

# CITY VIEWS

Vol. 20, Issue 2

City Hall closed Memorial Day, May 30

#### Clayton Community Day

... your chance to chat with Mayor Goldstein and the Board of Aldermen Saturday, May 7 see Page 5 for details

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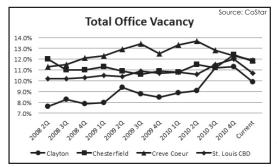


#### Fine Tuning the City's Vision of the Future

... this is the second in a series of articles that examine Clayton's municipal services

Clayton's impressive public safety services were studied in the February issue of CityViews. In this issue, we are assessing the City's economic development efforts to maintain and grow a strong, diversified economic base that enriches the City's quality of life and preserves the integrity of our residential neighborhoods.

The power of developing the Clayton economy is measured in part by the vitality of the City's business district. The district combines dynamic corporate headquarters with



strong, independent retail businesses. This combination represents the foundation for Clayton's economic engine. It also provides the support for the superior municipal services that Clayton business and residential citizens have come to expect.

A low office market vacancy rate is a universal indicator of the private sector's confidence in a commercial market. Clayton

consistently reports the lowest rate among the major office markets in the St. Louis area. Data from the commercial real estate data provider CoStar Group appear on the chart above and indicate that Clayton is at 9.9% vacancy; the next lowest is St. Louis City central business district at 10.7%.

Other indicators of the private sector's confidence in Clayton's stability and economic strength is the continuous procession of small businesses that have chosen Clayton locations. Additionally, Clayton business owners choose to stay and expand or open multiple locations here. For instance, the owners of Miso on Meramec and BARcelona on N. Central Avenue recently expanded into adjacent available spaces.

The new 485,000 square foot Centene Plaza opened in June 2010 is already at 96% occupancy.

Economic development efforts include conducting special events. Businesses benefit from the throngs of visitors brought to the City during these events. Each year,

the St. Louis Art Fair and Big Read bring thousands to downtown Clayton. Results from the second annual Clayton Restaurant Week show that 37% more patrons visited their favorite Clayton eateries.

This series of reports on City services will continue in the next issue of CityViews -- the City's planning and sustainability accomplishments will be featured.

To view the entire Vision 2013 document, go to www.claytonmo.gov/Vision2013



We want you to be involved in the governing process, so we've added Open City Hall to the City's new, highly interactive website. Now you can give us your ideas, comments and answers to questions. You'll find this forum for citizen engagement under Online Services at www.claytonmo.gov

www.claytonmo.gov

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## FROM THE MAYOR'S DESK



Mayor Linda Goldstein

#### A Profile in Leadership

Clayton is recognized regionally and nationally for its high level City services. Many of the individuals who lead Clayton City staff in providing world-class City services also lead regional and statewide efforts to enhance community service.

The most recent addition to Clayton's list of leaders is Parks & Recreation Director Patty DeForrest. Patty was recently elected President Elect of the Missouri Park and Recreation Association. For seven years, Patty has directed a staff of 25 full-time and more than 300 part-time employees. The Parks & Recreation Department is responsible for maintaining ten City parks, managing Shaw Park Aquatic Center, Tennis Center and Ice Rink and The Center of Clayton, and supervising a multitude of sports activities in Shaw Park and at The Center.

Clayton's City Manager Craig Owens serves on the Board of Directors of the Missouri City Managers Association, a group committed to responsible and responsive government, ethical behavior in the public interest and professional development to effectively serve communities and citizens. As the City Manager since 2008, Craig has been instrumental in achievements that include: expanding the smoking ban to all City-owned and leased facilities which includes playgrounds and parks; establishing processes that evaluate internal performance and assess citizen satisfaction; enhancing communication and citizen engagement efforts; revising the downtown Master Plan; and implementing plans for a new Police Station.

Finance Director Don Yucuis, after serving a term as President of the Greater St. Louis Board of the Government Finance Officers Association (GFOA), was elected Second Vice-President of the Missouri Board of GFOA. During Don's tenure as Clayton's Finance Director, the City upgraded to a AAA bond rating, and received the Certificate of Achievement for Excellence in Financial Reporting for the twenty-third consecutive year.

Clayton's Fire Chief Mark Thorp is currently serving a two-year term as President of the Greater St. Louis Fire Chiefs Association. Chief Thorp's Department proudly reports no fire deaths in Clayton in over 30 years. Recently, his Department received the Emergency Medical Service for Children certificate, and collaborated with the Clayton School District on retrofitting three elementary schools with sprinklers.

In December, Public Works Superintendent Gary Scheipeter received the 2010 Public Works Leader of the Year Award from the Missouri Chapter's American Public Works Association. Gary was recognized for excellence and dedication as a Public Works Professional, for excelling in management and maintenance of the public infrastructure, and for over 36 years of service to the Clayton community.

In January, Clayton's Parks Supervisor Tim Hale received the Support Staff Award from the Missouri Parks and Recreation Association. The award was in recognition of his dedication to public safety, his integrity and creativity. Tim has helped to make Clayton's parks system safe and enjoyable for all members of the community during his 31 years of service to Clayton.

Clayton is known for its world-class municipal services. These outstanding individuals elevate the City's reputation through their devotion, perseverance and enthusiasm.

#### 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 4 Plan Commission/ARB City Hall - 5:30 p.m.
- Apr 4 Parks & Recreation The Center - 7 p.m.
- Apr 7 Board of Adjustment City Hall 5 p.m.
- Apr 12 Board of Aldermen City Hall - 7 p.m.
- Apr 20 Plan Commission/ARB City Hall - 5:30 p.m.
- Apr 26 Board of Aldermen City Hall - 7 p.m.
- Apr 28 Ecology & Environ. City Hall - 5 p.m.
- Apr 29 CRSWC The Center - 8 a.m.

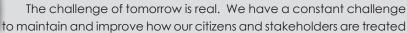
### NEWS FROM WARD III

Friends and neighbors,



Alderman Alex Berger III

Engagement and participation in our City and community are hallmarks of the residents of Clayton. Our community's strength is dependent on our enlightened citizens being involved in the issues of the day. As Aldermen, we are continually thankful that citizens desire to be informed; are eager to be involved in serving on Boards and Commissions; actively participate in the events and offerings of our Parks and Recreation Department, our neighborhood associations, and the Clayton Century Foundation; and patronize and support our community restaurants, shops, and service businesses.





Alderman Steve Lichtenfeld

and served by the City. Citizens are present at the Board of Aldermen meeting and are participating in asking the "why?" and "what for?" questions. The City's numerous committees are staffed by citizens who give up their personal time and contribute their expertise and energy to facilitate solutions to benefit the City/community. And yes, there are times when differences of opinion and words of passion are part of the mix. That's a good thing too!

"What's ahead?" and "How are we doing?" are often the most asked questions we receive in our daily activities. We know the future will be both challenging and exciting. What will downtown Clayton look like? Who will be coming to our City to expand and build the new facilities? What offerings will Shaw Park feature? How will our neighborhoods be cared for and protected? We are fortunate to have these agenda items. Our planning and budgeting processes will guide the decision path, and our success will be measured by your insight and contribution. Make this year your year to participate in our City government!

Thanks to all of you for making Clayton the great place it is!

#### Alderman Alex Berger III

Alderman Steve Lichtenfeld

### Mayor's Youth Advisory Council Update

MYAC hosts an Evening with the Candidates: In what might be the only all-candidate forum held prior to April 5 elections, the Mayor's Youth Advisory Council (MYAC) invited all the candidates running for the City's Aldermanic seats and School Board positions to speak to the community on Thursday, March 31, at Clayton High School. At 7 p.m., the Aldermanic candidates introduced themselves to the community and answered questions; the school board candidates were introduced at 8.

Aldermanic candidates running unopposed are Ward I Alderman Andrea Maddox-Dallas and Ward II Alderman Cynthia Garnholz. Three are running for the Ward III seat being vacated by Alex Berger III: Jim Holtzman, Steve Singer and Mark Winings.

**All atwitter for local government:** On Friday, February 18, Clayton City Manager Craig Owens shared the events of his busy day with the MYAC members using Twitter. The students were able to follow the City Manager through his dispatches and see what goes into managing the City of Clayton on a daily basis.



During the week of March 21, as students relaxed on spring break, Mayor Linda Goldstein continued to work tirelessly, Tweeting all the while. "The rhythm of her job is very different from that of City Manager and it was great to get a sense of that," said MYAC advisor Laura Stanton. "Tweeting was a great way for both the City Manager and the Mayor to share what they do with the community they serve."

Do you know a teen interested in a future in government, politics or public service? The City of Clayton is seeking energetic, engaged students to serve on the Mayor's Youth Advisory Council. Students must be entering the 11th or 12th grade in fall of 2011. Juniors will serve a 2-year term; seniors will serve until graduation. The MYAC consists of 11 members; there are six seats open this year. The application and information about other requirements are available at www.claytonmo.gov/MYAC. Applications must be received by May 31. Selected members will be announced summer 2010.

### COMMUNITY NEWS

#### Forsyth/N. Meramec Resurfacing Project

As part of the City's pavement maintenance program, Forsyth Boulevard (throughout Clayton) and N. Meramec Avenue (Maryland Avenue to northern City limit) will be resurfaced this summer. Planning for this project began in March 2009, when the City applied for and received a grant for just over \$1 million from the East-West Gateway Council of Governments. The total estimated cost for the project is \$1.9 million. The plans and specifications have been submitted to MoDOT for final approval. Pending that approval, the project will be advertised for bidding.

It is anticipated that work will begin in May. The first phase of the project will consist of the replacement of curb ramps that are not currently in compliance with the Americans with Disabilities Act (ADA), and the installation of new crosswalks at various intersections. These crosswalks will consist of precast concrete "bricks" on a concrete base, and will be more permanent and maintenance-free than the existing textured crosswalks.



There will be lane closures during off-peak hours to facilitate the replacement of the curb ramps and crosswalks. Due to traffic volumes and difficulty installing the crosswalks under traffic, there will be times on weekends when full crosswalks will be under construction, closing that leg of the intersection to traffic. However, work will be phased to maintain vehicular and pedestrian traffic flow around the work area.

Upon completion of the curb ramp and crosswalk work, approximately two inches of asphalt will be removed and replaced with a new asphalt surface. With the exception of residential areas of N. Forsyth Boulevard, most of the milling and paving work will occur on weekends due to the high weekday traffic volumes on Forsyth Boulevard and N. Meramec Avenue. There will be lane closures and complete road closures at times. Please visit the project web page at: http://www.claytonmo.gov/roadwork for details, maps and schedules.

#### Life Saving Emergency Equipment

Staying abreast of new technology is one way Clayton's Fire Department maintains its high level of service to the community. Emergency vehicles are now equipped with new life-saving equipment that reduces the amount of time between arrival at the hospital and a surgical procedure that opens narrowed or blocked arteries and restores blood flow.

On the way to the hospital, Clayton's paramedics collaborate with St. Mary's Hospital staff to transmit the patient's condition to a doctor's hand-held device in the catheterization lab. This transmission saves 30 to 45 minutes that previously would have been needed by emergency room doctors to determine treatment and to prepare the cath lab for a cardiac patient.

"The Clayton Fire Department is proud of its excellent history and the exemplary standards we have achieved," said Fire Chief Mark Thorp. "We will continue to find new and innovative ways to improve the services we provide to our residents and visitors. We are excited about the possibilities this new technology provides. This is one more way we can better serve those who call on us for assistance."

Besides advanced technology, the Department has a history of providing top notch service to the community. The Department has reported no fire deaths in over 30 years. More recently in 2010:

- the Department worked with the Clayton School District to facilitate the retrofitting of three Clayton elementary schools with sprinklers;
  - the Department received the Emergency Medical Service for Children certificate;
- Clayton firefighters appeared in every public and private elementary school in Clayton and distributed age-appropriate fire and injury prevention material to more than 500 students during Fire Prevention Week.

Since the Clayton Fire Department's inception in 1897, it has maintained a safe environment for residents, businesses and visitors in Clayton by providing ongoing public education, fire prevention and inspection programs, and rapid and professional response for fire, rescue, medical and other emergencies.

### COMMUNITY NEWS

#### **Clayton Community Day**

Come chat with your City leaders in a fun and informal setting about what you would like to see in Clayton and find out how things are going and what is ahead.

On Saturday, May 7, join in Clayton's Community Day celebration with your elected officials from 9 a.m. to noon at The Center of Clayton. Throughout the morning, Mayor Goldstein and the Aldermen will be greeting guests and distributing information about everything from reducing our carbon footprint to details about the City's budget.

Admission to The Center will be free throughout the event. Enjoy free refreshments and crafts for the kids in the lobby. Pick up a gift bag with giveaways, brochures and fact cards. City vehicles like the Fire Department's huge ladder truck, a Police squad car and the bucket truck from Public Works will be on display in the parking lot.

For more information, visit www.claytonmo.gov or contact Judy Kekich at 314.290.8473.

#### Clayton Salutes . . . Bryan Carr



Olivia, Bryan, Diane and Tibka

Bryan Carr and his wife Diane own and operate two restaurants on North Central in Clayton, Pomme Restaurant at 40 N. Central and Pomme Cafe & Wine Bar at 44 N. Central.

They opened Pomme Restaurant in

October 2002 and Pomme Cafe and Wine Barin August 2006. As partners in the business, Bryan operates the restaurant, and Diane handles the business finances and administration and designs the public areas.

Bryan and Diane have lived in Clayton for six years with daughters Olivia and Tibka.

"We are fortunate to live and do business in Clayton," said Bryan. "The benefits are many, of course, but foremost is the sense of community. Maybe the most gratifying aspect of the cafe/wine bar has been to witness it become a community hub for so many people"

#### First Green Power Community in Missouri

Plans for a celebration are set for Wednesday, April 20 from 4 to 6 p.m. at the Shaw Park Pavilion. The event will be in recognition of the Clayton achieving its Green Power Community (GPC)



challenge goal to make renewable energy 2% of Citywide energy consumption. The City worked with Ameren and Microgrid Energy to enlist the support and use of clean energy, i.e., renewable energy certificates or solar electric systems, by local businesses, residents and non-profits.

"This is truly an amazing City," said Mayor Linda Goldstein.
"Our power comes from our ability to pull together as a community."

The event is free and everyone is welcome. Festivities will include performances by the Clayton High School Show Choir and Jazz Ensemble, and the formal presentation of the Green Power Community award by the EPA's District 7 representative. Snacks will be provided by Clayton's GPC supporting restaurants and drinks by Kaldi's Coffee and the Wine Merchant. Guests can vote for their favorites in an art contest for Clayton High School students and a poster contest with works created by students from the Clayton School District, Wilson School and St. Michael's School. A \$100 gift card will go to the winner of the competitions. For more information, call Cindy Bambini at 314.480.3554 ext. 1.



#### February 22 Proclaimed "Corky's Day"

Mayor Linda Goldstein proclaimed February 22 "Corky's Day." At the Board of Aldermen meeting, she presented Corky, Clayton's 2011 Mascot, and his owner Arthur Scharff a needle point collar custommade by Joan Kiburz. The collar and other items Ms. Kiburz creates benefit "at risk" children.

As the 2011 Mascot, Corky will accompany the Mayor and represent the City at various events throughout the year. Proceeds from the Mascot of the Year campaigns, conducted during the fall, support efforts of the Clayton Century Foundation.

### COMMUNITY NEWS

#### Clayton Century Foundation Launches Ralph Clayton Leadership Circle



CCF Arts Co-Chair Bev Wagner & Centene Charitable Foundation's Noemi Neidorff

The Clayton Century Foundation (CCF), the new 501c3 organization created as a private partner to the City of Clayton, hosted a gathering of the Ralph Clayton Leadership Circle to celebrate Ralph Clayton's 223rd birthday on February 23.

Corporate, foundation and City leaders gathered at Ruth's Chris Steak House to announce lead gifts for investment in Clayton's cultural assets and review a wide variety of priority projects. As the City prepares for its centennial in 2013, the Clayton Century Foundation aims to advance the City's Parks Master Plan in the areas of arts, history, parks and sustainability.

"The initial response is overwhelmingly positive, with a number of individual and corporate leaders pledging support for projects that reflect their passions," reported Gary Feder, President of the Clayton Century Foundation.

Feder and Mayor Linda Goldstein announced two major lead gifts, one from the Centene Charitable Foundation for a major art piece in the Century Garden at the entrance to Shaw Park and the other from Brown Shoe for a recreational trail in Shaw Park. Two other lead gifts were announced from Washington University and Smith Moore and Co. for publishing a new Clayton Centennial Book.

Clayton Century Foundation invites everyone in the community to participate with gifts of all sizes to address priority projects for 2013 and beyond, including renovation of Clayton's Civil War-era Hanley House and a year-round, multi-use venue to update the existing ice rink. Private funding sources are often needed in the application to secure municipal grants.

Long after its centennial, Clayton will continue to strive to maintain its excellence as a vibrant community and destination in the St. Louis region.

#### City Receives Twenty Works of Art from Park West Gallery

In January, Clayton's Parks and Recreation Department announced that the Park West Gallery of Detroit, Michigan had donated twenty works to the City of Clayton. The donation, works by artists represented by the gallery, was made through Park West Gallery CARES, an initiative designed to donate artwork to schools, communities and other non-profit organizations. The total value of the donation of the twenty pieces is approximately \$20,000.

The City is authorized to use the works as it sees fit. Some may be displayed in City facilities. Works not designated for display will be given to the Clayton Century Foundation for fundraising. The Clayton Century Foundation (CCF) serves as an umbrella non-profit community organization established to privately finance long-term capital projects and prepare for the City's centennial celebration in 2013.



#### Wood Courts at The Center

. . . damaged floors to be replaced

The wood courts in The Center of Clayton that were damaged during a storm last May are scheduled to be replaced. The work is expected to take up to three months. Plans are to close the gym from May 1 through July 31. For more information or to check other gym availability, contact Toni Siering at tsiering@ci.clayton.mo.us

### EVENTS

#### **Bunny Hop**

Saturday, April 16 10 a.m. Oak Knoll Park

Kids one to eight years old are invited to join the excitement in Oak Knoll Park. Mr. Bunny will be the featured guest – so parents, don't forget your cameras. Children will be invited to participate in gathering eggs, creating crafts provided by Cultural Festivals and St. Louis Artists' Guild and sharing in the fun at the petting zoo. Registration is required: residents - \$6, non-residents - \$7. Call 314.290.8500

#### National Drug Take Back Initiative

Saturday, April 30 10 a.m. to 2 p.m. The Center of Clayton, 50 Gay Avenue

The Clayton Police Department in cooperation with the U.S. Drug Enforcement Administration, will conduct a National Prescription Drug Take Back event. Police Officers and DEA agents will be accepting expired, unwanted or unused pharmaceutically controlled substances and other medications for disposal. These events, which focus on removing potentially dangerous controlled substances from our nation's medicine cabinets, are being held throughout the St. Louis area and across the United States. The substances will be accepted with no questions asked. All drugs collected will be destroyed under the direction of the Drug Enforcement Administration. For more information, contact Community Services Officer Korey Golcynski at 314.290.8424.

#### **Family Movie Nights**

Saturday, April 30 Clayton Fire Station on Forsyth at Bemiston

The last of the Family Movie Nights at the Clayton Fire Station is set for Saturday, April 30. The event is free. Doors will open at 5:45 p.m. We encourage you to come early to see the trucks and meet the firefighters. The movie will begin at 6:30 p.m. On April 30, guests will be treated to a showing of The Incredibles. Free popcorn will be available while supplies last. Guests may bring non-alcoholic beverages and snacks. Soft drinks will be available from the soda machine. Guests must provide their own seating; heavy blankets are recommended; lawn chairs will be allowed but limited. Children must be accompanied by a parent or guardian. Park free on streets or in the Centene garage; enter from Forsyth. Advanced registration is required. Please call 314.290.8500 and refer to Registration Code: 12008.

#### Go Green Clayton 5K Run/Walk

Sunday, Mary 1 8 a.m. Gay Field



To help promote healthy living, community pride and a greener Clayton, this first-time, cooperative family-oriented event will be presented by the School District of Clayton Health & P.E. Department, the Clayton High School (CHS) Green Club and the Clayton Century Foundation and sponsored by the City of Clayton. Proceeds from the event will benefit the Clayton Century Foundation and the CHS Green Club. For details and to register, visit www.clayton.k12.mo.us/Clayton5K

#### **Clayton Farmers Market**

Saturdays, May 7 through October 8:30 a.m. to noon Straub's parking lot

Clayton's weekly Farmers Market supports local farmers, spotlights organic items and other unique or seasonal specialties, and educates the public about the preparation of local, seasonal products. For more information, visit www.claytonfarmersmarket.com

#### Parties in the Park

... event moved from Shaw Park Wednesday, May 11 5 - 8 p.m. North Meramec Avenue

The Clayton Chamber of Commerce Parties in the Park events will move to North Meramec Avenue in downtown Clayton on the second Wednesday of each month from 5 to 8 p.m. May through September. Parties are free and open to the public. Find details at www.partiesinthepark.org

#### 2011 Lecture Series

Wednesday, May 18 7 p.m. The Center of Clayton

The third in the Clayton Century Foundation History 2011 Lecture Series will be held on Wednesday, May 18 at 7 p.m. at The Center of Clayton. Hanley House is honored to be among the local institutions offering educational events to mark the sesquicentennial of the Civil War. The lecture on May 18 will examine the impact of the Civil War on our region based on Hanley family research. Presented by Clayton's Community Resource Coordinator Sarah Umlauf, the lecture is free and open to the public. Email Sarah at sumlauf@ci.clayton.mo.us for details.

#### City of Clayton

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#### Deliver by March 28 or 29, 2011

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 314.290.8501(V). Sign interpreters may be scheduled upon request. Suggestions for future programs are welcomed.

#### Notice

#### **April 2011 Municipal Election**

On Tuesday, April 5, 2011, the City of Clayton will hold a municipal election for the offices of Ward I, Ward II and Ward III Aldermen, each for a three-year term.

For information about polling locations, contact the St. Louis County Board of Election Commissioners at 314.615.1800 or visit www.stlouisco.com/elections

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

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