



WILDWOOD

MEETING OF THE **ECONOMIC DEVELOPMENT COMMITTEE**

Tuesday, October 10, 2023 at 5:30 p.m.

WILDWOOD CITY HALL
16860 Main Street
Wildwood, Missouri 63040

This meeting will be held in person within the Community Room at City Hall as well as via

Zoom at <https://us02web.zoom.us/j/81508137368>

Also Available for Viewing on the City of Wildwood's YouTube Channel

at www.cityofwildwood.com/youtube

AGENDA

1. Call To Order
2. Roll Call Of Members
3. Approval Of Minutes - September 26, 2023 Meeting

Documents:

[EDC MINUTES_9.26.2023 DRAFT.PDF](#)

4. Public Comment
5. Discussion Item(S)
 - 5.I. For Information

- 5.I.i. Update On Business Changes And Other Business News

Documents:

[EDC_UPDATE ON BUSINESS CHANGES AND OTHER BUSINESS NEWS_10.10.2023.PDF](#)

- 5.II. Ready For Action

- 5.II.i. Review Of 2024 Budget

Documents:

[EDC_2024 ECONOMIC DEV EXP BUDGET.PDF](#)

5.III. Not Ready For Action

5.III.i. Update To The Economic Development Guide

6. Miscellaneous

7. Next Meeting Date – November 28, 2023 At 6:00 P.m.

8. Adjournment

The City Council Economic Development Committee Will Consider and Act upon the Matters Listed above and Such Others as May Be Presented at the Meeting and Determined to Be Appropriate for Discussion at That Time.

Notice Is Hereby Given That the City Council Economic Development Committee May Also Hold A Closed Meeting for the Purpose of Dealing with Matters Relating to One or More of the Following: Legal Actions, Causes of Action, Litigation or Privileged Communications Between the City's Representatives and its Attorneys [§ 610.021(1), RSMo.]; Lease, Purchase or Sale of Real Estate [§ 610.021(2), RSMo.]; Hiring, Firing, Disciplining or Promoting Employees by a Public Governmental Body [§ 610.021(3), RSMo.]; Bidding Specification [§ 610.021(11), RSMo.]; Sealed Bids or Proposals, Related Documents and Documents Related to a Negotiated Contract [§ 610.021(12), RSMo.]; Individually Identifiable Personnel Records [§ 610.021(13), RSMo.] and/or Proprietary Technological Innovations [§ 610.021(15), RSMo.].

The City of Wildwood will provide reasonable accommodations for persons attending City Council Economic Development Committee Meetings. Requests for reasonable accommodations should be made by contacting Megan Eldridge, City Clerk, at 636-458-0440 or email at megan@cityofwildwood.com at least 48 hours prior to the start of the meeting.



WILDWOOD

RECORD OF PROCEEDINGS OF THE **ECONOMIC DEVELOPMENT COMMITTEE**

Tuesday, September 26, 2023 at 6:00 p.m.

WILDWOOD CITY HALL
16860 Main Street
Wildwood, Missouri 63040

The meeting of the Economic Development Committee was called to order at 6:00 p.m.

Roll Call was taken with the following result:

Present at Roll Call: Chair Ottenberg
Council Member Bartoni*
Council Member Brost
Council Member Dodwell
Council Member Marshall

Absent: Council Member Flaschar
Council Member Garritano
Council Member Jakcsy

Also Present: City Administrator Thomas Lee
Deputy City Clerk Colleen Lohbeck*
Senior Planner Travis Newberry

* attended via Zoom

APPROVAL OF MINUTES – July 19, 2023 Meeting

A motion was made by Council Member Brost to approve the minutes as submitted. The motion was seconded by Council Member Dodwell. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

PUBLIC COMMENTS – None

DISCUSSION ITEMS

FOR INFORMATION:

Update on Business Changes and Other Business News

City Administrator Thomas Lee provided an update on changes and other news regarding businesses in Wildwood.

Update on Temporary Sign Regulations

City Administrator Thomas Lee provided an overview of the changes to the Temporary Sign Regulations as a result of the input from the business community.

Hiring of Economic Development/Communications Manager

City Administrator Lee presented a draft of the job description for the Economic Development/Communications Manager. The focus of this position will be on communications; managing website content and functionality; regular social media updates to effectively communicate with the public; communication to potentially lead to economic development. The position will be posted with the intent to fill it successfully by the end of the year.

READY FOR ACTION:

Review of Landing Page for Live, Work, Play Marketing Campaign

City Administrator Lee gave an overview of the marketing campaign: the content, language, appearance of the landing page for the campaign; selling our City as well as Town Center; contact information to businesses about space availability; content ready to go live on our website.

A motion was made by Council Member Brost to move forward to post the content on our website. The motion was seconded by Council Member Dodwell. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

2023 Holiday Tree Lighting Ceremony

City Administrator Lee provided an update on the Wildwood Business Association and their decision to not host the Holiday Tree Lighting Ceremony. Due to the popularity of this event with our residents as well as the value to our business community, he recommends that the City host the event on December 2, 2023. Discussion was held regarding possible sponsorship from businesses and handing out discount coupons to encourage participants to shop local.

A motion was made by Council Member Bartoni to move forward with the Holiday Tree Lighting Event. The motion was seconded by Council Member Dodwell. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

NOT READY FOR ACTION:

Update to the Economic Development Guide

No discussion was held on this topic.

MISCELLANEOUS

It was noted by Chair Ottenberg that there are plans for a new version of the Wildwood Business Association in the near future.

NEXT MEETING DATE:

Chair Ottenberg announced the next meeting of the Committee will be on October 10, 2023, at 5:30 p.m.

ADJOURNMENT

A motion was made by Council Member Marshall to adjourn the meeting. The motion was seconded by Council Member Brost. A voice vote was taken with an affirmative result. Chair Ottenberg adjourned the meeting at 7:30 p.m.

The City Council Economic Development Committee will consider and act upon the matters Listed above, and such others as may be presented at the Meeting and determined to be appropriate for discussion at that time.

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WILDWOOD

Economic Development Committee

October 10, 2023 Meeting

Business News and Updates

New Businesses:

- **SSM Health Physical Therapy** (16962 Manchester Rd, Suite B): SSM Health Physical Therapy located at 16962 Manchester Rd, Suite B has officially opened. The Department will be working with SSM Health to schedule a ribbon cutting ceremony. More info to come.
- **Capture Technologies, LLC** (16759 Main Street, Suite 209): Capture Technologies, LLC officially opened its software and technology company at 16759 Main Street, Suite 209. Capture Technologies, LLC specializes in providing businesses with the most up-to-date security and communication solutions.
- **J+B Wellness Café** (16962 Manchester Rd): J+B Wellness Café is planning to open at 16962 Manchester Rd. They will be taking over the property occupied by Fantastic Cakes and Where to Buy Them. J+B Wellness Café plans to install a walkup window at the property to serve customers. The property located at 16962 Manchester Rd is classified as historic property, so the Historic Preservation Commission (HPC) had to approve the alterations. The HPC approved the plans at its meeting on September 28, 2023. J+B Wellness Café plans to open before the end of 2023.
- **Spirit Bank** (2675 Westglen Farms Dr): Spirit Bank will be opening a brick-and-mortar bank at the property located at 2675 Westglen Farms Dr. Spirit Bank will officially close on the property on October 25, 2023, and they plan to open shortly thereafter.
- **Magnolia Soap & Bath Company** (2448 Taylor Rd): April Baker is opening a new business in Town Center called Magnolia Soap & Bath Company. Her business will be located at 2448 Taylor Rd (previously occupied by State Farm, next to Dierbergs). She plans to open her business before December 2023. Magnolia Soap & Bath Company has 43 locations nationwide.
- **Emily Lucarz Photography, LLC** (17185 New College Ave): Emily Lucarz Photography, LLC, officially opened on September 21, 2023. The Department will be working with Emily Lucarz to coordinate a ribbon cutting ceremony. More info to come.

Business Closures:

- **Fahr Garden Center** (18944 St Albans Rd): Solis Agrosociences closed the Fahr Garden Center at the end of August 2023. Fahr Greenhouses was bought by Solis Agrosociences in late 2022. Solis Agrosociences did not intend to continue commercial operations at this location. They plan to test different agricultural techniques for 3rd parties. The property is not zoned for this purpose, so it will be going in front of the P&Z Commission in November 2023. Fahr Greenhouse is located at 18944 St Albans Rd.

Other Business Activity:

- **The Porch** (16957 Manchester Rd): Jan Coffman recently purchased The Porch located at 16957 Manchester Rd. Ms. Coffman has reached out to the City to apply for a new business license. At this time, the Department is not aware of any planned modifications to the property or whether Ms. Coffman intends to change the name of the business. More info to come.
- **Three French Hens** (16935 Manchester Rd): The Department of Planning has been working with the Metro West Fire Protection District and St. Louis County on a non-permitted improvement to the Three French Hens' building. This non-permitted improvement enclosed both sides of the existing building, which has triggered a number of code issues and fire concerns. All parties are working together with the owner to find a safe solution via the codes.
- **Ballwin Sinclair Automotive** (16929 Manchester Rd): Ballwin Sinclair Automotive located at 16929 Manchester Rd officially closed back in July 2023. The owner of Kelly Motors, Robert Kelly, purchased the property and recently received a new business license. Ballwin Sinclair Automotive will be re-opening, and it will be run by Robert Kelly's son, Bobby Kelly.
- **16701 Manchester Rd**: The Department will be meeting with NAI DESCO this Thursday, October 12, 2023, to discuss the property located at 16701 Manchester Rd (12.23 acres).

Business Events:

- **Ribbon Cutting Ceremonies:**
 - **Tresses by Jess Salon** (16451 Village Plaza View Dr): Tresses by Jess Salon will be holding a ribbon cutting ceremony on Friday, October 20, 2023, from 3:00pm to 4:00pm.
- **Wildwood Business Forum**: The City of Wildwood will be hosting its fourth business forum on Thursday, October 12, 2023, from 7:30am to 8:30am. The forum will take place at City Hall within the Community Room. This will be the final business forum of the year.

**City of Wildwood
Fiscal Year 2024**

**(10) Administration
Economic Development Expenditure Detail**

General Fund (10)	Actual 2021	Actual 2022	Original Budget 2023	Final Budget 2023	Estimated 2023	Budget 2024	Percentage of Subtotal	Percentage Increase (Decrease) from PY Est	3-Year Increase (Decrease)
Personnel Expenditures									
101-14 Regular Salaries - Econ. Dev.	60,386	50,117	101,175	69,756	69,756	85,000	66%	22%	41%
120-14 FICA - Econ Dev.	4,625	3,981	7,740	5,181	5,181	6,503	5%	26%	41%
140-14 Employee Health Benefits - Econ. Dev.	4,469	6,187	17,952	11,507	11,507	30,692	24%	167%	587%
142-14 Insurance (Life & Disability) Econ. Dev.	517	415	829	829	829	436	0%	-47%	-16%
144-14 Pension Expense - Econ. Dev.	4,227	337	7,082	3,827	3,827	5,950	5%	55%	41%
180-14 Worker's Compensation Econ. Dev.	1,093	944	213	213	213	179	0%	-16%	-84%
	75,317	61,980	134,991	91,313	91,313	128,760	100%	41%	71%
Operating Expenditures									
201-14 Community Relations - Econ. Dev.	11,781	7,741	18,000	18,000	18,000	20,000	74%	11%	70%
204-14 Dues/Memberships - Econ. Dev.	1,005	-	1,740	1,740	1,740	1,690	6%	-3%	68%
224-14 Maintenance - Vehicles Econ. Dev.	504	633	500	500	500	500	2%	0%	-1%
268-14 Supplies - Office Econ Dev	983	840	500	500	500	500	2%	0%	-49%
270-14 Training - Econ. Dev.	481	-	1,000	1,000	1,000	1,000	4%	0%	108%
274-14 Travel - Econ. Dev.	805	-	500	500	500	500	2%	0%	-38%
282-14 Utilities - Telephone - Econ. Dev.	863	935	950	950	950	1,082	4%	14%	25%
293-14 Computer Equipment Under \$5K	1,464	1,100	1,900	1,900	1,900	1,900	7%	0%	30%
	17,886	11,249	25,090	25,090	25,090	27,172	100%	8%	52%
Contractual Expenditures									
340-14 Consultant Costs - Econ. Dev.	3,319	3,562	5,000	300	300	-	N/A	-100%	-100%
	3,319	3,562	5,000	300	300	-	0%	-100%	-100%
Total Economic Development	96,521	76,791	165,081	116,703	116,703	155,932	100%	34%	62%

Department Purpose

The Economic Development program is included in the Administration Department, therefore the information below is also included in the Administration Department Summary.

2023 Accomplishments

1. Actively participated as a member of the Wildwood Business Association and West St. Louis County Chamber of Commerce to enhance relationships with local businesses, and continued the City's positive new relationships with the St. Louis Economic Development Partnership, and the Missouri Department of Economic Development.

2024 Budget Goals

1. Continue to implement the City's Master Plan - Economic Development Element, the City's Economic Development Guide and Strategic Goals and Objectives.
2. Continue to enhance the City's Business Retention and Expansion program.
3. Continue proactive contact with existing local business owners in 2023. Continue to host new special event programming in collaboration with the Wildwood business community.
4. Continue efforts to attract new retail and office users and increase the City's occupancy rates.
5. Continue to represent the City of Wildwood in the Wildwood Business Association and the West St. Louis County Chamber of Commerce.