



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

Tuesday March 28, 2023 at 6:00 pm
Meeting held in-person and via
Zoom

I. Call to Order and Roll Call

II. Chair Ottenberg opened the meeting at 6:00 p.m. and roll call was taken.

Committee Members Present:

Chair Ottenberg
Council Member Bartoni *
Council Member Brost *
Council Member Dodwell
Council Member Jakcsy
Council Member McCutchen*

* attended via Zoom

Committee Members Absent:

Council Member Garritano
Council Member Hopper

Staff Members Present:

Interim City Administrator/Economic Development/Communications
Manager Thomas Lee
Senior Planner Travis Newberry
Deputy City Clerk Colleen Lohbeck

III. Approval of Minutes – February 21, 2023

The minutes from the February 21, 2023 meeting were submitted for approval. A motion was made by Council Member Dodwell to approve the minutes from the February 21, 2023 meeting. Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

IV. Public Comments

Jenny Goskie gave an update on upcoming WBA activities.

Mary Bellrose spoke regarding Solis Agrosociences assisting Fahr Garden Center.

Laura Jones of RL Jones Properties spoke about the landscape requirements and sign visibility at Wildwood Square.

V. For Information

A. Update on Business Changes and Other Business News

Interim City Administrator/Economic Development/Communications Manager Thomas Lee provided an update on changes and other news regarding businesses in Wildwood.

VI. Ready for Action

A. Home-Based Business Exposition

Discussion was held regarding the time and location of the event, the number of businesses able to participate, minimal cost to the City, announcement of event on the City's webpage, through internet and business contact list.

A motion was made by Council Member Jakcsy to move forward with the Home-Based Business Exposition in conjunction with the Farmer's Market on Saturday, June 24, 2023. Council Member Brost seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

B. 2023 Marketing Campaign Update

Discussion was held regarding outside agencies' willingness to work within our budget and time constraints, no promise of results, possible partnership with small boutique agencies, small in-house test campaign.

A motion was made by Council Member Dodwell to table this topic until the April 25, 2023 meeting to allow for additional research. Council Member Jakcsy seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

C. Discussion of Business Signage

Discussion was held regarding the number of concerns received in other municipalities, larger signs mean better visibility, regulations promote uniformity, changes could cause disparity, possible changes to City's temporary sign regulations, signs blocked by required landscaping and trees, different types of signage available, continuous input from business community is essential

Council Member Dodwell made a motion to recommend a change to the temporary sign regulations, increasing sign visibility from 5 continuous days to 15 continuous days. Council Member Brost seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

VI. Not Ready for Action

A. Update to the Economic Development Guide

No comments or discussion as topic is not ready for action at this time.

VII. Next Meeting Date – April 25, 2023 at 6:00 p.m.

VIII. Adjournment

A motion was made by Council Member Jakcsy 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 6:45 p.m.