

**MINUTES OF THE
STE. GENEVIEVE BOARD OF ALDERMEN
REGULAR MEETING
THURSDAY – NOVEMBER 12, 2020**

CALL TO ORDER. Mayor 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 Gary Smith	Alderman Bob Donovan (zoom)
Alderman Susan Johnson	Alderman Mike Jokerst
Alderman Ashley Armbruster	Alderman Mike Raney
Alderman Joe Prince	Alderman Jeff Eydmann

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

PRESENTATION/AWARDS. None.

PERSONAL APPEARANCE. None

CITY ADMINISTRATORS REPORT. (See Attached Report)

STAFF REPORTS.

Dave Bova – Community Development Administrator (See Attached Report)

Gary Roth – Field Operations Supervisor (See Attached Report) During Gary's report the Aldermen discussed the ongoing issue with residents blowing leaves into the City Streets. This can create many issues including storm drains to back up which could cause water back up on the streets causing flooding and possibly forcing water into residents homes. Alderman Prince would like for the City Attorney to review and possibly tighten up the current ordinance to make it more enforceable.

Toby Caring (See Attached Report)

Kenny Steiger – Fire Chief (See Attached Report)

COVID DISCUSSION. At this time Jeanette Wood, Ste. Genevieve County Health Interim Director addressed the Mayor and Board of Aldermen concerning COVID-19 and answered any questions. Ms. Wood Stated that the numbers continue to increase and large gatherings could possibly be the culprit. She praised the school for their mitigation efforts.

COMMITTEE REPORTS. Alderman Armbruster reported that the Park Board and Park Board Committees met to continue discussions on the Master Plan. Also reported that the Pumpkin Glow was a success.

PUBLIC COMMENTS. None.

CONSENT AGENDA.

- Minutes – Board of Aldermen – Regular Meeting – October 22, 2020
- Minutes – Board of Aldermen – Work Session – October 22, 2020
- **RESOLUTION 2021-12.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI AUTHORIZING THE MAYOR TO EXECUTE A PROPERTY MAINTENANCE AGREEMENT WITH KEVIN M. PETTY TO MAINTAIN FLOOD BUYOUT PROPERTY.

A motion by Alderman Jokerst, second by Alderman Prince to approve the consent agenda. Motion carried 8-0.

OLD BUSINESS.

BILL NO. 4391. AN ORDINANCE CALLING FOR THE GENERAL ELECTION OF OFFICERS OF THE CITY OF STE. GENEVIEVE, MISSOURI TO BE HELD APRIL 6, 2021 AND BY PROVIDING NOTICE TO THE GENERAL PUBLIC. 2nd READING. A motion by Alderwoman Johnson, second by Alderman Eydmann, Bill No. 4391 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderwoman Susan Johnson, Alderman Mike Jokerst, Alderman Bob Donovan, Alderman Gary Smith, Alderman Jeff Eydmann, Alderman Mike Raney, Alderman Joe Prince, and Alderwoman Ashley Armbruster. Nays: None. Motion carried 8-0 with. Thereupon Bill No. 4391 was declared Ordinance No. 4314 signed by the Mayor and attested by the City Clerk.

BILL NO. 4393. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE AUTHORIZING THE MAYOR TO ENTER INTO AN EXTENDED AGREEMENT WITH BACON COMMERCIAL DESIGN IN AN AMOUNT NOT TO EXCEED \$8,900.00 FOR THE ARCHITECTURAL AND ENGINEERING SERVICES FOR PHASE 1 OF THE CITY HALL/POLICE DEPARTMENT REMODELING PROJECT. 2nd READING. BILL NO. 4393 died for lack of a motion to approve. The Board Members would like to see the contract renegotiated to see if city tax dollars can be saved and brought back to them for approval with a lower contract amount.

NEW BUSINESS.

OPEN BURNING DISCUSSION. A motion by Alderman Jokerst, second by Alderman Eydmann to open burning until December 31, 2020 with the same rules and regulations, just no permit will be needed. Motion carried 8-0.

BILL NO. 4394. AN ORDINANCE APPROVING CHANGE ORDER NO. 2 TO THE CONTRACT WITH CE CONTRACTING, INC. OF STE. GENEVIEVE, MISSOURI ON THE WATER MAIN IMPROVEMENTS PROJECT (#20-8099) IN AN AMOUNT OF FIFTY TWO THOUSAND FOUR HUNDRED SEVEN DOLLARS AND THIRTY CENTS. (\$52,407.30) 1ST & 2ND READING. A motion made by Alderman Jokerst, second by Alderwoman Johnson, Bill No. 4394 was placed on its first reading, read by title only, considered and passed with a 8-0 vote of the Board of Alderman. A motion was made by Alderman Eydmann, second by Alderman Smith to proceed with the second and final reading of Bill No. 4394. Motion carried 8-0. A motion was made by Alderman Donovan, second by Alderman Prince, Bill 4394 was placed on its second reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderwoman Susan Johnson, Alderman Mike Jokerst, Alderman Bob Donovan, Alderman Jeff Eydmann, Alderman Mike Raney, Alderman Joe Prince, Alderman Gary Smith and Alderwoman Ashley Armbruster. Nays: None. Motion carried 8-0. Thereupon Bill No. 4394 was declared Ordinance No. 4315 signed by the Mayor and attested by the City Clerk.

OTHER BUSINESS.

Alderwoman Johnson suggested the possibility of having all virtual meetings because of the rise of COVID cases. After some discussion it was left at holding the meetings at City hall with the option remaining for those who want to virtual attend by zoom.

MAYOR/BOARD OF ALDERMEN COMMUNICATION. None.

ADJOURNMENT.

Mayor Hassler adjourned the meeting at 7:10 p.m.

Respectfully submitted by,


Pam Meyer
City Clerk

CITY ADMINISTRATOR REPORT

November 12, 2020

1. The IT RFQ is due on November 13 at 5:00 p.m. We sent the paperwork to 5 companies and placed a notice in the *Herald* so we will see if they respond and/or others. I would ask that my board consultants assist me in reviewing and evaluating the packets and determine if there are 1 or more consultants that we will want to interview. After the interviews we will determine who we believe offers the best service to the City at the best price and bring that to the board for contract approval.
2. The Washington Street wall was delayed a week due to the rains we had at the end of October, but it is now progressing. The footing has been poured with the wall next and then they will start installing the geogrid and backfill with clean rock. I am working with Frank Rolfe to install an upgraded fence that he will pay the difference on so we will have a change order for the project with a deduct on the fence cost included in the bid and Moore Fence will install the upgraded fence when it is delivered. It will be about 4 weeks before Mr. Moore will get it in so we will set up orange temporary fencing.
3. City offices will be closed Wednesday, November 11 for Veteran's Day, as well as Thursday and Friday, November 26 & 27 for Thanksgiving.
4. We will be sending out a press release to inform the public of our new online utility account and payment system through gWorks and Forte. You can access the site through our home page on the left hand side where it says PAY BILL. You will need your postcard to get registered the first time. If you would prefer to get an email bill rather than a postcard then contact city hall and we can set that up.



Community Development

David Bova
Community Development Administrator
165 S. Fourth Street
Ste. Genevieve, MO 63670

Phone: 573-883-5400
Fax: 573-883-8105
Email: dbova@stegenevieve.org

November 2020 Staff Report

Activities for 10/7/20 – 11/9/20

Historic Preservation – Heritage Commission

- Meeting – last meeting Monday, October 19; next possible meeting, Monday, November 16
- Approved 3 COAs. Received 1 Attestation as to Material Replacement.
- SHPO Historic Preservation Grant –RFP received; negotiating contract; working w/SHPO

Building Department / Code Enforcement

- Occupancy Permits / Inspections 36
- Building Permits Issued 8
- Demolition Permits 0
- Sign Permits 0
- Chicken Permits 0
- Special Use Permits 2
- Hired Building Inspector – Gene Kertz – started October 14th

Rental Housing Advisory Commission

- Nothing new to report – next tentative meeting in December

Planning & Zoning

- Meeting – last meeting Thursday, November 5th ; approved recommendation of 2 SUPs
- SUP001-21 & SUP002-21 will have BOA Public Hearing on Dec. 10th

Board of Adjustment

- Nothing new to report.

Floodplain Management

- Nothing new to report

Property Maintenance

- 2018 Focus properties remaining 9
 - Nuisance property Issues 6
 - Vegetation Nuisance Issues 1
 - Building Code Nuisance Issues 2
-



October/November

- Moved display cases
- Burnt the brush site
- Patched a few potholes
- Cut brush and weeds and removed debris from ditch in Pointe Basse
- Put rock around the grate to make it easier access to keep the grate clean
- Cut brush and trees at Valle Spring Park
- repairs on a dump truck
- Cleaned and worked on organizing the shop
- Downtown clean up for events
- Swept leaves
- Put out barricades for events

Ste. Genevieve Fire Department

Ken Steiger Fire Chief
165 South 4th. 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
Cell Phone: 573-883-0615

Monthly Operations Report

Date: **October 2020**

Calls for Assistance:

- SGFD responded to **23** emergency calls in **October**
- Total Responses for the year 2020 are **184** calls, **down 18** calls from last year.

Staffing:

- SGFD roster is down **4**. Due to the fireman being volunteer, openings will occur
- Volunteers are still needed to form an applicant list, contact any SGFD firefighter if interested(Facebook and web page are working well)

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

- **Monthly Training was on 10/19 on Interior Search and Rescue & Downed Fire fighter rescue**

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)

- Nothing to report

Facility: LED Lighting

Administration side complete. **Bay area finished weekend of October 24th.**

Apparatus & Equipment Maintenance:

Working on Specs for the new 1 ton truck for brush truck replacement

Fire Radio

Nothing to report

Grants

- 1) Federal Assistance to Firefighters Federal Grant.
Starting to look into the needs for a 2019 grant attempt.
Grant was written and submitted. **Received "Sorry" e-mail last week.**
- 2) Missouri Department of Conservation Grant. The grant has been submitted.

County Firefighters Assn.:

Nothing to report

Local & State Mutual Aid:

- Nothing new to report

Misc.

- **Did standbys for the truck pull and demolition derby in October.**
- **Did Fire Prevention Week appearances at the schools**
- **Participated in the Chamber of Commerce Leadership program making a presentation on fire dept operations.**
- **Participated in the Valle homecoming parade and assisted PD with traffic control**

KnoxBox Program

Approved Box for – THE POINT- Waiting for install

Ultra Flow – Waiting for the install

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

Windcrest Apts – Waiting on Install

Tourism Report

(November 12, 2020)

WELCOME CENTER AND RECENT REVIEW

On Monday, November 2, Ste. Genevieve hosted the ceremony to celebrate the October 30 establishment of the Ste. Genevieve National Historical Park. The event attracted about 100 people, including several who played roles in working toward the establishment of the park over the last couple of decades.

Senator Roy Blunt was among the speakers, along with Ste. Genevieve Mayor Paul Hassler; State Representative Dale Wright; Missouri Department of Natural Resources director Carol S. Comer; National Park Service regional director Bert Frost; Gateway Arch National Park superintendent Mike Ward and Ste. Genevieve National Historical Park superintendent Chris Collins.

The new sign at the Welcome Center was unveiled along the National Park Service arrowhead that is now on the building.

Since our last meeting on October 22, there have been a few other events that took place downtown.

October 24 was the Déjà vu Spirit Reunion in Memorial Cemetery and the Pumpkin Glow in Main Street Park. There were 136 people who attended despite a chilly evening. In the past, the event also has been the same weekend as Rural Heritage Day and the Ste. Genevieve High School marching band festival.

On October 31, the Downtown Sainte Genevieve organization's Halloween Spooktacular used the Welcome Center as a starting point for the check-in and maps. We had 438 trick-or-treaters (children and parents) in addition to the 55 tourists that came through on Halloween Day. Of the primarily local people who participated in trick-or-treating, more than 10 percent also made their way over the diorama or checked out other displays in the Welcome Center. There is some opportunity in the future at that event for interactivity with the National Park Service.

On November 7, Pecanapalooza took place in downtown Ste. Genevieve. French Colonial America, which was one of the coordinating parties for the event, counted more than 700 people walking through the entry point at Second and Market streets where the street was closed off.

Our number for people in the Welcome Center that day was 245, bringing the weekly total to 445. These are the best single-day and weekly numbers from a tourism standpoint since the reopening of the Welcome Center on June 1.

Jefferson National Park Association on Tuesday of this week set up its merchandise operation in the Welcome Center. Sales of items through JNPA can be used to help support the Ste. Genevieve National Historical Park. JNPA made a proposal to the city that included purchasing some of our inventory and selling some items in our inventory on consignment.

The new arrangement takes the city out of the merchandise business in some respects and will eliminate the need for budgeting to purchase inventory in the future.

In the future, JNPA will have more items to sell, including items with National Park Service and Ste. Genevieve National Historical Park logos.

UPCOMING EVENTS

This Saturday is Downtown Sainte Genevieve's annual Cookie Crumb Trail event although this year it is the Cookie-less Crumb Trail. Instead of a ticketed event where participants go to various stores to get cookies, the event this year will be free of charge. The first 200 people who come to the Welcome Center will receive a bag with coupons and special offers from the participating businesses. There also will be a clue hunt or scavenger hunt for those people who visit all the businesses.

In addition, some other shops are conducting their own promotions on the weekend that include collecting donations for charity and giving away cookies either based on purchases or donations.

Shop Small Saturday is scheduled for November 28. I expect more details soon in terms of what the event will entail, and we will release that both on our website and through social media.

Plans for the Holiday Christmas Festival are moving forward. That event is Saturday, December 5, and Sunday, December 6. It will include the parade and more than a dozen concerts as well as the tree lighting at the Welcome Center. Precautions are being taken at the event venues to ensure social distancing. The musicians and presenters at the venues are asking those who watch the performances to wear masks.

The marketing efforts for the event include a combination of funds from the event committee, the Tourism Tax Commission’s budget, and the city’s marketing budget. The portion that we help coordinate includes radio advertisements on St. Louis-area radio (Entercom’s KMOX and KEZK; and St. Louis Public Radio) as well as regional radio outlets.

We also benefitted from a new program with Citizens Electric Corporation in its pages in Rural Missouri magazine to promote the Holiday Christmas Festival. We will be rotating every other month with Perry County to be able to spotlight something in Ste. Genevieve.

MARKETING

An advertising campaign through Entercom in December includes not only the Holiday Christmas Festival but also advertisements promoting holiday shopping in Ste. Genevieve throughout the month.

This is part of the post-grant phase.

We have completed our spending and sent out payments on all advertising through the grant program. We have submitted some of our reimbursement request in the month of October to help get the process going, and we should be submitting the remainder by the November 20 deadline. The total will be in excess of \$55,000 — more than \$54,000 for marketing in addition to hand-sanitizing stations and masks for the Welcome Center.

The Facebook campaign managed by Madden so far has resulted in the following changes from October 1 to November 9:

Increase in Followers: 2,862 to 3,269 (407)

Increase in Likes: 2,857 to 3,116 (259)

How it’s transferred to our website, www.visitstegen.com:

Number of users (monthly)

September 2018	7,056	
October 2018.	7,541	
November 2018	5,352	
December 2018	5,804	
January 2019.	4,420	January 2020.
February 2019	4,464	February 2020
March 2019	5,414	March 2020
April 2019	5,588	April 2020
May 2019	5,593	May 2020
June 2019	6,528	June 2020
July 2019.	8,120	July 2020.
August 2019	7,673	August 2020
September 2019	6,557	September 2020
October 2019.	5,761	October 2020.
November 2019	4,413	November 2020
December 2019	4,269	

Facebook Page Summary for VisitSteGen page in last 28 days

Page Summary Last 28 days ↕

Export Data 

Results from Oct 13, 2020 - Nov 9, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page

October 13 - November 9

12

Total Actions on Page ▲140%



Page Views

October 13 - November 9

2,890

Total Page Views ▲166%



Page Previews

October 13 - November 9

6

Page Previews ▲50%



Page Likes

October 13 - November 9

222

Page Likes ▲155%



Post Reach

October 13 - November 9

503,071

People Reached ▲157%



Story Reach

October 13 - November 9

323

People Reached ▲1%



Recommendations

October 13 - November 9



We have insufficient data to show for the selected time period.

Post Engagement

October 13 - November 9

45,864

Post Engagement ▲157%



Videos

October 13 - November 9

3,665

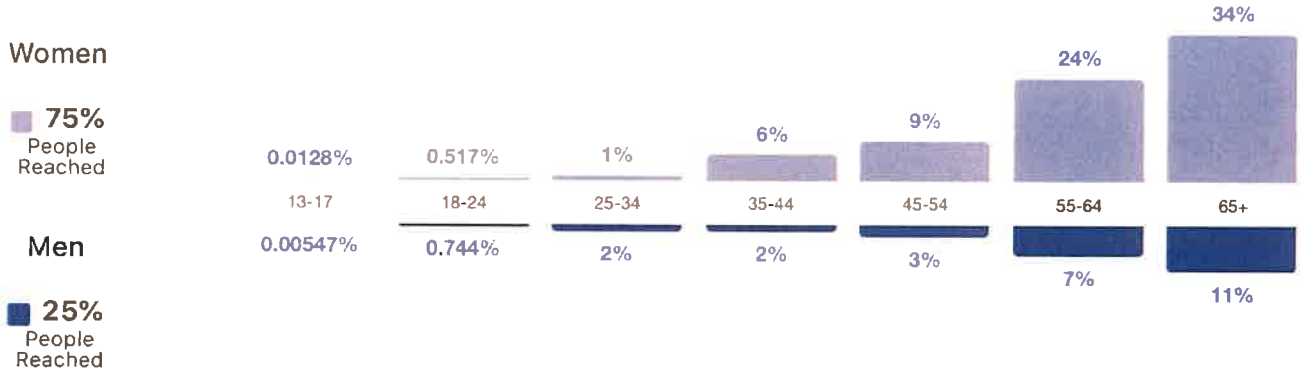
3-Second Video Views ▲341%



People Reached Through Facebook

Your Fans Your Followers **People Reached** People Engaged

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



Country	People Reac...	City	People Reac...	Language	People Reac...
United States of America	493,197	Memphis, TN	18,774	English (US)	471,382
Canada	52	Springfield, MO	7,701	Spanish	11,499
Mexico	33	St. Louis, MO	7,168	English (UK)	4,907
United Kingdom	22	Columbia, MO	4,891	Spanish (Spain)	1,161
Germany	19	St. Charles, MO	4,269	French (France)	1,025
France	19	O'Fallon, MO	3,756	Portuguese (Brazil)	734
India	17	Jonesboro, AR	3,355	Vietnamese	582
Philippines	11	Sainte Genevieve, MO	3,295	Arabic	270
Pakistan	9	Jefferson City, MO	2,828	Simplified Chinese (Ch...	242
Austria	7	Florissant, MO	2,639	German	217
Australia	7	New York, NY	2,515	Russian	179

VisitSteGen.com visitors (September 1, 2020 to November 9, 2020)

Region	Acquisition			Behavior			
	Users ↓	New Users ↓	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
	36,153 % of Total: 98.61% (36,664)	35,609 % of Total: 98.56% (36,130)	42,170 % of Total: 98.66% (42,744)	63.75% Avg for View: 64.01% (0.39%)	1.80 Avg for View: 1.79 (0.34%)	00:01:40 Avg for View: 00:01:29 (0.98%)	
1. Missouri	15,703(42.92%)	15,252(42.83%)	18,821(44.63%)	57.77%	1.97	00:02:08	
2. Illinois	6,279(17.16%)	6,017(16.90%)	7,511(17.81%)	57.72%	1.93	00:02:04	
3. Tennessee	2,400(6.56%)	2,369(6.65%)	2,651(6.29%)	77.56%	1.45	00:00:44	
4. Arkansas	1,127(3.08%)	1,103(3.10%)	1,253(2.97%)	71.67%	1.61	00:01:08	
5. Texas	874(2.39%)	851(2.39%)	942(2.23%)	68.47%	1.68	00:01:19	
6. Florida	871(2.38%)	858(2.41%)	930(2.21%)	79.03%	1.37	00:00:47	
7. Mississippi	694(1.90%)	686(1.93%)	770(1.83%)	79.87%	1.42	00:00:46	
8. Georgia	667(1.82%)	644(1.81%)	707(1.68%)	74.12%	1.47	00:00:52	
9. California	551(1.51%)	548(1.54%)	610(1.45%)	74.10%	1.50	00:01:00	
10. Oklahoma	548(1.50%)	519(1.46%)	621(1.47%)	63.77%	1.65	00:01:22	
11. Pennsylvania	444(1.21%)	444(1.25%)	469(1.11%)	81.45%	1.29	00:00:19	
12. Virginia	439(1.20%)	433(1.22%)	458(1.09%)	79.91%	1.35	00:00:37	
13. New York	394(1.08%)	393(1.10%)	417(0.99%)	79.86%	1.36	00:00:34	
14. Indiana	366(1.00%)	363(1.02%)	397(0.94%)	64.48%	1.75	00:01:19	
15. Ohio	356(0.97%)	352(0.99%)	371(0.88%)	76.01%	1.48	00:00:38	
16. Iowa	354(0.97%)	348(0.98%)	399(0.95%)	62.16%	1.74	00:01:26	
17. Kansas	343(0.94%)	333(0.94%)	385(0.91%)	48.57%	2.17	00:02:08	
18. Michigan	339(0.93%)	338(0.95%)	359(0.85%)	74.93%	1.42	00:00:33	
19. North Carolina	299(0.82%)	292(0.82%)	307(0.73%)	78.18%	1.39	00:00:33	
20. Colorado	293(0.80%)	267(0.75%)	310(0.74%)	55.48%	2.01	00:01:56	
21. (not set)	281(0.77%)	279(0.78%)	285(0.68%)	94.39%	1.14	00:00:23	
22. Wisconsin	256(0.70%)	253(0.71%)	297(0.70%)	63.64%	1.74	00:01:01	
23. New Jersey	252(0.69%)	249(0.70%)	261(0.62%)	78.16%	1.41	00:00:29	
24. Kentucky	237(0.65%)	225(0.63%)	258(0.61%)	64.73%	1.88	00:01:35	
25. Alabama	223(0.61%)	219(0.62%)	241(0.57%)	73.86%	1.52	00:01:03	

VisitSteGen.com visitors from Illinois (September 1, 2020 to November 9, 2020)

City	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. Chicago	6,279 % of Total: 17.13% (36,659)	6,017 % of Total: 16.66% (36,127)	7,511 % of Total: 17.57% (42,741)	57.72% Avg for View: 64.01% (-9.83%)	1.93 Avg for View: 1.79 (8.07%)	00:02:04 Avg for View: 00:01:39 (24.82%)
2. Belleville	3,087(48.45%)	2,859(47.52%)	3,663(48.77%)	59.49%	1.79	00:01:43
3. (not set)	262(4.11%)	254(4.22%)	298(3.97%)	63.42%	1.76	00:01:49
4. Waterloo	182(2.86%)	176(2.93%)	208(2.77%)	48.56%	2.36	00:02:55
5. Edwardsville	175(2.75%)	165(2.74%)	203(2.70%)	51.23%	2.21	00:02:07
6. Marion	169(2.65%)	160(2.66%)	201(2.68%)	48.26%	2.67	00:03:30
7. Collinsville	152(2.39%)	146(2.43%)	179(2.38%)	64.80%	1.76	00:01:47
8. O'Fallon	140(2.20%)	130(2.16%)	158(2.10%)	58.23%	1.92	00:02:43
9. Alton	138(2.17%)	126(2.09%)	164(2.18%)	55.49%	2.00	00:02:07
10. Carbondale	113(1.77%)	105(1.75%)	135(1.80%)	65.19%	1.90	00:01:29
11. Granite City	95(1.49%)	93(1.55%)	107(1.42%)	59.81%	1.88	00:01:35
12. Springfield	92(1.44%)	90(1.50%)	105(1.40%)	58.10%	2.14	00:02:26
13. Columbia	64(1.00%)	62(1.03%)	78(1.04%)	43.59%	2.21	00:04:48
14. Mount Vernon	58(0.91%)	57(0.95%)	74(0.99%)	41.89%	2.16	00:03:01
15. Troy	58(0.91%)	56(0.93%)	70(0.93%)	68.57%	1.67	00:02:15
16. Glen Carbon	50(0.78%)	48(0.80%)	56(0.75%)	64.29%	2.29	00:02:42
17. Chester	46(0.72%)	44(0.73%)	57(0.76%)	56.14%	2.00	00:01:28
18. Jerseyville	44(0.69%)	44(0.73%)	53(0.71%)	45.28%	2.30	00:02:39
19. Godfrey	41(0.64%)	40(0.66%)	48(0.64%)	62.50%	1.77	00:01:19
20. Herrin	39(0.61%)	38(0.63%)	49(0.65%)	61.22%	1.67	00:02:57
21. Fairview Heights	38(0.60%)	34(0.57%)	59(0.79%)	62.71%	2.02	00:02:14
22. Murphysboro	35(0.55%)	34(0.57%)	44(0.59%)	54.55%	2.09	00:02:34
23. Shiloh	33(0.52%)	32(0.53%)	38(0.51%)	55.26%	2.45	00:02:18
24. Highland	33(0.52%)	30(0.50%)	40(0.53%)	55.00%	2.60	00:02:32
25. Bloomington	31(0.49%)	30(0.50%)	36(0.48%)	63.89%	1.97	00:02:13
	30(0.47%)	30(0.50%)	37(0.49%)	40.54%	2.14	00:03:45

VisitSteGen.com visitors from Tennessee (September 1, 2020 to November 9, 2020)

City	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. Memphis	2,386 % of Total: 6.60% (36,154)	2,355 % of Total: 6.61% (35,618)	2,636 % of Total: 6.25% (42,198)	77.54% Avg for View: 63.83% (21.48%)	1.45 Avg for View: 1.80 (-19.20%)	00:10:44 Avg for View: 00:31:40 (-51.56%)
2. Nashville	1,281(53.29%)	1,262(53.59%)	1,412(53.57%)	81.30%	1.33	00:00:34
3. Collierville	133(5.53%)	124(5.27%)	143(5.42%)	62.24%	1.79	00:01:07
4. Bartlett	116(4.83%)	113(4.80%)	128(4.86%)	76.56%	1.52	00:00:46
5. Germantown	103(4.28%)	103(4.37%)	111(4.21%)	87.39%	1.28	00:00:23
6. Dyersburg	80(3.33%)	78(3.31%)	85(3.22%)	68.24%	1.69	00:01:02
7. Millington	78(3.24%)	76(3.23%)	86(3.26%)	61.63%	1.83	00:01:41
8. Oakland	53(2.20%)	51(2.17%)	58(2.20%)	77.59%	1.29	00:00:26
9. Jackson	53(2.20%)	52(2.21%)	56(2.12%)	89.29%	1.12	00:00:25
10. Ripley	44(1.83%)	42(1.78%)	50(1.90%)	74.00%	1.60	00:00:51
11. Arlington	32(1.33%)	31(1.32%)	33(1.25%)	90.91%	1.45	00:00:42
12. Atoka	31(1.29%)	31(1.32%)	35(1.33%)	80.00%	1.26	00:00:16
13. Brownsville	27(1.12%)	27(1.15%)	32(1.21%)	71.88%	1.69	00:01:19
14. Covington	25(1.04%)	25(1.06%)	26(0.99%)	73.08%	1.42	00:00:25
15. Knoxville	25(1.04%)	24(1.02%)	27(1.02%)	81.48%	1.59	00:00:51
16. Murfreesboro	19(0.79%)	18(0.76%)	19(0.72%)	78.95%	1.37	00:01:03
17. Henderson	15(0.62%)	15(0.64%)	15(0.57%)	80.00%	1.40	00:00:11
18. Franklin	14(0.58%)	14(0.59%)	14(0.53%)	78.57%	1.43	00:00:33
19. Pigeon Forge	13(0.54%)	13(0.55%)	13(0.49%)	53.85%	3.08	00:04:16
20. (not set)	13(0.54%)	11(0.47%)	13(0.49%)	92.31%	1.08	00:00:03
21. Munford	12(0.50%)	12(0.51%)	14(0.53%)	50.00%	2.21	00:05:06
22. Chattanooga	12(0.50%)	12(0.51%)	15(0.57%)	73.33%	1.53	00:00:39
23. Clarksville	9(0.37%)	9(0.38%)	9(0.34%)	77.78%	1.67	00:00:36
24. Martin	8(0.33%)	7(0.30%)	8(0.30%)	87.50%	1.38	00:00:32
25. Milan	8(0.33%)	8(0.34%)	12(0.46%)	58.33%	1.92	00:02:03
			15(0.57%)	53.33%	2.00	00:02:40

VisitSteGen.com visitors from Missouri (September 1, 2020 to November 9, 2020)

City	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	15,703 % of Total: 42.84% (36,659)	15,252 % of Total: 42.22% (36,127)	18,821 % of Total: 44.04% (42,741)	57.77% Avg for View: 64.01% (-9.74%)	1.97 Avg for View: 1.79 (9.96%)	00:02:08 Avg for View: 00:01:39 (29.56%)
1. Springfield	2,160(13.42%)	2,035(13.34%)	2,456(13.05%)	66.37%	1.71	00:01:24
2. St. Louis	1,721(10.69%)	1,627(10.67%)	1,980(10.52%)	53.89%	2.08	00:02:19
3. Kansas City	576(3.58%)	526(3.45%)	646(3.43%)	54.33%	2.08	00:02:15
4. Columbia	543(3.37%)	536(3.51%)	626(3.33%)	62.62%	1.89	00:02:12
5. Oakville	443(2.75%)	411(2.69%)	549(2.92%)	51.37%	1.98	00:02:27
6. St. Peters	429(2.67%)	415(2.72%)	508(2.70%)	60.24%	2.05	00:02:11
7. (not set)	423(2.63%)	397(2.60%)	480(2.55%)	58.54%	2.03	00:02:10
8. O'Fallon	402(2.50%)	384(2.52%)	466(2.48%)	51.29%	2.16	00:02:31
9. Farmington	373(2.32%)	350(2.29%)	443(2.35%)	63.66%	1.77	00:01:46
10. Festus	372(2.31%)	335(2.20%)	463(2.46%)	67.17%	1.65	00:01:33
11. Perryville	365(2.27%)	320(2.10%)	521(2.77%)	67.37%	1.67	00:02:01
12. Chesterfield	353(2.19%)	342(2.24%)	418(2.22%)	49.28%	2.20	00:02:34
13. Ballwin	327(2.03%)	310(2.03%)	400(2.13%)	50.00%	2.30	00:03:13
14. Saint Charles	273(1.70%)	263(1.72%)	319(1.69%)	51.72%	2.42	00:02:56
15. Kirkwood	267(1.66%)	260(1.70%)	307(1.63%)	54.07%	2.20	00:02:27
16. Arnold	261(1.62%)	253(1.66%)	305(1.62%)	53.77%	1.98	00:02:44
17. Webster Groves	247(1.53%)	241(1.58%)	289(1.54%)	51.56%	2.11	00:02:38
18. Jefferson City	239(1.49%)	228(1.49%)	289(1.54%)	52.94%	2.10	00:02:57
19. Cape Girardeau	235(1.46%)	224(1.47%)	268(1.42%)	48.51%	2.16	00:02:36
20. Wentzville	223(1.39%)	218(1.43%)	264(1.40%)	58.33%	1.99	00:02:15
21. Ste. Genevieve	217(1.35%)	186(1.22%)	323(1.72%)	55.11%	1.98	00:01:55
22. Affton	216(1.34%)	205(1.34%)	253(1.34%)	54.15%	1.81	00:01:22
23. Florissant	213(1.32%)	205(1.34%)	253(1.34%)	62.85%	1.76	00:01:36
24. Creve Coeur	205(1.27%)	199(1.30%)	234(1.24%)	46.58%	2.59	00:02:37
25. Maryland Heights	194(1.21%)	186(1.22%)	220(1.17%)	50.00%	2.30	00:02:35

VisitSteGen.com visitors from Missouri (September 2020). PRIOR to Facebook campaign

City	Acquisition		Behavior			Con	
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Go
	4,113 % of Total: 54.83% (7,502)	3,861 % of Total: 54.50% (7,253)	5,168 % of Total: 54.50% (9,483)	Avg for View: 47.39% (6.91%)	Avg for View: 2.25 (3.95%)	Avg for View: 09:03:00 (9.67%)	
1. St. Louis	478(11.32%)	445(11.53%)	584(11.30%)	38.01%	2.50	00:03:31	
2. Springfield	438(10.37%)	386(10.00%)	518(10.02%)	53.28%	2.04	00:02:28	
3. Perryville	150(3.55%)	124(3.21%)	190(3.68%)	68.95%	1.41	00:01:10	
4. Kansas City	148(3.51%)	126(3.26%)	174(3.37%)	36.21%	2.43	00:03:18	
5. Oakville	143(3.39%)	129(3.34%)	183(3.54%)	43.72%	2.16	00:02:50	
6. Farmington	132(3.13%)	124(3.21%)	162(3.13%)	65.43%	1.91	00:02:00	
7. Ballwin	112(2.65%)	103(2.67%)	142(2.75%)	37.32%	2.96	00:05:26	
8. Festus	112(2.65%)	93(2.41%)	135(2.61%)	65.19%	1.63	00:01:59	
9. O'Fallon	105(2.49%)	102(2.64%)	132(2.55%)	25.76%	3.05	00:04:42	
10. (not set)	104(2.46%)	86(2.23%)	122(2.36%)	45.90%	2.31	00:03:31	
11. Ste. Genevieve	103(2.44%)	88(2.28%)	185(3.58%)	54.05%	2.01	00:02:01	
12. Chesterfield	98(2.32%)	93(2.41%)	125(2.42%)	31.20%	2.57	00:02:48	
13. St. Peters	98(2.32%)	93(2.41%)	126(2.44%)	44.44%	2.65	00:03:00	
14. Columbia	96(2.27%)	95(2.46%)	117(2.26%)	35.90%	2.79	00:04:01	
15. Cape Girardeau	92(2.18%)	85(2.20%)	100(1.93%)	44.00%	1.95	00:02:11	
16. Kirkwood	86(2.04%)	85(2.20%)	109(2.11%)	47.71%	2.41	00:02:22	
17. Saint Charles	72(1.71%)	66(1.71%)	88(1.70%)	32.95%	3.10	00:04:39	
18. Webster Groves	69(1.63%)	65(1.68%)	84(1.63%)	25.00%	2.95	00:04:16	
19. Creve Coeur	64(1.52%)	61(1.58%)	71(1.37%)	36.62%	3.24	00:03:12	
20. Arnold	59(1.40%)	58(1.50%)	69(1.34%)	44.93%	2.12	00:04:52	
21. Maryland Heights	59(1.40%)	55(1.42%)	65(1.26%)	40.00%	2.42	00:04:20	
22. Florissant	50(1.18%)	47(1.22%)	66(1.28%)	39.39%	2.32	00:03:54	
23. Wentzville	49(1.16%)	47(1.22%)	62(1.20%)	38.71%	2.60	00:04:22	
24. University City	47(1.11%)	44(1.14%)	56(1.08%)	33.93%	3.02	00:04:28	
25. Affton	42(0.99%)	34(0.88%)	51(0.99%)	37.25%	1.84	00:02:11	

Welcome Center traffic report

DAY	DATE	DAY	WEEK	DAY	DATE	DAY	WEEK
Sunday	September 20	62		Sunday	October 18	37	
Monday	September 21	35		Monday	October 19	31	
Tuesday	September 22	20		Tuesday	October 20	39	
Wednesday	September 23	17		Wednesday	October 21	31	
Thursday	September 24	48		Thursday	October 22	35	
Friday	September 25	59		Friday	October 23	41	
Saturday	September 26	107	348	Saturday	October 24	117	331
Sunday	September 27	51		Sunday	October 25	30	
Monday	September 28	18		Monday	October 26	12	
Tuesday	September 29	12		Tuesday	October 27	7	
Wednesday	September 30	33		Wednesday	October 28	14	
Thursday	October 1	50		Thursday	October 29	17	
Friday	October 2	49		Friday	October 30	53	
Saturday (fc)	October 3	151	364	Saturday	October 31	55	188
Sunday	October 4	58		Sunday	November 1	22	
Monday	October 5	15		Monday	November 2	33	
Tuesday	October 6	27		Tuesday	November 3	50	
Wednesday	October 7	15		Wednesday	November 4	12	
Thursday	October 8	56		Thursday	November 5	45	
Friday	October 9	57		Friday	November 6	38	
Saturday	October 10	121	349	Saturday	November 7	245	445
Sunday	October 11	46		Sunday	November 8		
Monday	October 12	34					
Tuesday	October 13	23					
Wednesday	October 14	58					
Thursday	October 15	26					
Friday	October 16	55					
Saturday	October 17	175	417				

MONTHLY TOTALS

JUNE.	1,106
JULY.	1,104
AUGUST	1,367
SEPTEMBER	1,312
OCTOBER.	1,535