

	<p style="text-align: center;"><b>Record of Proceedings of Meeting of the City Council's Economic Development Committee</b></p> <p style="text-align: center;">Tuesday May 23, 2023 at 6:00 p.m. Meeting held in person and via Zoom.</p>
---	---

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

**II. Chair Ottenberg opened the meeting at 6:01 p.m. and roll call was taken.**

Committee Members Present:

Chair Ottenberg  
 Council Member Bartoni\*  
 Council Member Dodwell (arrived at 6:09 p.m.)  
 Council Member Garritano  
 Council Member Jakcsy\*  
 Council Member Marshall

Committee Members Absent:

Council Member Brost  
 Council Member Flaschar

\* attended via Zoom

Staff Members Present:

Interim City Administrator Thomas Lee  
 Senior Planner Travis Newberry  
 Deputy City Clerk Colleen Lohbeck

**III. Approval of Minutes – April 25, 2023**

The minutes from the April 25, 2023 meeting were submitted for approval. A motion was made by Council Member Bartoni to approve the minutes as submitted. Council Member Garritano seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed. Council Member Marshall abstained. Vice Chair Dodwell was absent for the vote.

**IV. Election for Committee Chair, Committee Vice Chair**

Council Member Garritano nominated Council Member Ottenberg to continue as chair. Council Member Bartoni seconded the nomination. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

Council Member Ottenberg nominated Council Member Dodwell to continue as vice chair. CM Garritano seconded the nomination. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

**V. Public Comments - None**

**VI. For Information**

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

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

**VII. Ready for Action**

**A. Biking and Walking Benefits Program Report**

Mr. Hugh Share gave a presentation of the program with the intention of relaunching the program in Wildwood.

Discussion was held regarding benefits for residents and businesses, the discounts available for members, possible economic boost to business sponsors, needing to raise awareness through website, social media, and print publications. possible table/booth at City events, present at future Ward and HOA meetings, membership available to bikers, walkers, and anyone using a mobile-assist device, placing signs with QR code in parks and trailheads, encourage more community rides.

A motion was made by Council Member Dodwell to relaunch the Biking and Walking Program as outlined, with review at the EDC meeting in November. Council Member Garritano seconded the motion. A voice vote was taken with an affirmative result, and Chair Ottenberg declared the motion passed.

**B. Food Trucks at City-Sponsored Event**

Interim City Administrator Lee provided a report on the possibility of food trucks at the Music on Main and other City events.

Discussion was held regarding competition with Wildwood established businesses, offering discounts to licensed businesses in the City, where would people to eat to minimize trash clean up, parking spaces taken up by food trucks, minimum guaranteed sales requirement for food trucks and what that would mean if an event is rained out/cancelled, need to gauge interest of Wildwood businesses for possible inclusion at the July event.

A motion was made by Council Member Dodwell to do more research to have booths for Wildwood businesses and/or food trucks and to report back at the June EDC meeting. Council Member Marshall seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

**C. 2023 Marketing Campaign**

An update on this effort was provided by Interim City Administrator Lee. More proposals have been received regarding the campaign, the related fees for these services, and the limited budget. It was recommended to proceed with caution, possibly with an ad in West News Magazine, test campaign into digital marketing through Facebook, Instagram, LinkedIn.

A motion was made by Council Member Dodwell to develop mock-ups of ad copies in-house and present them to the committee. Council Member Bartoni seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the motion passed.

**D. Road Sponsorship Program Report**

Interim City Administrator Lee presented the road sponsorship program and how it differs from the Adopt-A-Road program.

Discussion was held regarding businesses to sponsor city-maintained streets closest to business center, cost for the business to maintain, signage to recognize their sponsorship, possible First Amendment hurdle, determine if program would be sustainable over time, need to have further discussion with City Attorney before moving forward.

**VIII. Not Ready for Action**

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

Interim City Administrator reported he was still receiving input from the business surveys and would wait until after the next Business Forum before making recommendations.

Council Member Garritano departed the meeting at 7:23 p.m.

**IX. Next Meeting Date – June 13, 2023 at 6:00 p.m.**

**X. Adjournment**

A motion was made by Council Member Bartoni to adjourn the meeting. Council Member Marshall seconded the motion. A voice vote was taken with an affirmative result. Chair Ottenberg declared the meeting adjourned at 7:25 p.m.