

**AGENDA**  
**Work Session**  
**STE. GENEVIEVE BOARD OF ALDERMEN**  
**Wednesday – July 24, 2024**  
**City Hall, 165 S. 4<sup>th</sup> St.**  
**Immediately Following 6:00 p.m. Regular Board Meeting**

**CALL TO ORDER**

**APPROVAL OF AGENDA**

**BUSINESS ITEMS**

- 1. Comprehensive Plan Discussion**
- 2. 5-Year Capital Improvement Plan**
- 3. Tourism 10 Year Plan**
- 4. Ozark Scenic Byway Discussion**

**ANY OTHER BUSINESS**

**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:

<https://us02web.zoom.us/j/84811211564?pwd=VnR5QVppTEhYMWYxWGszT2xqTW1YZz09>

Or by phone at (312) 626-6799 Meeting ID: 848 1121 1564 Passcode: 808225

Find the Zoom Link at [www.facebook.com/stegenevievecityhall](http://www.facebook.com/stegenevievecityhall)

*Posted 7/20/2024*

*Happy Welch*

**Staff Report**

July 24, 2024

To: Board of Aldermen  
From: Happy Welch  
Re: Comprehensive Plan



**Issue:**

Southeast Regional Planning Commission is about to wrap up the updated comprehensive plan for the city and Drew Christian will be at this work session to answer any questions. This will not be a comprehensive review of the plan with the board, just some highlights and seeing if there was anything missing or needs adjusting.

The Planning and Zoning Commission will vote at their next meeting (8/1) to adopt the Comprehensive Plan.

**Recommendation:**

Please read the sections that interest you most so we cover your questions or inclusions.

**Staff Report**

July 24, 2024



To: Board of Aldermen  
From: Happy Welch  
Re: 5 Year Capital Improvement Plan

**Issue:**

Staff has been working on 10 year capital plans since 2020 and we are now making this more of a comprehensive plan to be adopted by the board.

This plan will give you a look into what staff has determined will be the capital projects or equipment that we believe will need to allocated for in future budgets.

The improvements have been culled from other improvement plans, yearly purchases, aging out equipment, and proposed improvements.

Revenues will be determined each year to look for capital funding and we can also search for grants ahead of a deadline for proposed projects.

**Recommendation:**

Review and give feedback.

---



## 5 Year Capital Improvement Plan

<b>EXPENDITURES</b>						
Item	Purpose	2024-25	2025-26	2026-27	2027-28	2028-29
<b>Administration</b>						
Municipal Code Update	Revise/Amend Chapters--Look at removing unnecessary ordinances and updating sections	\$30,000				
City Hall Parking Lot/Building Exterior	Hire landscape architect/engineer to draft plans for improvements. Remodel/Repair-mill and pave asphalt parking lot, work on 360 degrees of exterior, replace door & window to SGTV, repair front flowerbed wall	\$35,000	\$195,000			
New Desktop Computers	Replace 2021 on a 5 year rotation		\$30,000			
New Accounting Software	Contract for new accounting/billing/licensing software to improve capabilities			\$225,000		
Prop S Payment Portion		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Personnel Policy Update	Work with city attorney/HR firm to update personnel policy		\$30,000			
Copier	Replace from 2024					\$8,000
<b>Legislative</b>						
Handicap Accessibility Review	Review all sidewalks in town for handicap accessibility standards and create plan		\$35,000			
Comprehensive Plan	5 year update- 29-30					
<b>Community Development</b>						
Review Municipal Code	Zoning, Signs, Subdivision	\$30,000				
New Inspection Vehicle	Replace 2015 Explorer-Purchase new small truck or transfer police F-150 to department	\$45,000				
Building Code Book Update	update from ICC/NFPA 2021		\$5,000			
Ipads	Replace for use with Cloudpermit					\$3,000
<b>Police</b>						
2 Patrol Vehicles	Replace 5 year old vehicles as part of the 5 year rotation/lease schedule	\$145,000	\$145,000	\$150,000	\$150,000	\$155,000
Computers	Replace desktops, server, MDT's		\$35,000			
Ballistic Vests (6)	Replacements-yearly replacements	\$6,600	\$6,600			
Tasers	Yearly maintenance costs	\$9,827	\$9,827	\$9,827	\$9,827	\$10,000
Body Cameras	Years 2 through 5 maintenance cost	\$5,830	\$6,063	\$6,306	\$6,558	\$17,008
In Car Cameras	Years 2 through 5 maintenance cost	\$9,334	\$9,708	\$10,096	\$10,500	\$49,000
In Car Radars	Replace existing				\$36,000	
2 License Reading Cameras	Placed at entrance/exits to city	\$10,000				
Handheld Radios	Replacement schedule			\$35,000		
Office Chairs	Replace chairs from 2023				\$3,000	
Paint Interior	Refresh maintenance				\$5,000	
Squadroom Chairs	Replace existing			\$2,000		
Copier	Replace 10 year old Canon					\$8,000
New Handguns (26)	Replace on and off duty weapons					\$13,000
New Rifles	Replace existing					\$18,000
<b>Tourism</b>						
Marketing Plan	5 year adopted marketing plan	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Social Media/TV Production	Welcome Center, You Tube, FB	\$50,000				
Website	Maintenance Support	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Google Platform Training	G4, SEO, Ads, 360	\$1,000				
Computers	Laptops, Monitors, Desktops	\$2,000				\$5,000
Indoor/Outdoor Kiosk	Install digital kiosks to improve visitor experience			\$15,000		
Marketing Plan	Update 5 year plan					\$20,000
Marketing Grants from TTC	For groups to market events that are free and open to the public	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
<b>Fire</b>						
Pumper/Tanker	Replace 1993 Ferrara		\$1,500,000			
Turnout Gear	Yearly replacement schedule-4 sets of gear	\$13,000	\$13,000	\$13,500	\$13,500	\$13,800
Fulltime Firefighter	Add fulltime Driver/Engineer		\$53,000	xx	xx	xx
Accessory Building/Storage	Extra space to store equipment and vehicles in southeast corner		\$60,000			



Extrication Tools	Replace early 1980's set			\$50,000		
Fire Training Facility	Use Wellhead property and build a fire training facility to help reduce ISO rating			\$150,000		
Pump test equipment at Training Facility	In house testing of equipment				\$50,000	
Main Fire House HVAC	Replace units from 2005 in front			\$25,000		
Public Relations Trailer	For PR use at schools and other activities				\$50,000	
Copier	Replace laserjet printer		\$5,000			
Tower Lights	Install new electric and new lights					\$25,000
Laptop/Desktop Computers	Replace from 2023					\$7,000
Parking Lot & Stripe	Mill, compact soft areas, and pave lot, repair/replace concrete sidewalks	\$105,000				
<b>Emergency Management</b>						
New Storm Siren	Add storm siren at Highway M water tower			\$50,000		
<b>Parks &amp; Recreation</b>						
Master Plan Improvements	Trail/Sidewalks	\$100,000	\$100,000	\$500,000	\$500,000	\$500,000
72" Hustler Diesel	Replace 2017 Hustler					\$19,000
Picnic Tables	Replace Existing with vinyl covered	\$20,000				
Park Benches	Install new to approved spec	\$10,000				
<b>Street</b>						
1 Ton Pick Up	Replace 2008 Chevrolet	\$33,000				
Street Repair	Yearly Maintenance/Mill & Pave-see street plan schedule from 10m bond issue	\$350,000	\$350,000	\$350,000	\$350,000	\$350,000
S. 4th St. Bridge	Replace at S. Gabouri Creek	\$750,000				
N. 4th St. Bridge	Replace at N. Gabouri Creek				\$750,000	
St. Mary's Sidewalk TAP Grant	Install new sidewalk from Seraphin to Hillside Ln.	\$220,000				
S. 4th St. Sidewalk TAP Grant	Install new sidewalk from St. Joseph St. to Rozier	\$40,000	\$40,000	\$409,465		
Street Sweeper	Replace 2012 Tymco		\$200,000			
Progress Parkway Trail	Seal trail			\$12,000		
Replace John Deere Backhoe	Purchase new					\$170,000
Stripe Progress Parkway/Other Streets	Every 5 years					\$15,000
<b>Cemetery</b>						
Expand area for cemetery plots	Site Design	\$25,000				
Add usable area	Fill and compaction		\$150,000			
<b>Capital Improvement Tax</b>						
Water Tower Payment			\$150,000	\$150,000	\$150,000	\$150,000
Prop S Payment			150,000	150,000	150,000	150,000
<b>Sewer</b>						
Sewer Main	Develop replacement/lining program	\$60,000	\$120,000	\$120,000	\$120,000	\$120,000
New Dump Truck-split with water fund	Replace 2007 Dodge 3500			\$50,000		
New Storage Building & Property-split 50% v	Alliance requests expanded facilities for vehicle and equipment storage-60x80 building		\$125,000			
New Trailer Pump	Replace 6" diesel					\$30,000
Bar Screen Addition	Sewer Plant to remove waste from inflow				\$300,000	
Mini Excavator G50	Replace existing 2019 John Deere G35					\$84,000
New Pickup Truck	Replace 2011 Dodge	\$60,000				
New Pickup Truck	Replace 2016 GMC 1 ton	\$75,000				
Lift Station Maintenance	Replace parts and supplies on all lift stations in city limits					\$200,000
<b>Water</b>						
New Dump Truck-split with sewer fund	Replace 2007 Dodge 3500			\$50,000		
SCADA Computer	Update/Replace 2020 unit	\$5,200				
New Storage Building-split 33.3% with Sewer & Street Depts.	Alliance needs expanded facilities for vehicle and equipment storage-60x80 building-build on existing streed shed property			\$125,000		

New Trailer	Replace 2014 18 ft. Doolittle					\$9,000
Water Main Improvements	5 year Supervised Plan/Needs to be renewed by January 2026	\$739,986	\$1,673,796	\$840,050	\$563,940	\$713,993

**Total**    \$3,188,977    \$5,525,194    \$3,576,444    \$3,421,525    \$3,066,001

**Staff Report**

July 24, 2024

To: Board of Aldermen  
From: Happy Welch  
Re: Tourism Marketing



**Issue:**

Aaron Smith has put together a comprehensive look at how Ste. Genevieve will market itself and how to achieve the best reach to potential visitors.

He has included the McDaniels 5 year Marketing Plan as well as other expenditures to help the department better aim marketing dollars.

**Recommendation:**

This is for board review and questions to have a better idea of future requests during budget hearings.

# **Tourism Marketing: Today & Tomorrow**

**Building the 2025  
Director's Budget  
and Beyond**

A solid blue horizontal line spans the width of the page. Below it, two large, dashed orange arcs are positioned, one above the other, creating a decorative frame for the lower half of the page.



# Abstract Summary:

We've collected the most sales tax, ever. Let's spend it on something that will get us more.

There are dimensions to Tourism that we haven't explored yet. My budget starts to extend along necessary paths.

**2025 Goal: We want feet on the street seven days a week.**

**Tourism works on two planes:**

- **Marketing - print and digital advertising**
- **Visitor Experience - what people experience while here**

**Marketing:**

McDaniels - long-term plan focuses on building our brand

My role is to:

- package our best assets clearly and concisely (vision)
- showcase our assets daily online (presence)
- engage people on multiple fronts to promote visits (action)

My goal:

improve how we consolidate and showcase our assets, how we convert web traffic to feet on the streets, and how we measure our success.

**Obstacles:**

website has no emphasis on conversion, cannot measure effectiveness - information is out of date/hard to obtain, leads to frustration - content catalog is old, does not include video

## Visitor Experience:

**Chicken/Egg problem - Not enough tourists/Not enough open shops**

**My role:**

- **assess city design and improve wayfinding (vision)**
- **assess space usage and address retail gaps (vision)**
- **bring organizations together to address information gaps (presence)**
- **find funding to create (action)**

**My goal:**

**to work with the community and outside support organizations to improve wayfinding throughout city and county**

## Relationship Building:

**Seeking and Administering Grants**

**Starts with in-state organizations:**

- **Missouri Main Street Connection**
- **Missouri Humanities**
- **Missouri Arts Councils**
- **Missour Dept. of Tourism**

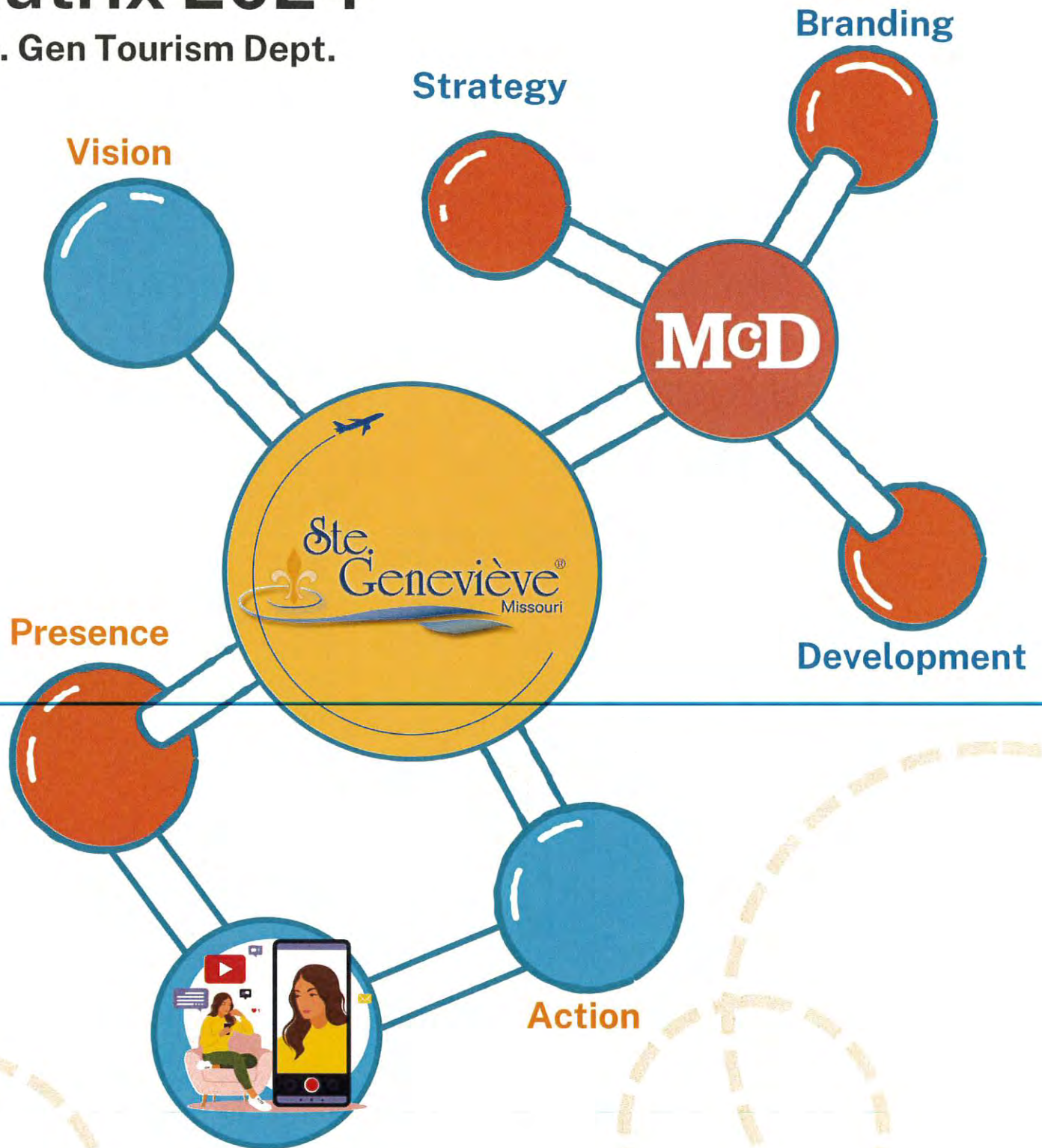
**Develops onto National Scale by investing in grant infrastructure:**

- **Consulting to build out grant programming and sympathetic with established Federal Grants**
- **Dedicating funds to secure in-state grant writer to help us obtain grants on all levels**



# Tourism Dept. Structural Matrix 2024

Ste. Gen Tourism Dept.





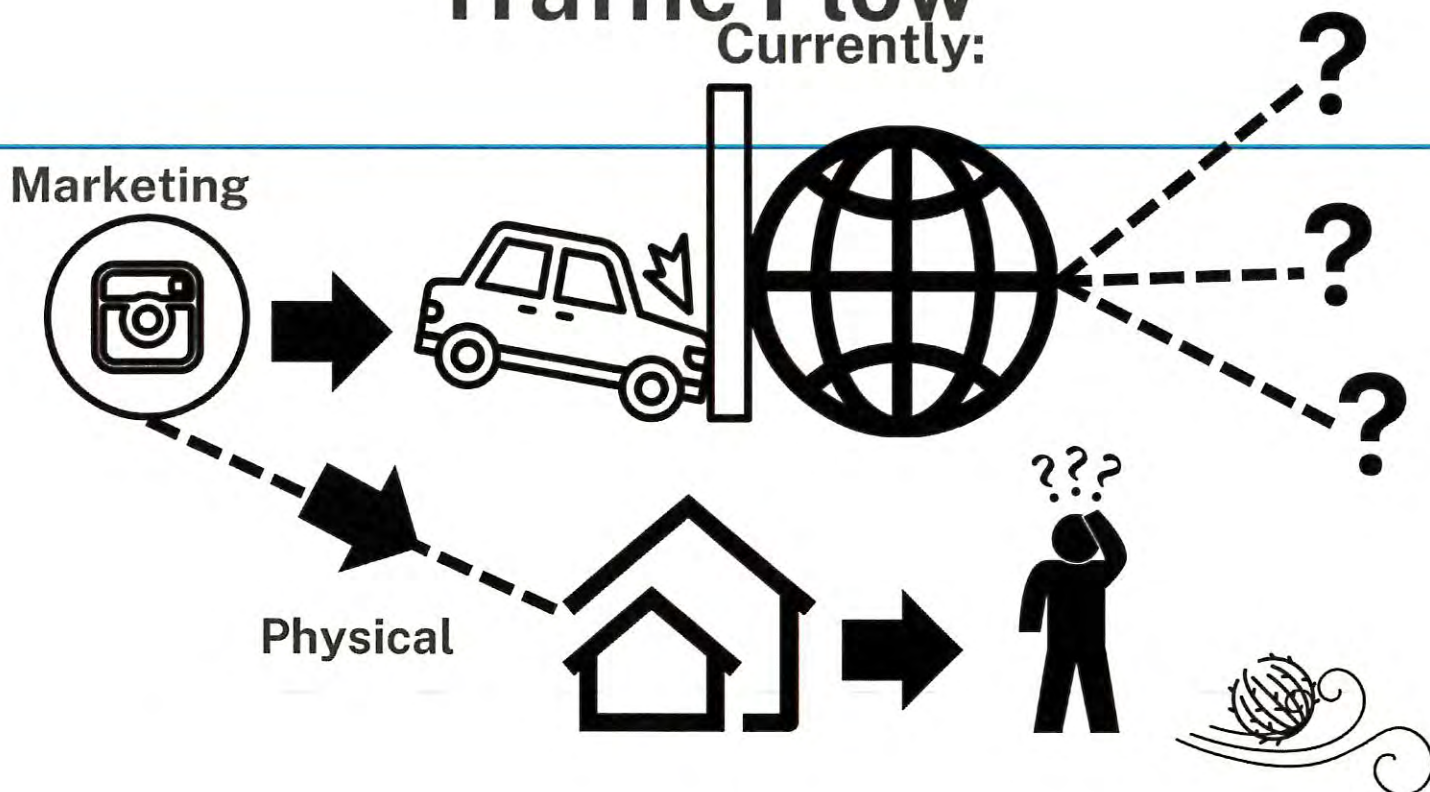
# Identifying Flow Issues

Two Worlds



## Traffic Flow

Currently:



# Driving Traffic

## Marketing

Digital



Clear



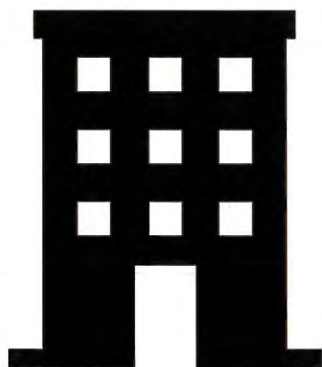
Path



Print



## Visitor Experience



Wayfinding





# Digital Media Interaction Map

Ste. Gen Tourism Dept.

## Instagram

Instagram operates in conjunction with TikTok. Here, we establish the style of our brand while soft selling our audience on the “dream” of small-town life.



## Community Marketing



## TikTok

This is our community marketing nucleus. TikTok is the element showing our charm through compelling videos, drawing people into our community from abroad.

The link between Instagram and Facebook isn't as natural a match, format-wise, but they are both owned by Meta and sharing across platforms is easy.



## Facebook

The media in this nucleus focuses on consolidating information. We want visitors to know everything that's going on in Ste. Gen with enough time to plan in advance. Facebook is the active arm of this cell allowing us to reach out to our audience and keep them engaged with our calendar.

## Media Showcase



## Youtube

Youtube allows us to make more professional, long format material. It is an indispensable tool in web visibility. Embedding videos in your sites ensures increased SEO.



## Website

Each appendage in this circle shares a similar format, allowing them to reinforce each other. The website acts as the main hub, as people can see a consolidated version of all Ste. Gen has to offer.



# Digital Media Strength Map

## Instagram

We have 200+ followers since creating focused paid marketing campaigns.



## TikTok

TikTok is currently in limbo. It will be shut down in US if owner ByteDance doesn't sell to US stakeholder.

## Facebook

Because of the link with Instagram, our Facebook is reaping the benefit of our increased Instagram presence. The app is still underutilized.



## Website

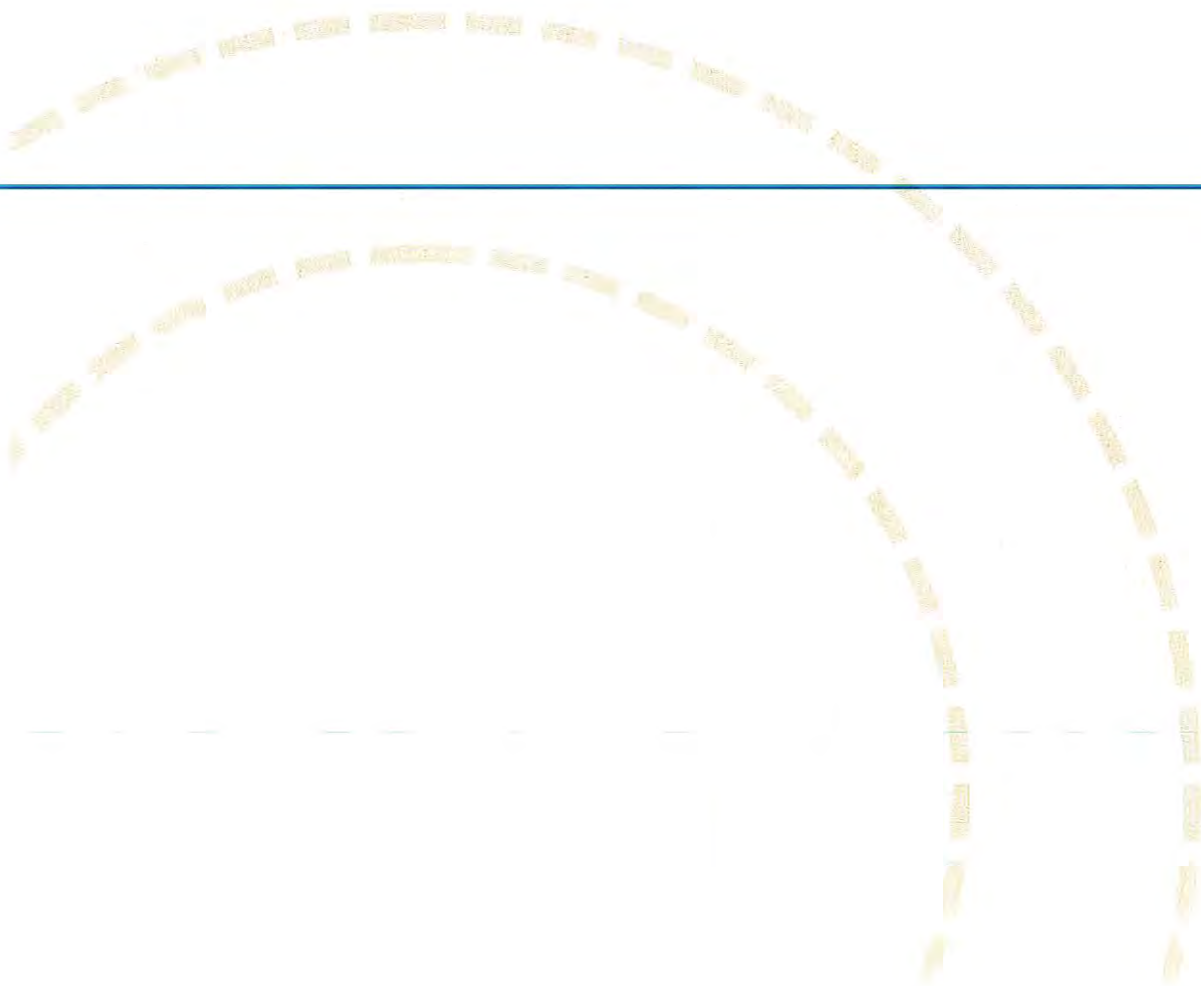
Help! Our website is stuck in 2009 and can't get out. This is a big killer for our conversion rate. It's outdated and frustrating to use. Most traffic generated advertisement leaves confused.



## Youtube

This is an untapped resource as of now.

# Tourism Marketing: The 2025 Budget





# Getting Specific Marketing Plan 2025

## Focus on Weekend Visitors

### Forcing Consistency among Businesses



- passing county bed tax
- increase sponsorship to Trolley
- provides consistent schedule
- allows us to build weekend destination



- need a gateway demographic
- daughters/mothers
- cater to their itinerary
- build instagram following



- need to improve visitor experience
- tailor photo ops to demographic
- improve interaction
- let visitors carry content load





# Digital Media Goals

3-year Plan



**20,000**

Followers



**10,000**

Subscribers



Assist in  
**5,000**  
Bookings

# Budget Solutions



Our department has decided to install VisitWidget to address our website woes. I've chosen a package that allows us to source all event data as well. The plan is \$699 excluding tax and would cost at least \$8400 per year.

In addition, I'm hoping to add Placer AI to our tool chest to assist in tracking actual boots on the ground. Budget Increase of \$2,500 per year.



A major piece we're missing on our website and Facebook is video content. Not only can videos provide romantic portrayals of our tourism assets, but they help increase our visibility online. I'm working with a videographer out of St. Louis to put together four interesting videos per year. The increase to our budget will be \$5,800.



Influencer Marketing will increase our Instagram reach. With our current strategy, we are seeing an average of four new followers per day. I think it's reasonable to say we can get to 15 a day (5,000 a year) by implementing a low-budget Influencer strategy. Increase of \$2,500. We're trying to get to 20,000 followers sooner than later.

In addition, using a focused paid marketing plan to boosts posts is essential. Instagram allows you to geo-target specific demographics which provides a lot of bang for the buck. Budget increase of \$2,000.



Most of our Facebook content will be taken care of through our MMG, but we still want to reserve space for Amanda Schwent to help us promote weekend events that happen concurrently. Right now, consolidating information to help tourists stay busy for a weekend is something we need to improve. Budget increase of \$3,000



TikTok is currently in limbo. So, we won't be investing in content.



# Additions to Tourism Dept. Matrix for 2025

## Already aboard...



### McDaniels Marketing

- Provide long-range planning



### Visit Widget

- Convert website visitors to actual visitors

## Hoping to add...



### Placer AI

- Hard data on actual visitors
- Hard data on target demographics



### Videographer

- Improve website visibility
- Funnel people to website and social media



### Influencers

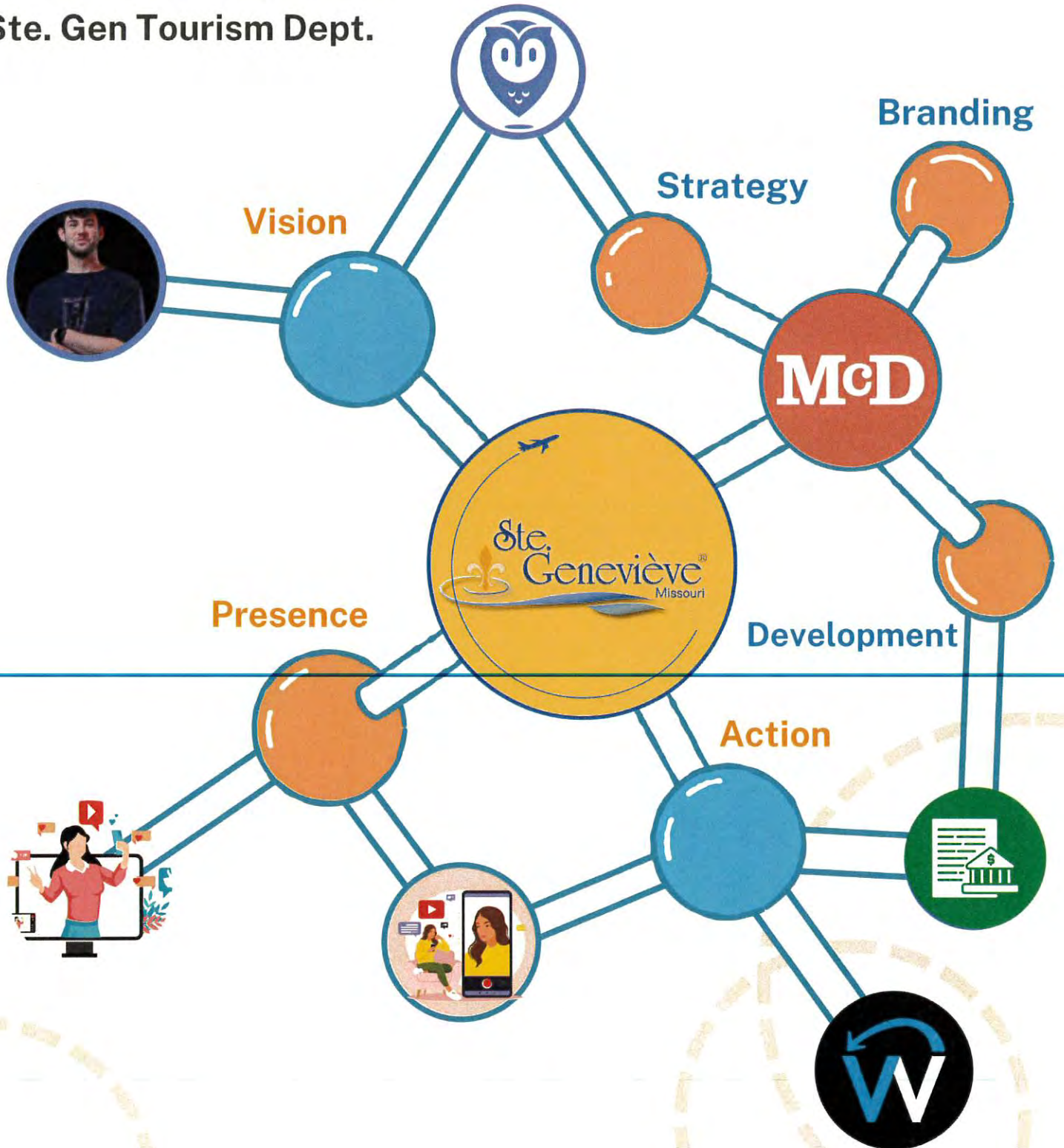
- Draw people to social media
- Funnel people to website



### Grant Writer

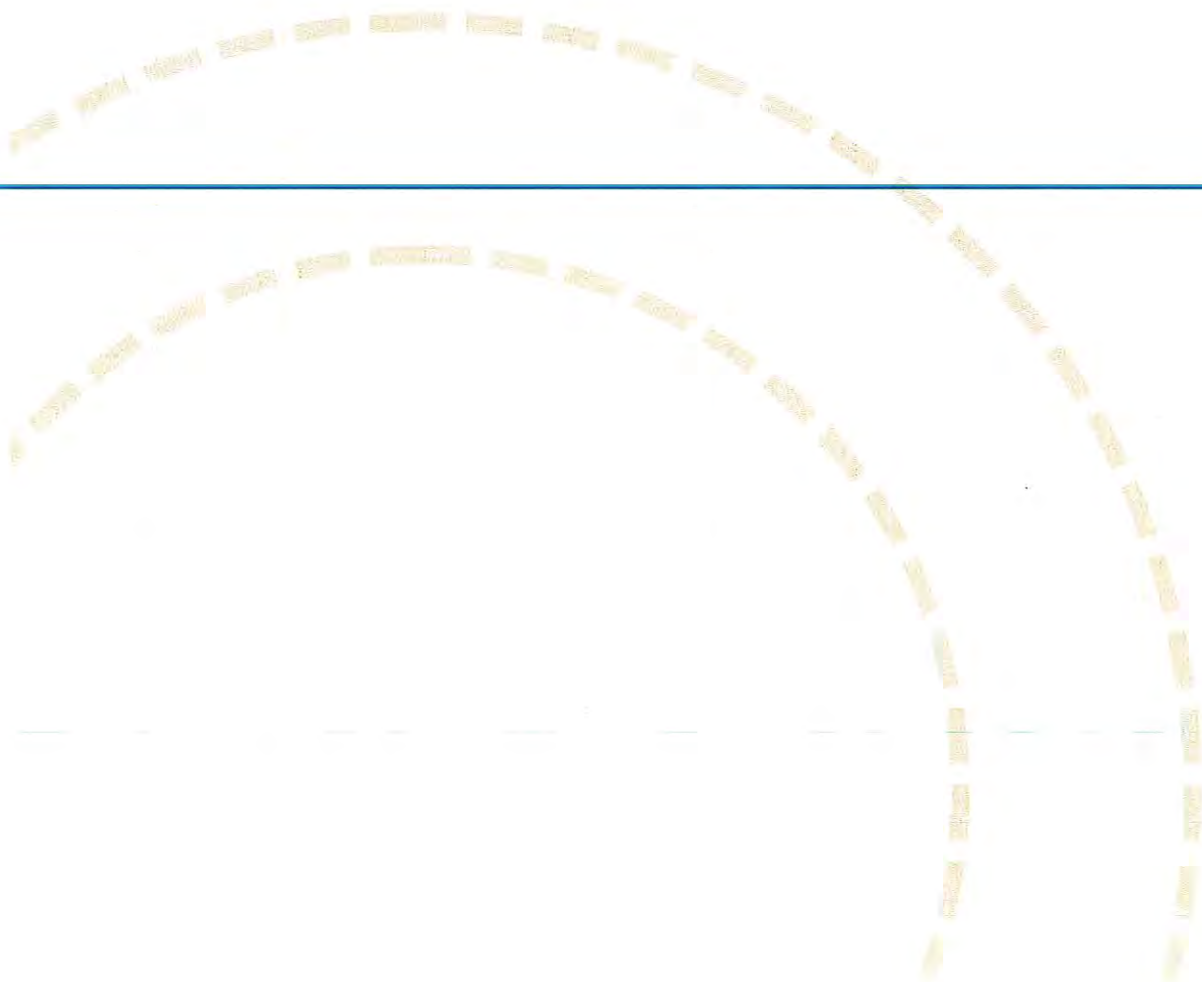
# Tourism Structural Matrix 2025

Ste. Gen Tourism Dept.





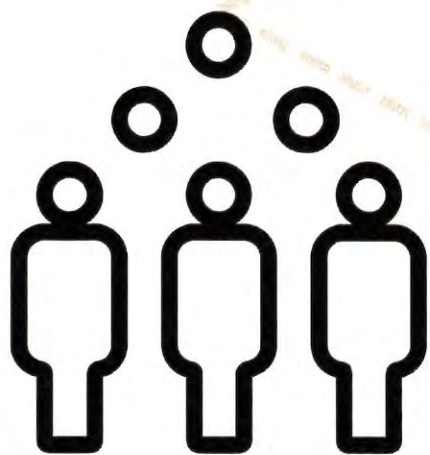
# Tourism Marketing: Addressing Our Visitor Experience



# Physical Wayfinding Goals



Independent  
Funding



Tourism  
Organizations



Grants



**Stephen Dotson**  
Grant Writer  
Brattleboro, VT

It's important to start mapping out our goals and breaking down the things we want into categories contingent with Federal grant categories.

Build a budget to retain Missouri grant writer to identify and write grants on our behalf using the our grant identity infrastructure.

Budget increase of \$3,000 per year.



# Welcome Center Kiosk

Local Resources



## Passport

- locals - Eric Scott
- promotes returns
- great memento



## Custom Kiosk Skin

- locals - Fred Darrough
- attracts engagement
- memorable display



Our Welcome Center presence needs a makeover.

- More fun
- More engaging
- Emphasis on Return Visits

# Mobile Kiosk



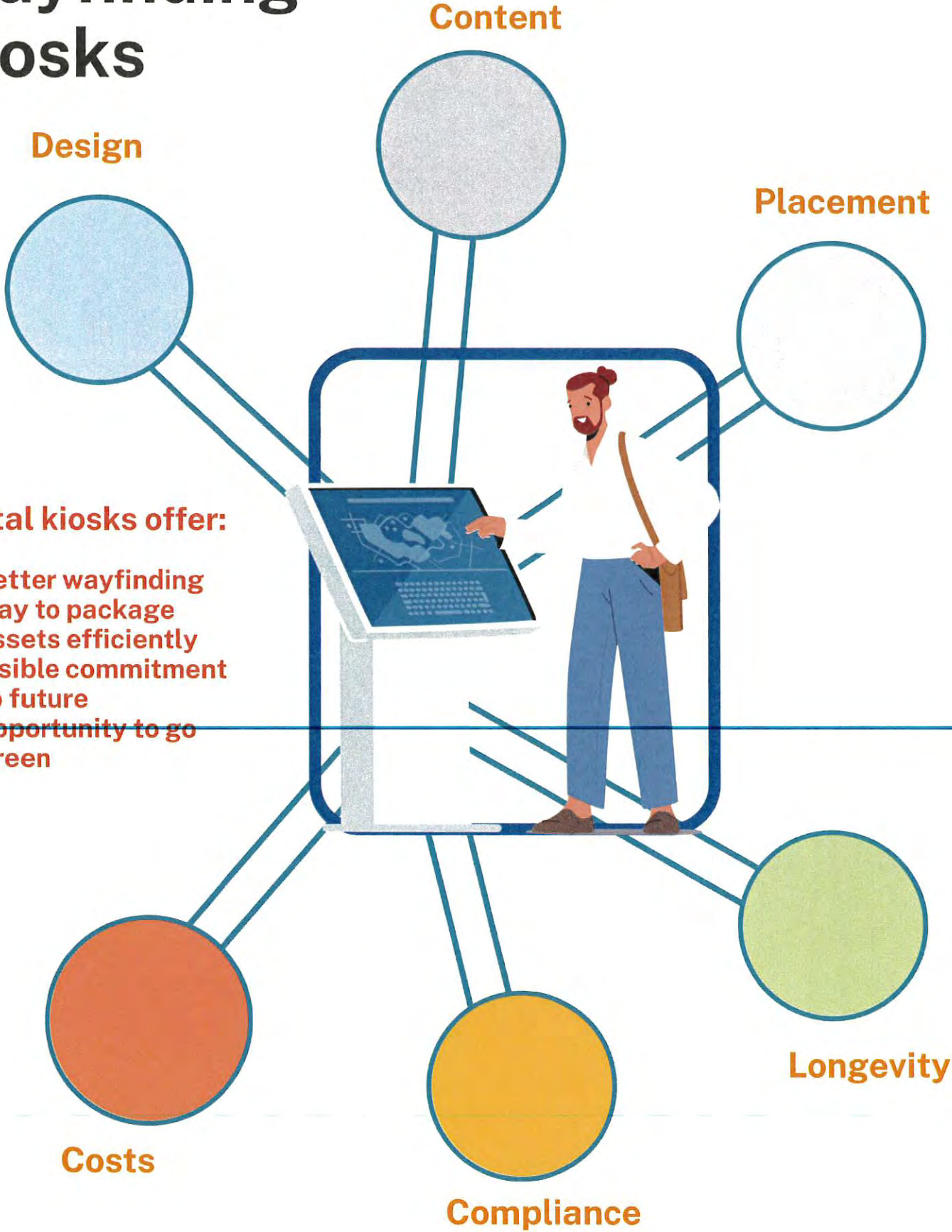
Our current outreach is nil.

- brand awareness
- synergistic thinking
- incentivized relationship building
- community marketing

## Mobile Design/Build

- lightweight assembly
- custom styrofoam skin
- target festivals

# Digital Wayfinding Kiosks



**Digital kiosks offer:**

- better wayfinding
- way to package assets efficiently
- visible commitment to future
- opportunity to go green



# City Art Program

We are an arts city...

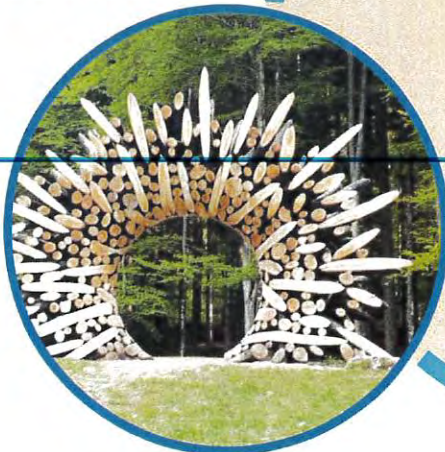


## Public art:

- moves people around the city
- provides non-transactional destination
- aligns with our identity
- approaches solving chicken/egg problem
- great passive marketing for social media

## Functional Design

## Outdoor Sculpture

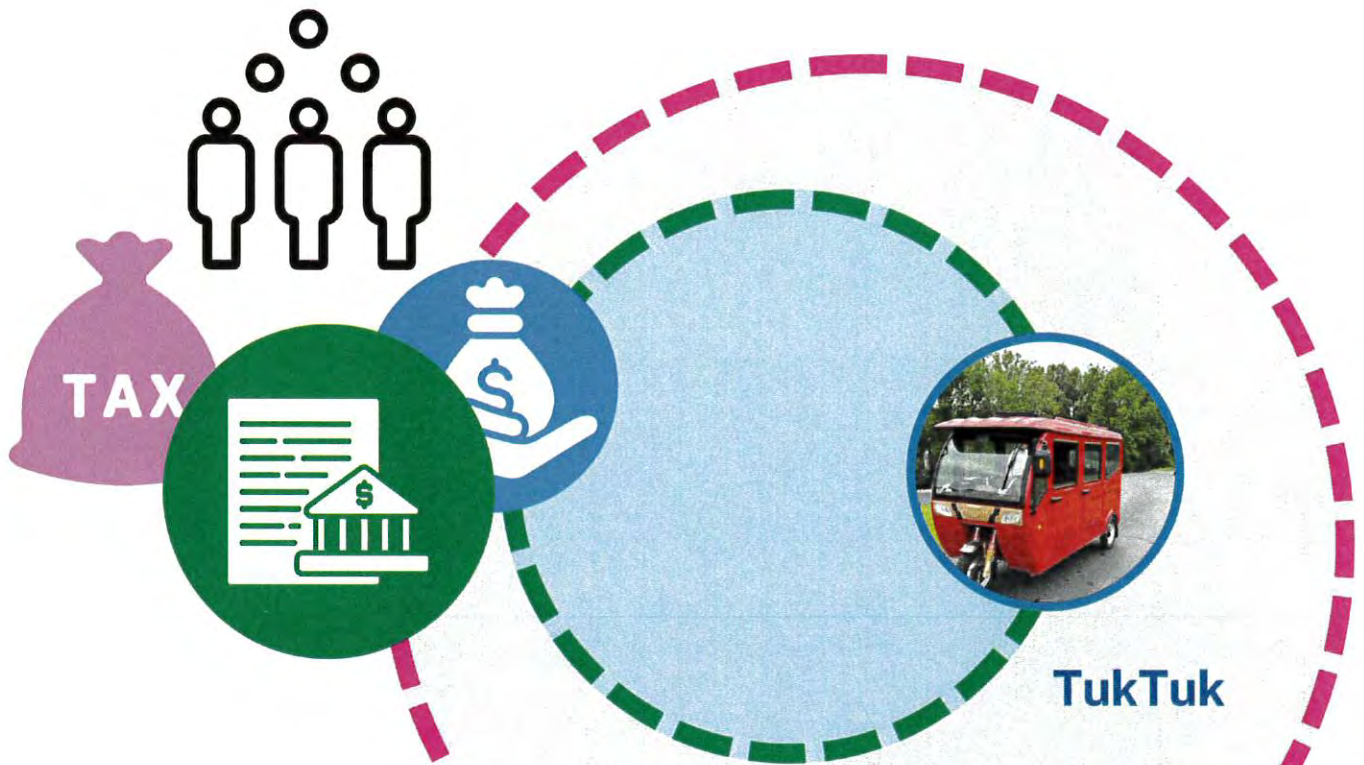


## Murals





# City Transportation



## Public transportation:

- connects city and county assets
- appeals to wider audience
- allows visitors to relax and decompress
- exposes visitors to things they wouldn't travel to on their own
- engages visitors with one another - community marketing



Trolley



# National Tourism Conferences



# State-wide Resource Conferences



**Opportunity for expanding knowledge base and networking on regional and national level.**





**Staff Report**

July 24, 2024

To: Board of Aldermen  
From: Happy Welch  
Re: Ozark Scenic Byway Designation

**Issue:**

The City of Ste. Genevieve is along a proposed new byway called the Ozark Scenic Byway. The Missouri Department of Transportation is contacting all the cities and counties along the route to find out if they are interested in being a part of the Byway designation. All cities/counties have to provide zoning information along the designated map route and a letter of intent if a city wishes to be a part of the route.

There is a process this goes through with the Scenic Byway Advisory Committee and we are at an early phase of the process.

We had previously submitted a letter of support for the road route and MoDOT has determined it is worth pursuing the overall designation. We must submit a letter of intent by August 31, 2024.

**Recommendation:**

Please review the attached byway submittal and the Scenic Byway Program Guide.

---