



Shop Clayton Shops

. . . help strengthen Clayton's quality of life

Clayton is synonymous with quality. Regionally, it is recognized for its leadership and progressive attitude. According to Sasaki Associates, Inc., the renowned planning and design firm revising the City's Business District master plan, Clayton is gaining recognition nationally.

The City combines a dynamic corporate community, unsurpassed city and governmental services with a unique housing mix and charming retail community. Besides this powerful combination, a synergy exists here that is not found in many other municipalities – a bond between the citizens and the businesses they support. Clayton business owners strive to develop personal connections with their clients. Most Clayton retail businesses are one of a kind, individually owned, and in many cases, family-run. Many offer individualized services no longer provided by the preponderance of today's retail business world. This extraordinary effort to connect with clients cultivates the synergy between residents and businesses – a vital element of Clayton's enviable quality of life.

Business and residential citizens are encouraged to frequent Clayton's unique mix of boutiques, shops, galleries and restaurants. Purchases made in Clayton help to generate revenue for the City. Because Clayton's five charming business districts along DeMun Avenue and Clayton Road, at Hanley and Wydown and in the Central Business District are within walking distance, shopping in Clayton also helps to preserve the environment.

Take advantage of the wealth of shopping and dining opportunities and gift giving ideas available. Clayton retail businesses need support from those with whom they share this community – the community to which they contribute socially and economically.

The shop owners are eager to greet and personally assist you. During the holidays, and every day, SHOP CLAYTON SHOPS.

ALL THAT GLITTERS
FRIDAY
DECEMBER 4

WINTER
CARRIAGE RIDES
THURSDAYS
DECEMBER 3, 10, 17

HANLEY HOUSE
CANDLELIGHT TOUR
THURSDAY
DECEMBER 17

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Mayor
Linda Goldstein

A Look Back at a Very Productive 2009

Despite the challenging times in 2009, Clayton realized many achievements. Here are a few reasons we Claytonians should be thankful during this special season.

PUBLIC SAFETY: Our community is blessed with exceptional public safety personnel.

CALEA – Clayton's Fourth Accreditation Award

After an exhaustive examination of our Police Department operations and with the assurance that the Department complied with 460 internationally recognized CALEA (Commission on Accreditation for Law Enforcement Agencies) standards, an assessment team granted our Department its fourth consecutive accredited status. The accreditation reaffirms the Department's ongoing commitment to excellence and public service.

Fire Training

In May, our Fire Department conducted an extensive fire training exercise in the 7700 block of Forsyth before the site was razed for construction of the Centene development. The Clayton Fire Department hosted the exercise in which 165 fire personnel, 45 fire crews and 14 municipal fire departments participated.

FISCAL STABILITY: While other communities are struggling, Clayton maintains strong financial footing.

Standard & Poor's AAA Rating

In March, Clayton joined the elite group of AAA rated municipalities making the City one of only three Missouri cities with AAA rating. Standard & Poor's cites four key factors when assigning this rating to municipalities: strong proactive administration; effective management policies; vibrant and diverse economy; and strong financial management track record. Despite economic challenges, the City has maintained solid financial footing and Standard & Poor's expects this healthy financial performance to continue.

Budget

Despite the challenges of decreasing revenue and increasing expenses, Clayton's property taxes have been reduced over the past four years. While continuing to provide the same high level of services, the City has managed to build and maintain balances in all major operating funds, which currently exceed minimum policy balance requirements.

RESPONSIVE GOVERNMENT: Officials and staff focus on the needs of the City's most important customers, its citizens.

Citizen Satisfaction Survey

To ensure municipal services are meeting citizens' needs and expectations, a citizen satisfaction survey was conducted. The response was extremely positive. Results of the survey indicate that 97% of the respondents feel Clayton's quality of life is excellent/good; and 96% feel that the City's image is excellent/good. Clayton ranked highest in 43 of 44 citizen satisfaction benchmark comparisons with other communities assessed by the consultant. Additionally, City staff has established internal performance standards to monitor and perfect services it provides.

Business District Master Plan

The City recently hired the world-renowned planning and design firm Sasaki Associates, Inc. to revise the Central Business District portion of the City's Business District Master Plan and conduct a retail marketing study. The consultants have already interviewed approximately 40 community stakeholders. The six-month process will establish a strong identification for the central business district, capitalize on the presence of the City's daytime population and focus on economic, social and environmental sustainability.

QUALITY OF LIFE: Clayton officials and staff are dedicated to providing high quality governmental services.

Smoking Ban

In an effort to protect the health of our residents, the visitors who patronize our businesses and employees who work here, the City ratified a citywide smoking ban ordinance. By adopting the ordinance, we hoped to encourage other municipalities, the County and the State to address this critical public health issue. The ban, which will take effect in July 2010, prohibits smoking in all enclosed public spaces.

Mayor, cont'd. on Page 4

News from Ward I



Alderman
Judy Goodman

Ward I is home to outstanding educational institutions, and there is always something happening on one of these vibrant campuses. At Concordia Seminary this summer, every flower bed and planter was filled with vegetables. The bounty was abundant, from tomatoes and peppers, to herbs and pounds of sweet potatoes. Even the pumpkin patch produced handsomely, all without pesticides, weed killers or even fertilizer. Students, staff and neighbors were encouraged to pick and take them home to enjoy. The Seminary's Directors of Grounds Gayle Zollmann and Mrs. Diane Meyer have big plans for next season.



Alderman
Andrea Maddox-Dallas

Fontbonne University recently hosted the dedication of Anheuser Busch Hall, the result of a \$1 million donation to the main campus science building. The new building will house Fontbonne's science and business departments, as well as programs in fashion merchandising, dietetics, family and consumer sciences and early education. Features include laboratories, improved classrooms, a greenhouse, state-of-the-art conference room, library and student lounge. We are pleased the University is reinvesting in an historic building. The Anheuser Busch donation culminates a successful \$20 million fundraising campaign for the University.

In October, Washington University presented its annual report to the community and highlighted a number of partnerships and programs. The Big Read, sponsored by the University this past fall, was well attended and generated much community interest. Many residents in our area also participate in the Home Plate program, hosting students from out of town to homemade meals throughout the year.

We consider ourselves fortunate to also have great eateries and shops in our area. Drop by businesses including Kaldi's, Jimmy's and Sasha's at the north end of DeMun, as well as the hair salons, Karate studio and other businesses throughout the DeMun area. This neighborhood is perfect for strolling and discovering new places.

We would like to take this opportunity to wish all residents, corporate citizens and educators a very happy and healthy holiday season.

Alderman Andrea Maddox-Dallas

Alderman Judy R. Goodman

Clayton Salutes . . . Jill Indovino

Jill and her husband Jay have lived in Clayton for 13 years with their children Nicole, age 16, Lauren, age 13, and Peter, age 11, who attend Clayton schools. Nicole, a sophomore at Clayton High School, went to State for cross country for the second year in a row.

Jill is a devoted marathon runner herself. In 2002, she read about Girls on the Run (GOTR) in Runners World, an organization dedicated to inspiring girls to be healthy and confident through running. She started the Clayton GOTR group with 20 girls in Shaw Park. Currently, there are 2500 women participating in GOTR activities throughout the St. Louis metropolitan area. For five years, Jill served as a volunteer for the group. In 2007, she became the full-time Executive Director. Jill is especially proud that GOTR won the Trailnet Active Living Award this year.

In addition to directing GOTR operations, Jill has run 10 marathons, most recently in Chicago as part of SoleMates, the Girls on the Run charity running program. She has successfully completed several triathlons and a half ironman competition.

Jill says, "I love everything about Clayton – the schools, running areas, architecture and neighbors."



Jill & Jay Indovino

Property Owners Are Recognized for Commitment to Safety

In a presentation at the October 13, 2009, Clayton Board of Aldermen meeting, Assistant Fire Chief Paul Mercurio commended property owners for their commitment to creating safer environments for their tenants and for the visitors to their properties. Automatic fire sprinkler retrofit projects are near completion in the office buildings at 130 South Bemiston and 222 South Central Avenues. The Sansone Group, TA Associates Realty and Koch Development were recognized for their commitment to the community and for creating safer environments, not only for their tenants, but also for the firefighters who may be summoned to fight a fire.

In addition to setting a safety benchmark with the sprinkler retrofit project, the Building Modification Agreements that were established in October 2003 between the property owners and the City created a valuable partnership; a partnership that serves as a model for other building owners and enhances the City's commitment to providing a high level of services to the community.



130 South Bemiston



222 South Central

“The completion of these projects is significant, because the most effective fire loss prevention and reduction measure to both life and property is the installation and maintenance of fire sprinklers,” said Fire Chief Mark Thorp. “The City of Clayton commends the Sansone Group, TA Associates Realty and Koch Development for their commitment to the safety of tenants and visitors to these buildings and for efforts that will benefit the community for decades to come.”

There are 40 high-rise office structures in the City of Clayton; 26 are fully protected with automatic fire sprinklers. The City continues working with the 14 remaining building owners to encourage them to consider building modification agreements.

“There are indications that the installation of these sprinkler retrofit projects not only benefit the building's tenants and visitors, the property owners benefit from reduced insurance premiums and increases in property value and tenant occupancy,” said Clayton's Economic Developer Gary Carter.

In addition to promoting fire safety in commercial buildings, the City also encourages residential property owners to install fire sprinkler systems.

Mayor, cont'd. from Page 2

Sustainability

Clayton was awarded the St. Louis Growing Green Award, which recognizes entities working to transform the region's built environment into a more environmentally responsible, profitable and healthy place to live, work and play. Additionally, a City staff advisory group, the PlanIt! Green Team, works to maintain sensitivity to environmental issues while executing its Green procurement program; increasing the use of Green products; implementing a facilities-wide recycling program; and expanding the City's hybrid vehicle fleet.

Capital Improvement Projects

The Public Works Department completed thirteen capital improvement projects this year that included alley, sidewalk, curb and gutter replacement, the reconstruction of Cecil Avenue, microsurfacing in The Moorlands, Davis Place resurfacing and the Brentwood-Maryland-Wydown microsurfacing project, which was 80% Federally funded.

Public Art

The City added another significant piece to its world-class public art collection. In June, the Saint Louis Art Museum installed the bronze sculpture *Venus Victorious* by Pierre-Auguste Renoir in Centennial Garden in Shaw Park. The 6' sculpture is on loan to the City during the Museum's expansion project.

This review provides a sampling of the City's achievements in 2009 and speaks to Clayton's ability to thrive even during challenging economic times.

Best wishes for a happy, healthy and prosperous New Year!

Timely Acquisition



Heritage Building
built in 1954

With the purchase of the Heritage Building, the City protects a historic structure from an uncertain future, while preserving security for Clayton citizens on financial terms favorable to the City.

In October, the City of Clayton took action to ensure efficient and effective police services for its residents and businesses. The City acquired the property at 10 S. Brentwood Boulevard following foreclosure by the lender.

The Heritage Building will be renovated and become the site for Clayton's new police station. Construction of a new police station is imperative because of space needs for police operations and the cramped and deteriorated condition of the existing station at 227 S. Central Avenue after 50 years of intense use. The central location makes the building an ideal site for the new police station. Renovation of an existing building accelerates the timeline for a new station over ground-up construction and will be less expensive.

Owens explained that the timing of the acquisition allows the City to use taxable "Build America" bonds at historically low rates after federal rebate and within the window of time the federally-issued bonds are available. This provides the most favorable financial terms for Clayton.

"The City's need for a new police station dovetailed with the availability of The Heritage Building, our intent to preserve its historic presence in our community and the best financial terms we could ever expect," said City Manager Craig Owens.

While the timing was beneficial economically, the foreclosure of the Heritage Building created an uncertain future for the site. The City took immediate action to ensure that the property would remain compatible with community expectations.

Janey Symington, the daughter of Sidney Studt who built the Heritage Building in 1954, praised the City for preserving the building and its historic value. "The Police will not only be preserving our safety," said Mrs. Symington, "they will be preserving our history as well."

In addition to capitalizing on low bond rates, City Manager Owens confirmed that, while maintaining its historic significance, the City also intends to upgrade the entire building to attain a Silver LEED designation.

Heroes of the Planet

The City of Clayton was selected as a finalist in the Sustainable Community category in the recent Heroes of the Planet program sponsored by the *St. Louis Business Journal*.

The City was honored for its leadership in numerous environmental fronts. In 1997, the City established a citizen advisory group, the Ecology and Environmental Awareness Committee. It was the second Missouri city to require LEED certification for municipal buildings. Clayton was the first municipality in the area to implement single stream recycling. It was the second of St. Louis County's 91 municipalities to adopt an ordinance prohibiting smoking in all enclosed public spaces. The City promotes alternative modes of travel. Internally, City staff is committed to using Green products and a Green procurement policy. It continues to increase its hybrid vehicle fleet and conducts paperless meetings with all documents online.

Clayton's dedication to preserving the environment and reducing its carbon footprint serves as a model to the region.



Clayton Century Foundation

Become part of a first time, groundbreaking initiative that will have a dramatic impact on Clayton and the entire region!

Inspired by the City's 100th anniversary in 2013, the Clayton Century Foundation (CCF) is designed to fund exciting capital projects that will fortify the assets of our community for future generations. The centennial benchmark is an opportune time to renew and revitalize our community with meaningful enhancements. By bolstering what Clayton offers to the region, we believe there is unlimited potential for all to benefit. We invite you to join and support the CCF in our four key passions: parks, history, the arts and sustainability. All CCF projects will boast sustainable features with events and programs that appeal to diverse audiences.



Clayton Century Foundation Board

From left, seated: Michelle Harris, Jill Fisher, Ken Goldman, Sally Cohn, Judy Goodman
 Standing: John McCormick, Lee Hanson, Cindy Berger, Dan Human, Elizabeth Robb, Hugh Scott, Ben Uchitelle,
 Scot Boulton, Beverly Wagner, Gary Feder, Gary Krosch, Mont Levy, James Sherby, Cindy Rapponotti
 Not pictured: Lotta Fox

Time is running out to become a Founding Member of the CCF. With a Founding Gift of \$500, your name will appear on a permanent plaque at Clayton City Hall, on the Foundation website, and in a new History of Clayton book. This opportunity is only available until December 31, 2009.

The CCF serves as a private partner to help, protect and create City assets through programs that will benefit people of all ages. Ambitious? Sure. Doable? Definitely — with your support. The CCF Board believes there is much that can be accomplished to ensure that Clayton remains in the forefront as a regional leader for years to come.

Contributions to the CCF are tax deductible and privately managed. CCF is an independent 501[c][3]. A citizen treasurer serves on the Board to ensure fiduciary stewardship of all funds. The CCF plans to interact with citizens, encourage ongoing conversation about priorities and engage the public in actively addressing community needs. The Clayton Century Foundation welcomes contributions of any amount.

Clayton's PlanIt! Green Team

The City staff advisory group, PlanIt! Green Team, focuses on internal environmental efforts.

Clayton's IT Department has implemented a desktop computer power policy to conserve energy. Proper shutdown of City-owned desktop computers at the end of each day ensures that electricity is not being wasted. Studies indicated that proper computer shutdown across the nation could save over \$1.72 billion and prevent almost 15 million tons of carbon dioxide from entering the atmosphere each year.

The City also uses virtualization technology to reduce the physical number of servers which will reduce the amount of hardware sent to landfills. Eventually, desktop hardware will be replaced with low energy consumption thin client computers which depend primarily on a central server.

The Clayton's future environmental efforts include developing a Greenhouse Gas Inventory and an energy audit to make City facilities more energy efficient.



WINTER EVENTS

Winter Carriage Rides

Thursday, December 3, 10, and 17

6 - 8 p.m.

Departure: Maryland and Central

Horse drawn carriage rides will carry holiday shoppers and diners along gaily decorated downtown Clayton streets alive with twinkling holiday lights and festively decorated shop windows. The carriage rides and parking on downtown streets evenings, weekends and holidays are free. For more information, call: 314.290.8544



All That Glitters

Friday, December 4

6 - 8 p.m.

Downtown Clayton

The City of Clayton, the Clayton Chamber of Commerce and Clayton business owners welcome all to shop and dine in Clayton. The public is invited to festivities that include carolers, horse drawn carriage rides departing from Maryland and Central and from The Crescent, Skate with Frosty at the Shaw Park Ice Rink and a fireworks display at 8 p.m. in Shaw Park. For more information, call: 314.802.7763



Skate with Frosty

Friday, December 4

6 - 11 p.m.

Shaw Park Ice Rink

The ice rink will be open to the public with complimentary admission and skate rentals. Frosty the Snowman will be on the ice with the kids. Stop by the warming hut for a cup of hot chocolate and a cookie!



Holiday Candlelight Tour at the Historic Hanley House

Thursday, December 17

6 - 8 p.m. (tours start at 6 and at 7 p.m.)

Hanley House in Hanley Park

The public is invited to view the farmhouse as the Hanley family would have through the glow of candlelight. The night will include special tours led by costumed interpreters, carolers, traditional decorations and horse-drawn carriage rides (weather permitting). Residents: adults - \$10, children - \$5; non-resident adults - \$12, children - \$6; children 5 and under will be admitted free. Register at The Center of Clayton or visit www.CenterofClayton.com.



Clayton's Shaw Park Ice Rink

Friday and Saturday
noon - 11 p.m.

Sunday
noon - 4 p.m.

Ice Rink hotline: 314.290.8595

The hotline is updated daily and is the best source for the most current session information.



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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.

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.

Q: What are the various community services provided by Clayton's Police Department?

A: The Police Department provides a variety of services to consumer groups such as:

- Citizens Academy
- Crime Phone Alerts
- Home and Business Checks
- National Night Out Program
- Neighbor Watch Program
- Safety Presentations
- Security and Safety Inspections

For more information concerning any service that the Police Department provides, please contact Community Services Officer Korey Golcynski, at 314.290.8424 or visit the City's website: www.ci.clayton.mo.us and click Police Department under City Hall.

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

In Case of Emergency..... 911

City Manager	290.8400
Community Outreach.....	290.8473
Customer Service	290.8441
Finance.....	290.8446
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