



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

Tuesday, September 27, 2022 at 6:00 pm
Council Chambers of City Hall

I. Call to Order and Roll Call

Chair Ottenberg opened the meeting at 6:00 pm and therein requested a voice roll call.

Committee Members in Attendance:

Chair Ottenberg
Council Member Brost via Zoom
Council Member Bartoni via Zoom
Council Member Dodwell
Council Member Garritano
Council Member Hopper
Council Member Jakcsy via Zoom
Council Member McCutchen via Zoom

Staff Members in Attendance:

City Administrator Steve Cross
Economic Development/Communications Manager Tom Lee
Meeting Recorder Carla Patrick

II. Approval of Minutes – August 23, 2022 Meeting

The minutes of the meeting of August 23, 2022 were submitted for approval. Council Member Garritano motioned for approval, and Council Member Dodwell seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

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 for City businesses.

B. Common Site Selection Criteria for Businesses

Economic Development Manager Lee provided the ten most common factors important to a business considering a new location.

Ready for Action

A. B&B Theater Movie Festival Proposal

Economic Development Manager Lee provided a history of this Committee's consideration of a Movie Festival with B & B Theatre in Town Center.

Discussion included pending B&B Theatre renovations and concept to be titled "Movie Festival" with removal of the B&B Theater designation.

Council Member Garritano motioned for indefinite postponement at this time. Council Member Dodwell seconded the motion. A voice vote was taken with unanimous support, excepting Council Member McCutchen, who had lost internet connection at this time (temporary only). Therefore, Chair Ottenberg declared the motion passed.

B. Live, Work and Play Marketing Campaign

Economic Development Manager Lee provided strategies for a proposed marketing campaign highlighting the City's lifestyle to potential office users.

Discussion included intended benefits stated, positive messaging, additional uses, methods of measurable results, Budget inclusion and tag lines.

The Committee declared further action would occur pending review of the current resident survey.

C. Recruiting Family Friendly Businesses

Economic Development Manager Lee provided types and examples of family friendly businesses for recruiting considerations.

The Committee declared further action would occur pending review of the current resident survey.

D. Potential City to Business Newsletter

Discussion was opened, and included lack of interest in such and inclusion of Economic Development news within other current City publications.

Council Member Dodwell motioned to add Economic Development news to the City's weekly emailed newsletter, City sponsored social media and the Gazette. Council Member Bartoni seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

Not Ready for Action

- A. Economic Development Guide Update
- B. Wildwood Business Association Status Update
- C. Stakeholder Feedback Procedures

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for 5:30 pm on October 11, 2022.

VI. Adjournment

Council Member Dodwell motioned to adjourn the meeting. Council Member Bartoni seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the meeting adjourned at 7:40 pm