



CITY OF WILLARD

ECONOMIC DEVELOPMENT TASK FORCE MEETING

December 03, 2025 at 5:30 PM

Willard City Hall, 224 W. Jackson St., Willard, MO

AGENDA

Update Posted on November 26, 2025, at 10:00 a.m.

The tentative agenda of this meeting includes:

CALL THE MEETING TO ORDER

- 1. ROLL CALL**
- 2. AGENDA AMENDMENTS/APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - A. Minutes from 10.28.25 EDTF Meeting**
- 4. CITIZEN INPUT**
- 5. DISCUSSION**
- 6. NEW BUSINESS**
- 7. UNFINISHED BUSINESS**
- 8. ADJOURN MEETING**

If you have special needs which require accommodation, please notify personnel at the City Hall. Representatives of the news media may obtain copies of this notice by contacting the City Clerk at 417-742-5302.

Rebecca Hansen, City Clerk



CITY OF WILLARD

ECONOMIC DEVELOPMENT TASK FORCE

October 28, 2025 at 5:30 PM

Willard City Hall, 224 W. Jackson St., Willard, MO

MINUTES

CALL THE MEETING TO ORDER

The meeting was called to order by the city administrator

1. ROLL CALL

Members Present:

- Michael Savage
- Erik Loganbill
- Casey Biellier
- Craig Baird
- James Hills

Staff Present:

- Wes Young, City Administrator

Members Absent:

- Aly Cesar, Darren Proctor, Kayleigh Oyer

2. AGENDA AMENDMENTS/APPROVAL OF AGENDA

The agenda was not amended.

3. CITIZEN INPUT

No citizen input was received.

4. MEET AND GREET

Each member introduced themselves and shared background information, including their connection to Willard and their interest in serving on the task force.

5. NEW BUSINESS

A. Set Meeting Schedule

The group agreed to meet again during the first week of December to maintain discussion momentum. Because three members were unable to attend this meeting, a firm date will be selected by polling all members via email.

B. DISCUSSION: Setting the Direction

a. Scheduling and Communication

The group agreed to meet again during the first week of December to maintain discussion momentum. Because three members were unable to attend this meeting, a firm date will be selected by polling all members via email.

Members expressed interest in:

- Sharing contact information among the group.
- Being added to the City's meeting distribution list.
- Establishing a dedicated Economic Development (Ecodevo) group email.

Wes Young noted he would consult with the City's IT provider regarding the feasibility of a group email, which may depend on available licenses.

b. Discussion: Setting the direction

Members discussed the importance of proactive growth and creating activities and amenities that foster community engagement, particularly options for residents after work hours such as sit-down restaurants. The group felt that options in this area were very limited currently. It was noted that many residents commute to Springfield for work, but the lack of after-hours attractions in Willard contributes to reduced local activity and spending.

The group briefly discussed potential incentive strategies but agreed that the next meeting should focus on determining what types of development or activities the City should incentivize; i.e. commercial over residential or vice versa; one particular commercial category over another (e.g. food or retail).

Key framing questions for the next meeting include:

- Should Willard encourage more residential growth to attract commercial interest?
- Should efforts focus primarily on commercial development?
- Should a balanced approach be pursued?
- What should we incentivize?

Once the group identifies the desired focus areas, discussion will shift to potential incentive tools for both new and existing businesses, strategies and preferred options.

5. ADJOURN MEETING

The meeting was adjourned at 7:05pm

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Rebecca Hansen, City Clerk