



CITY VIEWS

City Establishes a New Vision for the Future

Starting in May:
Clayton Farmers' Market,
Musical Nights
in Oak Knoll Park,
Parties in the Park

May 31 - Saint Louis Jazz
& Heritage Festival
June 1 - Taste of Clayton

FOR CLAYTON'S
SPRING & SUMMER
SPECIAL EVENTS
CALENDAR,
SEE PAGE 7

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Aldermen from left: Andrea Maddox-Dallas-Ward I, Cynthia Garnholz-Ward II, Alex Berger III-Ward III, Mayor Linda Goldstein, Michelle Harris-Ward II, Steven Lichtenfeld-Ward III, Judy Goodman-Ward I

On Feb. 12, 2008, Mayor Linda Goldstein presented Vision 2013: Building a Bright Future, a new, ambitious vision for the City of Clayton. The vision was developed by the Clayton Board of Aldermen, Mayor Goldstein and city staff in strategic planning sessions. The new vision and planning sessions represent the catalyst for a process that will facilitate community dialogue about the city's future directions.

Becoming a regional leader as a "green" city, enhancing its position as a business center and developing a public-private foundation to fund civic goals are among the priorities established. "Clayton has always been known for innovations that strive to enhance the city's diverse lifestyles within a solid financial framework, a framework that balances residential and business interests," Goldstein said. "Our objective is to continue to be a regional leader in several areas that are critical to our larger community and the country."

Under the proposed vision, the city will emphasize sustainable practices such as: a reduction of fossil-fuel dependency, assessment of utility usage, adoption of LEED certification in the city's zoning code to incentivize new developments, expansion of citywide recycling efforts, and creation of pedestrian-friendly environments. "The city could also realize long-term cost savings by being more energy efficient," Goldstein said.

The Mayor said that Vision 2013 is a first step in a public process to move the city forward as it approaches its centennial in five years. One highlight of the vision calls for the creation of the Clayton Century Foundation, a public-private partnership that will help fund projects in the community that go beyond traditional city services, services that are currently supported by sales and property taxes.

"There are many worthy projects in Clayton that will never be realized because of budgetary limitations and the difficult policy choices that come with maintaining basic services

See Vision, Page 4

CLAYTON . . . a regional leader in being GREEN

A green and sustainable city is a community of residents, neighbors, workers, and visitors, who strive together to balance ecological, economic, and social needs to ensure a clean, healthy and safe environment for all members of society and for generations to come.

Visit www.ci.clayton.mo.us, click the City's new GREEN logo for details about the City's efforts to encourage greater environmental responsibility.



Earth Day Celebration (see Page 8)



Mayor Linda Goldstein

In April, I celebrate my first full year as Clayton's Mayor. I am so proud of our accomplishments. However, as I reflected on our achievements and challenges, I had to pause to put things in perspective. Whatever challenges we faced or achievements we fulfilled during my first year as Mayor pale in comparison to the anguish we felt for our colleagues in the City of Kirkwood and for its citizens. Following the devastating event, we realize that some have paid a far higher price than expected in the call of public service, and we extend our condolences and compassion. As a regional partner, we truly feel connected to the Kirkwood community on a personal and human level.

Perhaps it is this sense of "connection" that best reflects my first year as your Mayor. When I ran for office, my theme was "Building Better Bridges," and I believe that is what we have begun to do in this first year. My vision is to make new connections in the region and among businesses, foster fledgling connections throughout the community, and strengthen those traditional connections that have made Clayton so desirable for so many years. I have met with our neighboring suburban mayors, St. Louis County Executive Charlie Dooley and St. Louis Mayor Francis Slay to expand the lines of communication that are critical to issues ranging from the Highway 64/40 closure to competition for corporations that are interested in locating or relocating in the region. I take the City's involvement in the St. Louis County Municipal League very seriously as we exchange perspectives and seek solutions.

We have initiated that same spirit of outreach with residential and neighborhood associations and welcome all opportunities to create positive dialogue with our citizens. The City is committed to a transparent governmental process regarding all matters, including redevelopment, by conducting public outreach meetings and multiple opportunities for public engagement.

Clayton is a vibrant community in which to live and do business. To preserve its economic viability in an increasingly competitive world is essential. We must maintain our connections with the Clayton Chamber, the RCGA and the County to recruit and retain businesses.

Clayton symbolizes stability. That stability is sustained by a solid financial base for City services, a City Hall staff second to none and civically-minded citizens who are always ready to put their shoulder to the wheel to make Clayton an even better place. Additionally, my colleagues bring an unprecedented level of commitment, concern and conscientiousness to their jobs as Aldermen. Together we have created Vision 2013: Building a Bright Future, a strategic document that sets three main goals. In addition to strengthening our partnerships, we are committed to promoting Clayton as a regional leader and balancing residential and business needs.

Our school district is one of the City's greatest assets. In strengthening our partnerships, we are dedicated to maintaining the positive relationship we have with its leadership through meeting regularly, participating in their "sustainability in education" program and involving them in City decisions that impact the district. The connection between the City and School District is a positive and productive one.

As a regional leader, Clayton is at the forefront of the environmental initiative. We are working with a diverse group of stakeholders and experts to create a regional program for reducing the St. Louis area's ecological footprint. I have been named the honorary chair of the Government Sector for the Greening of the Heartland Conference in June, and presented at the "Climate Action Summit: Local Action against Global Warming" conference in March. Public action on environmental responsibility is something I believe we owe our children and future generations of Clayton residents.

So what is ahead of us in the coming year? First and foremost is recruiting a topnotch City Manager who will bring the best administrative skills to our City. The Board of Aldermen and I hope this individual will be in place soon, but we must perform our due diligence to ensure we have the right person to represent Clayton. We will encourage community input and help in fleshing out our Vision 2013 centennial plan, and remain committed to an improved tax balance that will ease the burden on residences without affecting our quality city services or the prestige of our business community.

These are tall orders, but we can do it together. Clayton will continue to shine as one of the premier communities in the St. Louis region and the preferred place to be. But, at the same time, we must remain connected within our community and with our partners throughout the area.



Alderman Alex Berger III

News from Ward III

For things they are a changing'

- Change is saying goodbye to City Manager Mike Schoedel. We thank him for his leadership and stewardship of our city. His accomplishments are many and he leaves behind a great staff and our community is better off than when he arrived. We want to recognize and thank him for his contribution to elevating and maintaining our city as the leadership city that it is. Thanks Mike!

- Change is the number of development projects that are in the queue. How development is viewed today has changed. Public/private partnerships have become the norm. Due diligence surrounding the assessment and evaluation of development proposals is more complex now than before.

- Change is the cost of doing the city business. The ability of suppliers to maintain their price points caused by the increase in fuel prices poses a challenge to our plans for capital projects and how the city manages both its general fund, and operating budget.

- Change is initiating priorities and a vision plan for the future. We are early investors in that initiative and proactively support expanding the planning initiative beyond the visioning statement.

- Change is meeting the challenge of communicating with and engaging our citizens. Establishing multiple communication and contact channels to network with citizens is clearly a top priority.

- Change is using past experience to develop the new. The city's continued evaluation and improvement of its systems and procedures to come to the aid of our citizens in the event of a natural disaster is another important change.

- Change is improving the processes to create new and timely solutions in response to the everyday service needs of our citizens and residential neighborhoods.

- Change is making choices. The list of potential capital projects is expanding. Determining what are the top priorities and how to fund those expenditures is a mandate.

Status quo will not serve our community well. There will be a new city manager. Some stakeholders in our community may leave and new ones will arrive. During 2008, we will be both buoyed and challenged by change. What enables Clayton to differentiate itself from the other municipalities facing change is the capability and effort made by our outstanding city staff and the extraordinary commitment of our citizens to participate in our city and community.

While we are changing, those two elements need never change!



Alderman Steve Lichtenfeld

City Manager Search Process

In December 2007, the City of Clayton initiated a national recruitment process to find a replacement for City Manager Mike Schoedel, who had announced his resignation in order to take a position in the private sector. Mr. Schoedel left city government in mid-February for employment with Apex Oil.

The deadline for applicants was January 31, 2008. Approximately fifty applications were received from across the country. From this pool, a select group was being interviewed in a two-stage process over the past several weeks.

In conjunction with the recruitment process, the Mayor and Board of Aldermen worked with Donna Zajonc, a political leadership consultant, to further define desired characteristics of the new City Manager and roles and responsibilities under the Council/Manager form of government. This helped focus the selection process to ensure the best candidate would be chosen to meet the needs of the Clayton community.

In the interim, Lenore Toser-Aldaz has been serving as Acting City Manager. Ms. Toser-Aldaz is the Deputy City Manager and has been with the City of Clayton for the past eight years. Throughout her tenure, she has been directly involved in all aspects of the City's activities, including the budget process and economic development initiatives. In addition, as the Deputy, she has had oversight responsibility for the areas of human resources, Parks and Recreation, Public Works, and Management Information Services. Ms. Toser-Aldaz can be reached at (314) 290-8461, or by e-mail at ltoseraldaz@ci.clayton.mo.us.

If all goes as planned, a new City Manager will be on board sometime this spring or early summer.

Clayton Merchants' Association Plans for 2008 . . . CMA provides members the tools to strengthen and expand their businesses

Clayton Merchants' Association (CMA) chair Carol Will and Treasurer Jay Cicerelli met in February to establish the organization's 2008 meetings and activities schedules. The first meeting is set for 8:30 a.m. on Tuesday, Apr. 15, at Clayton City Hall. Meetings are also proposed for June, August, September, October and November. "We are planning a speaker series for the meetings in 2008," said Ms. Will. "We hope this will generate interest and enhance meeting attendance."



CMA chair Carol Will (Lola & Penelope's) and Treasurer Jay Cicerelli (St. Louis Suit Co.)

The meetings provide business owners an opportunity to discuss a variety of issues facing the retail community. At the April meeting, cooperative advertising campaigns will be considered. "Before we decide on anything, we want to get everyone's input at the April meeting," said Jay Cicerelli. Besides meetings, input will be obtained from a survey designed to help determine the best ways for the Association to serve the greater Clayton retail community. The survey was mailed to all retail business owners in Clayton, who are asked to complete and return the survey.

The CMA also encourages businesses to participate in the Mid-Metro 4 program. Mid-Metro 4 is a coalition formed by the cities of Brentwood, Clayton, Maplewood and Richmond Heights to promote businesses in the four communities during the reconstruction of I-64. Mid-Metro 4 has created a website www.midmetro4.com, where businesses can register promotions, and customers can find details about member businesses and their specials. Patrons present Mid-Metro 4 program cards at participating businesses for discounts and specials. Program cards are available at all participating businesses, at Clayton City Hall and the office of the Clayton Chamber of Commerce.



Mid-Metro 4 program card

Vision, from Page 1

with tax dollars," Goldstein said. The Foundation will develop a coordinated fundraising plan consistent with the city's mission and priorities. Through the work of the Foundation, the city will reach out to residential and corporate private partners for support in enriching quality of life initiatives. Additionally, the Foundation will promote the city's history and plan for the celebration of Clayton's 100th anniversary in 2013.

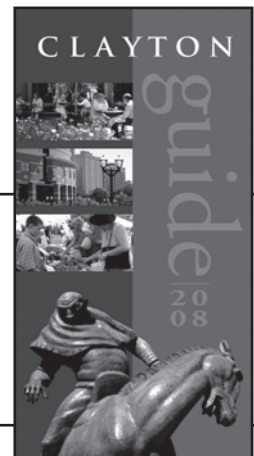
Among other notable elements of the vision are:

- Maintain world-class core services, such as public safety and infrastructure, with measurable outcomes to evaluate city implementation.
- Retain and attract businesses and corporate headquarters, encourage greater density and mixed-use development in the Central Business District including more residential properties, and design specific strategies to increase the vibrancy of downtown Clayton.
- Strengthen partnerships with the Clayton School District, the Clayton Chamber of Commerce, area universities and other community groups.
- Achieve a better balance in tax revenue levels to shift from a disproportionate share paid by residents to revenue derived from business and redevelopment.
- Coordinate with neighboring cities to reduce duplication of efforts, share marketing initiatives and look for savings.
- Expand avenues to communicate with residents and businesses.

Goldstein said Vision 2013 is designed to provide guidelines for engaging the public in discussions and planning for a vital future. The mayor added that the city must also address immediate issues, including recruitment of a new city manager and consideration of proposed new developments.

2008 Clayton Retail Guide

Find information about all of Clayton's restaurants, shops, services and hotels in the 2008 Clayton Retail Guide. Obtain a free copy of the Guide by calling the City's Communications Coordinator at 314.290.8473 or the Clayton Chamber of Commerce at 314.726.3033. The Guides are also available in the lobby of City Hall.



March 8, 2008 Proclaimed Psychological Associates Day in Clayton

Psychological Associates focuses on the importance of leadership training and education

In 1958 Dr. Victor R. Buzzotta and Dr. Robert E. Lefton began Psychological Associates, a human resources development firm, at 111 S. Meramec. Today Dr. Ann Beatty is President of Psychological Associates. Over the past 50 years, while making the City of Clayton its world headquarters, the company has grown into an internationally recognized organization. Psychological Associates custom designs programs and services that enable clients to develop, motivate and manage people to achieve their maximum productivity and potential.



Dr. Robert Lefton



Dr. Victor Buzzotta

March 8, 2008 marked the Psychological Associates 50th anniversary as a company and as a member of the Clayton business community. Mayor Linda Goldstein proclaimed March 8, 2008 Psychological Associates Day in Clayton.

Clayton retains venerable institutions and attracts exciting new businesses

New retail businesses are added to Clayton developments

Plaza in Clayton

Stratton's Café, 176 Carondelet Plaza
Upscale, fast-casual breakfast, lunch and dinner. Full breakfast daily. Soups, salads, sandwiches, wraps, smoothies, espresso and 24 flavors of gelato.

Golftec-Clayton, 178 Carondelet Plaza, 877.446.5383
Instructional golf classes and retail golf equipment.

The Crescent

Araka, 131 Carondelet Plaza, 725.6777
Features Southern European inspired cuisine with seasonally influenced menus and one of Clayton's more extensive wine lists.

Lucy Lee, 141 Carondelet Plaza
Nail salon.

Extra Virgin an Olive Ovation, 143 Carondelet Plaza, 727.6464
Gourmet market featuring olive oil tasting, specialty foods, and gifts for kitchen and home.

Elements of Denim, 159 Carondelet Plaza, 872.5600
Denim bar with twenty brands of women's jeans with other apparel, and men's fashions.

Lusso, 165 Carondelet Plaza, 725.7205
The latest trends in clothing, home and jewelry. Clayton Chamber of Commerce 2007 Excellence in Retail/Service award winner.

Petunia, 169 Carondelet Plaza, 721.3133
Upscale children's clothing boutique with shoes, hair accessories and decor items.

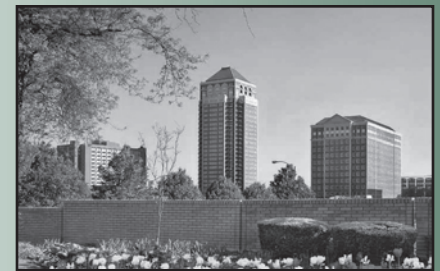
Paciugo, 173 Carondelet Plaza (opens mid-April)
32 flavors of authentic Italian gelato made fresh daily, plus sandwiches, salads, coffee beverages and teas.

Pulaski Bank, 175 Carondelet Plaza, 863.7777

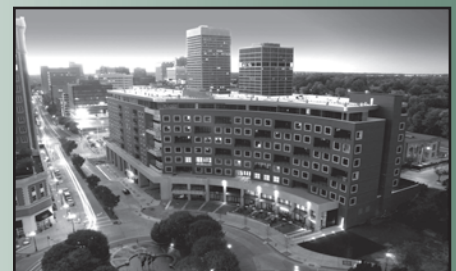
Kaldi's Coffee, 187 Carondelet Plaza, 726.2900
Kaldi's coffee roasted daily. Fresh house-made pastries and desserts. Espresso bar, smoothies, teas.

DeMun Pointe

San Sai Japanese Grill, 6451 Clayton Road
High quality fast casual restaurant where everything is prepared fresh to order.



Plaza in Clayton



The Crescent



DeMun Pointe

City Appoints a New Assistant Chief/Fire Marshal



Assistant Fire Chief
Paul Mercurio

On Feb. 12, 2008, the Clayton Fire Department announced the appointment of Paul V. Mercurio III as the new Assistant Chief/Fire Marshal. Assistant Chief Mercurio will replace John Laventure, who retired last month with over twenty-five years of service to Clayton.

Assistant Chief Mercurio was chosen following an extensive selection process. He comes to the Clayton Fire Department from West County EMS & Fire Protection District in St. Louis County with over twenty-four years of fire service including the last nine years as Fire Marshal. Assistant Chief Mercurio's qualifications include a B.S. Degree in Fire Service Management from Maryville University, certification by the State of Missouri as a Fire Investigator, Fire Inspector, Fire Service Instructor, Emergency Vehicle Operator II, Fire Officer 1 & 2 and licensed paramedic. Additionally, he is a member of numerous fire service related associations.

"Assistant Chief Mercurio has an extensive background and experience as both a Fire Marshal and Fire Officer and will be a great asset to the department and community," said Fire Chief Mark Thorp. "We are glad he is joining our team."

Municipal Election

On Tuesday, Apr. 8, 2008, the City of Clayton will hold an election for the purpose of filling three Aldermanic positions in each of the City's Wards. Running unopposed are Andrea Maddox-Dallas in Ward I, Cynthia Garnholz in Ward II and Alex Berger III in Ward III.

For information about polling locations, contact the St. Louis County Board of Election Commissioners at 615.1800, or online at www.co.st-louis.mo.us/elections.

Alternate Modes of Travel

The Visioning for the Future document recently approved by the Board of Aldermen includes maintaining the City's status as a leader in environmental initiatives as one of its main goals. A strategy under this goal is to develop specific plans to encourage bicycling as an alternative mode of transportation in Clayton.

To support this strategy, plans are for Wydown Boulevard to be restriped as part of a microsurfacing project. The restriping will add bike lanes along Wydown, will address vehicular traffic and existing parking. Identification of the proposed bike lanes will be reinforced with new signage.

For details about the addition of bike lanes along Wydown Boulevard, select Bicycling on the Public Works Department page under City Hall on the City's website www.ci.clayton.mo.us.



April Meeting Schedule

The following list contains all regularly scheduled public meetings of the City of Clayton. Meetings may be added, canceled or rescheduled, in accordance with the Open Meetings Act, as the need arises.

- Apr. 3 Board of Adjustment
City Hall - 5 p.m.
- Apr. 7 Plan Commission/ARB
City Hall - 5:30 p.m.
- Apr. 8 Board of Aldermen
City Hall - 7 p.m.
- Apr. 14 Art Commission
City Hall - 6 p.m.
- Apr. 17 Landscape Committee
City Hall - 5 p.m.
- Apr. 21 Plan Commission/ARB
City Hall - 5:30 p.m.
- Apr. 22 Board of Aldermen
City Hall - 7 p.m.
- Apr. 24 Ecology & Environ.
City Hall - 5:30 p.m.
- Apr. 25 C.R.S.W.C.
The Center - 8 a.m.
- Apr. 28 Parks & Recreation
City Hall - 5:30 p.m.

CLAYTON'S SPRING & SUMMER SPECIAL EVENTS CALENDAR

CLAYTON FARMERS' MARKET

Every Saturday May 24 through October 25
8:30 a.m. to 12:30 p.m.

Straub's west parking lot (8282 Forsyth)

The weekly Clayton Farmers' Market promotes good foods from locally grown producers and regionally branded products that appeal to dedicated market-goers, supports local farmers, spotlights organic items as well as other unique or seasonal specialties, and educates the public about the preparation of local seasonal food. For details, visit www.claytonfarmersmarket.com.



MUSICAL NIGHTS IN OAK KNOLL PARK

Fourth Sunday, May through September
5 to 7 p.m.

Oak Knoll Park (NW corner of Big Bend Boulevard and Clayton Road)

Concerts are scheduled for the fourth Sunday of each month May through September 2008 performance schedule will be announced. Terrace seating -- guests are encouraged to bring their lawn chairs and blankets. For details, call 314.290.8544.

PARTIES IN THE PARK

Second Wednesday, May through September
5 to 8 p.m.

Shaw Park

The original after-work party with live music, food and refreshments. For details, call 314.726.3033



SAINT LOUIS JAZZ & HERITAGE FESTIVAL

Saturday, May 31, 2008
1 to 9 p.m.

Shaw Park in Clayton

The eighth annual Saint Louis Jazz & Heritage Festival returns to Clayton's Shaw Park. The ultimate one-day jazz experience presents a steady stream of sizzling jazz. For details, call 314.863.0278

TASTE OF CLAYTON

Sunday, June 1, 2008
2 to 9 p.m.

Shaw Park in Clayton

In its sixteenth year, this annual family event features the specialties of Clayton's top restaurants. Restaurateurs offer samplings in exchange for Taste tickets. Proceeds benefit selected charities. Sports and media celebrities judge the Most Creative Booth Presentation contest. Live music throughout the day and evening is provided by popular St. Louis bands. Part of the all-day fun is Taste, Jr., "the everything for kids" area. From 7:00 to 9:30 p.m., guests are treated to more live music, desserts and refreshments at Taste too, which is followed by a fireworks extravaganza. For details, call 314.290.8508



SAINT LOUIS ART FAIR

September 5, 6 & 7, 2008
Downtown Clayton

In its fifteenth year, the 2008 Saint Louis Art Fair, always ranked as one of the top three art fairs in the country, will return to Clayton's central business district. Visual artists will exhibit an unprecedented selection of the highest quality, original works of art. In addition, twenty of St. Louis' most outstanding restaurants will be featured on Culinary Row. With an array of entertaining arts, children's activities like The Creative Castle and musical performances on five stages, the event promises something wonderful for everyone. For details, call 314.863.0278

Q & A

Q. I heard Clayton has planned an Earth Day celebration this year. When will it be held?

A. The City of Clayton will host an Earth Day celebration on Saturday, Apr. 26, from 11 a.m. to 2:30 p.m. in Shaw Park. At the event, guests will learn how the City of Clayton is reducing waste with its recycling program, reserving natural resources and working with other cities across the nation to help preserve our earth for future generations. Learn about local organic foods and farms and ways to reduce, reuse and recycle at home. A healthy selection of food items will be available. Music will be performed live between 11:30 a.m. and 2 p.m. Activities for the kids will include a scavenger hunt, orienteering adventure and crafts from recycled materials. Families will receive a tree seedling to plant at home from the Clayton Park Foundation and lots of other give-away items. For details, call Ann at 314.290.8505.

What would you like to know? Clayton citizens are invited to ask questions of their City officials. Forward your questions to: City of Clayton, ATTN: Judy Kekich, 10 North Bemiston, Clayton, MO 63105; Fax them to 314/863-0295; E-mail them to: jakekich@ci.clayton.mo.us

IMPORTANT NUMBERS

<i>In Case of Emergency</i>	911
City Manager	290.8400
Community Outreach.....	290.8473
Finance	290.8443
Fire (non-emergency).....	290.8485
Planning and Development	290.8453
Mayor/Board of Aldermen/City Clerk	290.8469
Parks and Recreation.....	290.8500
Human Resources	290.8448
Police (non-emergency)	645.3000
Public Works	290.8540
TDD	290.8435

STATEMENT OF ACCESSIBILITY TO ALL CITIZENS

It is the City of Clayton's goal to make programs and facilities accessible to all individuals. If you or someone you know has a disabling condition and would like more information and support for accessibility of all programs and facilities, please contact us at 290.8501(V). Sign interpreters may be scheduled upon request. Suggestions for future programs are welcomed.

City of Clayton

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The Mission of Clayton City Government is to foster a vital, balanced community composed of outstanding neighborhoods, quality businesses, commercial and government centers, premier educational institutions, and a healthy natural environment through an open, accessible and fiscally responsible government.



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COVER: Aerial photo by Srenco Photography