

**MINUTES OF THE
STE. GENEVIEVE BOARD OF ALDERMEN
REGULAR MEETING
THURSDAY – SEPTEMBER 12, 2024**

CALL TO ORDER. Mayor Keim 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 Brian Keim	Alderman Eric Bennett
Alderwoman Amie Dobbs	Alderman Joe Prince
Alderman Bob Donovan	Alderman Mike Raney
Alderman Jeff Eydmann	Alderman Joe Steiger
Alderman Patrick Fahey	

APPROVAL OF AGENDA. A motion by Alderman Bennett, second by Alderman Eydmann to approve the amended agenda as presented. Motion carried 8-0.

PRESENTATION/AWARDS. None.

PERSONAL APPEARANCE. None.

CITY ADMINISTRATORS REPORT. See attached report.

STAFF REPORTS.

Kenny Steiger – Fire Chief (see attached report)
Aaron Smith – Tourism Director (see attached report)
David Bova – Assistant City Administrator (see attached report)

PUBLIC COMMENTS.

Randy McDaniels with McDaniels Marketing addressed the Mayor and the Board regarding the item on the agenda for the tourism branding and new logo and why hiring McDaniels Marketing for this could benefit the City.

Nicole French, co-owner of Les Sweets addressed the Mayor and the Board voicing her opinion on the item on the agenda for the tourism branding and new logo.

Mrs. Lori Beauchamp, 956 Market Street addressed the Mayor and the Board voicing a complaint about a neighbor's dog that continues to run loose even after biting someone.

CONSENT AGENDA.

- Minutes – Board of Aldermen – Regular Meeting – August 22, 2024
- Minutes – Board of Aldermen – Work Session – August 22, 2024
- Minutes – Board of Aldermen – Closed Session – August 22, 2024
- APPROVAL OF A LIQUOR LICENSE FOR GIBSONS AUDUBONS, LLC., 9 N. MAIN STREET.
- **RESOLUTION 2024 – 40.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE MISSOURI REVISING THE FUND BALANCE POLICY OF THE CITY.
- **RESOLUTION 2024 – 41.** A RESOLUTION APPROVING THE PURCHASE OF A CRACK SEAL MACHINE FROM CRAFCO, INC. FOR SIXTY-EIGHT THOUSAND TWO HUNDRED TWENTY- SIX DOLLARS AND FORTY CENTS THROUGH THE SOURCEWELL COOPERATIVE PURCHASING AGREEMENT. (\$68,226.40)

A motion by Alderman Steiger, second by Alderman Eydmann to approve the consent agenda as presented.
Motion carried 8-0.

OLD BUSINESS.

McLiney & Company – Lease/Purchase Financing (The tentative agenda for this meeting also includes an optional vote to close this part of the meeting pursuant to Section 610.021(12) (Sealed bids and related documents, sealed proposals) A motion by Alderman Bennett, second by Alderman Donovan to go into closed session pursuant to section 610.021(12) sealed bids and related documents, sealed proposals. Motion carried 8-0 with the following roll call vote: Ayes: Alderwoman Amie Dobbs, Alderman Joe Steiger, Alderman Patrick Fahey, Alderman Bob Donovan, Alderman Joe Prince, Alderman Eric Bennett, Alderman Jeff Eydmann, and Alderman Mike Raney. Nays: None. 6:21 p.m.

Regular meeting resuming at 6:36 p.m.

BILL NO. 4629. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI, TO ESTABLISH A PROCEDURE TO DISCLOSE POTENTIAL CONFLICTS OF INTEREST AND SUBSTANTIAL INTERESTS FOR CERTAIN OFFICIALS. 2ND READING. A motion by Alderman Prince, second by Alderman Steiger, Bill No. 4629 was placed on its second and final reading, read by title only, considered, and passed by a roll call vote as follows: Ayes: Alderwoman Amie Dobbs, Alderman Joe Steiger, Alderman Patrick Fahey, Alderman Bob Donovan, Alderman Joe Prince, Alderman Eric Bennett, Alderman Jeff Eydmann, and Alderman Mike Raney. Nays: None. Motion carried 8-0. Thereupon Bill No. 4629 was declared Ordinance No. 4550 signed by the Mayor and attested by the City Clerk.

BILL NO. 4630. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI AMENDING THE PERSONNEL MANUAL AS SET FORTH BELOW. 2ND READING. A motion by Alderman Steiger, second by Alderman Eydmann, Bill No. 4630 was placed on its second and final reading, read by title only, considered, and passed by a roll call vote as follows: Ayes: Alderwoman Amie Dobbs, Alderman Joe Steiger, Alderman Patrick Fahey, Alderman Bob Donovan, Alderman Joe Prince, Alderman Eric Bennett, Alderman Jeff Eydmann, and Alderman Mike Raney. Nays: None. Motion

carried 8-0. Thereupon Bill No. 4630 was declared Ordinance No. 4551 signed by the Mayor and attested by the City Clerk.

NEW BUSINESS.

RESOLUTION 2024-42. A RESOLUTION APPOINTING AD-HOC (NON-VOTING) REPRESENTATIVES TO THE STE. GENEVIEVE TOURISM TAX COMMISSION. A motion by Alderman-Steiger, second-by-Alderman-Donovan-to-approve-Resolution-2024-42. Motion-carried-8-0.

BILL NO. 4631. AN ORDINANCE APPROVING A MEMORANDUM OF AGREEMENT WITH ALLIANCE WATER RESOURCES, INC., A MISSOURI CORPORATION TO MODIFY THE INITIAL PROFESSIONAL SERVICE AGREEMENT DATED AUGUST 12, 2010. 1ST READING. After discussion regarding the amount of the annual increase presented by Alliance Water Resources (3.4%) a motion by Alderman Steiger, second by Alderman Eydmann to table Bill No. 4631 to allow Alliance the opportunity to bring back a lower percentage for their annual increase. Motion carried 8-0.

BILL NO. 4632. AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT BETWEEN THE CITY OF STE. GENEVIEVE AND THE STE. GENEVIEVE COMMUNITY ACCESS TELEVISION BOARD (CHANNEL 990/991). 1ST READING. A motion by Alderman Eydmann, second by Alderman Prince, Bill No. 4632 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4633. AN ORDINANCE AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AND EXECUTE A MASTER SERVICES AGREEMENT WITH APPTEGY, INC. OF LITTLE ROCK ARKANSAS TO DEVELOP AND HOST THE CITY GOVERNMENT WEBSITE. 1ST READING. A motion by Alderman Raney, second by Alderman Donovan, Bill No. 4633 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4634. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE MISSOURI AUTHORIZING THE MAYOR TO SIGN A DECLARATION OF DEED RESTRICTION FOR PROPERTY LOCATED IN PERE MARQUETTE PARK. 1ST & 2ND READING. A motion by Alderman Bennett, second by Alderman Donovan, Bill No. 4634 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen. A motion by Alderman Bennett, second by Alderman Donovan, to proceed with the second reading of Bill No. 4634. Motion carried 8-0. A motion by Alderman Bennett, second by Alderman Donovan, Bill No. 4634 was placed on its second and final reading, read by title only, considered, and passed by a roll call vote as follows: Ayes: Alderwoman Amie Dobbs, Alderman Joe Steiger, Alderman Patrick Fahey, Alderman Bob Donovan, Alderman Joe Prince, Alderman Eric Bennett, Alderman Jeff Eydmann, and Alderman Mike Raney. Nays: None. Motion carried 8-0. Thereupon Bill No. 4634 was declared Ordinance No. 4552 signed by the Mayor and attested by the City Clerk.

BILL NO. 4635. AN ORDINANCE AUTHORIZING THE CITY OF STE. GENEVIEVE TO ACCEPT THE PROPOSAL OF CARL BROWN OF GETTINGGREATRATES.COM FOR A RATE ANALYSIS FOR THE WATER AND SEWER FUNDS. 1ST READING. A motion by Alderman Bennett, second by Alderman Raney, Bill No. 4635 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4636. AN ORDINANCE APPROVING A BUDGET AMENDMENT TO THE CITY OF STE. GENEVIEVE FOR THE FISCAL YEAR 2024 BUDGET RELATING TO VARIOUS REVENUE AND EXPENDITURE INCREASES. 1ST READING. A motion by Alderman Bennett, second by Alderman Steiger, Bill No. 4636 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4637. AN ORDINANCE OF THE BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSOURI ADOPTING THE ANNUAL BUDGET FOR FISCAL YEAR 2025 AND APPROVING AN EFFECTIVE DATE. 1ST READING. A motion by Alderman Bennett, second by Alderman Steiger, Bill No. 4637 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4638. AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO AND EXECUTE A PROPOSAL WITH BLACKTOP SAILOR TO CREATE A NEW LOGO AND BRAND STRATEGY FOR THE CITY OF STE. GENEVIEVE. 1ST READING. A motion by Alderman Donovan, second by Alderman Steiger, Bill No. 4638 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Aldermen.

BILL NO. 4639. AN ORDINANCE AUTHORIZING THE MAYOR TO EXECUTE AN ENGINEERING SERVICES CONTRACT WITH COCHRAN ENGINEERING FOR THE "4TH STREET SIDEWALK CONNECTION PROJECT" (Federal Project TAP-9901(879)). 1ST READING. A motion by Alderman Bennett, second by Alderman Eydmann, Bill No. 4639 was placed on its first reading, read by title only, considered and passed by an 7-1 vote of the Board of Aldermen with Alderman Donovan casting a NO vote.

OTHER BUSINESS. None.

MAYOR/BOARD OF ALDERMEN COMMUNICATION. None.

ADJOURNMENT. With no further business Mayor Keim adjourned the meeting at 7:35 p.m.

Respectfully submitted by,



Pam Meyer
City Clerk

CITY ADMINISTRATOR REPORT

September 12, 2024 UPDATE

1. We met with Cochran Engineering last week to go over scheduling for the road construction engineering and developing plans for the proposed subdivision. That puts me 2 to 4 weeks behind my original milestone schedule. The lease/purchase loan for the water/sewer installation should be ready by the end of the week and the Preliminary Official Statement (POS) for the bond issue will be ready in October with closing on the bond sale in January.
2. The restroom building at Pere Marquette Park is on the pad and we have lots to do still with landscaping, electric, and plumbing. Our plan is to have it open by the end of September.
3. I will be out of the office at the Missouri Municipal League Conference Monday 9/16 through Wednesday 9/18, but I'll be reachable by phone if you need me.
4. The dual charge EV station is up and running at Main St. Park. It is on the ChargePoint network.
5. We now have a water/sewer alternative payment processor that doesn't charge for eCheck/ACH payments. We signed up with Doxo who provides the free ACH payment option along with options for those who want to pay by phone and by credit card. This processor is in addition to the credit card and eCheck option that we have through FrontDesk.
6. There is a Parkland REDI meeting next Friday and we will get an update on progress made by Scott Sattler for the region.

Ste. Genevieve Fire Department

Ken Steiger Fire Chief
165 South 4th. Street
Ste. Genevieve, Mo. 63670

Phone: 573-883-5400 City Hall
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Fax: 573-883-8081 Fire House
Email: sgfd7101@gmail.com
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Monthly Operations Report

Date: **August 2024**

Calls for Assistance:

- ~~SGFD responded to 21 emergency calls in August.~~
- The total for this year is **179** calls, **down 7** calls from last year.

Staffing:

- SGFD roster is down **4**. **Roster currently at 25 of 29.**
- Volunteers are still needed to form an applicant list, contact any SGFD firefighter if interested
- Have a new volunteer application in hand and working on background and reference checks. Past everything, waiting for him to move to Ste Gen.
- **Signed up a new person Wednesday night**

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

- **Monthly Training was City water supply and hydrant hook ups**
- **Preplans O'Riely's, Save A Lot, Dollar General**

Meetings Attended

Bi County Chiefs Meeting – **Attended**
City Council Meeting x3 – **Attended**
Ozark Fire Assoc. Meeting – **Attended**
County Chiefs Meeting - **Attended**

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

- Nothing to report

Apparatus & Equipment Maintenance:

- 7143 our 2006 pumper had a cracked turbo elbow. **Repaired**
- **7141 our 1993 pumper has an air leak on the pump transfer case. Sentinel should have it repaired in the next two weeks.**

Fire Radio

- St Francis County 911 radio survey – Radio improvements project moving forward with 2025 anticipated completion. New radio towers are being installed.
- BI County AFG grant for all new handheld radios submitted. Will probably be 2-3 months before we know anything. Nothing to report.

Grants

DPS

2023 DPS Grant

Received notification that the grant program will open soon. I intend to apply again to try to get some of our handheld radios upgraded. This will be a no matching funds grant, the same as the last 2 DPS grants. Grant has been submitted for approximately \$72,000.

Grant has been approved. **Radios are in and being programed, repeaters will need to be installed in trucks. Hopefully finished in September**

2024 DPS Grant

Have started the application for no match required grant for truck intercom systems. This is the same grant that we received all of the radio upgrades from. Application is due June 14th. Submitted **Not funded this year**

ARP Grant

2024

I will be applying for all new fire hoses and 8 sets of turnout gear in this year's grant request. This is a 50% match which can be in the form of money or "in kind match". We have budgeted for 4 sets of turnout gear and replacement of our 4-inch large diameter hose. If I write these into the grant, the purchases we were planning to make can be used as our match and would only require additional funding of approximately \$6,000.00 that would be available from the rural fire fund. Grant has been submitted. **Turnout gear on order. Hose roller in and being used. working on specs for hose. Should be able to bring for board's approval in October.**

County Firefighters Assn.:

- Nothing to report

Misc.

Nothing to report

KnoxBox Program

Boxes Approved, shipped and Waiting for installs

Ste. Genevieve Do It Center (still waiting for warehouse on Chadwell)

Mid State Wood Products for Trautman Building

SGPS Early Childhood Center

2- Mississippi Lime Company

Le Techniques Salon

Installed

HR Block

Approved

SGPS Elementary Building

Tourism Report

Aaron Smith | Sep 10, 2024



The News

MO Mainstreet Connection

Josh Wright of Genco and I went to the MO Mainstreet Connection community empowerment grant workshop on Wed, 8/24. I invited a number of other business owners, but most were unavailable. When giving my budget presentation to you all, I talked about ways to improve the visitor experience in town. This organization is dedicated to improving the visitor experience of towns by providing resources to improve the use of downtown areas. The community empowerment grant would basically build what McDaniels did for our digital, a long-term plan that acts as a step-by-step guide to improving the visitor experience. It's a 70/30 grant where MO Mainstreet provides \$30,000 worth of training, planning, and other resources over a two-year period and the community will commit to \$13,000. The next step is finding an organization to take on the responsibility. I approached Downtown Ste. Gen since it was initially the vessel for Ste. Gen's MO Mainstreet program and their board is very active. However, they would like to give it some time before rushing into the commitment. After thinking about it, instituting a Mainstreet Program may take them off their current mission.

Chosen Branding Partner

Happy advised me to put together a committee to break down our two candidate's proposals. The committee has decided to go with Blacktop Sailor. The deliverables for both companies were the same. They'll create a new logo and slogan, a brand standards manual, as well as post concepts and templates for social media and beyond. The plan also includes focus group testing the new image and giving a detailed plan for review to interested parties.

We were given a score sheet to rate each company. The categories were: General Company Qualifications, Related Project Experience, Proposed Team, and Approach. Blacktop won out because of their General Company Qualifications, Proposed Team, and Approach. We were intrigued by their proposal, interviewed their team, and came away impressed with their work, but also their knowledge of branding as a concept. I think that's the missing piece to our current marketing plan: a clear vision of what Ste. Gen is and what it will be. We're looking at building from the branding promise we currently have, and it's not there yet. We're hoping to bring in a team that can help us get to where we need to be.

McDaniels scored higher in Related Project Experience. They were right there, though. They've been great partners with the city, always showing up when we need them. They've done good work for us so far when it comes to our print and digital advertising and we will continue to work with them on that. I like their graphic design team immensely. So, we're not saying bye to McDaniels, we're just bringing in some fresh expertise to our branding efforts.

Installing Visit Widget

We are in the middle of installing Visit Widget. They are developing our app as we speak, and JRudney, our website manager is rebuilding the website around the visit widget embeds. I was hoping for a launch by late August. Given that I'm going to use the bulk of that budget to revamp the entire website, the new launch will be January 2025. I've purchased some photos from Bill Naeger because I feel like we're not putting our best asset as our foundation. We're the oldest permanent settlement west of the Mississippi, once called the Mother City of the West. We need to let that be the backdrop where people instantly understand we're an old town with a huge cultural influence. That will get them intrigued, then we can sell them on what's here.

Small-Town Showcase Voting

We're back in the top-five. We're in a close race, though. If you haven't voted, please get out there and vote. If you have, get out and vote again.

SMALL TOWN SHOWCASE : TOP TEN! VOTING CLOSSES OCT. 1, 2024

Tarkio
12,300

Prairie Home
2,180

Potosi
6,062

Ironton
1,649

Elsberry
3,001

Eminence
1,251

Piedmont
2,681

Blackwater
588

Ste. Genevieve
2,347

Ava
590



Vote now!

mohumanities.org/small-town-showcase





Community Development September 2024 Staff Report 8/6/24 – 9/6/24

Historic Preservation – Heritage Commission

- Next meeting – 9/16
- No meeting in August
- 2024 HP grant application – mobile app walking tour – recommended for funding

Building Department / Code Enforcement

- Occupancy Permits / Inspections 18
- Building Permits Issued 68 (66 roof permits)
- Demolition Permits 0
- Sign Permits 0
- Chicken Permits 0
- Special Use Permits 0
- Sidewalks – 2nd notice mailed out 7/10 – 8 completed repairs; 3 on track to complete
- Building Code – have begun process to adopt 2021 codes

Comprehensive Plan Update

- Plan now adopted and recorded
- Comp plan committee being established

Planning & Zoning

- No Sep meeting
- Next meeting – 10/3

City / County Info

- Assistance with Tourism / EcDev 2024 – Provided 5k in '23, discussion of poss. adding lodging tax to 2024 ballot – ballot language not submitted – looking at April 2025 election / discussion of forming a CVB type organization with County & Chamber / County partnered with City for Parkland REDI membership
- Progress Parkway property – county provided assistance to IDC for infrastructure
- FLAP Grant (N 4th Street bridge) – remains on track for 2025 / cost has risen to approximately 950k (originally 750k) now & county has asked for assistance from city
- TAP Grant (Hwy 61 sidewalk) – County app. approved – on track for 2026
- 911 Tax – Board formed (includes City officer) – payments from City & Amb. Dist. to continue until new infrastructure installed and paid; potentially 4 – 5 years (2027-28)
- EV Charging – County is not assisting
- Improvements to Ferry Landing – USCOE will not require permits and have given permission to move forward; MLC has responded they have no issue with the project. UP has

now given initial approval to move forward also. Drafting MOU for UP & MLC – UP has declined MOU and will draft their own (still awaiting).

Board of Adjustment

- Nothing new to report

Floodplain Management

- Current long range forecasts show 27% chance of Minor Flooding in Sep-Oct-Nov.
- Current long range forecasts also show 13% chance of moderate flooding in Sep-Oct-Nov.
- Current river stage (9/6) is 6.70'; expected to fall to 6' by end of next week.
- Ferry is currently operating but only Fri – Sun.

Property Maintenance

- Nuisance Property Issues 6
- Vegetation Nuisance Issues 7
- Code Violation Issues 2
- Sidewalk Issues 1
- 58 S Main – owner has contracted and presented paid contract on 5/13
- 42 S Main – special tax bills were paid in full 9/3-will continue to monitor