

**MINUTES OF THE  
STE. GENEVIEVE BOARD OF ALDERMEN  
REGULAR MEETING  
THURSDAY – April 8, 2021**

**CALL TO ORDER.** Mayor Paul Hassler called the meeting to order at 6:00 p.m. and all stood for the Pledge of Allegiance.

**ROLL CALL.** A roll call by City Clerk Pam Meyer showed the following members present:

Mayor Paul Hassler	
Alderman Joe Prince	Alderwoman Susie Johnson
Alderman Mike Jokerst	Alderman Jeff Eydmann
Alderwoman Ashley Armbruster	Alderman Bob Donovan
Alderman Mike Raney	Alderman Gary Smith

**APPROVAL OF AGENDA.** A motion by Alderman Jokerst, second by Alderman Donovan to approve the agenda as presented. Motion carried 8-0.

**PRESENTATION/AWARDS.** None.

**PERSONAL APPEARANCE.** None.

**CITY ADMINISTRATORS REPORT.** (See Attached Report)

**STAFF REPORTS.**

Gary Roth – Field Operations Supervisor (See Attached Report)  
Toby Carrig – Tourism Director (See Attached Report)  
Kenny Steiger – Fire Chief (See Attached Report)  
Dave Bova – Community Development Administrator (See Attached Report)

**COVID DISCUSSION.** Mayor Hassler commented that numbers are still down.

**COMMITTEE REPORTS.** Alderwoman Armbruster reported on the Park Board Meeting that was held on the 29<sup>th</sup> of March.

**PUBLIC COMMENTS.** None.

**PUBLIC HEARING.**

The Mayor & Board of Aldermen of the City of Ste. Genevieve will hold a public hearing to consider an annexation petition filed with the City on March 18, 2021 by GHS Holdings, LLC. All territory annexed to the City of Ste. Genevieve is classified as “R-1” Single-Family Residential upon annexation. All of this particular parcel known as 21551 Hwy 32 is in Ste. Genevieve County, Missouri and is contiguous and compact to the existing city limits of the City of Ste. Genevieve, Missouri. Mayor Hassler opened the public hearing at 6:13 p.m. With no further questions the public hearing was closed at 6:14 p.m.

**CONSENT AGENDA.**

- Minutes – Board of Aldermen – Regular Meeting – March 25, 2021
- Minutes – Closed Session – March 25, 2021
- **RESOLUTION 2021-37.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI STATING INTENT FOR THE STE. GENEVIEVE WELCOME CENTER TO APPLY FOR A MUSIC GRANT WITH THE STE. GENEVIEVE MUNICIPAL BAND GRANT PROGRAM FOR THE BIG BAM CYCLING EVENT.
- **RESOLUTION 2021-38.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI STATING INTENT FOR THE STE. GENEVIEVE WELCOME CENTER TO APPLY FOR A GRANT WITH THE STE. GENEVIEVE MUNICIPAL BAND GRANT PROGRAM FOR SATURDAY MUSIC DOWNTOWN.
- **RESOLUTION 2021-39.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI AUTHORIZING THE MAYOR TO EXECUTE A PROPERTY MAINTENANCE AGREEMENT WITH SCOTT BECKERMANN TO MAINTAIN FLOOD BUYOUT PROPERTY.
- **RESOLUTION 2021- 40.** A RESOLUTION BY THE BOARD OF ALDERMEN APPOINTING ED MILLINGER TO THE STE. GENEVIEVE COMMUNITY ACCESS CABLE BOARD.

A motion by Alderman Jokerst, second by Alderwoman Armbruster to approve the consent agenda as presented. Motion carried 8-0.

**OLD BUSINESS.** None.

**NEW BUSINESS.**

**BILL NO. 4425. AN ORDINANCE OF THE BOARD OF ALDERMEN AUTHORIZING THE MAYOR TO ENTER INTO AN AGEEMENT WITH TAYLOR ENGINEERING TO SURVEY AND DRAFT SUBDIVISION PLATS FOR A SECTION OF THE HIGHWAY 32 INDUSTRIAL PARK. 1<sup>ST</sup> & 2<sup>ND</sup> READING.** A motion by Alderman Smith second by Alderman Jokest, Bill No. 4425 was placed on its first reading, read by title only, considered and passed by a 8-0 vote of the Board of Alderman. A motion was made by Alderman Smith, second by Alderwoman Johnson to proceed with the second and final reading of Bill No. 4425. Motion carried 8-0. A motion by Alderman Donovan, second by Alderman Eydman, Bill No. 4425 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderman Gary Smith, Alderwoman Susan Johnson, Alderman Mike Jokerst, Alderman Joe Prince, Alderman Jeff Eydman, Alderman Bob Donovan, Alderman Mike Raney and Alderwoman Ashley Armbruster. Nays: None. Motion carried 8-0. Thereupon Bill No. 4425 was declared Ordinance No. 4345 signed by the Mayor and attested by the City Clerk.

**BILL NO. 4426. AN ORDINANCE PROVIDING FOR THE ANNEXATION OF CERTAIN REAL ESTATE OWNED BY GHS HOLDINGS, LLC. (21551 HIGHWAY 32) INTO THE CITY OF STE. GENEVIEVE EXISTING CORPORATE LIMITS. 1<sup>ST</sup> READING.** A motion by Alderman Donovan second by Alderman Smith, Bill No. 4426 was placed on its first reading, read by title only, considered and passed by a 8-0 vote of the Board of Alderman.

**BILL NO. 4427. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI AMENDING THE PERSONNEL MANUAL AS SET FORTH BELOW. 1<sup>ST</sup> READING.** A motion by Alderman Prince, second by Alderwoman Johnson, Bill No. 4427 was placed on its first reading, read by title only, considered and passed as amended (Change Company to City) by an 8-0 vote of the Board of Alderman.

**OTHER BUSINESS.** None

**MAYOR/BOARD OF ALDERMEN COMMUNICATION.** None.

**ADJOURNMENT.** With no further business Mayor Hassler adjourned the meeting at 6:17 p.m.

Respectfully submitted by,

  
Pam Meyer  
City Clerk

## CITY ADMINISTRATOR REPORT

April 8, 2021 UPDATE 1

1. We will have a street repaving program pre-bid meeting on Thursday, April 15 at 10a. It is not mandatory but will help us answer questions, clarify our expectations, and get an idea who may be most interested in the work. We have sent packets out to four contractors and will be advertising in the paper as well.
2. We have another ARP webinar from the National League of Cities coming up on Wednesday, April 14. It may just highlight the same information that we are aware of at this point.
3. Water/Sewer Contract Operations RFQ submittals are due Thursday, April 15 at 5p. I will distribute the packets received to the committee members to review and possibly set up some interviews and tours to check out those who have submitted based on the scores submitted by committee members. We will then pick a preferred company and negotiate a price. The schedule is to have a recommendation to the board in July for approval in August and the new contractor start in October.
4. We continue to wait for Corps of Engineers approval to install signs on the levee per their specifications. Until then we cannot begin to dig footings for the signs or improve the parking area with Levee District III taking the lead on these items.
5. Ste. Genevieve County did away with their UTV permit requirement so those living in the county do not need to get a permit. Our ordinance requires a permit in the city but we would accept a county permit in lieu of and now that has been eliminated. We can decide if we want to amend the code again and remove the language that references the county permit.

## **CITY ADMINISTRATOR REPORT**

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## Street and Park March / April

- Mulched Pere Marquette , Main Street , Valle Springs Parks
- Mulched Welcome Center and Downtown
- Prepared mowers for mowing season
- Cleaned storm drains
- Washed mud from under the trestle
- Cleared debris from bridges on the South Gabouri creek
- Filled sandbags and cut blocks for the flood gates
- Removed wiring from the pickup from Alliance
- Installed battery switches on all dump trucks

# Tourism Report

For Ste. Genevieve Board of Aldermen (April 8, 2021)

## MARKETING UPDATE (WE'VE ADDED VIDEO)

WSIL-TV in Carbondale completed a 30-second commercial for us that they will be airing now through June. We are utilizing funds from the Missouri Division of Tourism's Marketing Matching Grant 2.0 for that program. The commercial utilizes several still photos and a voice over, closing with a locator map and our web address. A similar style of ad was produced seven years ago and remained pinned on our Facebook pages until this week. We also will be adding this commercial to our social media (YouTube, Facebook, TikTok), and our web people were going to add it to the [www.VisitSteGen.com](http://www.VisitSteGen.com) website.

Under MMG 2.0, we have active campaigns through the month of June utilizing WSIL-TV, Entercom radio stations (KMOX and KEZK), and a digital ad campaign through Missouri Life.

With MMG 1.0, which was a 10-percent match on our end to receive \$8,663 in state funds, we have an active Facebook campaign through Madden Media.

## EARNED MEDIA (MORE VIDEO)

The KMOV (channel 4) television spot about Ste. Genevieve aired on its morning program on Saturday, April 3. The five-minute spot covered many attractions in the city, and given the amount of information we threw at the reporter (Kristen Cornett), the end result was very well done. You never know what you're going to get with some media, and this exceeded expectations. It is pretty close to a five-minute infomercial for Ste. Genevieve. We have pinned the video to the top of our social media and posted it on our website. I added a one-week Facebook boost for \$80 on one of our pages to push it to about 1,000 people per day in the surrounding big cities (Chicago, Paducah, Memphis, St. Louis, Kansas City, Springfield). But it is a piece that should have a good shelf life.

## OTHER GRANT PROGRAMS

I am exploring the application process for a National Endowment for the Humanities grant to follow in the footsteps of what some other places have done (Vincennes, Indiana, for one) to develop an audio walking tour. It could be a good complement to future plans involving a tourism-related smartphone app.

At the next meeting, I will have information regarding the grant process for the Pomeroy Foundation's Legends & Lore Marker program. I have proposed a marker that would be placed in Memorial Cemetery to note the location of a weeping cherry tree near the site of Senator Lewis Linn. The program celebrates folk tales such as the one regarding Linn. It was reported a cherry tree wept when his body was moved out of the cemetery in 1905. I received very good feedback last year from the Pomeroy Foundation regarding this particular proposal, as it reflects a folklore tradition of that time period following the Civil War. Before moving forward, I wanted to make sure both the Foundation for Restoration and the city was OK with the idea of placing such a marker in the area where the tree was (and where it seems a replacement tree of a different type of cherry has been planted). Chelsi Montgomery of the foundation's cemetery committee will be providing us with a document of that organization's support. The deadline to apply is in May.

## MARCH NOTES

— The March Constant Contact newsletter that went out before the Shop Hop had an open rate of 22 percent and a click rate of 12 percent, which are the highest percentages of the three newsletters we've sent out since we first started using it.

— The Shop Hop weekend on March 27 had good weather, and an Easter egg scavenger hunt coordinated by Good News Community Church also brought people into downtown. I have talked with some shops about trying to get another shopping event together later in the month, possibly the same weekend as the Fourth Friday Art Walk.

— The National Park Service added Claire Casey to its staff in March, bringing the number of full-time perma-

ment employees to four. (Superintendent Chris Collins, rangers Emily Smithey and Claire Casey, maintenance employee Andy Newman). They anticipate having an additional seasonal park guide on board this month or early May.

### WEBSITE VISITORS

With the Facebook campaign directing traffic toward our website, we picked up a boost in the month of March. I'm trying to work with our web people on some little things to enhance the site (new photos, the video) until we do a full makeover. One other element is having a newsletter sign-up page so we can stay in touch with people after they visit our website to provide them monthly updates.

### WELCOME CENTER VISITORS

We did have 28 visitors come through on Easter Sunday following a large number that came through on Good Friday (63), many just stopping in on their way to family.

DAY	DATE	DLY WKLY	DAY	DATE	DLY WKLY	<b>March figures</b>	
Sunday	Mar. 14	27	Thursday	Mar. 25	13		2014 . . . . . 992
Monday	Mar. 15	15	Friday	Mar. 26	64		2015 . . . . . 1,166
Tuesday	Mar. 16	12	Saturday	Mar. 27	94 353		2016 . . . . . 899
Wednesday	Mar. 17	27	Sunday	Mar. 28	48		2017 . . . . . 1,210
Thursday	Mar. 18	24	Monday	Mar. 29	30		2018 . . . . . 1,507
Friday	Mar. 19	32	Tuesday	Mar. 30	49		2019 . . . . . 1,423
Saturday	Mar. 20	85 222	Wednesday	Mar. 31	27		2020 . . . . . 313
Sunday	Mar. 21	66	Thursday	April 1	49		2021 . . . . . 1,058
Monday	Mar. 22	38	Friday	April 2	63		
Tuesday	Mar. 23	31	Saturday	April 3	83 349		
Wednesday	Mar. 24	47	Sunday	April 4	28		

### Ste. Genevieve Welcome Center Visitors

	2014	2015	2016	2017	2018	2019	2020	2021
January	343	547	485	416	543	343	365	380
February	682	833	1,053	1,034	1,237	775	518	659
March	992	1,166	899	1,210	1,507	1,423	313	1,058
April	1,407	1,646	1,906	1,725	2,029	2,048	0	0
May	2,604	2,391	2,825	2,542	3,579	3,684	0	0
June	1,970	1,828	2,002	2,299	2,765	1,950	1,119	0
July	2,225	1,784	2,044	2,291	1,912	1,724	1,101	0
August	3,303	3,342	2,535	3,746	2,531	3,253	1,367	0
September	1,973	2,091	2,608	2,703	2,557	1,647	1,360	0
October	3,087	3,168	3,343	3,004	2,850	1,871	1,569	0
November	977	1,321	1,572	1,302	1,633	1,040	1,042	0
December	943	1,021	781	1,905	1,314	933	860	0
<b>TOTAL</b>	<b>20,506</b>	<b>21,138</b>	<b>22,053</b>	<b>24,177</b>	<b>24,457</b>	<b>20,691</b>	<b>9,614</b>	<b>2,097</b>



# Ste. Genevieve Fire Department

Ken Steiger Fire Chief  
165 South 4<sup>th</sup>. Street  
Ste. Genevieve, Mo. 63670

Phone: 573-883-5400 City Hall  
Phone: 573-883-5321 Fire House  
Fax: 573-883-8081 Fire House  
Email: [sgfd7101@gmail.com](mailto:sgfd7101@gmail.com)  
Cell Phone: 573-883-0615

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## Monthly Operations Report

Date: **March**, 2021

Calls for Assistance:

- SGFD responded to **15** emergency calls in **March**
- Total so far this year are **40** calls, **down 22** calls from last year

Staffing:

- SGFD roster is down **6**. Due to the fireman being volunteer, openings will occur
- **We signed up 2 new guys last month. They will begin a BASIC FIREFIGHTER COURSE this weekend in Park Hills.**
- **At a meeting a couple of months ago there was a suggestion that we “the city” might form a committee to discuss ways to improve our recruitment. I am definitely in favor of this and would like this to happen so maybe we could get some new ideas.**
- Volunteers are still needed to form an applicant list, contact any SGFD firefighter if interested

Training: (FYI, all monthly training is done after hours or on weekends)

- **Monthly Training was switched to back to in person trainings and March Training was put on by an outside instructor on scene size up and initial command.**

Meetings Attended

Ozark Firefighters meetings – **Cancelled**  
Bi County Chiefs Meeting - **Cancelled**

Technical Rescue: (FYI, all Tech Rescue training is done after hours or on weekends in addition to regular monthly training)

- **Received notification of a successful grant application, equipment purchases will begin soon.**

Facility: LED Lighting

- Administration side complete. Almost complete, work has slowed due to covid distancing
- Have had several meetings with a local painter and paint supplier developing specs for painting the firehouse. Will be going out for bids soon.

Apparatus & Equipment Maintenance:

- Bids have been reviewed requesting to purchase from the MODOT State Contract for 1 ton pickup. **Ordered**
- Have a request to approve purchase of 4 sets of turnout gear thru the NPP.gov buying contract. **Ordered**

## Fire Radio

Our base station radio went out at the fire house. Currently exploring options repair or replace. **Received notification of successful grant application, new base will be purchased soon.**

## Grants

Community Foundation Grant deadline was February 5 this year. This is a “no matching fund grant”.

We applied as the Ste Genevieve Fire Department for a new base 2 way radio and emergency lighting for the new brush truck

We applied as the Ste Genevieve County Technical Rescue Team for 2 ice rescue suits and 2-1 hour scba/confined space air supply bottles

- **Both grant applications were successful. Purchasing will begin soon.**

## County Firefighters Assn.:

Nothing to report

## Local & State Mutual Aid:

- Nothing new to report

## Misc.

- Nothing to report

## KnoxBox Program

**Building department reposted our post about Knox Boxes earlier this month and we shared the post. My Facebook guy says it is better to share a post, that way it is linked to both Facebook pages FD and City**

Approved Box for – Ste. Genevieve Do It Center (2 locations) – Waiting for installs

Boxes ordered and shipped to

- Angstrom MFG. for old Grandpas Building
- Mid State Wood Products for Trautman Building

**Installed**

- **Windcrest Apts – Installed**  
**Will be installed this week**
- **Golden Management – Small Building next to Lumberyard and Plaza Tire**

**We now have 36 installed boxes in the city and 4 waiting to be installed.**

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## **Community Development April 2021 Staff Report Activities for 3/10/21 – 4/1/21**

### ***Historic Preservation – Heritage Commission***

- Meeting – March 15<sup>th</sup>; next tentative meeting – Mon, April 19<sup>th</sup>
- Approved 2 COAs; Discussed possible new construction on Audubon parking lot
- SHPO Historic Preservation Grant – tentative locations determined; finalizing w/SHPO

### ***Building Department / Code Enforcement***

- Occupancy Permits / Inspections 24
- Building Permits Issued 8
- Demolition Permits 1
- Sign Permits 0
- Chicken Permits 0
- Special Use Permits 0
- Old plans organized – awaiting cabinet construction
- Will begin process in April to transition to 2018 ICC codes

### ***Rental Housing Advisory Commission***

- Nothing new to report – next tentative meeting April

### ***Planning & Zoning***

- Next meeting – Thu, Apr. 1<sup>st</sup>
- Discussion of possible zoning ordinance changes & 1 Re-zoning application

### ***Board of Adjustment***

- Next meeting – Wed, Apr. 21<sup>st</sup> – 1 Variance application

### ***Floodplain Management***

- Nothing new to report

### ***Property Maintenance***

- 2018 Focus Properties Remaining 8
- Nuisance Property Issues 5
- Vegetation Nuisance Issues 0
- Building Code Violation Issues 3

### ***Training***

- Planning & Zoning UMSL Chancellor's Certificate – completed 12/9/20
- Missouri Humanities Council Webinar – attended 1/21 & 1/28/21
- Preservation Advocacy & 117<sup>th</sup> Congress Webinar – attended 1/28/21
- ICC Residential Building Code Webinar Series – 7 weeks completed
- ICC Deck Safety Codes & ICC Off-Site Construction – Gene currently enrolled
- SHPO HPF Grant Application Workshop – Tuesday, April 13<sup>th</sup>