



# WILDWOOD®

## MEETING OF THE CITY COUNCIL'S ECONOMIC DEVELOPMENT COMMITTEE

**Monday, September 26, 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 at 4:45 p.m. and a roll call of members was taken. Members in attendance included the following: Council Members McGowen, Manton, Cullinane, Dodwell, Bertolino, Porter, Levitt, and Goodson. Other City officials in attendance included City Administrator Ryan Thomas, Director of Planning and Parks Joe Vujnich, Assistant Director of Planning and Parks Kathy Arnett, Director of Public Works Rick Brown, and City Clerk Liz Weiss.

#### ***II. Election of a Committee Chairperson***

A motion was made by Council Member McGowen, seconded by Council Member Manton, to nominate Council Member Bertolino as the Committee Chairperson. A voice vote was taken, with no objections, and the motion was approved.

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

Chair Bertolino suggested those in attendance wishing to provide comments, make them at the time the item is discussed.

A motion was made by Council Member Manton, seconded by Council Member Dodwell, to reorder the agenda to discuss the 'Consideration of New City Logo and Economic Development Initiative Logo' first. A voice vote was taken, with no objections, and the motion was approved.

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

##### ***For Action – One (1) Item***

##### **a. Consideration of New City Logo and Economic Development Initiative Logo**

Susan Gerard, Gerard Marketing Group, provided a presentation on the evolution of the Wildwood brand. She noted the purpose of this progress is to support the economic development initiatives of the City Council and differentiate it in the marketplace more clearly. She went on to provide the refreshed City logo and the Economic Development Initiative Logo and explained how these items were developed. She then noted, along with the Economic Development Initiative Logo, the phrase, "Evergreen Community, Cultivating Progress", was created to strike a balance between the rural and suburban areas of the City.

Discussion was held among Committee Members regarding the following: concern with the presentation's mention of the City being divided into an eastern and western mentality; concern with the word 'evergreen' in the logo phrase; when the new logo will be used and what the cost of its implementation will be; the desire for circular bumper stickers to be created of the Economic Development Initiative Logo; the belief the logo is not a complete overhaul but a refresh; if a logo is necessary; the belief there is not an eastern/western divide in the City; and the belief the logos will enhance the City's current situation.

#### **Public Comment –**

Tammy Shea - noted she did not understand the connection between some of the items in the presentation and the development of a logo. She added her frustration with the indication that the current situation in the City is broken and that the City is divided.

John Gragnani - stated he did not understand the need for the development of a new logo and believes it is a waste of time and money.

#### **For Information – Four (4) Items**

##### **a. Short-term Implementation of Strategy of the Economic Development Task Force**

City Administrator Thomas provided the Short-term Implementation Strategy of the Economic Development Task Force for their review.

##### **b. New Economic Development Manager**

City Administrator Thomas noted Julian Jacquin has been hired as the City's Economic Development Manager and the City is looking forward to his first day of employment on October 17, 2016.

##### **c. Potential Internet Café/Business Incubator**

Assistant Director of Planning and Parks Arnett provided an overview of the research the Department has developed with regards to providing a solution to residents who work from home that have a need not met by their current high speed internet service. She noted the Department has begun investigating leasing a retail space in the City's Town Center that could be used as an internet café. She noted an internet café would be a space where tables, chairs, and high speed internet would be provided by the City. She added five (5) locations were contacted and each has multiple spaces available with a range in price. Assistant Director Arnett concluded, if there is interest from the Committee Members, the item could be added to the 2017 Fiscal Year discussion.

Discussion was held among Committee Members regarding the following items: how cost/charge would be determined; if companies like Panera would object to potentially losing their clients; if the movie theater space could be an option; the belief the Economic Development Manager should research this idea/ information further, after he begins working for the City.

##### **d. New Resident Welcome Package**

Assistant Director of Planning and Parks Arnett noted each month Ameren Missouri now provides successor connection reports each month with a list of new residents that have moved into the City. The Department has discussed using this list to send out 'New Resident Welcome Packets' to each of the

City's newest residents. Assistant Director Arnett concluded, if there is interest from the Committee Members, the item could be added to the 2017 Fiscal Year discussion.

Discussion was held among Committee Members: the belief the City should move forward this welcome package and contact the WBA (Wildwood Business Association) as well with regards to it.

**Not Ready for Action – Four (4) Items**

- A. Additional “Great Streets” Wayfinding Signage
- B. Village Green Development in Town Center
- C. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities
- D. Public Financing Options as Economic Incentives

**V. Other Business News and Updates**

None

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

None

**VII. Next Meeting Date – Monday, October 24, 2016 – 4:45 pm**

**VII. Adjournment**

A motion was made by Council Member Levitt, seconded by Council Member Manton, to adjourn the meeting. All members voted in favor and the motion was approved. The meeting closed at 6:20 p.m.