

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.

You will find the series of articles that highlight Clayton's world-class municipal services at claytonmo.gov/cityviews



City of Clayton | City Views

January 2012

Fine Tuning the City's Vision for the Future

Municipal Service Categories

Public Safety

Economic Development

Planning & Sustainability

Recreation & Culture

Transportation

Organizational Excellence

Organizational Excellence combines the city's commitment to transparency with its work to provide resources to achieve Clayton's Vision, Mission and Goals.

With fiscal responsibility a priority, city staff excels at maintaining near perfect financial records. The Finance Department has received the Certificate of Achievement for Excellence in Financial Reporting for twenty-three consecutive years. The department is recognized for achieving the highest standards of financial report preparation with its Comprehensive Annual Financial Report (CAFR) and has been awarded the Distinguished Budget Presentation Award for three years in a row. Both awards are presented by the Government Finance Officers Association of the United States and Canada. From the International

City/County Management Association, the department received the ICMA Center for Performance Measurement Certificate of Excellence award.

City staff combines its commitment to fiscal responsibility with its pledge to openness and transparency. To encourage community participation in the 2012 budget preparation process, a successful engagement campaign was conducted. Five public meetings—three interactive forums, a public hearing and the budget approval meeting—were held. City officials were gratified by the participation and the community response to the campaign.

> continue on Page 5

▶ Business Highlight

Extra Virgin, an Olive Ovation

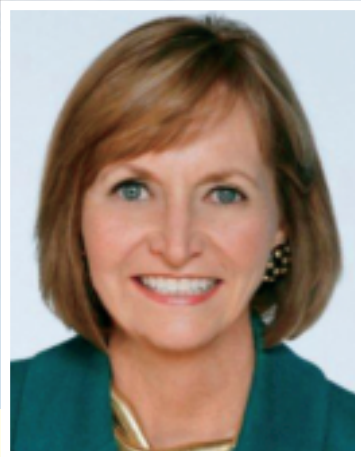
> see Page 6

▶ Events

January, February, March

> see Page 7





From the Mayor's Desk

City Hall closed
January 2 and 16
February 20

If you're like me, you marvel at the combination of characteristics that makes Clayton such a well-rounded community. We have a dynamic business community, a nationally recognized school system and institutions of higher education, exceptional city services, a responsive government, world-class public art collection and a non-profit community that includes groups like the YWCA, St. Louis Artists' Guild, GO! St. Louis, Cultural Festivals and The Scholarship Foundation of St. Louis.

The Clayton Chamber of Commerce has honored organizations like GO! St. Louis and the St. Louis Artists' Guild with its annual Cornerstone Award. GO! St. Louis encourages healthy lifestyles, offers a variety of educational and corporate wellness programs. The St. Louis Artists' Guild has been a resource and advocate for creative expression for 125 years. The Guild was founded to encourage excellence and understanding of the visual arts. Art classes and workshops focus on a variety of techniques and media.

The Chamber's 2012 Cornerstone honoree will be The Scholarship Foundation of St. Louis, a nonprofit organization founded in 1920 that is based upon the conviction that an educated citizenry is essential to a democracy. The Scholarship Foundation provides access to post-secondary education for those who otherwise would not have the financial means to fulfill their educational goals. The Foundation awards more than \$3 million per year in interest-free loans for educational expenses and offers employment opportunities for students who attend a local schools.

Before the 2011 Old Newsboys Day event, the city met with the Old Newsboys representatives to develop a new format to help create a safer environment for the volunteers who sell newspapers and facilitate fund raising for local charities. We're proud of the new partnership and pleased to support this worthy cause.

While maintaining its powerful reputation, this city supports causes that elevate the conditions of those who are not as fortunate. We are proud to have so many non-profits call Clayton home.

You can submit comments and report problems via Clayton's online resources page claytonmo.gov/online

www.claytonmo.gov

January Meetings

- Jan. 5 **Board of Adjustment**
City Hall - 5 p.m.
- Jan. 9 **Parks & Recreation**
Center of Clayton - 7 p.m.
- Jan. 10 **Board of Aldermen**
City Hall - 7 p.m.
- Jan. 17 **Plan Commission/ARB**
City Hall - 5:30 p.m.
- Jan. 24 **Board of Aldermen**
City Hall - 7 p.m.
- Jan. 26 **Ecology & Environment**
City Hall - 5 p.m.
- Jan. 27 **CRSWC**
Center of Clayton - 8 a.m.

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.

Clayton's 2012 Mascot of the Year

Petey, a rescued 9 year old Australian Shepard/Brittany Spaniel mix



Petey and his team ran a very competitive and strategic campaign. "Petey's support was very broad-based. No doubt attributable to his gentle, warm and caring nature," said Petey's campaign manager Paul Dueker.

Petey's victory was announced at the All That Glitters event in December 2011. As Mascot, Petey will represent the city at events designated by the Clayton Century Foundation during 2012.

For details about the campaign and the 2012 Mascot of the Year candidates, visit claytonmo.gov/mascot



Alderman
Judy Goodman



Alderman
Andrea Maddox-Dallas

As the New Year begins, we highlight the role of public engagement in local government. As residential and corporate citizens, not only do you pay taxes, but you vote on a range of critical issues and participate in a myriad of activities.

Our community has an active public: more than 100 individuals serve on 14 boards and commissions; a significant percentage of constituents participate in surveys and closely follow particular issues. We are fortunate to have an educated citizenry who bring forward ideas and diverse perspectives. While some offer specialized expertise, others raise thought-provoking questions. It's all good. And, fortunately, our discourse has a tradition of being civil and respectful. We believe great conversation creates a great community.

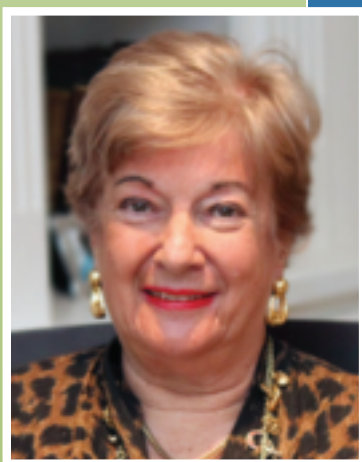
Recent examples of collective process include determining the Downtown Master Plan and 2012 budget. Neighborhood meetings are especially productive as grass roots dialogue between stakeholders, sometimes working through potential or very real conflicts. Looking ahead, there will be opportunities to participate in our City's centennial celebration in 2013. We encourage all to join in outreach efforts.

We realize people are busier these days, and it can be difficult to attend meetings. So, check out the City's new website as it is more informative and features interactive capacity. For example, you can easily find the Board of Aldermen's agenda or report a problem to Public Works. To stay informed about City happenings, sign up for the City's weekly Clayton Connection.

Faces of Clayton



Joan Kiburz



When Joan Kiburz and her husband Bill married over 50 years ago, they decided they couldn't afford to live anywhere but Clayton - best schools, parks, convenience. Their three children Jack, Will and Ann attended Glenridge School and Wydown Middle School.

The Kiburzes were very active. They served as subdivision trustees. Bill coached hockey and speed skating teams. Joan was involved with the synchronized swim team. They were also instrumental in organizing interclub

tennis teams. They told their kids, "If you can't do it in Shaw Park, forget it."

After a career as a journalist, Joan created Coronet Travel 35 years ago in Clayton. Today her sons run the business, and she spends most of her time giving back to the community. Enter *Making It . . .* at-risk urban school children learn the joys of being enterprising. It's social entrepreneurship at its best, says Kiburz. The *Making It* cookbook with healthy recipes from the top chefs in St. Louis is what started it all. Each summer the students do a land office business

at the Clayton Farmers' Market. iBones (gourmet dog bones in shapes of squirrels) are the best sellers. Art Scarves, needlepoint dog collars and doggie bags are their other fund raisers. iBones are marketed year round. Northwest Coffee was the first to support this cause. Proceeds fund a variety of enrichment programs and field trips for the participants.

With her *Making It* program, Joan Kiburz is committed to giving back and serves as an inspiration to the entire Clayton community.

Clayton Appoints New Director of Finance and Administration



Ms. Watson received her Bachelor of Science Degree in Business Administration with emphasis in Accounting and Finance from Columbia College in Columbia, Missouri and Masters in Public Policy Administration with emphasis in Local Government Management from the University of Missouri – St. Louis. She is a Certified Public Accountant and is an International City/County Management Association (ICMA) Credentialed Manager.

On October 19, Clayton's City Manager Craig Owens announced the appointment of Janet Watson as the city's new Director of Finance and Administration effective November 21, 2011. Director of Finance and Administration is a new title that combines overseeing all city fiscal matters and providing direction for the IT and Human Resources Departments.

"I am excited to bring my experience to the management team of Clayton and look forward to serving this unique community," said Ms. Watson.

Before coming to Clayton, she served as Deputy City Manager for the City of University City, Missouri for five years and as Assistant City Manager / Director of Finance and Administration in Webster Groves for eleven years. Her responsibilities included preparing University City's annual \$48 million budget and setting five-year financial projections. She assisted with organization-wide management, worked closely with the City Manager on administrative issues and special projects and managed the Information Technology and Human Resources Departments. She has also been involved in insurance and benefits administration, hiring, promotions and disciplines, maintenance of pay plans, and revision and interpretation of the personnel policies.

"Janet's extensive background in budget preparation and expertise in directing finances and operations will ensure that Clayton maintains its strong foundation of sound financial management," said City Manager Owens. "I feel very fortunate to be able to bring Janet's experience and enthusiasm to our leadership team."

Ms. Watson was selected to fill the Director of Finance and Administration position following a thorough and competitive search of talented applicants from throughout the mid-west. She will succeed former Finance Director Don Yucuis.

New Zoning Regulations

For Solar and Wind Turbines

New regulations for the placement and use of solar panels and wind turbines in the City of Clayton have been developed. It is anticipated that the Plan Commission and Board of Aldermen will consider these regulations at their meetings in January and February. If approved, the new regulations will amend Chapter 405 Zoning Regulations of the city's code of ordinances. View the proposed regulations at www.claytonmo.gov under Government > Departments > Planning and Development Services > Pending Legislation.

Forsyth Pedestrian Underpass Replacement

The Forsyth pedestrian underpass just east of Big Bend connects Washington University's South 40 to the Danforth Campus, allowing students to safely cross Forsyth Boulevard. The existing structure, which was built in 1962, failed MoDOT's biennial inspection in 2007, and temporary repairs were made. The city applied for a grant and received \$772,000 to help fund the replacement of the structure. Washington University will cover the project balance. With the city providing project management, work is expected to begin on May 21. Because phasing the project would increase costs and lengthen the project duration, the decision was made to close Forsyth Boulevard over the underpass until school resumes in the fall. Concept drawings, project updates and a video that provides details about the project are available on the city's website at www.claytonmo.gov/underpass

How Are We Doing?

Annual Citizen Satisfaction Survey

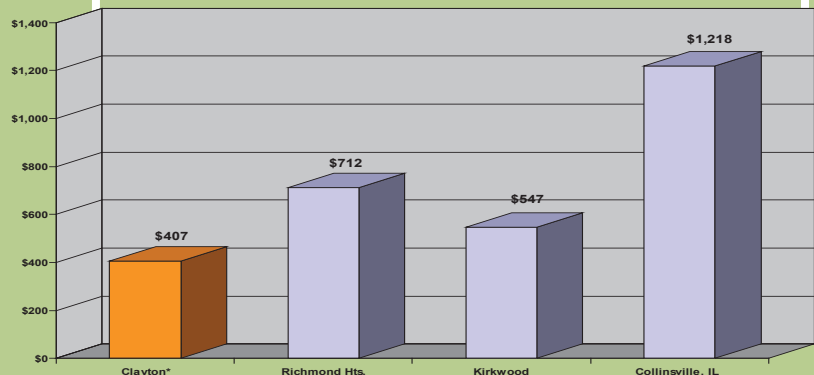
Each year Clayton residents receive the annual citizen satisfaction survey, and each year the city receives outstanding marks from the citizens' responses to the survey questions, which indicates that the community is pleased with its world-class municipal services. The survey results also help city staff establish priorities and match budget allocations to resources.

The survey will be conducted again this year with the assistance of the ETC Institute of Olathe, Kansas to ensure that services continue to live up to community expectations.

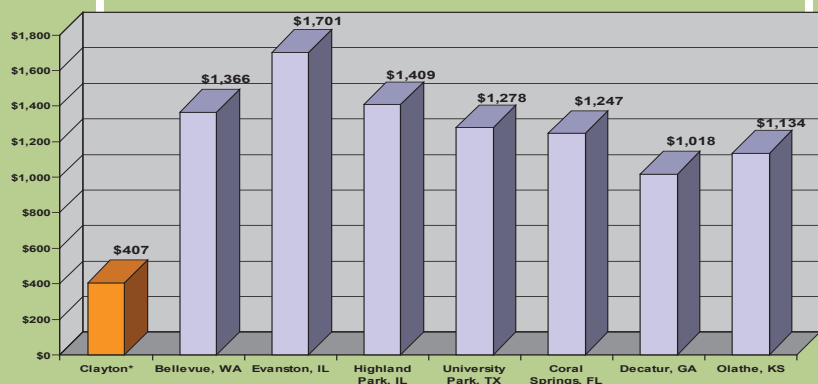
In late February, surveys will be mailed to 1,800 randomly selected Clayton households. A minimum of 400 responses must be returned for the survey to be statistically valid. Obtaining the required number of responses has never been a problem. Apparently, residents understand the value of their input and how important it is for city staff to maintain a read on the needs of the community and how those needs are changing.

The survey results will be analyzed and a final report presented to the Board of Aldermen this spring.

STL Consortium Human Resources Cost per Employee



National Peer City Human Resources Cost per Employee



Citizens express their satisfaction with the city's effort to communicate and to engage the community in their responses to the annual citizen survey, a component of the city's citizen engagement program. Clayton residents are surveyed annually to monitor community expectations. The survey results help the city prioritize services, gauge its progress in delivering services, compare Clayton's performance to other municipalities and develop goals for the future. City staff and elected officials also use survey results to align services with resources. The charts above demonstrate how cost effectively the city provides its services compared to local and national peer cities.

The city keeps its citizens well-informed. The Annual Report provides a snapshot of performance by department or by service category. To account for public funds and to communicate the city's financial circumstances, a Budget Brief is published, and you'll find community news in the quarterly CityViews newsletter, on the city's interactive website, in its weekly e-update Clayton Connection, on its Twitter and Facebook accounts and on YouTube.

Clayton is known for its high standards, world-class municipal services and exceptional quality of life. The series of six Page One articles about city services, of which this is the last, illustrate how the city maintains its outstanding reputation.

To review all six *Fine Tuning the City's Vision for the Future* articles, visit claytonmo.gov/cityviews

➤ Business Highlight



Extra Virgin, an Olive Ovation

Marianne Prey, M.D., proprietor of Extra Virgin, an Olive Ovation is a retired local physician and pathologist and a huge proponent of the health benefits inherent in olive oil. An avid amateur chef, Prey founded Extra Virgin to share her love of all things olive.

Extra Virgin, an Olive Ovation is a one-of-a-kind gourmet market that evokes the rustic charm of an old world European neighborhood store. In addition to an international selection of artisan extra virgin olive oils, Extra Virgin also features flavored olive oils, aged balsamic and sherry vinegars, specialty foods, cookbooks and items to compliment the foods.

In her fourth year as a specialty food shopkeeper, Marianne welcomes everyone to enjoy the tasting experience at her market.

Lead Gifts for Art, History, Parks and Sustainability Are Recognized

In 2011, the Clayton Century Foundation launched the Ralph Clayton Leadership Circle and announced several major lead gifts. The Century Foundation is a 501(c)(3) organization and private partner to the City of Clayton. The organization's priorities are nurturing City parks, honoring the City's past, promoting public art and supporting sustainability. In February, the Centene Charitable Foundation pledged \$400,000 for costs related to the creation and installation of a commissioned piece of public art for the Century Garden at the entrance to Shaw Park. At that time, Brown Shoe Co., Inc. Charitable Trust pledged \$150,000 for a recreational trail in Shaw Park. Lead gifts of \$10,000 each from Washington University and Smith Moore and Co. were announced to publish a new Clayton Centennial Book.



Image courtesy of Bob Watel and SWT Design

In October, Moneta Group and the Moneta Group Charitable Foundation pledged \$75,000 to fund the new Shaw Park Nature Garden. The announcement was made by Gary Feder, President of the Clayton Century Foundation. The William T. Kemper Foundation – Commerce Bank, Trustee and the Commerce Bancshares Foundation pledged \$25,000 to help fund the Shaw Park Recreational Trail which provides a variety of new exercise and wellness experiences for all ages.

"We look forward to bringing these projects to the public in time for the City's centennial celebration in 2013," said Mr. Feder. "Many additional projects and programs are being formulated, and we need the support of not only our corporate citizens but also our residents to make these goals a reality."

For details about the Clayton Century Foundation and ways you can participate in supporting art, history, recreation and sustainability in Clayton and in preparing for the City's centennial celebration in 2013, visit www.claytoncenturyfoundation.org

Firehouse Movie Night

January 28 - Megamind
 February 25 - Despicable Me
 March 31 - How to Train Your Dragon
 6 - 8 p.m.
 Clayton Fire Station at Bemiston and Forsyth

Come early to see the fire trucks and meet the fire fighters. Doors open at 5:30 p.m. You are welcome to bring refreshments (no alcohol allowed). Soda will be for sale, and free popcorn while supplies last. Please note that seating is on the concrete engine room floor, so bring heavy blankets to sit on. Lawn chairs will be allowed but limited. Children must be accompanied by a parent or guardian. Register at The Center or call 314-290-8500.

Cupid's Ball

Monday, February 13
 6:30 - 8:30 p.m.
 Ritz-Carlton

Girls (3 - 11), invite your favorite guy (dad, uncle, grandfather) to join us at the beautiful Ritz-Carlton for a very enchanting evening. Activities include a buffet dinner, followed by dancing, a commemorative photo opportunity and a special gift for the girls. This is a sell-out event, so be sure to register early at The Center or call 314-290-8500.

Electronic Recycling Event

March 23 and 24
 Friday 7:30 a.m. - 5 p.m., Saturday 10 a.m. - 4 p.m.
 Shaw Park

On March 23 and 24, the City of Clayton and Web Innovations & Technology Services (WITS) will cosponsor the annual electronic recycling event. Businesses and residents may dispose of computers, printers, phones, pagers, fax machines, small appliances, copy machines and televisions (console TVs must be dropped off at the WITS facility on Holly Avenue). WITS will pick up electronics from

businesses that have 15 or more bulky items and complete the participation form. Forms should be returned to WITS no later than 5 p.m. on Friday, March 16. WITS guarantees secure Department of Defense removal of all data on reusable computers. WITS also guarantees that all non-reusable items will be recycled appropriately, and that they will not be put into the landfill.

Since 2005, over 150 tons of electronic equipment have been recycled through this program at the Clayton event alone. Donations are accepted to help cover costs of repairing computers for low-income families. All donations are tax deductible. For the exact location and specific details, visit www.claytonmo.gov/e-recycling

Bunny Hop

Saturday, March 31
 10 - 11:30 a.m.
 NEW LOCATION: Shaw Park

Kids (1 to 8), join us for a morning of fun in Shaw Park. You'll enjoy a petting zoo, an egg hunt and fun crafts. Mr. Bunny will be our special guest, so parents, don't forget your cameras. Register at The Center or call 314-290-8500.

Coffee with the Aldermen

Get to know your Aldermen. Discuss current issues, concerns and topics that affect your neighborhood.
Ward I Aldermen Judy Goodman and Andrea Maddox-Dallas fourth Sunday monthly at 4 p.m.
 Katie's at 6611 Clayton Road
Ward II Aldermen Michelle Harris and Cynthia Garnholz first Sunday monthly from 4 - 5 p.m. (no Coffee in January)
 Starbucks on Wydown
Ward III Aldermen Steve Lichtenfeld and Mark Winings January 14, February 11, March 10 from 10 - 11 a.m.
 Starbucks on North Central

2013
 centennial
 celebration
 meeting

the Mayor and Board of Aldermen cordially invite you to attend a community gathering to discuss how to celebrate Clayton's Centennial year

on Tuesday
January 17, 2012
 5:30 to 7 p.m.
 The Center of Clayton

hosted by
 KMOX personality and Clayton's own
 Charlie Brennan

RSVP by January 13, 2012
 to 314-802-7763 or
jlemay@ci.clayton.mo.us

www.claytonrestaurantweek.net



3 COURSES - \$25 PLUS TIP, PLUS TAX



City of Clayton
 10 North Bemiston Avenue
 Clayton, Missouri 63105

PRSRT STD
 U.S. Postage
PAID
 St. Louis, MO
 Permit No. 1197

Deliver by
 December 27 - 28
 2011

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.



Printed on
 Recycled
 Paper

City of Clayton 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



MAYOR
 Linda Goldstein
 lgoldstein@ci.clayton.mo.us

BOARD MEMBERS
Ward I
 Judy R. Goodman
 jgoodman@ci.clayton.mo.us
 Andrea Maddox-Dallas
 amdcons@ci.clayton.mo.us

Ward II
 Michelle Harris
 mharris@ci.clayton.mo.us
 Cynthia Garnholz
 cgarnholz@ci.clayton.mo.us

Ward III
 Steven E. Lichtenfeld
 slichtenfeld@ci.clayton.mo.us
 Mark Winings
 mwinings@ci.clayton.mo.us

CITY MANAGER
 Craig Owens
 c Owens@ci.clayton.mo.us

CITY VIEWS EDITOR
 Judy Kekich
 jakekich@ci.clayton.mo.us

