



AUGUST 2011 CITY VIEWS

Vol. 20, Issue 4

Fine Tuning the City's Vision of the Future

... examining Clayton's municipal services

Clayton's Municipal Service Categories

- Public Safety
- Economic Development
- Planning & Sustainability
- Recreation & Culture**
- Transportation
- Organizational Excellence

OUR GOAL is to encourage widespread participation in a variety of recreational and cultural activities that are accessible to all members of the community.



In the last several issues of CityViews, we've studied Clayton's impressive municipal services. Here we share the amazing recreational and cultural activities provided by our Parks and Recreation staff.

For over eleven years, Clayton's Parks and Recreation Department has overseen the daily operations of The Center of Clayton where a wide array of programs, services and athletic activities take place. The recreation staff is also responsible for managing the Shaw Park Aquatic Center, Tennis Center and Ice Rink and the Hanley House, the city's Historical Hanley House Museum in Hanley Park. This dedicated staff is also responsible for effective and efficient maintenance of grounds and beautifully landscaped areas throughout all ten city parks and six recreational facilities. Staff also assists with a variety of special events held throughout the city.

Recently, the city opened Shaw Park Tree Top Playground, the Inclusion Playground designed for children of all abilities. This spring the Sensory Garden opened nearby, celebrating the world of plants through the stimulation of the five senses (sight, sound, smell, taste and touch). Similar to the Inclusion Playground, the Sensory Garden is accessible to all abilities.

In 2010, the city received the Active Living Municipal Award from Trailnet for helping its citizens maximize physical activity in their daily routines by providing dedicated bike lanes, park trails and sidewalk expansions.

We evaluate facilities and offerings to expand appeal to and participation by all citizens, including multigenerational groups with diverse interests and abilities. Clayton residents place great value on community amenities that provide a wide array of recreational and cultural activities.

In the past year, over 21,000 people participated in aquatics, fitness, sports and community recreation programs; more than 650,000 have visited the city's recreational facilities hoping to improve their health. Nearly 30% of Clayton's residents have purchased a season pass to one of the city's recreational facilities. Clayton's Parks staff proudly states that they are in the business of helping to "Build a Healthy Community".

In preparation for the city's centennial celebration in 2013, the department is partnering with the Clayton Century Foundation (CCF) on several Master Plan

projects. Combining funds from the CCF with grants from the state and county will allow the city to make improvements to the trail system and tennis center in Shaw Park; acquire artwork for the Century Garden located between the aquatic center and ice rink; as well as other exciting enhancements that will help to celebrate the city's incorporation. With a focus on history, Hanley Park will be the site of a new ADA accessible path system and a small pavilion that will serve as a teaching area and relaxation venue for visitors to the Hanley House.

The Parks and Recreation Department strives daily to provide services that will help improve the quality of life for all residents.

This series of reports will continue in the October issue of CityViews with highlights about services provided by our Public Works Department.

More details about Clayton's world-class services appear in the city's 2010 Annual Report, which is available online at claytonmo.gov/Vision2013



FY2012 Operating and Capital Improvements Budget
read how community input is impacting our budget preparation process

see details on Page 5

Saint Louis Art Fair
September 9, 10 and 11

see details on Page 6



FROM THE MAYOR'S DESK



Mayor Linda Goldstein

As always, the citizens of Clayton have so much to be proud of. Over the past year or so, our Parks and Recreation Department celebrated the opening of the Inclusion Playground and Sensory Garden. The communication staff launched our new, dynamic website with upgraded interactivity and functionality. The city became the first Green Power Community in Missouri and one of only 38 in the country. A new sculpture by Gerard Tsutakawa was installed in front of the Crescent enhancing Clayton's world-class art collection. Our Public Works Superintendent Gary Scheipeter became one of the Top Ten Public Works Leaders in the nation. Recently, we conducted forums to discuss priorities for the 2012 budget, and sixty-three concerned Clayton citizens attended and provided their thoughtful input.

In July, we celebrated the first anniversary of enacting the ban on smoking in all enclosed public spaces. Although some business owners expressed concern at public hearings during the 2009 discussions about the ban, it appears that the ban has not had a negative effect on commerce. To the contrary, we find that during the year since the ban was imposed, Clayton restaurateurs have opened multiple locations; one has even voluntarily banned smoking on his patio. Several new restaurants have opened including: Bocci Bar at 16 N. Central, Break 'n Egg at 7814 Forsyth, DeMun Oyster Bar at 740 DeMun, Half & Half at 8135 Maryland, Imo's at 23 N. Bemiston, Mad Tomato at 8000 Carondelet, and Mosaic Bistro Market at 14 N. Central.

We were concerned about the health of our community, and we did what we thought was the right thing to do. Since approving the ordinance that expanded Clayton's smoking ban, several other cities and counties locally and in outstate Missouri have taken our lead in protecting the public's health.

We are proud of setting this trend that will result in a healthier environment not only for Clayton citizens and visitors but for the communities that have followed Clayton's example and enacted broader more comprehensive bans on smoking.

These are just a few examples of how Clayton works to stay on the cutting edge of trends and services.

August 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.

Aug 1 Plan Commission/ARB
City Hall - 5:30 p.m.

Aug 1 Parks & Recreation
The Center - 7 p.m.

Aug 4 Board of Adjustment
City Hall - 5 p.m.

Aug 9 Board of Aldermen
City Hall - 7 p.m.

Aug 15 Plan Commission/ARB
City Hall - 5:30 p.m.

Aug 23 Board of Aldermen
City Hall - 7 p.m.

Aug 25 Ecology & Environ.
City Hall - 5 p.m.

Clayton keeps you informed



twitter.com/cityofclayton

receive meeting agendas, the Parks & Recreation brochure and Clayton Connection, the city's weekly email updates, electronically-- just click e-communication under Online Services on the city's website

www.claytonmo.gov

NEWS FROM WARD II



Alderman Michelle Harris



Alderman Cynthia Garnholz

Have you noticed that Clayton is in bloom this summer? As we write this in early July, flowers abound throughout our fair city. We invite you to embark on a “flower search” in Ward II and throughout the town. You will be well rewarded!

Notice first that many of our restaurants, downtown and all over the city, have adorned their outdoor seating areas this year with flower boxes and planters to enhance your dining experience as you sip a glass of wine or enjoy a fine meal al fresco. These flowers are also pleasing to the eye for pedestrians and motorists as they pass by. Please take a moment to thank our wonderful restaurateurs for their extra effort in beautifying our cityscape with beautiful blooms!

After your dining experience surrounded by flowers, take a stroll in one of our beautiful city parks to take in a lovely garden or two. May we suggest that Ward II jewel, Oak Knoll Park? There you will find a new rain garden in the southwest area, the lovely and “flowery” Newmark garden and refreshment station nearby, and you must, of course, pause to sit and gaze at the water-loving lilies around the pond at Big Bend and Clayton Roads. We are grateful to our wonderful forestry and parks staff for their efforts in creating serene and beautiful spaces in our parks and public spaces for all to enjoy.

And, don’t forget to take a walk along our linear park and “Great Street” – Wydown Boulevard! It is verdant and awash in flowers whenever the weather will permit! Again, we express our gratitude to our city forestry staff for being expert and “constant gardeners” in our behalf.

Lastly, stroll on over to any of our beautiful residential areas where many residents take time to beautify our city and neighborhoods by creating and maintaining beautiful flower gardens. Your neighbors, your city government and all visitors to our city appreciate your efforts!

Clayton always strives to be green! And pink, and red, and yellow, and blue. . . .enjoy!

Alderman Michelle Harris

Alderman Cynthia Garnholz

E-Alert

Clayton's Police and Fire Departments understand the importance of maintaining visibility and connecting with the community. They realize that knowledge is critical to preventing potential crime and disaster.

The Police Department coordinates the Citizens' Police Academy and National Night Out events to educate citizens and help create awareness. The department issues Crime Phone messages to inform subscribers of criminal activity and provide information and instructions about crime prevention and emergency preparedness.

The department recently implemented E-Alerts, the electronic version of the Crime Phone. If you are interested in receiving the Crime Phone information electronically, contact Community Services Officer Korey Golcynski at 290.8424 or kgolcynski@ci.clayton.mo.us



The Maune Company Promotes Environmental Responsibility

In 2002, Ramsey Maune founded The Maune Company, which specializes in the management, leasing, acquisition and development of office, retail and industrial property in the Saint Louis and Houston. The Maune Company acquired The Equity Building in Clayton four years ago. Mr. Maune renovated the building and continues to search for ways to improve the building for its tenants.

He got an idea from a Trailnet flier. To promote a healthy lifestyle and environmental responsibility, he now provides bicycles - two Electra California Cruisers - for tenants in the building .

"I just used one for an appointment in Clayton," said Mr. Maune. "These bikes are so cool looking - it was great!"

Tenants can check out an Electra, a bike helmet and lock to use for exercise or to run errands.

Recycling Creates Jobs

while we preserve the environment, we are putting people to work

Most commonly recycling is associated with "going green" or "saving the environment." But did you know that this industry provides jobs for approximately 28,026 employees in the state of Missouri? Missouri recycling, remanufacturing and reuse firms along with the transportation industry are all affected when you recycle at home or at work. Valuable resources, once harvested from the earth, get placed back in the marketplace to continue service to society. So before you throw something away, rather than tossing it, "think resource, not trash", and think about the job that you are providing regionally.



In April, the city celebrated its designation as the first Green Power Community (GPC) in Missouri and one of

only 38 in the country. This was a significant milestone. However, while Clayton was in the process of achieving its goal of turning 2% of energy consumption into renewable energy, the EPA increased the participation goal for all GPCs by 1%. Clayton has until the end of 2011 to achieve this new 3% threshold.

Because of the support of 33 Clayton businesses and over 200 residents, the city passed the 2% goal by 15% a month early. Clayton's GPC team is confident that there are more businesses and residents who will be signing up to purchase Renewable Energy Credits (RECs) or install on-site solar electricity. Meeting the city's new challenge will help reduce our carbon emissions, change how power is generated in Missouri and promote economic development in Clayton and the state.

More information about the challenge is available on the Missouri GPC website: www.MOGPC.com/Clayton

2012 Annual Operating and Capital Improvements Budget

In keeping with its commitment to fiscal responsibility, the city conducts public meetings annually to examine the city's Annual Operating and Capital Improvements Budget and to engage citizens in the budget preparation process. This year, the city conducted a very successful campaign to encourage better participation at these annual budget forums. As a result, a total of 63 business and residential citizens attended three interactive forums to discuss 2012 budget priorities.

During the 90 minute meetings, City Manager Craig Owens gave a 30 minute presentation. Then the audience was asked to form small groups to discuss the budget and to develop a list of opinions, comments and questions. A spokesperson from each group shared the highlights of the conversations, which provided the basis for changes made to the 2012 draft budget.

Interestingly, the same ideas resonated – increase revenue by growing the economic base; develop specific alternatives for adjustments to services and for balancing the tax burden between commercial and residential; and provide specifics about what expenses have already been reduced.

"We were thrilled to have so many participate in the forums. The questions that came from the breakout sessions were probing. The comments and suggestions were extremely helpful," said City Manager Owens.

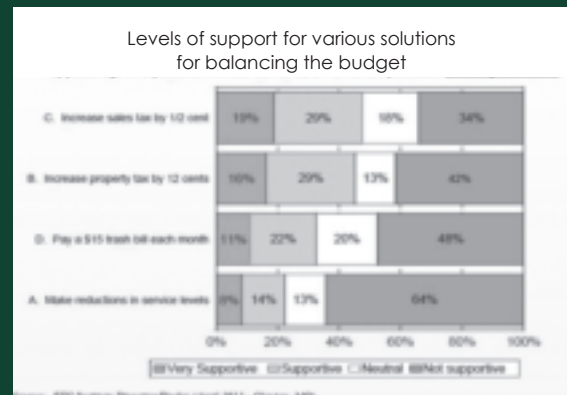
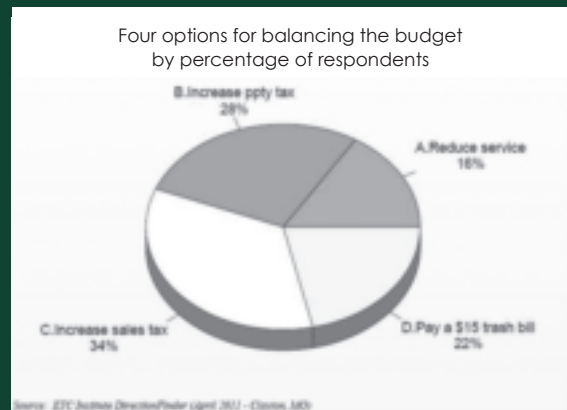
Opportunities for further review of the 2012 draft budget will be provided for citizens who were unable to attend the public forums in June. The Mayor and Board of Aldermen will discuss the draft budget at meetings in Council Chambers at Clayton City Hall on August 23 and September 13. The public hearing on the 2011 tax rates and the FY2012 budget along with the first reading of the ordinances will be on August 23; the second reading and approval of the 2012 budget on September 13.

In the meantime, the 2012 Highlight Proposed Budget is available for review on the city's website at claytonmo.gov/budget

The city is grateful to its concerned citizens for their interest in the community and support in making these important 2012 budget decisions.



In his presentation, City Manager Owens pointed out that the 2011 citizen satisfaction survey included a question about options for closing the \$1 million General Fund deficit. The charts below show that there was no strong preference for increasing property tax by 12 cents, increasing sales tax by one-half cent, paying \$15 per month for rear yard trash pickup or cutting services. The strongest sentiment was the 64% not in favor of reducing service levels.



Another Award for Quality Financial Reporting

The Government Finance Officers Association (GFOA) recognized Clayton's Finance Department for preparing budget documents of the highest quality and reflecting both the guidelines established by the National Advisory Council of State and Local Budgeting and the GFOA's best practices on budgeting. The Distinguished Budget Presentation Award (DBPA) was created to encourage and assist state and local governments in achieving the goals set for quality financial reporting.

Clayton has received the Distinguished Budget Presentation Award for four consecutive years.

\$8.5 Million in Grant Funds Pay for Major Improvements

Clayton's Public Works Department has been very successful in obtaining funds through grants that will help finance several of the city's Capital Improvement Projects. Starting this year through 2014, the city will receive over \$8.5 million in grant funds that will pay for major projects such as:

- Forsyth Boulevard/N. Meramec Avenue Roadway Resurfacing (Surface Transportation Program)
- Forsyth Boulevard Pedestrian Underpass (by Washington University) (Surface Transportation Program)
- Wydown Boulevard Roadway Resurfacing and ADA Curb Ramp Improvements (Surface Transportation Program)
- Citywide Traffic Signal Improvements (Congestion Mitigation and Air Quality)
- Downtown Streetscape Improvements (Surface Transportation Program-Enhancements)
- 10 S. Brentwood Building Energy Efficiency Improvements (American Recovery and Reinvestment Act)

The funding categories are administered by the Federal Highway Administration and Federal Transit Administration and are included in the Transportation Improvement Program produced by East-West Gateway Council of Governments.

The grant funds significantly help in easing the city's financial challenges by supporting the improvement and maintenance of city-owned assets.

Friday, September 9, 5 - 10 p.m.

Saturday, September 10, 10 a.m. - 10 p.m.

Sunday, September 11, 11 a.m. - 4 p.m.

In its eighteenth year, the Saint Louis Art Fair continues to rank among the top fine arts events in the country. Showcasing 181 talented artists from across the United States, this juried show is attended by more than 150,000 people annually, and stretches across an impressive portion the business district of Clayton. While it enjoys several media partnerships, the Saint Louis Art Fair also gathers over 1,000 volunteers every year to make this nationally recognized event possible.

We encourage you to visit the Creative Castle, an arts and crafts area just for kids, or to enjoy a performance at one of the three stages. From blues to jazz, classical to soft rock, there's something for everyone. See the artists' creations shine as they're walked down a runway in the Fashion Show, or watch local high school students create beautiful chalk murals in PNC's Arts Alive Walking on Art Chalk Drawing Challenge. Tempt your taste buds at Pleasures of the Palate, which features some of Saint Louis' best restaurants. The Saint Louis Art Fair is an annual celebration of visual and performing arts, and we hope to see you there. You can find us on Facebook at [facebook.com/culturalfestivals](https://www.facebook.com/culturalfestivals) or follow us on Twitter @culturalfestivals.



events

Clayton Farmers' Market

Saturdays, May 7 through November 5
8:30 a.m. - 12:30 p.m.
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 claytonfarmersmarket.com

Musical Nights in Oak Knoll Park

Sunday, August 28 – Fanfare
Sunday, September 25 – The Hulapoppers
5 - 7 p.m.
Oak Knoll Park

Concerts are sponsored by the Clayton Parks Foundation and held on the fourth Sunday of each month June through September. Guests enter free and are encouraged to bring lawn chairs and blankets. For more information, call 314.290.8544.

Parties in the Park

. . . moved from Shaw Park to downtown Clayton
Wednesdays, August 10 and September 14
5 - 8:30 p.m.
North Meramec Avenue

The Clayton Chamber of Commerce Parties in the Park events are held on North Meramec Avenue in downtown Clayton on the second Wednesday of each month. Parties are free and open to the public. Find details at partiesinthepark.org

National Night Out 2011

America's Night Out Against Crime
Tuesday, August 2
6 - 8 p.m.

NATIONAL NIGHT OUT heightens crime and drug prevention awareness; generates support for and participation in local anti-crime programs; strengthens neighborhood spirit and police-community partnerships; and sends a message to criminals letting them know that neighborhoods are organized and are fighting back.

Clayton's Police Department encourages residents to turn on their porch lights, secure their residence and celebrate National Night Out with neighbors. Activities will include ice cream socials, flashlight walks, block parties, swim parties, and games for the kids.

Clayton police officers would like to visit each neighborhood event. Please call Community Services Officer Korey Golcynski at 290.8424 to schedule a visit. The department is grateful to all those who helped make last year a great success and hopes other neighborhood groups will join the National Night Out 2011 celebration.

Coffee with the Aldermen

more opportunities to mingle with your Aldermen

Having engaged and informed citizens can foster our sense of community, establish mutual trust and improve the community. Clayton's Aldermen work to enhance the city's commitment to engaging its citizens. They hold coffees to get to know their neighbors, to discuss current issues, concerns and topics that affect their neighborhoods, and they look forward to see you there.



Aldermen
Judy Goodman & Andrea Maddox-Dallas



Aldermen
Michelle Harris & Cynthia Garnholz



Aldermen
Steve Lichtenfeld & Mark Winings

Ward I
fourth Sunday monthly
4 p.m.
Katie's at 6611 Clayton Road

Ward II
first Sunday monthly
4 - 5 p.m.
Starbuck's on Wydown

Ward III
Saturdays
August 13 - September 10
10 - 11 a.m.
Starbuck's on N. Central

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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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.

For the latest on road, sidewalk and other Capital Improvement Projects, visit www.claytonmo.gov/roadwork

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