



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