45 P.m.

9. Adjournment

If you would like to submit a comment regarding an item on this meeting agenda, please visit the Form Center.

The City of Wildwood is working to comply with the Americans with Disabilities Act Mandates. Individuals who require an accommodation to attend a meeting should contact City Hall, 636-458-0440 at least 48 hours in advance.

The Economic Development Task Force will consider and act upon these matters listed above and any such others as may be presented at the meeting and determined appropriate for discussion at that time.

WILDWOOD

MEETING OF THE
CITY COUNCIL'S ECONOMIC DEVELOPMENT TASK FORCE

Monday, January 11, 2016, at 4:45 p.m.
WILDWOOD CITY HALL
First Floor Community Room
16860 Main Street
Wildwood, Missouri 63040

MINUTES

I. Call to Order and Roll Call of Members – meeting began at 4:45 p.m.

The meeting was convened by Chair Bertolino at 4:45 p.m. and a roll call of members was taken. Members in attendance included the following: Council Members Bertolino, Levitt, McGowen, and Goodson. Other City officials in attendance included Mayor Woerther, City Administrator Ryan Thomas, Director of Public Works Rick Brown, Director of Planning and Parks Joe Vujnich, and Assistant Director of Planning and Parks Kathy Arnett.

Absent: Council Member Sewell

II. Opening Remarks by Chair Bertolino

Chair Bertolino welcomed everyone to the meeting.

III. Approval of the Meeting Minutes from December 14, 2015

A motion was made by Council Member McGowen, seconded by Council Member Goodson, to approve the minutes. A voice vote was taken, with no objections, and Chair Bertolino declared the motion approved.

IV. Public Comment(s)

John Gragnani noted that he continues to have conversations with a representative from Oberweis Dairy and this individual noted that someone from the company was planning to visit this month and look at areas for a potential new store. The company would be looking for a parcel of ground approximately one and one-half (1 ½) acres in size and in a location, where a drive through would be permissible. City Administrator Thomas noted he has been communicating with the company representative, has sent him information, and will continue discussions with him regarding locating in Wildwood.

V. Discussion Item(s)

V.I. Ready for Action – Three (3) Items

i. Status Update on Final Draft of Economic Development Plan

City Administrator Thomas noted Houseal Lavigne is in the process on amending the Economic Development Plan, per the comments provided by the City. An expected delivery date for the final draft of the plan has not yet been provided by the consultant, but Mr. Thomas hopes to receive it within the next few weeks. Once the final draft is received, a review timeline will be established and then a final presentation by the consultant will be scheduled.

ii. Upcoming Visit by St. Louis Science Center Representatives

City Administrator Thomas noted a meeting is scheduled for Wednesday, January 13th, with the Chief Executive Officer and Chief Financial Officer of the St. Louis Science Center. This meeting is to introduce them to the Wildwood Area and investigate interest in small exhibits within the City. He was looking for feedback from the Task Force Members on suggested points they wished to have discussed at this meeting.

Discussion was then held regarding showing the representatives the following: outdoor spaces in and out of the Town Center Area, Community Park, trails, Hidden Valley Ski Resort, and St. Louis Community College – Wildwood Campus. City Administrator Thomas noted that he was also preparing a PowerPoint slide presentation and handouts, including the Town Center Developments Map and the Community Park Map.

iii. Networking Opportunities with Outdoor Industry Association

City Administrator Thomas introduced an opportunity for the City to establish itself as an outdoor recreation area through participating in some fashion with/in the Outdoor Industry Association. Mr. Thomas is looking for feedback on interest of the City participating in the Summer Market, which is held in August, in Salt Lake City, Utah.

Discussion was then held among the Task Force Members regarding the following: the need to create marketing materials; if other cities are members of this organization; the potential to collaborate with Hidden Valley Ski Resort, which is a member; other types of outdoor businesses, such as tack shops, pro shops, etc., that could be partners; and the existence of other, smaller organizations specific to hiking, bicycling, etc.

Consensus was reached by the members to have City Administrator Thomas continue to pursue this idea and gather more information on these types of opportunities and their costs.

V.II. Not Ready for Action

i. Sewer Extension Planning for Historic Pond Area
ii. Additional "Great Streets" Wayfinding Signage
iii. Village Green Development in Town Center
iv. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities
v. Public Financing Options as Economic Incentives

VI. Other Business News and Updates

Council Member McGowen provided the Task Force Members with information on the Vermont Bicycle Touring Company. This company organizes weeklong events for hiking, bicycling, etc. He has attended several of these tours and commented on what a great job the company does. They also partner with local bed and breakfasts and other companies during the tours.

City Administrator Thomas noted discussions have begun regarding hosting a cross -country camp within the City. Only preliminary ideas have been discussed, but this type of activity could be another opportunity to promote Wildwood's parks and trails.

Director of Planning Vujnich noted there has been interest by a number of developers in multiple-family projects in the Town Center - four (4) separate development entities. If all were submitted, and approved, there would be over 560 new units. He promised to keep the members informed as these projects progress.

Discussion was held regarding whether the CVS Pharmacy was still pursuing a development on the southwest corner of State Route 109 and Manchester Road. Director of Planning Vujnich noted the Department has not heard from the developer in a while, but thought the company's engineer was working on the required traffic study and other engineering items, i.e. grading.

Council Member Goodson noted that a meeting was held with Ezekiel and Stearns and they are still interested in the building on East Avenue. The main discussion point was the size of the existing sign, which is closer to twenty-five (25) square feet, not the thirty (30) square feet that was approved in the site-specific ordinance and whether the City would be willing to allow the sign to stay at its current size. Preliminary discussions were this accommodation on sign size was a possible compromise. City Council will be discussing this matter at their meeting this evening and may approve to allow the draft legislation to be prepared.

VII. Additional Public Comment(s)

None

VIII. Executive (Closed) Session

Executive Session with regard to legal actions, causes of action, litigation or privileged communications between the City's representatives and its attorneys [RSMO 610.021(1) 1994]; lease, purchase or sale of real estate [RSMO 610.021 (2) 1994]; bidding specification [RSMO 610.021 (11) 1994]; and/or sealed bids and related documents, until the bids are opened and sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected [RSMO 610.021 (12) 1994].

A motion was made by Council Member Levitt, seconded by Council Member Goodson, to go into Executive Session.

A roll call vote was taken on the motion, with the following results:
Ayes – Council Members McGowen, Levitt, Goodson, and Bertolino
Nays – None
Absent – Council Member Sewell

Whereupon, Chair Bertolino declared the motion approved by a vote of 4-0.

A motion was made by Council Member Levitt, seconded by Council Member McGowen, to close the Executive Session.

A roll call vote was taken on the motion, with the following results:
Ayes – Council Members McGowen, Levitt, Goodson, and Bertolino
Nays – None
Absent – Council Member Sewell

Whereupon, Chair Bertolino declared the motion approved by a vote of 4-0.

IX. Adjournment

A motion was made by Council Member Levitt, seconded by Council Member McGowen, to adjourn the meeting. All members voted in favor and the motion was approved. The meeting closed at 5:45 p.m.

Respectfully Submitted,
Kathy Arnett
Assistant Director of Planning and Parks

Economic Development Element

A New Element for the Plan (2016)

In the past twenty (20) years, the City has created a number of opportunities for development in Wildwood, whether in residential settings or commercial locations. The commercial locations have been focused in the Town Center Area, given the allowable types, densities, and intensities of land use activities allowed in this special part of the City. The intent of the Town Center was to create a unique environment that provided engaging building architecture, walkable, pedestrian-friendly areas, park once and shop designs for convenience and building placements, and public spaces for gathering and outdoor enjoyment. All types of residential development have continued to occur throughout the community, from three (3) acre lots rural in nature, to the higher density projects in the Town Center Area. Collectively, this growth, whether residential or commercial in nature, was viewed for many years as the City's economic development efforts and sufficient in this regard.

More recently, however, in the last few years, (2013-2015) concerns have been raised, particularly after the Great Recession, that more was needed from the City to spur commercial growth, which would be facilitated by the development of more rooftops. Accordingly, the City Council appointed a task force of its members to develop an approach to this matter. This task force, a group of five (5) City Council members and the Mayor, spent its first year defining the City's long and short-term goals, which are defined below:

Long Term Economic Development Goals:

1. Commitment to sustainable and on-going implementation of all goals.
2. Assign staff coordinator/contact for outreach and information.
3. Develop marketing brochure.
4. Update City's website.
5. Coordinate effort with public relations or economic develop-

ment consultant(s).
6. Use social networking to advance message of City.
7. Continue long-term strategic goals of the City (capital improvements projects).

Short Term Economic Development Goals:
1. Resolve the Town Center Plan Update.
2. Identify City's assets.
3. Develop and implement a branding message campaign.
4. Upgrade existing website to include economic development component.
5. Invite outside advisors (speakers, representatives of various entities or other communities), both local and nationally recognized experts.

Thereafter, the task force engaged an outside consultant to create an Economic Development Plan for the City and identify a group of tasks for implementation and action. With the consultant's work ongoing during the development of this updated plan, the committee was able to review its products and also discuss whether this sixth element to the Master Plan should be included or not. The committee agreed that, at this stage in the City's history, this new element would be beneficial and appropriate for inclusion into the plan, given the need to foster new interest in Town Center, maintain the current successes within this area, and grow the overall community by expanding its population, developing necessary and desired services, and forming new utility networks and infrastructure connections. Collectively, the committee sought to ensure that Wildwood, regardless of existing or future revenue sources, would be self-sustaining in terms of its budgetary needs for the immediate ten (10) year period covered by this updated plan.

Balancing Development Needs and Wildwood's Character

Many pressures face communities in the new economy and competition for new development and retaining existing businesses increas-

es each year. Communities have offered and provided public finance incentives in the billions of dollars, constructed infrastructure and utilities at no cost to the identified development interests, and competed against each other across the region to bring businesses to their respective locations, at the loss to the other governments in the region. This approach to economic development has been studied and criticized and, conversely, praised by different parties, depending on their perspectives and/or perceived benefits. Regardless of the perspective, economic development in this fashion has limited merits, risky and short-term benefits, and high impacts associated with the incumbent negative consequences on other service providers and neighboring communities.

The City of Wildwood has never placed its principles at stake for the short-term benefits of a possible outcome. Of late, certain parties within the City have stated that Wildwood does not have a favorable business environment and changes to its long time regulations and policies in this regard need to be considered and acted upon, so as to change this circumstance and grow the local economy. This growth in the economy is partially based upon the uncertainty that is now associated with the future of the pooled sales tax and the funds it generates for the City. The committee recognizes that it is important to have stable funding sources for the City and a business environment that is positive and vibrant, but is clear in its belief that such must be respective of the goals, objectives, and policies of the City's other elements of its Master Plan.

With each State legislative session, this pooled sales tax issue continues to be debated and it is important for the City to be attentive in this regard, concurrently it must also work to implement the items adopted by the City Council from the consultant's report on economic development. Implementation of these action items identified in the consultant's report has been characterized as being a mix of short and long-term implementation timeframes. Therefore, progress in terms of their implementation should be measured in this regard, but always from the perspective of facilitating business re-

tention and growth, consistent with the established direction of this community, since its incorporation, which has always been by measured and managed growth and quality, resident-based processes to verify successes.

ECONOMIC DEVELOPMENT GOALS

1. Continue to designate and promote the Town Center as the City's core commercial and business area for development (see Planning Element – Objective #4). (2016)

2. Retention of current businesses and the development of new enterprises should be a priority to all staff, boards, commissions, and elected officials of the City. (2016)

3. Allocate funding for capital improvement projects in Town Center Area, focusing on expansions or upgrades to the current street and utility networks, along with open space, park, and trail development there as well. (2016)

4. Develop strategies for the City, so tourists, recreational enthusiasts, and residents of the St. Louis Area will recognize it as a regional destination point. (2016)

ECONOMIC DEVELOPMENT OBJECTIVES

1. Undertake promotional efforts for the Town Center and Chesterfield Valley Industrial Areas. (2016)

2. Organize and participate in outreach efforts among applicable business groups to foster interest in the Town Center and Chesterfield Valley Industrial Areas. (2016)

3. Inventory and report on Town Center Area's and Chesterfield Valley Industrial Area's growth, investment, and business patterns on an annual basis to the City Council, business communi-

ty, and public. (2016)

4. Use the City's 5-Year Capital Improvement Plan to identify and support projects in Town Center and Chesterfield Valley Industrial Areas to encourage new development within them. (2016)

5. Review on three (3) year cycles and modify, when needed, City land use regulations, permitting processes, and compliance efforts to determine and ensure effectiveness in their respective applications. (2016)

6. Establish a business development-retention coordinator for the City. (2016)

7. Make a recommendation to the City Council the Economic Development Task Force be made a standing committee of City Council. (2016)

8. Create and maintain a business development plan focused on the Town Center and Chesterfield Valley Industrial Areas. (2016)

ECONOMIC DEVELOPMENT POLICIES

1. Conduct research to determine what attracts people to Wildwood and develop a promotional campaign highlighting these features. (2016)

2. Identify key strategies for promoting and marketing Wildwood and then implement them. (2016)

3. Establish relationships with organizations/businesses that hold unique community assets, which helps in creating Wildwood's unique character. (2016)

4. Optimize the utilization of the City website, e-newsletter, and social media, including the possible development of new mobile

applications. (2016)

5. Develop promotional materials, in conjunction with community representatives, which can be disseminated to desired businesses, restaurants, employers, development interests, and others to market Wildwood as a great place to live, work, and play. (2016)

6. Implement the City of Wildwood's Economic Development Plan. (2016)

7. Complete the third phase of the Manchester Road Streetscape Project and facilitate the development of Main Street from its current terminus, at Market Avenue, to State Route 109. (2016)

Economic Development Element Cross-Reference

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3	Goal 4
Obj. 1	X		X	X
Obj. 2	X		X	X
Obj. 3		X		
Obj. 4			X	
Obj. 5	X			X
Obj. 6		X		X
Obj. 7	X	X		
Obj. 8	X			X
Pol. 1		X		X
Pol. 2	X			X
Pol. 3	X	X		X
Pol. 4	X			X
Pol. 5	X			X
Pol. 6	X	X	X	X
Pol. 7			X	