



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

Tuesday February 21, 2023 at  
5:00 pm Meeting held via Zoom.

**I. Call to Order and Roll Call**

Chair Ottenberg opened the meeting at 5:00 pm and roll call was taken.

Committee Members in Attendance:

Chair Ottenberg  
Council Member Bartoni  
Council Member Brost  
Council Member Dodwell  
Council Member Garritano (arrived 5:03 pm)  
Council Member Hopper (arrived 5:05 pm)  
Council Member Jakcsy  
Council Member McCutchen

Staff Members in Attendance:

City Administrator Steve Cross  
Economic Dev/Communications Mgr. Thomas Lee  
Deputy City Clerk Colleen Lohbeck

**II. Approval of Minutes – January 24, 2023**

The minutes of the January 24, 2023 meeting were submitted for approval. Council Member Dodwell motioned to approve the minutes from the January 24, 2023 meeting and Council Member McCutchen seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed. Chair Ottenberg and Council Member Brost abstained.

**III. Public Comments – None**

**IV. Discussion Items**

**For Information**

**A. Update on Business Changes and Other Business News**

Economic Development Manager Lee provided the latest updates and news regarding businesses in Wildwood.

**B. 2023 Marketing Campaign Update**

Economic Development Manager Lee provided a comprehensive overview of plans for the campaign. Two (2) bids have been received and presented to the committee. He requested time to obtain three (3)

more marketing proposals. Further discussion will be moved to the March 28, 2023 meeting.

### **Ready for Action**

#### **A. Discussion of Business Signage**

Discussion was held regarding a number of concerns expressed by businesses regarding our sign regulations, wall signage height requirements, comparison to neighboring cities, restrictions and/or changes need to make sense, flexible options for use of temporary signs, needing to maintain a rural feel, placement of monument signs, most recent changes to sign requirements were in 2006, sign permits require approval from Planning and Zoning, simplifying the review and permit process for signs for new businesses.

Chair Ottenberg suggested tabling further discussion until the March 28, 2023, committee meeting to allow for further research and to distribute an update to the business community.

#### **B. Business Forum Schedule**

Economic Development Manager Lee provided promotional material and a schedule of proposed dates of the Business Forum for approval. Council Member Bartoni motioned to approve the schedule as presented. Council Member Brost seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

### **Not Ready for Action**

#### **A. Update to the Economic Development Guide**

Economic Development Manager Lee stated the results of the business survey will direct further development of the Guide.

#### **B. Home-Based Business Exposition**

Economic Development Manager Lee indicated discussion was being held with some businesses as to whether or not to hold the Exposition at the Farmers Market.

V. **Next Meeting Date** – March 28, 2023 at 6:00 pm.

#### **VI. Adjournment**

Council Member Hopper motioned to adjourn the meeting. Council Member Dodwell seconded the motion. A voice vote was taken with an affirmative result. Therefore, Chair Ottenberg declared the meeting adjourned at 5:53 pm.