



WILDWOOD®

Record of Proceedings - APPROVED
CITY COUNCIL'S ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, April 23, 2019 at 6:00 pm
WILDWOOD CITY HALL
Community Room
16860 Main Street
Wildwood, Missouri 63040

I. Call to Order and Roll Call

Chair Dodwell called the meeting to order at 6:00 pm. A voice roll call was taken for attendance with the following results:

Committee Members in Attendance:

Chair Katie Dodwell
Council Member Dave Bertolino
Council Member Lauren Edens
Council Member Larry McGowen
Council Member Niles Stephens
Council Member Tim Woerther

Council Members Absent:

Council Member Kevin Dillard
Council Member Cheryl Jordan

Staff Members in Attendance:

Economic Development Manager Julian Jacquin
Co-Interim City Administrator Steve Cross
Co-Interim City Administrator and
Director, Planning & Parks, Joe Vujnich
Meeting Recorder Carla Patrick

II. Election of Chairperson

Council Member Bertolino nominated Chair Dodwell to continue in the position of Chairperson.
Council Member Woerther nominated Council Member Stephens for position of Chairperson.
Council Member Edens seconded both motions.

Discussion included candidate ideas for future Committee focus in response to the request for such by Council Member Edens. Chair Dodwell included utilizing successful local businesses as a teaching resource and strategies to increase foot traffic in Town Center. Council Member Stephens included increased community engagement and completion of Main Street extension (Crestview Drive).

A roll call vote was taken with the following results:

Chair Dodwell	Dodwell
Council Member Bertolino	Dodwell
Council Member Edens	Dodwell
Council Member McGowen	Dodwell
Council Member Stephens	Stephens
Council Member Woerther	Stephens

Therefore, the motion declaring Chair Dodwell to remain as Chairperson was declared passed.

III. Approval of Minutes – March 26, 2019 Meeting

The minutes of the meeting of March 26, 2019 were submitted for approval. Council Member Woerther motioned for approval of the March meeting minutes, and Council Member Stephens seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the motion passed.

IV. Public Comment(s)

Council Member Gagnani suggested a Committee goal be to acquire businesses able to be sustainable in this Community, driven by the population base.

V. Discussion Item(s)

Ready For Action

A. Revenue of Economic Development Guide

Economic Development Manager Jacquin provided the Committee with the City's Economic Development Guide for their formal content review.

Discussion included that action statements drive the Economic Development task oriented goals, the guide is to be used as a working document, data/resources available from regional organizations, inclusion of data from Town Center Plan Review Committee, inclusion of all areas (not just Town Center), effects of future Town Center development, Committee's ability to complete the review without consultant assistance, the City's Master Plan addition of an Economic Development section in 2016, which correlates to the Economic Development Plan and that the Five Year Strategic Plan is scheduled for update in 2020.

Chair Dodwell requested the following action assignments:

1. Committee Members are to review the Guide, and submit their suggestions for action that needs to continue and priority for such, with submission to Economic Development Manager Jacquin by May 17th.
2. Co-Interim City Administrators Cross and Vujnich will request of City Department Heads how Economic Development impacts their job area. They will obtain, summarize and present the responses to this Committee.

B. Review of 2018-2019 Goals

Economic Development Manager Jacquin provided the Committee with a draft of the 2018 Accomplishments and 2019 Goals for benefit of the new Committee members. The City's Five Year Strategic Goals and Objectives (2015-2019) were provided for reference.

Discussion included increasing relationships with surrounding municipalities, collaboration through the West County Chamber of Commerce, equestrian based opportunities and return on investment derived from exhibit booths at events such as the Great Rivers Greenway Festival and Mississippi Valley Bike and Outdoor Expo (City event promotion and contact/vendor list access).

C. May Meeting Date

Economic Development Manager Jacquin requested a May meeting date change to May 29th in order to accommodate the May 28th City Council meeting due to observance of the Memorial Day holiday on that Monday (normal City Council meeting day).

Discussion included alternate dates and that Dr. Prange of Cherry Hills Family Eye Care will speak at that meeting. All members present agreed upon the May 29th meeting date.

For Information

A. Economic Development Manager Report

Economic Development Manager Jacquin provided the Committee his current report of the City's Economic Development activities. To include business activity as follows:

- Simmons Bank acquisition of Reliance Bank
- ArchitectNow leased space expansion
- Stonecrest of Wildwood sale to Anthology Senior Living of Chicago
- Hidden Valley zip line progress
- Butler Durrell Security's move to new location
- DESCOCO Group retaining wall sign installation at Schnucks Wildwood Crossing
- Cherry Hills Family Eye Care building permit receipt for new location at Schnucks Wildwood Crossing
- Against Gravity opening at Winding Trails Centre
- Code Ninjas Grand Opening Celebration on May 4th
- Public Hearing for proposed plan revisions for Prime Place to include increased size
- Craft new signage and anticipated opening in April
- Travel Tyme receipt of interior buildout for their space at Dierbergs Town Center
- Arsenal Business Growth anticipated May opening in Westridge Office Centre
- Jack-in-the-Box property at Schnucks Wildwood Crossing sale
- RL Jones Properties lease for new fitness/wellness tenant at Wildwood Square Center
- Potential purchase of Wildwood BP gas station at Highways 100/109
- Potential purchase of McQuerry's Heating & Air Conditioning at Manchester/Pond Roads
- Interests in Town Center retail space

B. ICSC P3 Missouri Luncheon

Economic Development Manager Jacquin provided the Committee with the program for the above noted event, which he will be in attendance on behalf of the City.

C. ICSC RECon Attendee List

Economic Development Manager Jacquin addressed a request from Council Member Stephens at the February meeting to provide a list of registered attendees for the 2019 International Council of Shopping Centers (ICSC) Real Estate Convention (RECon) in May. He had the list available, noting that approximately 55% of the expected attendees have registered at this time,

Not Ready for Action – None

VI. Other Business News and Updates

Economic Development Manager Jacquin reminded the Committee of the upcoming Business Appreciation Reception hosted by the City next week, and reported that the Wildwood Business Association Passport Event has 59 business participants.

Council Member Edens distributed a proposal for a series of events hosted by the City in conjunction with local businesses for Summer/Fall 2019 with a landscaping/gardening theme. She requested this proposal be placed on the May agenda for discussion. Initial discussion of her proposal included the current Community Garden and YMCA partnership speaker series, and the City event budget and schedule currently in place for 2019 (100+ events). Chair Dodwell requested the proposal be placed on the May agenda, wherein the proposal could be developed further.

VII. Next Meeting Date: Wednesday, May 29, 2019 at 6:00 pm

IV. Adjournment

A motion to adjourn the meeting was made by Council Member Bertolino and seconded by Council Member Edens. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the meeting adjourned at 7:40 pm.