



Record of Proceedings of Meeting of the
**City Council's Economic Development
Committee**

Tuesday January 24, 2023 at 5:30 pm
Meeting held via Zoom

I. Call to Order and Roll Call

Vice chair Dodwell opened the meeting at 5:31 pm and roll call was taken.

Committee Members in Attendance Vice Chair Dodwell
Council Member Bartoni
Council Member Garritano
Council Member Hopper
Council Member Jakcsy
Council Member McCutchen

Committee Members Absent Chair Ottenberg
Council Member Brost

Staff Members in Attendance Economic Development/Communication Mgr. Thomas Lee
Deputy City Clerk Colleen Lohbeck

II. Approval of Minutes – November 22, 2022 Meeting

The minutes of the meeting held on November 22, 2022 were submitted for approval. Council Member Garritano motioned to approve the minutes from the November 22, 2022 meeting, and Council Member Bartoni seconded the motion. A voice vote was taken with an affirmative result. Vice Chair Dodwell declared the motion passed. Council Member McCutchen was absent at the time of the vote.

III. Public Comment(s) - none

IV. Discussion Item(s)

For Information

A. Update on Business Changes and Other Business News

Economic Development Manager Lee provided status and news regarding businesses in Wildwood, as well as the application for Local Tourism Asset Development Grant, which would provide matching funds to the City.

B. Business Forum Report

Economic Development Manager Lee provided an overview of the first Wildwood Business Forum that was held on January 12, 2023, and attended by approximately 35 businesses.

Discussion was held regarding signage concerns, frequency and format for future Forums, timing of next forum before vacation season.

Ready for Action

A. 2023 Marketing Campaign

Discussion was held regarding the Live, Work, Play Marketing Campaign, specifically the Committee discussed types of promotions, placement of print and media ads, timing of bids to vendors, adding a Shop Local component, review of bids from vendors, and a March/April timeframe.

Council Member Garritano made a motion to proceed with sending out bids and begin planning the Live, Work, Play Marketing Campaign. Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result, and Vice Chair Dodwell declared the motion passed. Council Member McCutchen abstained.

Not Ready for Action

A. Update to the Economic Development Guide

B. Home Based Business Exposition

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for February 21, 2023 at 5:00 p.m.

VI. Adjournment

Council Member Bartoni motioned to adjourn the meeting, and Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result. Therefore, Vice Chair Dodwell declared the meeting adjourned at 6:16 pm.