



# WILDWOOD

## MEETING OF THE CITY COUNCIL'S ECONOMIC DEVELOPMENT TASK FORCE

**Monday, May 23, 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, McGowen, Dodwell, and Goodson. Council Members Levitt and Porter were absent. Other City officials in attendance included 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.

#### ***II. Opening Remarks by Chair Bertolino***

Chair Bertolino welcomed everyone to the meeting and introduced the consultants present. These consultants included Drew Awsumb, with Houseal Lavigne, and Susan Gerard and Sherry Wehner, from Gerard Marketing Group.

#### ***III. Approval of the Meeting Minutes from April 12, 2016***

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 one (1) abstention (Dodwell), and Chair Bertolino declared the motion approved.

#### ***IV. Public Comment(s)***

None

#### ***V. Discussion Item(s)***

##### ***Ready for Action – Four (4) Items***

##### ***a. Introduction of Proposed Marketing and Public Relations Firm***

Chair Bertolino asked the representatives from Gerard Marketing Group for an introduction and an overview of its proposal.

Susan Gerard, provided an overview of the firm's background, noting it has experts in public relations, digital work, and print items addressing all of the things the City is seeking from its Request for Proposals (RFP). All of their work is done in the cloud and on Basecamp software.

Sherry Wehner then noted it was referred by a Wildwood resident and bring three (3) important marketing imperatives: 1. The ability to tell the story of the City to the right people and in the right way; 2. The direction to engage local businesses; and 3. Publicity work to engage the community.

Discussion was then held regarding the following: the marketing vision; the brand that still needs to be developed; the engagement process to be used for the community, staff, and City Council; and the scheduling of a kickoff meeting with City Council and staff.

b. Review of Primary City Economic Development Documents

Chair Bertolino reviewed the volume of new economic development directives that have come from a number of entities within the City. He noted that it was his belief the Economic Development Task Force should take the responsibility of coalescing these items and establish a solid direction for the City.

Council Members Goodson and McGowen noted they would like the Implementation Matrix of the Economic Development Guide to be included in the final version. All Task Force members agreed that the guide should include all three (3) directives in a single document (Guide, Implementation Matrix, and year one priorities), with identification of timeframes and resources.

The Task Force requested City Administrator Thomas combine all of the City's economic development documents into a single spreadsheet. They then discussed the key items where they believe the City's focus should be: hiring an economic development person; coordination of initial materials; and a couple of items that are to be determined where initial focus should be directed.

c. Desired Qualifications for an Economic Development Position

The Task Force then reviewed the example job description provided by Houseal Lavigne and the members agreed, with minor revisions to managerial role, title, and a few other details. The members stated the description would be exactly what would be sought for this position. Discussion was then held on the following: the lack of desire to make this new position an entry-level type; how the success of this position would be measured; the desire for this person to attract professional offices, in addition to retail; the need to leverage the area's high ranking for IT startups in the nation; and the creation of the entrepreneur hub, as a long-term goal for these start-ups.

The Task Force then directed the City Administrator to draft a job description for the economic development position and bring it back to the members at a future meeting, along with a salary range, noting the funding of this position will have to be approved by the City Council. City Administrator Thomas noted he will also contact the City of O'Fallon, Missouri, who recently completed a similar process to gather their opinion on the field of available candidates and the process they followed.

d. Future Role of the Economic Development Task Force

This item was tabled until a future meeting for discussion, but it was noted this discussion should include an identification of the three (3) major items that can begin immediately, along with timeframes of what can be completed within the next three (3) months, six (6) months, year, etc.

**Not Ready for Action**

- a. Sewer Extension Planning for Historic Pond Area
- b. Additional "Great Streets" Wayfinding Signage

- c. Village Green Development in Town Center
- d. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities
- e. Public Financing Options as Economic Incentives
- f. Networking Opportunities with Outdoor Industry Association

**VI. Other Business News and Updates**

None

**VII. Additional Public Comment(s)**

None

**VIII. Next Meeting Date – Monday, June 27, 2016 – 4:45 pm**

**IX. Adjournment**

A motion was made by Council Member McGowen, seconded by Council Member Goodson, to adjourn the meeting. All members voted in favor and the motion was approved. The meeting closed at 5:50 p.m.