

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.



City of Clayton | City Views

April 2012

City Develops a Strategic Plan

A long-range strategy is part of Clayton's 2013 centennial preparations

Throughout its history, Clayton has had strategies in place that guided officials through the process of preserving the city's quality of life. For decades, Business District Master Plans have recommended ways to maintain and improve the vitality of downtown Clayton.

City officials continue the tradition of good planning in preparation for the centennial celebration in 2013. A goal has been set to begin the next 100 years with a long range plan. With an objective to have the plan in place by the end of 2012, a Request for Qualifications (RFQ) seeking professional consulting assistance to develop a long-range strategy was issued. The Novak Consulting Group was selected to assist the city in developing the plan. As consultant, Novak has been asked to submit a proposal

outlining a twenty-year plan with goals and objectives and a five-year implementation plan and timeline.

The city will follow its usual practice of involving the public extensively in the development of the plan. Through surveys and public meetings, both physical and virtual, Clayton citizens will be called upon to provide input as the road map to the future is developed. Citizens' needs and expectations will be translated into an operational strategy, aligning community goals with day to day operations.

Novak will begin work this month on the project by having conversations with city officials and staff. Conferences, community focus groups and meetings with the public will follow. Clayton's twenty-year strategic plan will be completed by December 2012 and will represent an important component of the city's centennial preparations and provide a stepping stone into the future.

Many communities engage in strategic planning, the City of Clayton is setting itself apart with a process that engages residents and business owners in a unique way. The approach Clayton is taking is something you see "the best" organizations – public or private sector – do. Our firm works with communities all over the country, and the level of commitment Clayton is making to this strategic planning process, puts the City among the very top echelon of communities anywhere.

The strategic plan will answer the questions: what do we know to be true today; where do we want to be in the future; and how do we get there. By linking the strategic goals to specific performance measures, City government is holding itself accountable to its residents. We are used to cities doing master plans for urban planning or perhaps parks and recreation, but a strategic plan creates the umbrella that encompasses all other planning efforts.

Julia Novak, President
The Novak Consulting Group

Business Highlight

Byrd Style Lounge

> see Page 6

Events

Clayton Community Day - May 5

Taste of Clayton . . . IS BACK - June 3

> see Page 7





From the Mayor's Desk

City Hall closed
May 28

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

www.claytonmo.gov

April Meetings

- April 2** Plan Commission/ARB
City Hall - 5:30 p.m.
- April 2** Parks & Recreation
Center of Clayton - 7 p.m.
- April 5** Board of Adjustment
City Hall - 5 p.m.
- April 10** Board of Aldermen
City Hall - 7 p.m.
- April 16** Plan Commission/ARB
City Hall - 5:30 p.m.
- April 24** Board of Aldermen
City Hall - 7 p.m.
- April 26** Ecology & Environment
City Hall - 5 p.m.
- April 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.

As I was thinking about the highlights of 2011, I was reminded of a number of the impressive accomplishments by city staff and wanted to share some of them with you.

Clayton's Police Department continues to be one of only eight in Missouri and 131 nationally listed as a CALEA flagship. The department maintains the quickest response time to priority calls: 4 minutes 11 seconds, compared to the local peer cities average: 4:31 and the national peer cities average: 4:27. The Fire Department has reported no deaths by fire in over 30 years, and maintains a 100% rating for fires contained in the room of origin compared to a 76% average in local peer cities and a 73% national peer cities average. For the 24th consecutive year, Clayton's Finance Department was awarded the Certificate of Achievement for Excellence in Financial Reporting for its Comprehensive Annual Financial Report which recognizes the highest standards of financial report preparation. Due to the commitment of our Public Works Department staff to implementing the city's comprehensive Forestry Policy, Clayton has been named Tree City USA for 20 consecutive years.

In 2011, Public Works Superintendent Gary Scheipeter was named one of the 2011 Top Ten Public Works Leaders by the American Public Works Association (APWA), a coveted and prestigious APWA award. The APWA also chose Gary to participate in its Donald C. Stone Center's Public Works Leadership Fellow Program. Park & Recreation Director Patty DeForrest received the 2011 Outstanding Recreation Provider award from the Recreation Council of Greater St. Louis and was elected President of the Missouri Parks & Recreation Association Board of Directors. Clayton's Planning Department Director Susan Istenes is coordinating efforts of one of the East-West Gateway community planning committees participating in the Regional Plan for Sustainable Development project.

Already this year, we received word that Public Works Director Mike Pratt was selected to participate in the APWA Donald C. Stone Center's Public Works Leadership Fellow Program, that Parks & Recreation Director Patty DeForrest was designated a Certified Park & Recreation Executive by the National Recreation & Park Association, and Clayton's Economic Developer Gary Carter became a Certified Economic Developer.

You can see why Clayton has maintained its premier status. As a Clayton resident, I am grateful; as Mayor, I am so proud. We all have good reason to be proud of Clayton and its exceptional municipal services.

For statistics and details about achievements, read the 2011 Annual Report available on the city's website www.claytonmo.gov/annualreport



Alderman
Michelle Harris



Alderman
Cynthia Garnholz

Clayton strives to be a welcoming place and your Mayor and Board of Aldermen have taken several steps recently to demonstrate our community's commitment to this worthy goal. Last year we instituted what we hope will become an annual tradition by planning and hosting with our Chamber of Commerce an event honoring women business owners and executives in our city. Our city is both proud and privileged to be the place where so many women entrepreneurs and corporate managers live and choose to establish and operate their businesses. The evening was well attended and enjoyed by all.

We also continue to work to make our streets safer for all to use. For instance, you may have noticed that our pedestrian walk signs now "chirp." This audible addition to our signage assists the visually challenged in safely navigating our downtown crosswalks and the City was honored to receive an award last summer from the St. Louis Society of the Blind & Visually Impaired for its efforts in this regard. We have also committed to be guided by the principles of "Complete Streets." This will demand that your City take into consideration when planning and designing our roadways the safety and efficient use of our streets by all: motorists, pedestrians, cyclists, and those with physical challenges.

At the behest of a Ward II resident who brought his concerns to us at a recent Sunday at Starbucks, your Board of Aldermen has amended our anti-discrimination ordinances to ensure they are comprehensive. Our city now prohibits discrimination based on sexual orientation in employment, public accommodations, and housing. Additionally, the city has instituted a registry which allows committed couples, whether or not of the same sex, to register as "domestic partners" thus allowing them to declare their commitment to one another and receive certain benefits accorded to families. History was made only a few days after passage of the ordinance establishing the registry when a same sex couple who have resided together in the City for many years came to City Hall to register as domestic partners.

Your City will continue to endeavor to make Clayton an inclusive place and a place where all are invited to comfortably live, work and play. Clayton welcomes you!

➤ April 2012 Municipal Election

On Tuesday, April 3, 2012, the City of Clayton will hold a municipal election for Aldermanic offices in Ward I, Ward II and Ward III, 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

➤ Preparing for the 2013 Centennial Celebration *... a request for old Clayton photos*

Centennial celebration planners are looking for photos that illustrate growing up in Clayton or participating in outdoor activities around Clayton. Old Clayton business photos are also wanted.

We ask that you include a description of the people and the places in the photo.

Scanned photos (300 dpi) can be emailed to jakekich@ci.clayton.mo.us or call Janet LeMay at 314-802-7763 to make arrangements for submitting photos.

We cannot guarantee that all photos will be used or returned.

► Artwork Selected for Century Garden



In the past year, the Clayton Century Foundation (CCF) has received pledges to fund significant projects in Shaw Park. The most recent was a gift from the Centene Charitable Foundation for the commissioning of a permanent art installation in the Century Garden in Shaw Park. The CCF had established a goal to have permanent, site-specific art installed in the Century Garden to coordinate with the city's centennial celebration in 2013.

With the pledge from Centene, the city was able to move forward on the commissioning process. A selection panel, made up of representatives from the Saint Louis Art Museum, Laumeier Sculpture Park, the Clayton community and members of the Board of Aldermen, the Clayton Parks & Recreation Department and the CCF, reviewed proposals from a pool of nationally and internationally known artists. The four finalists presented their proposals for the site specific art project. The piece designed by James Surls titled *Molecular Bloom with Single Flower* was selected. The 18½ foot bronze and steel sculpture will be permanently installed on a base in the garden.

Mr. Surls plans to begin work on the piece this spring with installation planned for May 2013.

Parks Project Update

Through grants and funding from the Clayton Century Foundation (CCF), Clayton's Parks & Recreation Department is moving forward on key projects that were part of the 2007 Parks & Recreation Master Plan. The plan, updated in 2010, studied the city's 84.5 acres of parks and made recommendations on enhancements that would enable the city to continue to meet the community's recreational and cultural needs while making facilities and activities accessible to all community members. Shaw Park and Hanley Park are the focus of much of the work that will be done over the next eighteen months.

Construction on the Hanley Park Pavilion, which will be completed in March, was made possible through a St. Louis County Municipal Park grant and funding from the CCF. The pavilion will include restrooms and seating for 24 people. A dedication ceremony is set for April 28.

Shaw Park projects include improvements and additions to existing trails, reconstruction of the tennis courts, construction of a new Community Park Pavilion and the acquisition of a commissioned art piece for the Century Garden. A work timeline has been developed that minimizes the impact on park users and ensures completion by spring 2013.

The first project slated to begin in Shaw Park is the replacement of the existing tennis courts. It is anticipated that construction will begin in May and will take three to four months.

The city is currently studying designs for the recreational trail and nature garden. A Missouri Department of Natural Resources grant and gifts from the Moneta Group, the Moneta Group Charitable Foundation, the William T. Kemper Foundation Commerce Bank,

Trustee and the Commerce Bancshares Foundation and Brown Shoe will fund work on this project which will begin in late summer.

The Community Park Pavilion, while included in the Parks Master Plan, was not scheduled for construction until Enterprise Holdings pledged \$750,000 for the work. Construction on the new pavilion, which will replace the existing Corporate Tent with a permanent structure that will serve as a community gathering place, is slated to begin late in 2012 and be completed in spring 2013.

These improvements are in preparation for Clayton's centennial celebration in 2013. To receive project updates or news from the Parks & Recreation Department, sign up for the Parks & Recreation e-news at www.claytonmo.gov/parks

City Staff Participates in Regional Project

Funded through a HUD, DOT and EPA partnership, the East-West Gateway Council of Governments is conducting an effort to coordinate housing, transportation, the environment and economic development planning across the region. The Board of Directors approved and designated eleven Community Planning Areas throughout the region.

Clayton's Planning & Development Services Department Director Susan Istenes is coordinating efforts of one of the East-West Gateway Community Planning Area committees participating in the Regional Plan for Sustainable Development project. The Mid-Metro 5 is the partnership between the Cities of Brentwood, Clayton, Richmond Heights, Maplewood and Shrewsbury.

The public is invited to the first of the Mid-Metro 5 planning meetings on Thursday, March 15 from 6:30 to 8:30 p.m. at the

Richmond Heights Community Center (8001 Dale Avenue, Richmond Heights, MO – 314-645-1476). The community will be asked to provide input and contribute to efforts to coordinate housing, transportation, environmental and economic development planning across the St. Louis metropolitan area. Residents, business owners and public leaders will have the opportunity to share their hopes, concerns and expectations for the community by participating in the series of public meetings that will be held over the next twelve months and conducted in the Community Planning Areas committees. The success of this effort relies on robust citizen participation.

For more information about the project, please visit the East-West Gateway Council of Governments website at www.ewgateway.org/RPSD

Read-A-Thon Winners

Glenridge School students, kindergarten through fifth grade, participated in a Read-A-Thon. The winners read the most minutes for their grade. The prize was lunch with Clayton's Mayor Linda Goldstein.



Mayor Goldstein with Glenridge Read-A-Thon winners - On left: 3rd grader Christopher Lee, 1st grader Dean Yi, 5th grader Brooklynn Day-Smith. On right: kindergartener Lucia Del Pilar, 2nd grader Emma Raine, 3rd grader Cece Baer

► Construction Hours

The Public Works Department reminds us that the hours in which construction work is permitted are between 7 a.m. and 6 p.m. Monday through Friday. The type of work referred to includes but is not limited to fence installation, roof installation, masonry and siding installation and concrete work. An After Hours/Weekend Work Permit must be obtained from Clayton's Public Works Department if construction is done before 7 a.m. and/or after 6 p.m. on weekdays, weekends or holidays. Residents are encouraged to report construction work being done during non-construction days and hours to the Clayton Police Department at 314-645-3000.

Homeowners are allowed to perform work on their own residences at any time, provided the noise generated from this work does not extend beyond the boundaries of the property where the work is being done.

The After Hours/Weekend Work Permit Application is available on the city's website www.claytonmo.gov under Permits on the Public Works page.

► Clayton Police Work to Ensure a Safer Clayton

Clayton's Police Department is recognized as one of the most effective in the region. The department is committed to providing a safe and secure environment for the residents, business community and visitors in the City of Clayton. It effectively and efficiently delivers professional, positive and innovative services and provides programs that help Clayton citizens protect themselves against crime. The following is a list of the community empowerment programs the department offers:

- Citizens Academy
- Crime Phone Alerts
- E-Alert Crime Message
- Home and Business Checks
- National Night Out Program
- Neighborhood Watch Program
- Safety Presentations
- Security and Safety Inspections

For more information about these services, contact Community Services Officer Corey Golcynski at 314-290-8424 or visit the city's website: www.claytonmo.gov and click the Police tab under Government.

➤ Business Highlight



Byrd Style Lounge - redistributing couture

Julie Stotlar, owner of Byrd Style Lounge on Maryland Avenue, has always had a passion for style and fashion. She earned a degree in Fashion Merchandising and Design and worked for GAP, Inc. in Miami.

In August 2008, she moved back to St. Louis and opened Byrd, a boutique with fine women's apparel. But, like many small business owners during the decline of the economy, she began to struggle. By March 2011, many boutiques had succumbed to the economic challenges. Julie found that she had to make a decision to join the other boutique owners and close, or reinvent her boutique. After consulting friends and family, she decided to change her business plan. In May 2011, she relaunched Byrd as a couture consignment boutique. Stepping into the boutique, you would not recognize it as consignment. Julie has filled it with highly curated pieces including labels such as Chanel, Christian Dior, Armani, Gucci and Hermes. Many pieces still have the original sales tags marked at a fraction of the retail price.

Julie acquires her pieces from very fashionable women in St. Louis, New York and Los Angeles and is always searching for couture for her clients. To see all the amazing pieces available at Byrd, visit www.byrdstyle.com

Faces of Clayton ➤ Sarah Schaeffer Bernard and Barb Madison



Sarah Schaeffer Bernard



Barb Madison

Sarah Schaeffer Bernard is a resident of Clayton. Her background is in sales and marketing. She has a Bachelor's Degree in music and French and a MBA from Washington University. She currently works as a commercial actor and marketing consultant.

Barbara Madison is also a Clayton resident. She is a registered nurse and owner of Right at Home, a healthcare agency.

Though they live just a few blocks from each other, Sarah and Barb met on a mission trip to

Nicaragua two years ago. While there, they met a man who will become the central character in their new documentary film.

Sarah and Barb recently formed Boulevard Productions to serve as a corporate platform for producing the film, *Hit Man to Hero*. The project has been accepted by The Regional Arts Commission of St. Louis under its administrative care for fiscal sponsorship.

Sarah, Barb and their production team are leaving soon for

Nicaragua to begin work on the film. The project's mission is to create a feature-length documentary film that tells the compelling and true story about one man's journey from life as a guerrilla soldier, hit man and drug smuggler to his work today rescuing women and children victims of human trafficking. It is primarily a story about how one can make a difference in the world through one's daily decisions and path through life. The film will take approximately a year to complete.

Hanley House Herb Sales

Saturday, April 28
8 - 10 a.m.
Hanley Park, 7600 Westmoreland

The sale features heirloom herbs. Proceeds benefit the Historic Hanley House.

Hanley Park Pavilion Dedication

Saturday, April 28
10 a.m.
Hanley Park, 7600 Westmoreland

Clayton City officials will be on hand to help dedicate the new Hanley Park Pavilion. The amenities in the new pavilion will enhance the historic site. Following the dedication, morning tea and refreshments will be served.

National Drug Take Back

Saturday, April 28
10 a.m. - 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 Site in the parking lot at The Center of Clayton. Police officers and Drug Enforcement Administration (DEA) agents will be accepting expired, unwanted or unused pharmaceutically controlled substances and other medications for disposal. The focus of the event is to remove potentially dangerous controlled substances from our nation's medicine cabinets. The substances will be accepted with no questions asked. Event sites will be set up throughout the St. Louis area and the United States. All drugs collected will be destroyed under the direction of the DEA. For more information, contact Community Services Officer Corey Golcynski, at 314-290-8424.

Clayton Community Day

Saturday, May 5
9 - 11:30 a.m.
The Center of Clayton

Chat with City leaders and learn about what's going on now and what's ahead. Mayor Goldstein and the Aldermen will greet guests and distribute information about everything from reducing our carbon footprint to details about the city's budget. Admission to The Center will be free during the event. Enjoy free refreshments and crafts for the kids. Pick up a gift bag with giveaways, brochures and fact cards. The Fire Department's ladder truck, a police squad car and the Public Works bucket truck will be on display in the parking lot. For details visit the city's website www.claytonmo.gov or call Janet LeMay at 314-802-7763.

Clayton Farmers' Market

Saturdays, May through November
8:30 a.m. - 12:30 p.m.
Straub's Parking Lot

The 2012 Clayton Farmers' Market season begins May 5. Clayton's market supports local farmers, spotlights organic items and other unique and seasonal specialties, and educates the public about the preparation of local, seasonal products. For more information, visit www.claytonfarmersmarket.com

Go Green! 5K Run and Fun Run/Walk

Sunday, May 6
Run begins at 8:30 a.m.
Fun Run/Walk begins at 9:30 a.m.
Start and finish line: Centene Stadium at Gay Field

The second annual Go Green! 5K Run is presented by the School District of Clayton Health & P. E. Department, the Clayton High School Green Club and the Clayton Century Foundation. For details, call Nicole Miller at 314-854-6223.

Parties in the Park

Wednesdays, May 9 and June 13
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 the month May through September. Parties are free and open to the public. Find details at www.partiesinthepark.org

Musical Nights in Oak Knoll Park

Sunday, June 24
5 - 7 p.m.
Oak Knoll Park

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

Coffee with the Aldermen

Discuss your concerns and the issues 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.
Starbucks on Wydown

Ward III

Aldermen Steve Lichtenfeld and Mark Winings April 14, May 12, June 9 from 10 - 11 a.m.
Starbucks on North Central

the TASTE OF CLAYTON is back!

SUNDAY, JUNE 3

1 to 8:30 p.m.

NEW LOCATION: Brentwood Boulevard
between Forsyth and Maryland

- great food
- live music
- kids' activities

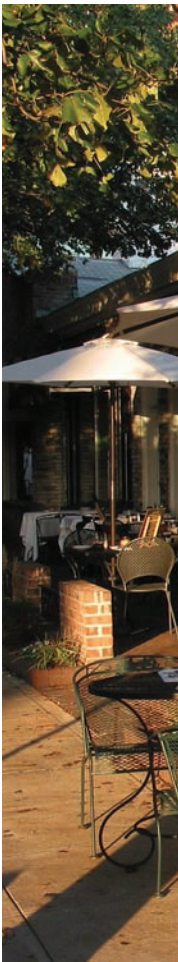


www.tasteofclayton.com

Participating restaurants
(at publication)

- Alexander's at the Sheraton
- ARAKA
- BARcelona
- Bocci/Coastal Bistro
- Cardwell's
- Café Manhattan
- Crushed Red
- Kaldi's Coffee House
- My Daddy's Cheesecake
- Oceano
- Pastaria by Niche
- Rearn Thai
- Ruth's Chris Steak House
- The Ritz Carlton
- Uptown Cafe





City of Clayton
10 North Bemiston Avenue
Clayton, Missouri 63105

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March 28 or 29,
2012

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.



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City of Clayton Important Numbers

In Case of Emergency	911
City Manager.....	290.8400
Community Outreach.....	290.8473
Customer Service	290.8441
Economic Development	290.8467
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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