

AMENDED AGENDA
STE. GENEVIEVE BOARD OF ALDERMEN
REGULAR MEETING
THURSDAY – May 9, 2024
165 S. FOURTH STREET
6:00 P.M.

CALL TO ORDER.

PLEDGE OF ALLIGIANCE.

ROLL CALL.

APPROVAL OF AGENDA.

PRESENTATION/AWARDS.

Mayor Keim will present a Proclamation to representatives of Ste. Genevieve County Memorial Hospital for “Hospital Week Proclamation for its 55th Anniversary.”

Appreciation Award to Bob Bonnell & Charlie Wibbenmeyer for their service to the Ste. Genevieve Volunteer Fire Department.

PERSONAL APPEARANCE.

CITY ADMINISTRATORS REPORT.

STAFF REPORTS.

- Dave Bova – Assistant City Administrator
- Kenny Steiger – Fire Chief
- Aaron Smith – Tourism Director

PUBLIC COMMENTS. Please identify yourself for the record and please try and keep comments to 5 minutes. (The Board will not interact during public comments and will have staff investigate any city related issues brought forward and contact the individual later with a response.)

PUBLIC HEARING. The Mayor & Board of Aldermen will hold a public hearing to consider a request from Dan Carver for a special use permit that will allow a financial services office at 658 Rozier Street in an R-1 Single Family Residential District.

CONSENT AGENDA.

- Minutes – Board of Aldermen – Regular Meeting – April 25, 2024
- Minutes – Board of Alderman – Work Session – April 25, 2024
- Minutes – Board of Aldermen – Work Session (Closed) – April 25, 2024
- **RESOLUTION 2024 – 27.** A RESOLUTION DECLARING THE K-9 VEHICLE AND ADDITIONAL EQUIPMENT WITH THE VEHICLE BE DECLARED SURPLUS PROPERTY AND DISPOSED OF.

OLD BUSINESS.

BILL NO. 4617. AN ORDINANCE AMENDING THE CITY OF STE. GENEVIEVE CODE OF ORDINANCES FOR CHAPTER 140 PURCHASING AND COMPETITIVE BIDDING POLICY AS SET FORTH BELOW. **2nd READING.**

BILL NO. 4618. AN ORDINANCE AMENDING SECTION 210.770 CEMETERY RULES OF THE STE. GENEVIEVE CODE OF ORDINANCES AS SET FORTH BELOW. **2nd READING.**

BILL NO. 4619. AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A REVISED CO-OPERATIVE AGREEMENT WITH STE. GENEVIEVE COUNTY FOR THE COLLECTION OF CITY TAXES. **2nd READING.**

NEW BUSINESS.

DISCUSSION OF A DUMP TRUCK BID FOR THE PUBLIC WORKS DEPARMENT.

BILL NO. 4620. AN ORDINANCE APPROVING A SPECIAL USE PERMIT FOR DAN CARVER THAT WILL ALLOW THE OPERATION OF A FINANCIAL SERVICES OFFICE AT 658 ROZIER STREET. **1st READING.**

BILL NO. 4621. AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO AN INTERGOVERNMENTAL AGREEMENT FOR CONSTRUCTION COST SHARING WITH STE. GENEVIEVE R-II SCHOOL DISTRICT FOR WATER MAIN IMPROVEMENTS ON MAPLE DRIVE FROM 9TH STREET TO VIRGINIA STREET. **1st READING.**

OTHER BUSINESS.

MAYOR/BOARD OF ALDERMEN COMMUNICATION.

ADJOURNMENT.

Any person requiring special accommodations (i.e. qualified interpreter, large print, hearing assistance) in order to attend the meeting please notify this office at 573-883-5400 no later than forty-eight hours prior to the scheduled commencement of the meeting.

Join us on the Zoom app at:

Meeting ID: 848 1121 1564 Passcode: 808225 Mobile: (312) 626-6799 US (Chicago)

Meeting ID: 848 1121 1564 Passcode: 808225 **Find the Zoom Link at:**

www.facebook.com/stegenevievecityhall/

And you can watch live on SGTV Spectrum Channel 991.

*Posted By: Pam Meyer
May 8, 2024*

Tourism Report

Transitioning to Planning Phase

Objective Overview

*Gentlemen, the future Tourism Director of Ste. Genevieve was born on April 6th at 2:14 p.m. His name is Levee Lewis Smith.

Now that I've had time to meet with people and organizations, it's time to turn my attention to planning. While we have McDaniels' master plan which helps us with our overarching brand and message to tourists, there is a separate plan that needs to be made which addresses communication amongst Tourism-related organizations, wayfinding and beautification throughout the city and county, and a tallying of assets that we need to develop to become usable parts in the Tourism equation. I'm hoping I can have a calendar

Date	Jan 25, 2024 - Feb 8, 2024
Eclipse Debrief	<p>People showed up from all over</p> <p>Reports from a Placer AI report given to us by SEMORPC showed 43k visitors for the day of the Eclipse. Amanda Hutchings from Harolds Famous reported meeting people from Wales, Scotland, the Caribbean, and Uganda, as well as 9 different states. I saw multiple emails from people from out of state emailing the tourism department to talk about what a charming town we have and how much they enjoyed their time here.</p> <p>We're working on getting Placer AI data for the city. It can show us how many were at the Community Center, how many were Downtown, how many went into ASL Pewter. It can also show us where people came from. We can take that information and target ads to stay in the minds of the people who visited abroad so they can spread the word. It's a useful tool and can show us how well our marketing strategy worked.</p> <hr/> <p>Special thanks are in order</p> <p>The only reason this Eclipse Event was so successful is because we had an All-Star Cast pulling it together. Brad Arnold and Bob Wolk went above and beyond. Dena Kreidler, our own Mayor Keim, our own Joe Steiger, Kara Burt, Claire Casey from the National Park, Amanda Schwent with all the design work she provided. Shawn Long and Abigail Kern for coming through with children's activities.</p> <p>*Probably the best thing to come out of this planning was the group itself. I'm hoping to host a quarterly meeting to keep communication open, and to help us pool our resources.</p>
Editorial Opportunity	<p>It all started with this year's Queen's Ball</p> <p>This year, a young woman came down from Kirkwood to do some line dancing, and left the queen of Ste. Genevieve. What's better is she kept coming back, for the Mardi Gras celebration and the House Tours, all while sporting the crown. Seeing how enthusiastic she was and learning about her family's ties to the historical society, I thought for sure that the Kirkwood-Webster Times would want to hear about it. They did, and they wrote a front-page story on it.</p> <p>Editorials are some of the best ways to market</p> <p>This is just another facet of marketing that gets glossed over. You want other people to carry your message. For one, it's free. And two, it engages people more. It's more organic and shows people that what you have going on is something you should pay attention to. I'm proud of what this has accomplished and I will never miss an opportunity to pick up free press.</p>

Social Media Coordinator

Hannah Walker has been doing a beautiful job with our Social Media

Last meeting, I said we had found our Social Media Coordinator. I'd like to introduce Hannah Walker. She's from New Mexico, along with her parents, Heidi and Chris. They fell in love with the area like me, and Heidi and Chris actually renovated the house I live in. So, they're doing good things in the community, and Hannah has done good things on our Social Media Platforms. She's super diligent providing daily content for our viewers. As she gets more comfortable in the position, we'll really start getting ahead of promoting events. I'm trying to take her with me to as many meetings as possible to get her acquainted with the different organizations.

MMG/MPD

Both grant applications have been submitted to the state

According to McDaniel's plan, the entirety of our MMG budget will go to digital and print advertising over a 6 month period during the fiscal year. No TV. No Radio. It's only 6 months because we want to use the money efficiently to get the most eyes on ads in our busiest times. Most of the digital budget will be Facebook and Google ads. \$3,000 per month. I'm excited about this because it not only uses effective algorithms to reach the right audience, but it gives us some powerful information on who engages with our posts. The print ads will go into three magazines: Missouri Life, STL Magazine, and Midwest Living. Midwest Living is a regional magazine that has huge circulation. I had them change Preservation Magazine to STL Magazine because it's possible to get stories written about us.

Keeping our department on track

This marks our first steps using McDaniels Marketing plan to employ a cohesive marketing plan. This should help us with consistency of application which will allow us to build a trustworthy brand, track our progress over time, and keep us from biting off more than we can chew.

Upcoming Events

Garden Walk

French Heritage Festival

Promenade Des Arts

Honey Festival

2024
Ste. Genevieve Garden Walk

MAY 18 & 19
10 AM - 4PM

A Tour of Private and Historic Gardens
Located in Historic Ste Genevieve, Missouri
&
Plant Sale

Featuring Perennials, Vegetable Starts, and other miscellaneous Plants
(Saturday 9am, Sunday 10am - until supplies last)

Tickets

\$10/Individual
Children 6 and Under Free
Available on the day of the Garden Walk
VENMO Accepted

Sponsored By

Ste. Genevieve Master Gardeners
University of Missouri Extension

For More Information Contact

Ste Genevieve Master Gardeners Facebook page
or
Ste Genevieve Welcome Center
573-883-7097 or 1-800-373-7007
or
VisitSteGen.com

Proceeds benefit the Ste Genevieve Master Gardeners Beautification Grants

FRENCH HERITAGE



STE. GENEVIEVE, MO



PROMENADE DES ARTS
2024
STE GENEVIEVE, MO



J O S E P H
P . V O R S T



M A K I N G
O F
A N
A M E R I C A N
S C E N E
P A I N T E R



6 / 1 4 - 6 / 3 0



photo of STE GENEVIEVE HONEY FESTIVAL



YOU'D BE MUCH COOLER IN
STE. GENEVIEVE!

photo of RIVER RAPIDS WATER PARK

VisitSteGen.com

MISSOURI

visitMo.com





HONEY
FESTIVAL + MARKET
HISTORIC DOWNTOWN
STE. GENEVIEVE

Honey Bee Education
Food + Market Vendors
Honey + Mead Tastings
Costumes + Kid's Activities
Free Family Fun!

Get ready for the sweetest event of the year! **Harold's Famous Bee Co.** proudly presents our **4th Annual Honey Festival + Market**, inviting nature lovers to immerse themselves in a day of education, shopping, food, music and fun!

Beekeeping Homesteading Sustainability




Saturday
June 29th



10am to
4pm



Featuring Special Guest
Creek Stewart; Author
and Television Host on
The Weather Channel
(SOS: How to Survive)



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BILL NO. 4621

ORDINANCE NO.

AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO AN INTERGOVERNMENTAL AGREEMENT FOR CONSTRUCTION COST SHARING WITH STE. GENEVIEVE R-II SCHOOL DISTRICT FOR WATER MAIN IMPROVEMENTS ON MAPLE DRIVE FROM 9TH STREET TO VIRGINIA STREET.

WHEREAS, the Ste. Genevieve R-II School District (“School District”) is constructing a new building for Early Childhood Education and the new building fire sprinkler system requires upgraded water access from the City of Ste. Genevieve (“City”) to provide adequate water flow for the fire suppression system and other domestic water uses in the planned improvements; and

WHEREAS, the City had created a multi-year plan for water main improvements which included improving the water main on Maple Drive from 9th Street to Virginia Street at a future date; and

WHEREAS, both the City and the School District acknowledge that the Maple Street Water Main Improvements shall benefit both the City residents and the School District; and

WHEREAS, the School District has design plans for the replacement of the water main and these plans have been approved by the City; and

WHEREAS, the City and the School District intend to enter into the attached Intergovernmental Agreement (Exhibit “A”) to share the costs of the improvements to the “Maple Drive Water Main Improvements” for the benefit of both the City of Ste. Genevieve, the residents along Maple St., and the Ste. Genevieve R-II School District.

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSOURI AS FOLLOWS:

Section One. The Mayor of the City of Ste. Genevieve, Missouri is hereby authorized and directed to enter into the attached Intergovernmental Agreement (Exhibit “A”) as incorporated herein by reference and made part of this ordinance.

Section Two. EFFECTIVE DATE. This Ordinance shall be in full force and effect from and after its date of passage by the Board of Aldermen.

Section Three. REPEALER. All ordinances and parts thereof that are in conflict with this ordinance are hereby repealed to the extent of such inconsistency.

Section Four. SEVERABILITY. The invalidity of any section, sentence or provision of this ordinance shall not affect the validity of any part of this ordinance which can be given effect without such invalid part or parts.

DATE OF FIRST READING: _____.

DATE OF SECOND READING: _____.

PASSED AND APPROVED BY THE STE. GENEVIEVE BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSOURI THIS _____ DAY OF _____, 2024.

VOTE

**ALDERMAN PATRICK FAHEY
ALDEWOMAN AMIE DOBBS
ALDERMAN BOB DONOVAN
ALDERMAN ERIC BENNETT
ALDERMAN MIKE RANEY
ALDERMAN JEFF EYDMANN
ALDERMAN JOE STEIGER
ALDERMAN JOE PRINCE**

___ Yes ___ No ___ Absent

Approved As To Form:

Brian Keim, Mayor

Mark Bishop, City Attorney

REVIEWED BY:

Pam Meyer, City Clerk

Happy Welch, City Administrator