



WILDWOOD®

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

Tuesday, February 26, 2019 at 5:30 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 5:30 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 Jon Bopp
Council Member Kevin Dillard
Council Member Ray Manton
Council Member Larry McGowen
Council Member Niles Stephens
Council Member Tim Woerther

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. Approval of Minutes – January 29, 2019 Meeting

The minutes of the meeting of January 29, 2019 were submitted for approval. Council Member Stephens made a motion for approval of the January meeting minutes, and Council Member Woerther seconded the motion. A voice vote was taken with favorable support, excepting an abstention from Council Member Manton. Therefore, Chair Dodwell declared the **motion passed**.

III. Public Comment(s) None

IV. Discussion Item(s) Ready For Action

A. Interest in Future Tough Mudder Events

Economic Development Manager Jacquin provided history of the City's interest in this event, and noted that Tough Mudder Missouri continues their interest in hosting future events in Wildwood. However, upon inquiry, Hidden Valley Ski Resort is no longer interested in being a venue for such.

Discussion included acreage requirements, private landowner participation, economic considerations, and review of the 2017 ordinance regarding this event. The Committee requested that Economic Development Manager Jacquin contact private landowners, who may wish to pursue direct contact with Tough Mudder.

Council Member Stephens motioned for termination of the current agreement between the City and Tough Mudder Missouri. Council Member Manton seconded the motion. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the **motion passed**.

B. UMSL Chancellor's Certificate in Fundamentals of Economic Development

Economic Development Manager Jacquin introduced an upcoming UMSL offering, "Fundamentals of Economic Development" Chancellor's Certificate program. The program brochure was provided to the Committee.

Discussion included the module dates and locations, strength of program and City incurring the cost Committee participants. Interested Committee Members may contact Economic Development Manager Jacquin.

For Information

A. Economic Development Manager Report

Economic Development Manager Jacquin provided the Committee his current report of the City's Economic Development activities.

Discussion included St. Louis Community College – Wildwood presentation to City Council, sewer expansion meeting results, expansion at Wildwood Square (RL Jones) and a commercial real estate broker tour scheduled for March 12.

B. Results of Business Brainstorm Meeting

Economic Development Manager Jacquin reported the results of a special business brainstorming meeting held at City Hall on February 12, 2019 to determine the next special event for City businesses. This follows the success of the Wildwood Snowman Search. The outcome was an event to be known as the Wildwood Passport program to be held May 17 – June 21. A planning committee was assigned administration of this event, and they initiated their task at a meeting last evening.

Discussion included the Passport program focus on historic districts, partnering with the Historical Society, noting the event hosts are the business owners, utilizing hardcopy passports vs. mobile app and that letters introducing the event are expected to go out to business owners this week.

Not Ready for Action – Status Update

- A. State Online Sales Tax Issue
- B. City Promotional Video
- C. Development of Other Public Spaces in Town Center
- D. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities

Inquiry was made as to the potential use of the City Promotional Video. Discussion included that it could be a visual only (no audio) loop video that could be used for trade shows, social media and website. The Committee requested that Economic Development Manager Jacquin lead the decision as to when this need becomes a priority.

V. Other Business News and Updates

VI. Next Meeting Date: Tuesday, March 26, 2019 at 6:00 pm

VII. Adjournment

A motion to adjourn the meeting was made by Council Member Manton and seconded by Council Member Bertolino. A voice vote was taken with unanimous agreement. Therefore, Chair Dodwell declared the meeting adjourned at 6:20 pm.