



# WILDWOOD®

## Record of Proceedings - DRAFT CITY COUNCIL'S ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, May 29, 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 Kevin Dillard

Council Member Lauren Edens

Council Member Cheryl Jordan

Council Member Niles Stephens

Council Members Absent:

Council Member Dave Bertolino

Council Member Larry McGowen

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 – April 23, 2019 Meeting

The minutes of the meeting of April 23, 2019 were submitted for approval. Council Member Edens motioned for approval of the April meeting minutes, and Council Member Stephens seconded the motion. A voice vote was taken with unanimous favorable support, excepting abstention from Council Members Dillard and Jordan. Therefore, Chair Dodwell declared the motion passed.

### III. Public Comment(s) - None

### IV. Discussion Item(s) Ready For Action

#### A. Business Discussion – Big Chief Roadhouse

Stephanie Mulholland, owner of Big Chief Roadhouse spoke to the Committee as a City business owner. Her restaurant is located at the site of the historic Big Chief Highway Hotel built in 1928 along the Historic US Route 66. She reported marketing strategies to include maximizing the original Route 66 heritage, West Magazine food columns and participation in charity events.

Action proposed by the Committee was to pursue collaboration with the Historic Preservation Commission to promote the historic Route 66 element of the City to include a request to Economic Development Manager Jacquin for calendar date suggestions for a potential pet walk event focusing on that area.

**B. Green Events Proposal by Council Member Edens**

Council Member Edens presented a proposal to Committee by email for a Fall event in the format of a gardening and landscaping expo.

Discussion included adding this to a currently planned event (Celebrate Wildwood or Art Festival), cluster physical spaces together at event, include contest to engage the public and setting a meeting to gauge potential participant interest. Action was requested of two Committee Members and Economic Development Manger Jacquin to meet with vendors to determine interest and select an event date.

**C. Economic Development Guide – Committee Comments**

Chair Dodwell had (April meeting) requested Committee review/suggestions for the Economic Development Guide, which was adopted in 2016. Chapter 6 of the Guide states that the City should evaluate this document after 3 years. Response received was from Chair Dodwell.

Discussion included use of positive feedback in Community Outreach section in order to use the Guide as a marketing tool, Page 46 districts reference revised to Route 66 Historic District from Old Manchester Road District, population data updated, focus on the trail system, and addition of co-op/incubator development.

**D. Economic Development Input from City Department Heads**

Co Interim City Administrators Cross and Vujnich provided the Committee with feedback from Department Heads of how economic development activity affects their jobs.

Discussion included infrastructure growth necessitated by population/business growth, and the interdependence of departments.

**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 Hidden Valley zip line opening Friday and Llewellyn's rebranding to Slyce Republic Pizza beginning June 9<sup>th</sup>.

**B. WBA Special Event Programming**

Economic Development Manager Jacquin provided a list from the newly formed Resident Committee of the Wildwood Business Association identifying a list of events for the rest of 2019.

Discussion included that their focus will be on resident programming, and the June WBA social will be held at Central Bank on June 6<sup>th</sup>.

**C. East-West Gateway "Where We Stand" Series**

In follow-up to the regional growth discussion at April's meeting, Economic Development Manager Jacquin provided the 8<sup>th</sup> edition of the East-West Gateway Council of Governments study, which focused on three strategic priorities including economic and workforce development and crime/safety.

**D. Shift-Share Data Analysis**

Economic Development Manager Jacquin provided a Regional Shift-Share Analysis for St Louis City per the request of Council Member Edens at the April meetings.

**Not Ready for Action – None**

**V. Other Business News and Updates**

Action requested of Council Member Stephens and Economic Development Manager Jacquin to arrange offsite meeting venues at local businesses.

**VI. Next Meeting Date: Tuesday, June 25, 2019 at 6:00 pm**

**VII. Adjournment**

A motion to adjourn the meeting was made by Council Member Edens and seconded by Council Member Jordan. A voice vote was taken with unanimous favorable support. Therefore, Chair Dodwell declared the meeting adjourned at 7:43 pm.

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