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.

Clayton's Strategic Planning Process

shaping Clayton's future...
a community visioning process



In the last year of the first hundred since its founding, the City of Clayton has initiated a comprehensive strategic planning process

involving all parts of its diverse community. The process entitled "C the Future" will involve a dynamic conversation with the entire community, gathering perspectives, ideas, visions and aspirations for the future of Clayton. The process will translate broad public input into a prioritized list of the most important strategies and outcomes and will provide direction for elected leaders and professional staff.

The Novak Consulting Group was selected to assist with the development of this unified vision and began the process with a Steering Committee meeting and focus groups in April. The Steering Committee comprised of residents, institutional and business leaders asked additional community members to participate in a unique visioning process called a Future Search Conference. Citizens along with Steering Committee members, the Mayor and Board of Aldermen and city management staff converged in June for a two day conference to set the vision, mission and goals for the next twenty years.



July 2012

Once this initial vision is formulated, it will be presented to the public. For several months, the public will be engaged through live and online sessions to ensure the most comprehensive perspective has been woven into the plan.

The next step will then be to reconvene the participants in the Future Search Conference to build an Action Plan which identifies the tangible but flexible long term steps as well as a more specific shorter term action plan. These action plans will include milestones and measures to help community members contribute to, track and monitor progress towards our goals.

"We are excited to have The Novak Consulting Group working as facilitators of this process," said Mayor Linda Goldstein. "Novak has a wealth of experience in community-based strategic planning, and we are looking forward to an exciting process and substantive outcome."

Clayton's strategic planning process, C the Future, presents a unique opportunity to shape Clayton's future. With Novak's assistance, the city will engage as many citizens as will agree to participate. Besides the Steering Committee and the Future Search Conference participants, the city is soliciting input from a wide cross-section of the city's stakeholders.

The goal is to begin the next 100 years with a long-range plan in place that has the investment and support of the entire Clayton community. The city is committed to engaging its residents, businesses and institutions. It is also committed to keeping them informed and will continue to provide updates as the strategy develops. Visit www.claytonmo.gov/strategicplan for updates on progress, access to resources, announcements about ways to participate and next steps.

"... the level of commitment Clayton is making to this strategic planning process puts the City among the very top echelon of communities anywhere. By linking the strategic goals to specific performance measures, City government is holding itself accountable to its residents.

Julia Novak, President The Novak Consulting Group



> see Page 5



Saint Louis Art Fair

Clayton's new history book find out how to order

> see Page 7







July Meetings

July 2	Parks & Recreation
	Center of Clayton - 7 n m

July 5 Board of Adjustment City Hall - 5 p.m.

July 10 Board of Aldermen City Hall - 7 p.m.

July 16 Plan Commission/ARB
City Hall - 5:30 p.m.

July 17 Budget Forums
Center of Clayton
9 - 11 a.m. and 6 - 8 p.m.

July 24 Board of Aldermen City Hall - 7 p.m.

July 26 Ecology & Environment City Hall - 5 p.m.

This 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 elected officials and staff are committed to community engagement which starts with a variety of public Boards and Commission meetings. We make sure citizens are involved in everything from budget preparation to strategic planning. Our annual Clayton Community Day celebration and the monthly Ward Coffees offer opportunities for more casual interaction.

We are not only good at engaging our citizens, Clayton has a reputation for holding great special events – events that enhance our quality of life and provide highly anticipated entertainment for our municipal neighbors.

We start the year with the annual Clayton Restaurant Week in January, where more than 13,000 take advantage of the 3-course menus offered by participating restaurants for just \$25. The excitement continues with Cupid's Ball in February and the Bunny Hop in March. Also during the winter months, the Fire and Parks Departments coordinate Family Movie Nights.

In the spring, Clayton's special events scene explodes with the opening of the Clayton Farmers' Market on Saturdays and Musical Nights in Oak Knoll Park on the fourth Sunday May through September. In June, we held the eighteenth Taste of Clayton where the offerings of fifteen of our best restaurants demonstrated why Clayton is known as the region's dining mecca.

We collaborate with the Clayton Chamber of Commerce on events like Parties in the Park. The city and chamber work with Clayton businesses on the Shop Clayton Shops events held on the first Friday monthly during the summer.

Thousands attend the Saint Louis Art Fair. In September, we partner with Cultural Festivals on the Art Fair which is one of the top art festivals in the country.

We hold a reception to salute Clayton women business leaders in the fall and kick off the holidays with All that Glitters on the first Friday in December.

Pretty impressive, don't you think? We are able to maintain this ambitious event schedule because of the behind-the-scenes-attention-to-details attitude of those responsible for handling the intricacies of event preparation and execution. Staff members from almost every city department are involved in conducting our events, and I join them in encouraging you to attend one or more of our fabulous events this year.

We hope you have heard about our plans for Clayton's centennial celebration in 2013. We are starting the process with advanced sales of the city's new history book: Clayton, Missouri: An Urban Story. See Page 7 for details about the book and how to order an autographed copy in advance.



SUMMER in the CITY

Summer in Clayton is a great time of year.

The summer recreation offerings are many and the variety is fabulous. The Parks and Recreation Department has assembled programs and events to engage all segments of our community.

The jewel of family summer activity is the Shaw Park Aquatic Center. The pools offer swimming and water activities for the whole family. Learn to swim programs for all ages are available as are competitive swimming and water polo matches. Our Aquatic Center has been a summer tradition for generations of Clayton citizens.

Shaw Park, the largest green space in our city, features several venues of activity and relaxation. The inclusive playground, accessible to children of all abilities, serves as an intergenerational gathering place. Adjacent to the playground is a beautiful garden and walking trail.

This summer, a new feature will greet visitors to Shaw Park and the Aquatic Center. A new Garden Café located in Century Garden between the Aquatic Center and the Ice Rink, will offer food and refreshments in a relaxing, scenic and shaded outdoor setting.

Our city also features several other parks for your enjoyment. Oak Knoll Park, the city's second largest park, has an expansive green space and beautiful water fountain. Don't forget Musical Nights, the Sunday evening concert series, 5 p.m. on the fourth Sunday of the month through September. Families also gravitate to Taylor Park, DeMun Park, Whitburn Park and Hanley Park.

This summer Hanley Park will be included in a historic walking tour of Clayton on July 14th. This program is a new and special addition for our citizens.

Outdoor dining is a special offering featured by many of our city's restaurants. Accessibility by walking or riding your bike to the Downtown area, or Wydown and Hanley or along Clayton Road and in the DeMun neighborhood makes the dining experience even more special.

Clayton has been a leader in its commitment to accessibility. An example is our bike trails throughout the community that afford riders of all ages the enjoyable experience of traversing our city easily and safely.

As a Tree City USA, Clayton provides the green beauty of summer to its residents and visitors.

So much is offered in our city. Enjoy your Summer in the City.

> Creme de la Clayton



Monica and Dr. Dennis Golden, Susan Block, Walter "Terry" and Mary (not pictured) Wittenberg, Charles and Carolyn Hansen, Howard Sher, Clarence "Turk" Turley, Arlene Brilliant (not pictured)...



and Jacob "Jake and Simone (not pictured) Bernstein

Every year since 2005, the Board of Aldermen has recognized citizens of Clayton for extraordinary contributions to the community with the Creme de la Clayton award. The program was established to honor those who help to preserve the city's exceptional quality of life and to improve of our residential and business neighborhoods.

In April, the Board of Aldermen presented Creme de la Clayton awards to a particularly stellar group of Claytonians.

The city is proud of its outstanding citizens - the Creme de la Clayton.

CDBG Public Hearing

The City of Clayton will hold a public hearing to discuss the allocation of \$22,500 in Community Development Block Grant (CDBG) funds, which will become available after January 1, 2013. The public hearing will be held at 1 p.m. on Wednesday, July 11, 2012, in Conference Room A on the first floor of Clayton City Hall at 10 N. Bemiston Avenue in Clayton, Missouri.

To further its commitment to fair and equitable treatment of all citizens, the City of Clayton has enacted and/or enforces the following: a Fair Housing Ordinance prohibiting unlawful discrimination against any person because of race, sex, color, religion, disability, familial status or national origin; a Policy of Nondiscrimination on the Basis of Disability in the admission or access to or employment in its federally assisted programs or activities; a Policy of Equal Opportunity to Participate in Municipal Programs and Services regardless of race, color, religion, sex, age, disability, familial status, national origin or political affiliation; a requirement for bidding on CDBG activities that promotes employment opportunities created by HUD funding and that these opportunities be afforded low-income community residents and businesses.

If you would like information regarding the above policies or if you believe you have been unlawfully discriminated against, contact the following municipal official or employee who has been designated to coordinate compliance with equal employment opportunity requirements referenced above: June Waters, City Clerk, 10 N. Bemiston Avenue, Clayton, Missouri 63105, 314.290.8469. For more information or if you are a person with a disability or have special needs and need accommodations in order to participate in this public hearing, please contact Steve Meyer at 314.290.8540 Voice, 1.800.735.2966 TDD, 1.800.735.2466 RELAY MISSOURI, Equal Opportunity Employer.

Firefighters Contain Fire at Wilson School

At approximately 2 a.m. on March 29, the Clayton Fire Department responded to a fire alarm sounded at Wilson School, 400 DeMun Avenue. Upon arrival, crews found heavy smoke coming from the attic and made an aggressive attack into the attic to contain the fire to that area.

A total of three alarms were struck. Five ladder trucks, 13 engines, three ambulances and several chief officers assisted with fighting the fire in a hard to reach area of the historic school. No injuries were reported and the fire was contained to the area of origin with minimal smoke damage to the classrooms. The cause of the fire is under investigation by Assistant Fire Chief/Fire Marshal Paul Mercurio.



This group of Wilson School students and teachers appeared at Clayton's Fire Station to thank firefighters for saving their school from extensive damage.

Award Winning Forestry Division Monitors Clayton's Tree Population



Assisting with the tree replacement at City Hall are Mayor Linda Goldstein, former Ward I Alderman Judy Goodman, Ward II Alderman Michelle Harris, Ward III Alderman Mark Winings and Ward II Alderman Cynthia Garnholz

After a lengthy and unsuccessful battle to save two pin oaks and a spruce tree on the lawns in front of Clayton City Hall, city foresters recommended removing the potentially hazardous trees. Both pin oaks suffered from chlorosis disease which causes them to lose their strength, stability and beauty.

Clayton's foresters replaced the pin oaks and spruce tree with a European Purple Beech Tree on the south lawn of City Hall to complement the already established American beech on the north lawn. The purple beech was selected because it is a hearty variety that needs little maintenance.

In late March, Clayton's Public Works Forestry Division crews removed ash trees growing along North Central Avenue in downtown Clayton. The ash trees, which are susceptible to infestations of the Emerald Ash Borer, started to decline; a few had already died. Crews removed the ash trees and replaced them with Crimson Spire Oaks. The spire oaks were chosen because they are hardy and disease resistant. They grow in a columnar shape, which will allow for more public right-of-way area along sidewalks, will increase visibility of store fronts and enhance the streetscape along North Central.

Clayton's Forestry Division has long been recognized for its performance with awards that include:

- Tree City USA 1992 2012
- Growth Award 1999, 2005, 2008, 2009, 2010
- Missouri Arbor Award of Excellence 2005
- Missouri Arbor Award of Excellence -Citation of Merit - 2004
- Missouri Treescape Citation of Merit 2003



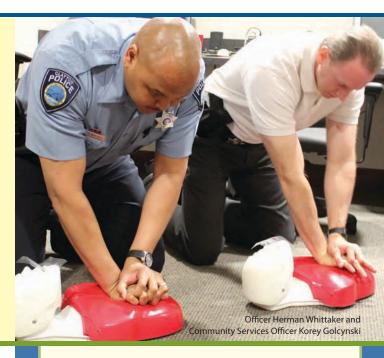
First Responders Hone Lifesaving Skills

Clayton's firefighters' skill set ranges from assisting parents with the installation of infant car seats to implementing various high-tech systems like the electronic mobile equipment that provides access to key information about building structures en-route to an emergency.

To maintain the Fire Department's impressive safety record, which includes no deaths due to fire in over 30 years, requires constant attention to honing fire prevention and lifesaving skills. Each year, the department conducts classes for Clayton's first responders that perfect their ability to administer first aid in

the field. This year, in addition to Fire Department staff, all Clayton police officers and detectives participated in a two-hour course that focused on CPR training, the use of the defibrillator, the equipment on the ambulance and the first aid kit carried in the police vehicle.

The city is proud of the Fire Department's expertise and of the broad skill set of its Police Department. This unique crossdepartmental training demonstrates the progressive level of cooperation between the city's Fire and Police Departments.



Help Us Prepare the New Budget

The public is invited to attend interactive forums to discuss the budget that will go into effect on October 1, 2012. Three Budget Forums will be held,

two on Tuesday, July 17 from 9 to 11 a.m. and from 6 to 8 p.m. one on Wednesday, July 18 from 6 to 8 p.m. The Center of Clayton

The City of Clayton adopts an operating and capital budget each year. The fiscal year begins October 1 and the City Manager sends a recommended budget to the Board of Aldermen in July. State law requires two public hearings and mandates notifications. Clayton has historically held several additional meetings to present and discuss the budget with the citizens and businesses to gain ideas and suggestions. These meeting also provide time to answer questions and explain how the city matches resources to the service and capital needs of the community. Through open communication, professional staff, elected officials and stakeholders in the community develop a plan that works to balance the needs and expectations and incorporate it in a plan for a three year period and adopt an official budget for the upcoming year.

Like many cities in the region and the country, Clayton has faced a reduction in primary revenue sources since 2009. "We faced this economic downturn with very strong reserve levels. This allowed us to tap some of these 'rainy day funds' to continue to provide high levels of service that is clearly expected by the residents and businesses. However, we will soon face a position of making some decisions to reduce the draw on reserves and will be discussing these options over the next two months," said City Manager Craig Owens.

Responses to surveys of residents as well as important input received in previous years will help guide these strategic decisions. Your input and participation is welcome as we make sound decisions to balance the many perspectives and interests affected by our local government.

In addition to the budget forums, citizens will have opportunities to further review the 2013 draft budget when the Board of Aldermen conducts Public Hearings on Tuesdays, August 28 and September 11, 2012. The public hearing on the 2012 tax rates and the FY2013 budget along with the first reading of the ordinances will be on August 28; the second reading and approval of the 2013 budget is on September 11.

The 2013 proposed budget will be available for review by mid-July at claytonmo.gov/ budget

Citizens' Police Academy

Conducted by the Clayton Police Department, the Citizens' Police Academy helps Clayton citizens learn about the training and knowledge needed to become a police officer.

During the nine-class session, citizens interact with officers who are experts in particular fields of police work, which include classes in CPR, patrol procedures, DWI enforcement, cyber crime, crime scene investigation, interrogation, criminal and juvenile law, and firearms and defensive tactics training.

If you are a Clayton resident or business owner, 21 years of age or older, and would like to learn more about the upcoming fall 2012 academy class, you will find details online at www. claytonmo.gov/Government/Departments/ Police/Community_Service.htm or by calling Community Services Officer, Korey Golcynski at 314.290.8424.

Business Highlight



Clayton's First Major Solar Installation

In March, Clayton based Microgrid installed 105 solar panels on the roof of downtown Clayton's U.S. Bank building. Bank officials hope the solar energy generated by the panels will save \$5,000 to \$6,000 annually in electricity costs.

"The city is committed to being a regional leader in green energy solutions and encourages projects that promote the efficient use of energy," said Mayor Linda Goldstein. "With support from Clayton residents and businesses like U.S. Bank, the city has maintained its designation as a Green Power Community, the first in Missouri. We commend U.S. Bank's forward thinking and its investment now in future energy savings."

The U.S. Bank solar panels are expected to produce about 30,000 kilowatt hours of energy power per year, which is approximately the same amount used by four to five average-sized homes annually.

Pam's Barber Styling

Pam Saputo took over the 7643 Wydown Boulevard location in June 2010. Until then, it had been John's Barbershop. John Cavellini closed the shop after 46 years. She remodeled the shop, turning the classic barbershop into a modern version with state of the art equipment and a comfortable setting for customers.

"Everything in my shop has been updated," Saputo said. "Customers seem to really like what I've done here."

She has a versatile hair cutting repertoire and has mastered the gamut of traditional

Saputo is not only happy with her new shop design, she really likes having her business located in Clayton. "I feel at ease here," Saputo says. "I like the visibility and the pedestrian activity. I love the neighborhood feel. I look forward to becoming the new neighborhood barber stylist."

Find information about store location, hours and how to make an appointment at http://pamsbarberstyling.com





Shaw Park Tennis Center Under Construction

Construction on the new Post-Tensioned Concrete Tennis Courts at Shaw Park Tennis Center began on May 29. Vee-Jay Cement Contracting Company was hired to complete the work. Vee-Jay Cement Contracting Company is an American Sports Builders Association Certified Tennis Court Builder and has built top notch tennis courts for other area organizations including the City of Kirkwood, Westminster Christian Academy, Francis Howell High School and most recently the University of Missouri.

Clayton's Parks and Recreation Department staff spent two years researching and analyzing possible surfaces for the Shaw Park Tennis Center and concluded that Post-Tensioned Concrete Tennis Courts were the best fit because of their durability and low maintenance costs once the courts have been installed. Cracks developed over the past few years on the asphalt courts. There should be minimal cracking with the new courts. A number of tennis facilities have installed Post-Tensioned Concrete Tennis Courts recently including Dwight Davis Tennis Center, Heman Park in University City and Kirkwood Park in Kirkwood.

Arrangements have been made for Clayton residents to utilize the tennis facilities at Heman Park in University City, Hanley Park in Brentwood and Kirkwood Park in Kirkwood during construction. Courts at each facility are available for drop-in use and may be reserved in advance through the respective city. For details about these facilities including hours of operations, total number of available courts and reservations information, please visit www.claytonmo.gov/

Funding for this project was made possible through a \$232,000 St. Louis County Municipal Park grant with the remainder coming from the city's Capital Improvements Budget.



Setpember 7, 8, 9

downtown Clayton

In its nineteenth year, the Saint Louis Art Fair continues to rank among the top fine arts events in the country. Showcasing talented artists from across the United States, this juried show is attended by more than 100,000 people who view artwork set up by participating artists throughout downtown Clayton. While it enjoys several media partnerships, the Saint Louis Art Fair also gathers over 1,000 volunteers each 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 or follow us on Twitter @ culturalfestivals.

Shop Clayton Shops

First Friday each month during the summer during business hours

at participating businesses

If you're looking for an outfit for the party this weekend or for just the right decorative piece to go on that vacant shelf in your bookcase, you'll likely find it right here in Clayton. So — Shop Clayton Shops! Get to know more about Clayton shops and boutiques. Take advantage of the specials being offered by participating businesses. Find details and a list of participating businesses at claytoncommerce.com or on the Calendar page at www.claytonmo.gov

Clayton Farmers' Market

Saturdays, May through November

8:30 a.m. - 12:30 p.m.

Straub's Parking Lot

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

Musical Nights in Oak Knoll Park

Sundays, July 22, August 26, September 23 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. See Griffin & the Gargoyles in July, Charles Glenn Trio in August and Javier Mendoza in September. Guests enter free and are encouraged to bring lawn chairs and blankets. For more information, call 314.290.8544.

Parties in the Park

Wednesdays, July 11, August 8, September 12 5 - 8:30 p.m.

North Meramec Avenue

The Clayton Chamber of Commerce's 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

City of Clayton **EVENTS**

National Night Out 2012 Tuesday, October 2

6 - 8 p.m.

participating neighborhoods

America's Night Out Against Crime 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 314.290.8424 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 2012 celebration.

Coffee with the Aldermen

Discuss concerns and issues affecting your neighborhood.

Ward I

Aldermen Andrea Maddox-Dallas and Joanne Boulton fourth Sunday monthly at 4 p.m. Katie's at 6611 Clayton Road

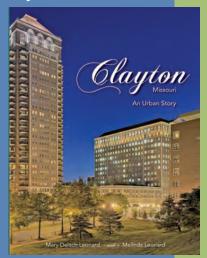
Ward II

Aldermen Michelle Harris and Cynthia Garnholz first Sunday monthly from 4 - 5 p.m.
Starbucks on Wydown

Ward III

Aldermen Mark Winings and Alex Berger III
July 14, August 11, September 8 from 10 - 11 a.m.
Starbucks on North Central

Clayton, Missourik An Urban Story



As you are aware, Clayton will soon celebrate its 100th anniversary as a municipality. In preparing for this milestone, we look back at our city's history and marvel. The people who worked for incorporation in 1913 could not have foreseen that their rural outpost of small frame buildings and plank sidewalks would later become a bustling metropolitan and corporate hub, with stately neighborhoods and award-winning parks.

To commemorate the city's centennial, we are excited to announce the publication of **Clayton, Missouri: An Urban Story**. This richly illustrated, coffee-table book tells Clayton's story from the very beginning, through newspaper reports, anecdotes, and resident voices, with timelines, fun facts, and photographs of nostalgic images of the city's past along with modern community scenes.

Mary Delach Leonard, a feature writer for the St. Louis Post-Dispatch for 17 years and now with the St. Louis Beacon, along with her daughter, Melissa Leonard, a community historian, authored Clayton's story. Mary is also the author of the recent publication Animals Always, 100 Years at the Saint Louis Zoo.

We are proud to present Clayton's story in this fine publication in October 2012. The book is an ideal gift for families, children living out of town, former residents, and new-to-town neighbors, as well as employees and colleagues. It is perfect for your home library and corporate lobby. We know you will enjoy learning about Clayton's earliest days! Order your autographed copy now: www.claytoncenturyfoundation.org



City of Clayton 10 North Bemiston Avenue Clayton, Missouri 63105 PRSRT STD U.S. Postage PAID St. Louis, MO Permit No. 1197

Deliver by June 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	
TDD	

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