



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

10 North Bemiston / Clayton, MO 63105 / 314.290.8553
claytoncommunityfoundation.org

CCF BOARD OF DIRECTORS

AGENDA

November 16, 2022 at 5:30 PM
Seven Gables Inn, 26 N. Meramec Ave., Clayton MO 63105

1. Call to Order – Cordell Whitlock
2. President's Report – Cordell Whitlock
 - Welcome & October 2022 Scorecard Review
 - MOU Proposed Revisions (CCF & City)
 - Joint Meeting BOA & CCF scheduled for December 13 at 6:00pm
3. Action Items – Cordell Whitlock
 - Approval of August 17, 2022 Minutes
 - Resolution 22-03: Approval of 2023 Board of Directors Meeting Dates
 - Resolution 22-04: Approval of 2023 Board Members & Officers
4. FY21 Audit – Alisha Barnum, RubinBrown
5. Internal Affairs Report – Alex Elmestad
 - FY22 October Financial Report
 - FY23 Proposed Budget
 - Resolution 22-05: Approval of FY23 Proposed Budget
6. Strategic Plan Updates – Alex Elmestad
 - Board of Directors Strategic Planning Session for Winter 2023
 - Operating Endowment Campaign in 2023
7. Clayton Commons at Shaw Park Update – Chris Chivetta, Hastings+Chivetta
8. Committee and Core Initiative Subcommittee Reports – Vice Presidents & Chairs
 - Governance – Judy Goodman
 - External Affairs – Jennifer Volk
 - Major Gifts – Colleen Watermon
 - CCF History – Rebecca Thorn
 - CCF Art – Debbie Chase
9. Legal Report – Hannah Kim
10. Board of Aldermen Liaisons Report – Richard Lintz & Susan Buse
11. New Business
 - Proposal: Party of the Century Part II (The Future of Clayton) – Judy Goodman
12. Next Meeting: Wed., February 15, 2023 at 5:30pm



CCF 2022 Scorecard

Month: October Results

GIVING	CURRENT MONTH			2021 RESULTS	2022 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Total Donors	25	15	60%	256	300	250	260	104%
New Donors	4	3	72%	32	50	42	107	257%
Renewing Donors	21	12	58%	224	250	208	152	73%
Gifts \$500 < \$999	3	1	30%	29	40	33	24	72%
Gifts =>\$1,000	4	2	48%	38	50	42	29	70%
Cumulative Dollars Raised	\$10,417	\$3,941	38%	\$106,611	\$125,000	\$104,167	\$101,974	98%

MAJOR GIFTS	CURRENT MONTH			2021 RESULTS	2022 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
New Major Gift Donor / Grant	1	0	0%	5	6	5	1	20%
Past Major Gift Donor / Grant	1	1	150%	7	8	7	6	90%
Major Gifts Funded (=>\$10K)	0	1	240%	4	5	4	3	72%
Cumulative Dollars Raised/Pledged	\$58,333	\$40,000	69%	\$641,040	\$700,000	\$583,333	\$ 527,500.00	90%

AUDIENCE ENGAGEMENT	CURRENT MONTH			2021 RESULTS	2022 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
CCF Website: Unique Page Views	583	506	87%	5381	7000	5833	6392	110%
NEW GOAL: E-News: Open Rate	50%	45%	89%	35%	50%	50%	45%	90%
Followers (E-News subscribers + Facebook + Instagram + YouTube)	2200	1937	88%	1903	2200	2200	1937	88%
Event Attendance (Physical & Virtual)	208	300	144%	2171	2500	2083	3514	169%

GOVERNANCE	CURRENT MONTH			2021 RESULTS	2022 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Number of BoD Giving a Gift	3	0	0%	25	33	28	15	55%
Number of BoD Active on Comm. or Project	31	31	100%	27	31	29	31	107%
	Most Recent Quarter		% to Goal	Results	Goal	Cumulative Year To Date		% to Goal
Board of Directors Meeting Attendance	65%		86%	75%	75%	73%		97%



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Proposed Revisions of MOU

v.5.0 (11/8/2022)

Executive Summary

The Clayton Community Foundation (CCF) and the City of Clayton (City) are examining the current Memorandum of Understanding (MOU) and recommending revisions that would mutually benefit both parties. There is concern expressed by the City of potential conflicts of interest of a City Employee soliciting private funds from any citizen(s), developer(s), or related entity. The CCF Executive Director is technically a full-time City Employee and receives City salary and benefits. Under the current arrangement with the City, CCF reimburses a percentage of the full-time position, including salary, benefits, workstation costs, and related items. At the moment, the City manages all aspects of employment of the CCF Executive Director (formerly Foundation Administrator). This includes access to human resources, adherence to labor laws/code/taxes, management of salary, payroll, benefits, pension, and related items as dictated by City employment practices and standards. CCF also relies on usage of IT services, City facilities (CCF office space), and equipment (for CCF administrative tasks). CCF will strive for independence and continue efforts to further separate its reliance on the City, although at this time, CCF still requires the City's support for the stated operations.

Review Committee

Cordell Whitlock, CCF President
Sarah Melinger, CCF Immediate Past President
Hannah Kim, CCF Legal Advisor
David Gipson, City Manager
Toni Siering, Director of Parks and Recreation

Other Advisors & Parties

Andrea Muskopf, Assistant City Manager
Erin Huett, Human Resources Manager
Kevin M. O'Keefe, Attorney for City of Clayton
CCF Board of Directors (Executive Committee / Internal Affairs Committee)
Board of Alderman

Proposed Revisions to MOU

THIRD AMENDMENT TO MEMORANDUM OF UNDERSTANDING

This THIRD AMENDMENT TO MEMORANDUM OF UNDERSTANDING (the "MOU"), effective as of October ____, 2022 between the CITY OF CLAYTON, a municipal corporation located at City Hall, 10 N. Bemiston Avenue, Clayton, Missouri (the "City") and the CLAYTON COMMUNITY FOUNDATION, f/k/a the Clayton Century Foundation, a Missouri non-profit entity located in Clayton, Missouri ("CCF").

R E C I T A L S:

The following are the circumstances which led the parties to enter into this amended Memorandum of Understanding:

A. CCF and the City are parties to a Memorandum of Understanding entered into on April 27, 2010 and a First Amendment thereto dated July 12, 2016.

B. CCF and the City wish to amend the Memorandum of Understanding to reflect changes in their relationship.

NOW, THEREFORE, in consideration of the recitals and other good and valuable consideration, the parties hereto agree as follows:

6. A revision to Section 22 (CCF Administrator title change to Executive Director) to read as follows:

Starting October 1, 2022 (City FY23), CCF and the City agree to an arrangement that allows for a full-time position, dedicated to CCF work and a mutually agreed upon set of weekly hours dedicated to City services, including but not limited to working with Department Directors to identify and apply for any local, state, and federal grant opportunities that would benefit the City. CCF will pay 50% of the costs associated with the CCF Executive Director position to include all salary and benefits as well as workstation costs related to telephones and computers. The City will pay CCF for an agreed upon operating expense annually on a date determined by both parties. Every three years, the City and CCF shall review this agreement and determine any necessary modifications.

Issue of Concern

There is concern expressed by the City of potential conflicts of interest of a City Employee soliciting private funds from any citizen(s), developer(s), or related stakeholder(s). The CCF Executive Director is by definition a full-time City Employee and receives City salary and benefits.

Proposed Solution

CCF and the City agree to an arrangement that allows for a full-time position, dedicated to CCF work (30hrs. proposed) and a mutually agreed upon set of weekly hours (10hrs. proposed) dedicated to City services, including but not limited to working with Department Directors to identify and apply for any local, state, and federal grant opportunities that would benefit the City. These grants would be applied for on behalf of the City (in collaboration with the Department Director and CCF Executive Director) and would be awarded to the City directly. The grants could range in topic, but generally fall under the expertise of the CCF Executive Director to enhance art, history, parks, and sustainability initiatives. CCF will pay 50% of the costs associated with the CCF Executive Director position to include all salary and benefits as well as workstation costs related to telephones and computers. The City will pay CCF for an agreed upon operating expense annually on a date determined by both parties. Every three years, the City and CCF shall review this agreement and determine any necessary modifications.

Additional Clarification of Roles

CCF to:

- Continue to fulfill role outlined in MOU.
- Reimburse City for 50% of costs associated with full-time employment of CCF Executive Director.
- CCF Executive Director to dedicate 10 hours weekly to city grants for art, history, parks, and sustainability initiatives
- CCF President to perform annual performance review with CCF Executive Director.
- CCF to arrange a joint meeting with Board Alderman annually to discuss projects.

City to:

- Continue to fulfill role outlined in MOU.
- City pay CCF for an agreed upon operating expense annually.
- Work with CCF Executive Director to identify and apply for local, state, and federal grants that would be awarded directly to the City.

Salary Adjustments (2023)

- \$75,000 annual salary (currently \$67,291)
- Position hired as Foundation Administrator (2019) and promoted to Executive Director (2021)

Summary of Estimated Annual Costs (2023)

- \$94,481.13-100,000 total wages & benefits
- 50% = \$47,240.56 -50,000 (paid by CCF to City)

Proposed CCF Annual Operating Expense to be Paid by City

- \$23,800 – 25,000 (may be City in-kind; eliminating CCF's need to budget the expenses)
- Includes: insurance, facility fees, bank & tax fees, admin. supplies, general postage, software

CCF By Design

CCF originates from a corporation formerly known as the Clayton Parks Foundation. By design, CCF is always intertwined with municipal government. Although the public government and private nonprofit (CCF) are independent organizations, CCF exists as the official nonprofit partner to help the city achieve its mission. In some ways, it can be said that it is the mission of CCF to help the City fulfill its mission. And in this way, both organizations need each other and rely on each other. As a discussion point, it is worth stating, CCF could obtain complete independence from city facilities and related office needs within the next 2-3 years. However, it is unlikely CCF will ever be able to match the comprehensive salary and

benefits package offered by the City. Understanding this fact, it is important to agree on a long-term solution that is mutually agreeable for both parties.

CCF Recent Efforts

Per the MOU, "CCF desires to become a self-supporting organization which provides assistance to the City in developing City facilities and other amenities;" Recent efforts by CCF include the hiring of a contract accounting firm (2021) to manage CCF finances, reporting, bills, assistance with annual tax filings, and assistance of bi-annual audits. This has allowed time and burden to be relieved from city employees in both the Finance and Parks and Recreation Departments. Additionally, CCF designed and launched a website (2021) independent from the City municipal government website. Separating this online presence, created a clear distinction between public (government) and private (nonprofit). This allows CCF to message and solicit independent from public communications and external affairs. Additionally, CCF has continued to succeed in efforts to separate daily transactions, including online/phone payments/donations, and related systems. The City continues to provide oversight and assistance with mailed donations by depositing and providing record for CCF so that CCF can create bank reconciliation and work with contract accounting firm and control of assets.

Employee Expertise

CCF Executive Director has extensive education, background, and expertise in art, history, education, and public engagement. This includes former employment in museums and cultural organizations. This expertise could be used to reopen the Historic Hanley House (closed during the pandemic in 2020), reactivate the interior space with tours and/or tour-based platforms, digital self-guided tools, among other educational possibilities for multigenerational audiences. Though long-term, it may be better to focus on obtaining "resources" required (both preservation & engagement), securing the city a grant from a local, state, or federal agency to fulfill the potential of the city's historic asset.

Addendums

- MOU between CCF and the City
- CCF Executive Director by the Numbers
- CCF Executive Director position description

TITLE: Executive Director
PAY GRADE: L
DEPARTMENT: Recreation
STATUS: Exempt
REPORTS TO: CCF Board of Directors & Director of Parks and Recreation
REVISION DATE: December 2021



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PURPOSE OF POSITION:

The Executive Director is the key management leader of Clayton Community Foundation (CCF). Serving primary staff member, the position is responsible for working with the Board of Directors, CCF and city committees/staff to fulfill the mission and strategic plan of the organization. Key responsibilities include administration, operations, fundraising, donor stewardship, communications, community engagement, programs and events, fiscal management, and strategic planning and implementation.

GENERAL RESPONSIBILITIES:

1) Board Governance: Works with Board of Directors (Board) to fulfill the organization's mission.

- Lead CCF in a manner that supports and guides the organization's mission as defined by the Board of Directors.
- Communicate effectively with the Board and provide, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.

2) Financial Stewardship: Works with board and staff to ensure the financial health of the organization.

- Fundraise and develop other revenues necessary to support CCF's mission.
- Responsible for the fiscal integrity of CCF. Includes preparation and submission of a proposed annual budget to the Board, participation in audit, and ensure accuracy of all financial reports.
- Responsible for fiscal management, including operating within the approved budget; ensuring maximum resource utilization; and working with the Board to maintain a positive financial position of the organization.

3) Mission and Strategy: Works with Board and staff to ensure that the mission is fulfilled through programs, strategic planning, and community engagement.

- Responsible for partnering and collaborating with stakeholders for successful implementation of CCF's projects, programs, and events.
- Responsible for strategic planning to ensure that CCF can successfully fulfill its mission and achieve short-term and long-term objectives set by the Board.
- Responsible for the enhancement and visibility of CCF's brand. Includes maintaining a clear and consistent message, building strong relationships with internal and external stakeholders, and working closely with professional, civic, and private organizations.
- Serves as community link and main point of contact for CCF programs, communications, and engagement activities.

4) Organization Operations: Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.

- Responsible for the hiring and retention of competent, qualified staff.
- Responsible for effective administration of CCF operations.
- As applicable, responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.

ESSENTIAL DUTIES

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Responsible for managing the daily operations of the CCF.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility of the organization.
- Oversee Board and committee meetings, including attendance, but also implementation of business from the meetings.
- Plan and oversees the administrative functions of the CCF, including, but not limited to, financial management, establishment of operational policies and procedures, coordination of meetings, and mailings.
- Work with Board and City Staff to establish and maintain written policies and procedures for all gift management activities, from solicitation through intake and acknowledgement.
- Engage in fundraising and developing other revenues. Includes research and completion of grant applications that advance the mission and/or fund priority projects.
- Manage CCF's donor database, ensuring accuracy of internal records and reporting, as well as external mailings, and targeted communications.
- Supervise and manage organization staff and volunteers.
- Serve as CCF's primary spokesperson to the organization's constituents, the media, and the general public.
- Oversee marketing and overall communications efforts. Manage website, prepare press releases, prepare presentations, and other efforts related to promotion of CCF.
- Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance CCF's Mission.
- Work with the Board to review and approve contracts for services.
- Organize and provide support for donor events as well as other special projects such as planning related to facility openings.
- Assists in enhancing communication with the City of Clayton.
- Other duties as assigned.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Non-profit Management or related field from an accredited institution or equivalent experience and education.
- Three to five to years' work experience in non-profit management or related field.
- Excellent communications skills, both oral and written.
- Excellent computer skills to include Microsoft Office Suite; proficiency in desktop publishing, invitation /print media design, and fundraising software. Proficiency in web design is a plus.

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated skills in relationship building.
- Transparent and high integrity leadership.
- Experience and skill in working with a Board of Directors.
- Knowledge of standard practices and procedures involved in non-profit management.
- Ability to effectively communicate verbally and in writing.
- High level strategic thinking and planning. Ability to envision and convey the organization's strategic future to the staff, Board, volunteers, and donors.
- Ability to effectively manage the work of staff and volunteers.
- Demonstrated ability to work collaboratively, with a keen customer service approach.
- Demonstrated proficiency with data management and financial reporting.
- Active fundraising experience. Excellent donor relations skills and understanding of the funding community.
- Experience, knowledge and proven success in grant acquisition.

- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies and volunteer.
- Excellent organizational and computer skills a necessity; proficient in Microsoft programs to including Word, Excel and Outlook; experience with Past Perfect and Adobe Creative Cloud software also desirable.
- Ability to interact with and maintain good relations with Board of Directors, patrons, public and staff; excellent customer service skills required.
- Ability to communicate effectively with other members of the staff, supervisor, and the public.
- Ability to develop, interpret and implement local policies and procedures; written instructions, general correspondence; Federal, State, and local regulations.
- Solid organizational abilities, including planning, delegating, program development and task facilitation.
- Ability to maintain discretion regarding business-related files, reports and conversations, within the provision of open records law and other applicable State and Federal Statutes and Regulations.
- Strong financial management skills, including budget preparation, analysis, decision making and reporting.
- Strong public speaking ability.
- Strong work ethic with a high degree of energy.
- Ability to maintain confidentiality.
- Ability to work the allocated hours of the position including evening and weekend hours at key times during the year.

PHYSICAL REQUIREMENTS

This is medium work requiring the exertion of 25 pounds of force occasionally, up to 35 pounds of force seldom, and up to 25 pounds of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, use of measuring devices, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities.

WORK ENVIRONMENT

Works in an office setting, in generally comfortable conditions.

In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Alex C. Elmestad by the Numbers



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Pandemic Pivot

- *CCF at Home* launched, keeping community connected, expanding audiences, and providing access to celebrated St. Louisans.
- Launch of YouTube Page for social and video content.
- \$15,000 est. cost saved to CCF in 2020-2021; loss of part-time position and continued administrative work.

Annual Giving

- \$106,000 secured in 2021 from CCF Donors, surpassing projected fundraising goals (unrestricted & Enhance Clayton Program)
- \$5,000+ est. in 2022 alone, efforts to increase annual gifts from CCF Donors.
- Expansion of tree/bench program to *Enhance Clayton*, providing more giving opportunities for city needs & amenities.
- Identification of major gifts prospects (including family foundations), outreach, stewardship, and ongoing cultivation to align with philanthropic efforts.
- Identification of new and past corporate giving partners, including Graybar, Caleres, among others.

Art

- \$30,000+ secured for DeMun Park Mural by individuals and \$10,000 from corporate grant; establishing first mural in Clayton (July 2022).
- \$10,000+ secured stock gift for Wydown Gateway Artwork (Art Consultant for RFP process)
- \$45,000+ (est.) pledged to Chapman Fountain Seasonal Artwork.
- \$10,000 (est.) in-kind to Donor Salon Event for Public Art Fundraising.

History

- \$10,000 multi-year pledge secured for Hanley House ongoing maintenance
- \$50,000 (est.) pending for individual/foundation support for video tours and ongoing maintenance.
- \$5,000+ secured for Historic Site Markers; advancing historic wayfinding and equity initiatives. Launching program and donor decks based on best practices of marker program in consultation with museum/history pros.
- Relaunching the Clayton History Center post-flood (2021-2022). Assistance in storage, preservation, equipment implementation, and public/committee access to facility.
- Preservation (via consultant) of Ralph Clayton portrait; signature item of 2022 Annual Exhibition, furthering historic contextualization, equity efforts, etc.

Parks

- \$15,000 secured from Bellwether Foundation for Maryland Park.
- \$50,000 major gift secured for Maryland Park.
- \$5,000 secured additionally from Opus Foundation for Maryland Park.
- \$150,000 Oak Knoll Pond & Pavilion gift facilitated and ongoing donor stewardship. Opened July 2022.
- \$55,000+ Anderson Park Dog Park gift facilitated and ongoing donor stewardship. Opened July 2022.
- Ongoing impact reporting for \$2,000,000 gift for Commons. Related efforts on donor decks, messaging, and assistance with \$20,000,000+ project continues.

Sustainability

- E-Transportation efforts underway for E-Bikes and related vehicles. Exploring private funding and utilities incentive programs.
- CCF Donors have planted numerous trees in Clayton, contributing to Clayton's recognition as a Tree City USA.
- Further integrating sustainability accomplishments, messages, efforts, and benchmarks across all pillars and programs.

BOARD OF DIRECTORS

Cordell Whitlock
President

Jennifer Volk
Vice President of External Affairs

Judy Goodman
Vice President of Governance

Colleen Watermon
Chair of Major Gifts

Debbie Chase
Chair of Art

Rebecca Thorn
Chair of History

Hannah Kim
Legal Advisor

Sarah Melinger
Immediate Past President

Wendi Alper-Pressman

Peter J. Barkofske

Cindy Berger

Max Breitmayer

Mark Carlie

Boo Cook

Joe Downs

Brian Edwards

Cyndee England

Angela Flotken

Chuck Freedman

Jack W. James

Jeff Jarrett

Katie Lerwick

Marta Martin

Dr. Shanti Parikh

Steven Rosenblum

Richard Ryffel

Cheryl Verde

Cindy Wallach

Mike Zaccarello

Helen Ziercher

Dr. Debbie Zimmerman

Susan Buse - Ward II

Richard Lintz - Ward I

Board of Alderman Liaisons

Alex C. Elmestad
Executive Director

10 N. Bemiston Ave.
Clayton, MO 63105
314.290.8553

claytoncommunityfoundation.org

Alex C. Elmestad by the Numbers

External Affairs

- \$25,000 est. cost saved. Launch of New CCF Website. fulfilling strategic objective for the organization. Independent from the city's website, this interactive tool conveys the message and mission of CCF.
- \$5,000+ est. cost saved. In-kind photography services to document all CCF assets (to be used for printed and web collateral).
- CCF community engagement is expanding with over 1,800 interactions this year on the Otocast App (experiencing Clayton assets), 500+ followers on Facebook, 300+ followers on Instagram, 900+ email subscribers (near 50% open rate), and hundreds watching CCF videos on YouTube Channel.
- \$2,500 secured from corporate sponsor for *Shakespeare in Shaw Park* (2022)
- Expansion of sponsored events or programming, including: *CCF at Home*, *Clayton's Neighborhoods* series, *Parties in the Park*, *Shakespeare*, and openings for projects.

Internal Affairs

- \$12,000+ est. cost saved from city staff work on annual CCF accounting and finance (with hire of IJaz contract accounting firm).
- Cost saved TBD. Office relocation to back Chambers to accommodate HR relocation and city space needs.
- Cost saved TBD. Further separating city from CCF affairs (internal controls, financial policy, donor online transactions, related admin. and processing, and bi-annual audits work).

Governance

- Refinement of Strategic Plan with three-year term approaching.
- Refinement of organizational structure to maximize time and talents of board members, stakeholders, and staff, while ensuring increase of donations and implementation of projects. Bylaws refinement and adoption.
- Efforts to diversify and reflect the community served.
- Efforts to identify and recruit board talent needed per board matrix.

Estimated Total Value (Nov. 2019- Oct. 2022)

- \$615,500



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10 N. Bemiston / Clayton, MO 63105
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CCF Board of Directors Meeting
Minutes
August 17, 2022

Attendees: Cordell Whitlock*, Sarah Melinger*, Judy Goodman*, Jennifer Volk*, Cyndee England*, Chuck Freedman*, Colleen Watermon*, Rebecca Thorn*, Hannah Kim*, Jack James*, Angela Flotken*, Cindy Berger*, Boo Cook*, Cindy Berger*, Marta Martin*, Cindy Wallach*, Richard Ryffel*, Mike Zaccarello*, Debbie Zimmerman*, Cheryl Verde*, Susan Buse-BOA

Absent: Joe Downs*, Jeff Jarrett*, Max Breitmayer*, Steven Rosenblum*, Wendi Alper-Pressman*, Richard Lintz -BOA, Debbie Chase*, Helen Ziercher*, Mark Carlie*, Katie Lerwick*, Shanti Parikh*, Brian Edwards*, Peter Barkofske*

Staff & Guest: Alex Elmestad – CCF Executive Director
Toni Siering – Director of Parks and Recreation

***Voting Member** **QUORUM MET (20 of 31 members)**

1. Call to Order

- Cordell Whitlock called the meeting to order at 5:34 pm.

2. President's Report

- Welcome by Cordell and report that the Fall Appeal was going out soon.
- Review of July 2022 Scorecard Review showed new donors are up due to DeMun Park Mural. The fact that there are many new gifts seems to imply that there is an appetite for art. We are at 49% open rate for E-News but would like to achieve a 50%
- The new Dog Park at Anderson Park opening had good attendance.
- We are working on getting a cloud-based database and have contracted with DonorPerfect which should be up and running by the end of October. MailChimp does not work with current database.
- Cordell emphasized that CCF exposure needed to increase.
- Board attendance at meetings is at 69% but needs to be 100% so hoping November meeting will yield that. This is an in-person organization so meetings will start to be in-person moving forward.
- Board giving needs to be 100% so Sarah Melinger suggested that board members pledge now and pay by end of December since it is so important that we can say we have 100% participation.
- The Commons Update – the BOA passed it back in 2020, but the pandemic stopped progress. Sarah reported that it was to be part private and part public funding, but will now be 100% privately funded for new plan since the scope has changed and the city cannot pay for it due to pandemic.
- They have received a proposal to re-examine The Clayton Commons project including the design, revenue models, how to program space, and that the new plan will compliment not compete with Forest Park Forever's project: *Steinberg Reimagined*.

3. Action Items

- Approved May 18, 2022 Minutes as submitted.
- Cordell made a motion to approve Resolution 22-02: Bylaws Update, it was approved.
- "Century" was still in the bylaws, but Hannah Kim has updated them to reflect new structure and incorporated/consolidated the prior amendments.

- The role of VP of Internal Affairs (Treasurer) is still vacant. The Advisory Council in 2017 (Chuck Freedman) approved amendment. Use the Alumni Network to reach out to prior presidents and board members to re-engage them. The Board Development Committee did not want to bring up and make a priority. Should we pursue that now. Focus was never finalized this, and Judy concurred. Judy also stated that the CCF administration (Alex and Lisa) need to reconnect and fundraise and use a database that would allow this cultivation opportunity. Colleen added that engagement/fundraising after board involvement needs to happen. Maybe invite them to the annual meeting but does not need a lead person assigned to do this.
- There was more discussion about the term “The Commons”. Question on timeframe for the funding and that it will take 6-8 months to review new proposal and “shovels in the ground” would be one year after that. Feedback indicated that more research needs to occur and open to public discussion, but the new facility would have a 12-month usage, even though it may not be covered or enclosed. The Mayor confirmed that public engagement is paramount and that CCF’s role was crucial.

4. Internal Affairs Report - Alex Elmestad

- FY22 July Financial were presented.
- Alex stated that RubinBrown is performing the FY21 Audit/990s as a result of the accounting transition from City Finance to Ijaz and they will present at November meeting.
- Lisa Kinsella was hired in May and continues to help with ongoing administrative work.
- Alex was asked what kind of bank account CCF has which is a low interest bearing account. RE: the Commons there is a claw back clause
- The Enhance Clayton program includes benches, trees, historic markers, flower baskets and water bottle filling station.
- The Art fund is for the Wydown Art Project and the DeMun Mural.

5. Strategic Planning Initiatives

- Cordell reported Mark Carlie spearheaded the efforts and that the current plan was adopted three years ago Mark is leading working sessions with the Executive Director and Executive Committee on any necessary updates. Three will be an October Strategic planning meeting.

6. Committee and Core Initiative Subcommittee Reports

- **Governance:** Judy Goodman reported that efforts to recruit new members is on-going and asked members to please nominate new people. There are many rolling off of the board, leaving only 16 (possibly 17) members. Alex highlighted the Board Matrix and how this tool can assist board members in knowing who is on the board, who is rolling off, member expertise and corporate affiliations. He encouraged review of Board Matrix and stated the Nomination form was included in the packet and is due end of September
- **External Affairs:** Jennifer Volk reported that the new database will help with coordinating all efforts The E-Newsletter template has been updated and there has been a lot of engagement surrounding Art. The website needs updating – constantly changing but now they have photographic assets by Bob Denlow. The Facebook hack may have happened due to old administrators maybe still having access, and they were hacked. The Otocast App (Charlie Brennan narrated) needs to be updated and then rolled out again. There was a question about partnering with hotels/colleges to offer that access to their guests/parents. Also, QR code phone app for art/sculptures in the city.
- **Major Gifts:** Alex reported for Colleen Watermon. The Opus Foundation gave an additional \$5K to the park on Maryland Avenue (in addition to their original \$50K gift). An anonymous donor gave \$50K for the living green wall. The city will re-apply for grants. DeMun Park received \$5K from a donor and Caleres/Famous Footwear gave \$10K to the mural. The \$400K from Centene for the Commons is still in the mix, The City Hall marker will arrive soon to be installed in September/October and the Attucks School marker should arrive in time for Black History month in February. Reminder to look at the Family Foundation list to see if you know anyone to contact.
- **CCF History:** Rebecca Thorn reported that the Ralph Clayton exhibit *Clayton: The Man. The Place.* will open on Tuesday, October 18. Alex will be installing the show which the history committee assembled. Cordell said a press release should go out about that and we should get some media attention. The Mayor, task force and board members should all attend. Cindy Berger commented that hopefully it will lead more attention to the history museum – the Hanley House.

- **CCF Art:** Alex reported for Debbie Chase. The restored Ralph Clayton portrait is in Alex's office and it looks great. There was a great turnout for the Wydown Art project at the Debbie Zimmerman Art Salon event and Meridith McKinely with Via partnership spoke. There will be a new commission and a community wide process with RFPs. The DeMun mural is open and Robert and Liza Fishbone were duly honored. The PAC liaisons are coordinating with SLAM for an art loan. Judy reminded people to drive by the electrical boxes which were painted and asks for feedback.

7. Board of Aldermen Liaisons Report

- Susan Buse reported on all of the progress at Oak Knoll Park, Anderson Dog Park, Master Plan, Park on Maryland Avenue, Ice Rink, Equity Commission and the Forsyth Pointe artwork in a recessed lobby area. She mentioned a presentation about city flags by a Clayton student. The City of Clayton does not have a flag.

8. Legal Report

- Hannah Kim reported that the Bylaws have been updated.

9. New Business

- Reminder about Musical Nights at Oak Knoll Park on August 28 from 5-7:00. Cordell would like to have a CCF table set up for that event which he will work.
- Cordell also said that he felt the CCF board has been disconnected due to the pandemic and wants a happy hour for the board to take place in October at a Clayton restaurant venue.

10. Adjourn

- The meeting adjourned at 6:53 p.m. The next Board of Directors meeting is scheduled for November 16 at 5:30.

Minutes submitted by Lisa Kinsella



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

10 North Bemiston / Clayton, MO 63105 / 314.290.8553
claytoncommunityfoundation.org

REQUEST FOR APPROVAL

TO: CCF Board of Directors
FROM: CCF Executive Committee
DATE: November 16, 2022
SUBJECT: Resolution 22-03: Approval of 2023 Board of Directors Meeting Dates

It is being recommended that the CCF Board of Directors meetings be held at 5:30 p.m. on the following dates in 2023:

February 15, 2023 – Annual Meeting
May 17, 2023
August 16, 2023
November 15, 2023

Recommendation: The CCF Executive Committee recommends the approval of the CCF Board of Directors Meeting Dates for 2023 as submitted.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

10 North Bemiston / Clayton, MO 63105 / 314.290.8553
claytoncommunityfoundation.org

REQUEST FOR APPROVAL

TO: CCF Board of Directors
FROM: CCF Executive Committee
DATE: November 16, 2022
SUBJECT: Resolution 22-04: Board Members & Officers

The Clayton Community Foundation (CCF) Board of Directors is being asked to approve the slate of members for the term of 2023 through 2025.

The following Board Members are recommended for renewal for an additional three-year term beginning January 1, 2023:

Jennifer Rolwes Volk
Sarah Melinger
Debbie Chase
Brian Edwards
Angela Flotken
Marta Martin
Wendi Apler-Pressman
Steven Rosenblum
Cheryl Verde

The following candidates are recommended for election to the Board of Directors and will serve a three-year term beginning January 1, 2023:

Todd Spener
Jeffrey Yorg
Janet Park
Susan Reynolds
Lizz Gunn
Bob Denlow

The following is being provided as background information on the new candidates.

Todd Spener

Todd is with VenMark Capital and has over 30 years of experience providing capital solutions to venture-backed, middle-market, and large-cap companies in pursuit of value creation through organic growth, special projects, acquisitions, and restructurings. He has served institutional platforms, as well as private partnership firms in leadership roles as a principal underwriter, lender, investor, advisor, and arranger of debt, equity, and structured investments. Todd serves on the executive board of University City Children's Center and LUME Institute, Business Retention and Expansion Committee for St. Louis Economic Development Partnership, and the advisory council for U.S. China International Institute. Nominated by Cyndee England.

Jeffrey Yorg

Jeff is with Buckingham Strategic Partners and his role as associate general counsel and a chief compliance officer spans the breadth of the entire Buckingham organization, providing oversight for compliance and legal operations throughout the firm. He also serves as the chief compliance officer for Buckingham Strategic Partners and the SA Funds. Outside of Buckingham, Jeff is incredibly active in his professional and charitable communities. He has served on both the board of trustees for Webster University and the Webster University Alumni Association. Currently, he serves on the board of directors for the Southside Early Child Center, STL Venture Works, on the finance committee for College Bound St. Louis, as well as serving on the economic development advisory committee for the City of Clayton. Nominated by Susan Buse.

Janet Park

Janet is on the board of Cinema St. Louis, St. Louis Film Society, and Gateway Korea Foundation, lives in DeMun. She is an artist trained in Classical Ballet, Contemporary/Modern dance, and Korean traditional dance. She has toured internationally with a professional dance company, taught at a Ballet Conservatory, and conducted residency programs highlighting Movement and Literature throughout the Greater St. Louis area including Normandy School District. She has often worked as a conduit to connect artists with art organizations and vice versa, assisting COCA and Dance St. Louis. She oversaw and participated in the Seoul International Dance Festival (SIDANCE) and the Digital Dance Festival in Korea as an international director. Nominated by Mark Carlie.

Susan Reynolds

Susan is the Executive Director of the Chapman Family Office and is the Director of Corporate Services at Barry-Wehmiller Companies, Inc. She works closely with Bob and Kyle Chapman and is also a Clayton resident. Nominated by Mark Zaccarello.

Lizz Gunn

Lizz Gunn is proud to be a lifelong St. Louisan, only moving away a few times with the intent to move back. She always hoped to live in Clayton, and was thrilled to achieve that goal in 2009 (Ward 3). Lizz has worked in University Advancement at her alma mater, Washington University, for 10 years, and hopes to spend the rest of her career at the university. Along with holding several volunteer roles at the university and serving as an ambassador for the Women's Foundation of Greater St. Louis, she has enjoyed being an active member of the Clayton Community Foundation's History Committee since 2020. Nominated by Rebecca Thorn.

Bob Denlow

Robert Denlow is the principal partner in Denlow & Henry, located in St. Louis and Kansas City. He is a licensed attorney in Missouri and Illinois. His undergraduate degree is from Northwestern University and his law degree is from St. Louis University. He is frequent speaker on eminent domain/condemnation topics and various property rights issues. He considers himself a "street photographer," a style of photography that eschews posed portraiture, and often uses urban settings as a canvas. He exhibits his photographs often, enjoys international travel, and serves on the board for the International Photography Hall of Fame. Nominated by Judy Goodman.

The proposed slate of officers will be elected to one-year terms:

President	Cordell Whitlock
Vice-President of Governance	Judy Goodman
Vice-President of Internal Affairs	Vacant
Vice-President of External Affairs	Jennifer Rowles Volk
Legal Advisor	Hannah Kim
Immediate Past President	Sarah Melinger

Recommendation: CCF Executive Committee recommends the CCF Board of Directors approve of the slate of renewing, new members, and officers to the Clayton Community Foundation Board of Directors, effective January 1, 2023 as submitted.

Clayton Community Foundation
Statement of Financial Position
As of: October 31, 2022

CASH:

COMMERCE CHECKING ACCOUNT	\$	150,275
CAPITAL MARKETS REPO	\$	744,707

SUBTOTAL	\$	894,982
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SHORT TERM ASSETS:

STOCKS	\$	2,087,202
INVESTED FUNDS	\$	747,000
ACCOUNTS RECEIVABLE	\$	12,500
PREPAID EXPENSE	\$	1,389
INTEREST & DIVIDEND	\$	1,645

TOTAL ASSETS:	\$	3,744,718
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LIABILITIES

ACCOUNTS PAYABLE	\$	-
DEFERRED REVENUE	\$	1,200,000
ACCRUED EXPENSE	\$	368
CREDIT CARD	\$	1,149

TOTAL LIABILITIES	\$	1,201,517
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NET ASSETS:

UNRESTRICTED	\$	54,043
RESTRICTED	\$	2,489,158

TOTAL NET ASSETS	\$	2,543,201
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TOTAL LIABILITIES & NET ASSETS	\$	3,744,718
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Clayton Community Foundation Statement of Activities

For the year ending: October 31, 2022

Account Title	FY22 Adopted Budget	FY22 Year to Date
Beginning Balance	\$ 2,606,854.28	\$ 2,606,854.28
Revenue		
Donations - Individual	\$ 90,000.00	\$ 29,777.42
Donations - Individual - Restricted		\$ 92,142.21
Donations - Corporate	\$ 20,000.00	\$ 10,113.16
Donations - Corporate - Restricted	\$ 400,000.00	\$ 56,233.44
Donations - Stock	\$ -	\$ -
Grants	\$ 15,000.00	\$ -
Tributes	\$ 66,500.00	\$ 23,352.53
Merchandise		\$ -
Miscellaneous	\$ -	\$ 164,822.09
Stock Market Value Change	\$ -	\$ 18,921.28
Gain/Loss on Sale of Assets	\$ -	\$ (216,665.70)
Interest	\$ 12,000.00	\$ 12,000.00
Dividends	\$ 20,630.00	\$ 9,273.45
Revenue - Total	\$ 624,130.00	\$ 199,969.88
Professional Services	\$ 26,604.00	\$ 1,686.33
Service Contracts	\$ 72,014.00	\$ 7,500.00
Postage	\$ 6,700.00	\$ 31,808.75
Printing and Photography	\$ 18,900.00	\$ 1,922.79
Dues and Memberships	\$ 550.00	\$ 7,606.53
Advertising	\$ 24,600.00	\$ 175.00
Maintenance and Repair Equipment	\$ 336,000.00	\$ 19,795.24
Insurance Expense	\$ 3,350.00	\$ 3,335.30
Supplies and Materials	\$ 35,750.00	\$ 53,068.25
Meetings and Receptions	\$ 12,100.00	\$ 8,270.32
Banking and Credit Card Fees	\$ 2,500.00	\$ 1,517.14
Miscellaneous Expenses	\$ -	
Project Expenses		\$ 82,279.74
Scholarships		\$ 489.75
Expense - Total	\$ 539,068.00	\$ 219,455.14
Change in Net Assets	\$ 85,062.00	\$ (19,485.26)
Ending Balance	\$ 2,691,916.28	\$ 2,587,369.02

	Audit Name	1/1/2022				10/31/2022	
		Beginning Balance	Transfers	Additions	Releases	Ending Balance	
CCF:	Chapman Plaza - Maintenance Reserve (Stock)	Chapman Plaza	\$ 2,404,593.29	\$ (265,547.58)	\$ 164,822.09	\$ (216,665.70)	\$ 2,087,202.10
	Chapman Plaza - Maintenance Reserve (Cash)	Chapman Plaza	\$ (247,530.43)	\$ 265,547.58	\$ 18,921.28	\$ (42,146.25)	\$ (5,207.82)
	Anderson Park Trees	Anderson Park Trees	\$ 62,828.00			\$ (20,555.00)	\$ 42,273.00
	Bench/Tree Program	Bench & Tree Program	\$ 7,565.00	\$ (7,565.00)			\$ -
	Maintenance Reserves - Park Projects	Follman Plaza	\$ 821.48				\$ 821.48
	Undesignated Park Funds	Park Funds	\$ 473.93	\$ (473.93)			\$ -
	Park on Maryland Avenue	Maryland Park	\$ 33,637.00	\$ 473.92	\$ 55,600.00	\$ (3,050.00)	\$ 86,660.92
	Enhance Clayton Program	Not on Audit	\$ -	\$ 7,565.00	\$ 24,525.00	\$ (17,892.82)	\$ 14,197.18
	Oak Knoll Pond	Oak Knoll Pond	\$ 127,014.62			\$ (18,000.00)	\$ 109,014.62
	William T. Kemper Foundation and the Commerce Bancshares Foundation (The Cor	The Commons	\$ 100,000.00				\$ 100,000.00
	Wydown Blvd.		\$ -		\$ 10,162.60	\$ (1,643.13)	\$ 8,519.47
	DeMun Mural		\$ -		\$ 39,113.05	\$ (44,216.68)	\$ (5,103.63)
	Commons at Shaw Park Study		\$ -		\$ 40,000.00	\$ (2,000.00)	\$ 38,000.00
CCF RESTRICTED FUND TOTAL			\$ 2,489,402.89		\$ 353,144.02	\$ (366,169.58)	\$ 2,476,377.32
CCF – HISTORY:							
	Clayton History Center	Clayton Heritage Cente	\$ 1,531.00		\$ -		\$ 1,531.00
	Hanley House	Hanley House	\$ 8,443.12		\$ -	\$ -	\$ 8,443.12
	Historical Artifacts	Historical Artifacts	\$ 291.61		\$ 2,827.53	\$ (312.37)	\$ 2,806.77
	History		\$ -				\$ -
	Art		\$ -				\$ -
CCF – HISTORY RESTRICTED FUND TOTAL			\$ 10,265.73		\$ 2,827.53	\$ (312.37)	\$ 12,780.89
TOTAL RESTRICTED FUND			\$ 2,499,668.62		\$ 355,971.55	\$ (366,481.95)	\$ 2,489,158.21

Clayton Community Foundation
Statement of Activities All Projects - FYTD

As of October 31, 2022

As of Date:

10/31/2022

	Anderson Dog Park Year To Date 10/31/2022	Chapman Plaza Maintenance Fund Year To Date 10/31/2022	DeMun Mural Year To Date 10/31/2022	Historic Markers Year To Date 10/31/2022	Inhance Clayton Program Year To Date 10/31/2022	Oak Knoll Pond Year To Date 10/31/2022	Park on Maryland Avenue Year To Date 10/31/2022	Wydown Blvd. Year To Date 10/31/2022	Law Park Study Year To Date 10/31/2022	Operations Year To Date 10/31/2022	Parks Year To Date 10/31/2022	All Projects Year To Date 10/31/2022
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual
Change in Net Assets												
Revenue												
4010 - Individual Donations	-	-	28,379.61	1,000.00	2,500.00	-	50,100.00	10,162.60	-	29,777.42	-	121,919.63
4020 - Corporate Donation	-	-	10,733.44	-	-	-	5,500.00	-	40,000.00	10,113.16	-	66,346.60
4030 - Donations Tributes	-	-	-	1,827.53	21,525.00	-	-	-	-	-	-	23,352.53
4060 - Event Sponsorship	-	-	-	-	-	-	-	-	-	12,000.00	-	12,000.00
4110 - Interest Income	-	-	-	-	-	-	-	-	-	9,273.45	-	9,273.45
4120 - Dividend Income	-	18,921.28	-	-	-	-	-	-	-	-	-	18,921.28
4130 - Unrealized Gain/Loss	-	(216,665.70)	-	-	-	-	-	-	-	-	-	(216,665.70)
4140 - Realized Gain	-	164,822.09	-	-	-	-	-	-	-	-	-	164,822.09
4999 - Miscellaneous Income	-	-	-	-	500.00	-	-	-	-	(2,186.33)	-	(1,686.33)
6000 - Indirect Allocation	-	-	(3,401.30)	(282.75)	(2,202.50)	-	(3,050.00)	(508.13)	(2,000.00)	11,444.68	-	-
Revenue	-	(32,922.33)	35,711.75	2,544.78	22,322.50	-	52,550.00	9,654.47	38,000.00	70,422.38	-	198,283.55
Expenses												
Professional Fee												
5020 - Professional Services	-	-	-	-	-	-	-	-	-	7,500.00	-	7,500.00
5030 - Service Contracts	-	-	-	-	-	-	-	-	-	31,808.75	-	31,808.75
Total Professional Fee	-	-	-	-	-	-	-	-	-	39,308.75	-	39,308.75
Operations												
5100 - Postage	-	-	-	-	-	-	-	-	-	1,922.79	-	1,922.79
5105 - Printing and Photography	-	-	-	-	2,055.00	-	-	-	-	5,551.53	-	7,606.53
5110 - Dues and Memberships	-	-	-	-	-	-	-	-	-	175.00	-	175.00
5115 - Advertising	-	-	-	-	2,500.00	-	-	-	-	15,170.24	2,125.00	19,795.24
5140 - Insurance Expense	-	-	-	-	-	-	-	-	-	3,335.30	-	3,335.30
5145 - Supplies and Materials	-	42,146.25	-	-	9,026.40	-	-	-	-	1,895.60	-	53,068.25
5150 - Meetings and Receptions	-	-	-	-	-	-	-	-	-	8,270.32	-	8,270.32
5190 - Banking and Credit Card Fees	-	-	223.14	29.62	111.42	-	-	-	-	1,152.96	-	1,517.14
5210 - Scholarships	-	-	-	-	-	-	-	-	-	489.75	-	489.75
Total Operations	-	42,146.25	223.14	29.62	13,692.82	-	-	-	-	36,911.18	2,125.00	96,180.32
Project Expenses												
5205 - Project Expenses	20,555.00	-	40,592.24	-	1,997.50	18,000.00	-	1,135.00	-	-	-	82,279.74
Total Project Expenses	20,555.00	-	40,592.24	-	1,997.50	18,000.00	-	1,135.00	-	-	-	82,279.74
Total Expenses	20,555.00	42,146.25	40,815.38	29.62	15,690.32	18,000.00	-	1,135.00	-	76,219.93	2,125.00	217,768.81
Total Change in Net Assets	(20,555.00)	(75,068.58)	(5,103.63)	2,515.16	6,632.18	(18,000.00)	52,550.00	8,519.47	38,000.00	(5,797.55)	(2,125.00)	(19,485.26)

**Clayton Community Foundation
Payments Report
for the month of September 2022**

Bill Date	Payment Date	Vendor Name	Bill Description	Amount
10/1/2022	10/4/2022	Risk Strategies Company	Directors & Officers Policy Renewal 10/02/2022 - 10/02/2023	1,161.00
10/1/2022	10/4/2022	The Ijaz Group	Accounting Services - October 2022	750.00
	10/11/2022	Commerce Bank	Commerce Bank Payment - October 2022	141.52
9/1/2022	10/14/2022	City of Clayton	CCF Quarterly Invoice	14,718.75
9/1/2022	10/14/2022	City of Clayton	CCF Quarterly Invoice	238.47
9/1/2022	10/14/2022	City of Clayton	CCF Quarterly Invoice	35.97
9/1/2022	10/14/2022	City of Clayton	CCF Quarterly Invoice	1,188.56
9/1/2022	10/14/2022	City of Clayton	CCF Quarterly Invoice	489.75
10/4/2022	10/18/2022	Fastsigns	Display Case Foam Core with 2 Easels Per Sign	487.45
10/3/2022	10/19/2022	Via Partnership, LLP	Develop Public Art Strategy (50%)	1,135.00
9/9/2022	10/26/2022	Sewah Studios Inc.	M-14661 Historical Marker "City Hall" 1-7' Octagonal Post	2,055.00
9/2/2022	10/26/2022	Troco Fab	Shaw Park Foundation - Additional Material and Labor expenses	10,820.25
10/12/2022	10/28/2022	Universal Creative Concepts	Uni-ball 207 Gel Pen, Screen Charge	418.83

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ACH Debit	22276008096142	10-04	10-04	750.00
Ijaz Group St-Y0x7o0k6s0x6 091000018880536 Ijaz Group				
ACH Debit	22277008185564	10-04	10-04	1,161.00
Payables 025Yfvelgwb5rs 021000022503221 Bill.Com				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-04	10-04	726,336.70
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-05	10-05	728,002.16
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-06	10-06	728,067.77
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-07	10-07	728,133.39
Acct Analysis Service Charge		10-10	10-11	92.04
ACH Debit	22284001644850	10-11	10-11	141.52
Payment 873010001714356 101000011644850 Commerce Bank				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-11	10-11	728,162.32
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-12	10-12	728,227.95
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-13	10-13	729,843.58
ACH Debit	22287003859330	10-14	10-14	16,671.50
Payables 025Knougqtblely 021000020384852 Bill.Com				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-14	10-14	713,237.86
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-17	10-17	713,430.70
ACH Debit	22291005881456	10-18	10-18	487.45
Payables 025Wiyxggbpxj 021000028886445 Bill.Com				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-18	10-18	713,091.55
ACH Debit	22292006118094	10-19	10-19	1,135.00
Payables 025Aujzjzbbq2id 021000028668592 Bill.Com				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-19	10-19	712,020.82
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-20	10-20	716,672.92
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-21	10-21	717,337.51
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-24	10-24	717,531.46
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-25	10-25	717,596.13
ACH Debit	22299009374668	10-26	10-26	12,875.25
Payables 025Iejelubn1q 021000029579191 Bill.Com				
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-26	10-26	744,785.55
Sweep Funds Transfer Out Dr	Account Number XXXXXXXX0501	10-27	10-27	744,857.57
ACH Debit	22301000997946	10-28	10-28	418.83
Payables 025Aaxnsloc0elt 021000021194612 Bill.Com				

Company Name: Clayton Community Foundation

Report Name: Funder Aging Report

As of Date: 10/31/2022

Created On: 11/9/2022

Based on: Invoice As of Date: 10/31/2022

Funder ID	Funder Name	0-30	31-60	61-90	91-120	121-	Total
F1003	Moneta	-	-	-	-	500.00	500.00
F1005	Barry-Wehmiller Companies, Inc.	7,000.00	-	-	-	-	7,000.00
F1006	Commerce Bank	2,500.00	-	-	-	-	2,500.00
F1007	Buckingham Strategic Wealth	2,500.00	-	-	-	-	2,500.00
Grand Totals		12,000.00	-	-	-	500.00	12,500.00

Company Name: Clayton Community Foundation
Report Name: Trial Balance Report
Reporting Book: ACCRUAL
Reporting Period: Current Year To Date
As Of Date: 10/31/2022

Account Number	Account Name	Opening balance on 01/01/2022	debit	credit	Adjusting debit	Adjusting credit	Closing balance on 10/31/2022
1000	Asset	155,075.00		1,217,673.55			150,275.00
1020	Asset	389,712.95	664,033.45	309,039.23			744,707.17
1040	Asset	498,000.00	249,000.00				747,000.00
1050	Asset	2,404,593.29		317,391.18			2,087,202.11
1060	Asset	118.73	1,526.74				1,645.47
1200	Asset		26,000.00	13,500.00			12,500.00
1300	Asset	1,162.41	3,107.00	2,880.90			1,388.51
2000	Liability	(41,439.89)	301,603.44	260,163.55			-
2010	Liability	(44,536.21)	44,168.00				(368.21)
2050	Liability	(800,000.00)		400,000.00			(1,200,000.00)
2100	Liability			2,718.19			(1,149.03)
3000	NA	(2,423,521.28)					(2,423,521.28)
3005	NA	(139,165.00)					(139,165.00)
4010	Revenue			121,919.63			(121,919.63)
4020	Revenue			66,346.60			(66,346.60)
4030	Revenue			23,352.53			(23,352.53)
4110	Revenue			12,000.00			(12,000.00)
4120	Revenue			9,273.45			(9,273.45)
4130	Revenue			18,921.28			(18,921.28)
4140	Revenue		216,665.70				216,665.70
4999	Revenue			164,822.09			(164,822.09)
5020	Expense		2,200.00	513.67			1,686.33
5030	Expense		7,500.00				7,500.00
5100	Expense		75,976.75	44,168.00			31,808.75
5105	Expense		1,922.79				1,922.79
5110	Expense		7,606.53				7,606.53
5115	Expense		175.00				175.00
5120	Expense		19,795.24				19,795.24
5140	Expense		3,335.30				3,335.30
5145	Expense		53,068.25				53,068.25
5150	Expense		8,270.32				8,270.32
5190	Expense		1,517.14				1,517.14
5205	Expense		82,279.74				82,279.74
5210	Expense		489.75				489.75
Totals:			2,984,683.85	2,984,683.85			0.00

Asset	3,744,718.26	Net Assets	2,423,521.28
Liability	(1,201,517.24)	ME	139,165.00
NA	(2,562,686.28)	Surplus/Deficit	(19,485.26)
			<u>2,543,201.02</u>
Revenue	(199,969.88)	Restricted	\$ 2,489,158.21
Expense	219,455.14	Unrestricted	\$ 54,042.81
	19,485.26		<u>\$ 2,543,201.02</u>

3,744,718.26

(199,969.88)

Clayton Community Foundation
FY 2023 Fund Summary - Proposed
January 1, 2023 - December 31, 2023

		F Y2022	FY 2022	FY 2023
		Budget	Estimated	Proposed
CCF UNRESTRICTED FUND				
	BEGINNING BALANCE	\$78,124.81	\$63,017.00	\$19,352.00
	TOTAL REVENUE	\$203,500.00	\$160,500.00	\$250,000.00
	TOTAL EXPENDITURES	(\$203,068.00)	(\$204,165.00)	(\$224,407.00)
	SUBTOTAL	\$78,556.81	\$19,352.00	\$44,945.00
CCF RESTRICTED FUND				
	BEGINNING BALANCE	\$1,126,086.43	\$2,499,669.00	\$2,174,202.00
	TOTAL REVENUE	\$420,630.00	\$216,740.00	\$71,500.00
	TOTAL EXPENDITURES	(\$336,000.00)	(\$542,207.00)	(\$336,200.00)
	SUBTOTAL	\$1,210,716.43	\$2,174,202.00	\$1,909,502.00
CCF COMBINED FUND BALANCE				
	BEGINNING BALANCE	\$1,204,211.24	\$2,562,686.00	\$2,193,554.00
	TOTAL REVENUE	\$624,130.00	\$377,240.00	\$321,500.00
	TOTAL EXPENDITURES	-\$539,068.00	-\$746,372.00	-\$560,607.00
	SUBTOTAL	\$1,289,273.24	\$2,193,554.00	\$1,954,447.00

Clayton Community Foundation FY2023 Operating Fund Budget - Proposed

January 1, 2023 - December 31, 2023

Account #	Account Title	FY 2022 Approved Budget	FY 2022 Estimated	FY 2023 Proposed
REVENUE				
CLAYTON COMMUNITY FOUNDATION				
4010	DONATIONS - INDIVIDUAL	\$90,000.00	\$70,000.00	\$133,000.00
4020	DONATIONS - CORPORATE	\$20,000.00	\$15,000.00	\$25,000.00
4000	GRANTS	\$15,000.00	\$0.00	\$25,000.00
4060	EVENT SPONSORSHIPS	\$20,000.00	\$2,500.00	\$5,000.00
4030	ENHANCE CLAYTON	\$46,500.00	\$64,000.00	\$47,000.00
4999	MISCELLANEOUS	\$0.00	\$0.00	\$0.00
4110	INTEREST	\$12,000.00	\$9,000.00	\$15,000.00
	TOTAL FOUNDATION REVENUES	\$203,500.00	\$160,500.00	\$250,000.00
EXPENDITURES				
CLAYTON COMMUNITY FOUNDATION				
CONTRACTUAL SERVICES				
5020	PROFESSIONAL SERVICES	\$26,604.00	\$28,241.00	\$15,257.00
5100	POSTAGE	\$6,700.00	\$6,000.00	\$6,300.00
5115	ADVERTISING	\$24,600.00	\$7,600.00	\$11,600.00
5105	PRINTING & PHOTOGRAPHY	\$18,900.00	\$11,800.00	\$13,900.00
5140	INSURANCE	\$3,350.00	\$3,960.00	\$4,200.00
5110	DUES & MEMBERSHIPS	\$550.00	\$550.00	\$580.00
5190	BANKING & CREDIT CARD FEES	\$2,500.00	\$2,000.00	\$2,100.00
5030	CONTRACTUAL SERVICES	\$72,014.00	\$71,614.00	\$104,670.00
	TOTAL CONTRACTUAL SERVICES	\$155,218.00	\$131,765.00	\$158,607.00
COMMODITIES				
5145	SUPPLIES & MATERIALS	\$4,700.00	\$4,700.00	\$5,500.00
TBD	ENHANCE CLAYTON	\$31,050.00	\$58,000.00	\$47,700.00
5150	MEETINGS & RECEPTIONS	\$12,100.00	\$9,700.00	\$12,600.00
5999	MISCELLANEOUS	\$0.00	\$0.00	\$0.00
	TOTAL COMMODITIES	\$47,850.00	\$72,400.00	\$65,800.00
	SUBTOTAL EXPENDITURES	\$203,068.00	\$204,165.00	\$224,407.00
	TOTAL OPERATING FUND EXPENDITURES	\$203,068.00	\$204,165.00	\$224,407.00

Clayton Community Foundation FY2023 Restricted Fund Budget

January 1, 2023 - December 31, 2023

Account #	Account Title	FY2022	FY 2022	FY 2023
		Approved Budget	Estimated	Proposed
REVENUE				
CLAYTON COMMUNITY FOUNDATION				
4040	DONATIONS - INDIVIDUAL - RESTRICTED	\$0.00	\$99,640.00	\$10,000.00
4050	DONATIONS - CORPORATE - RESTRICTED	\$400,000.00	\$95,600.00	\$40,000.00
	DONATIONS - STOCK	\$0.00	\$0.00	\$0.00
4120	DONATIONS - DIVIDENDS	\$20,630.00	\$21,500.00	\$21,500.00
4130	GAIN/LOSS ON SALE OF ASSETS	\$0.00	\$0.00	\$0.00
	STOCK MARKET VALUE CHANGE	\$0.00	\$0.00	\$0.00
	TOTAL FOUNDATION REVENUES	\$420,630.00	\$216,740.00	\$71,500.00
EXPENDITURES				
CLAYTON COMMUNITY FOUNDATION				
91.90.96-870.21	Project Expenditures	\$186,000.00	\$334,207.00	\$176,200.00
91.90.96-870.22	Chapman Maintenance Expenditures	\$150,000.00	\$208,000.00	\$160,000.00
	TOTAL EXPENDITURES	\$336,000.00	\$542,207.00	\$336,200.00



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

10 North Bemiston / Clayton, MO 63105 / 314.290.8553
claytoncommunityfoundation.org

REQUEST FOR APPROVAL

TO: CCF Board of Directors
FROM: CCF Executive Committee
DATE: November 16, 2022
SUBJECT: Resolution 22-05: Proposed FY2023 Budget

Included for your consideration is the proposed Operating Budget for the Clayton Community Foundation (CCF) for Fiscal Year 2023 (January 1 – December 31, 2023). This budget has been developed based upon past year's histories and projected revenues and expenditures.

Recommendation: The CCF Executive Committee recommends that the CCF Board of Directors approve the Fiscal Year 2023 budget as submitted.



STRATEGY MAP

Adopted: 1/26/2019
Updated: 3/9/2021
New Draft: 3/18/2022

CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

VISION

Horizon 10 Yrs

MARKET POSITIONING STRATEGY

5 - 7 Yrs

IMPLEMENTATION STRATEGY

GOALS

3 Yrs

SUPPORTING OBJECTIVES

2 - 3 Yrs

Priority for 2022 - 2023

Core Ideology

Core Values

- Stewardship
- Collaboration
- Engagement
- Enrichment
- Leadership
- Diversity, Inclusion, and Equity

Core Purpose

Create generational impact through culture and community.

Envisioned Future

Courageous Goal

Make Clayton famous for its cultural assets.

Vivid Description

Clayton is a vibrant community where you can be happy, healthy, engaged, informed. Clayton is a destination for all its constituents.

Sustainable Competitive Advantages

West of the City of St. Louis, Clayton is a metropolitan hub and the seat of St. Louis County Government. The population is 15,939 (2010 census) and is projected to have increased by nearly 1,500 since, largely due to the development of housing in the Downtown District. Geographically a small community (2.5 miles wide) it serves nearly 35,000+ daytime workers. It is home to numerous Fortune Five Hundred Headquarters and companies and acts as a regional destination for residents of nearby municipalities, serving diverse audiences that enjoy leisure activities, shopping, and dining.

Target Markets

- Neighboring Communities
- Communications
- Neighborhood/Condo Associations
- Chamber of Commerce
- Clayton School District
- Media & Student Target Media
- Wealth Management Advisors
- Estate Planning Attorneys
- Cultural Festivals Social Media
- Grant Making Foundations
- Explore St. Louis
- STL Association of Realtors
- BOMA
- City of Clayton Communications
- Higher Education Leadership
- Employers Direct
- Pillar Related Societies
- Regional Historical Societies

Target Audiences

- Residents
- Families
- Workforce
- Visitors
- Students
- Shoppers
- Seniors
- Renters
- Tourists
- Business Owners
- Young Professionals
- Diners
- Neighboring Communities

Target Assets

CCF serves as a nonprofit partner to the City of Clayton to catalyze the community's passion for excellence through private investment in four core areas: Art, History, Parks, and Sustainability.

CCF acts as the steward of cultural assets that are both physical and experiential. Examples include capital projects, programs, events, interactive tools, publications, exhibitions, and other items in the four core areas that benefit the greater public or community.

1.0 Improve Infrastructure

Drive 20% of the 10x increase in community engagement
Champions - Cordell Whitlock & Alex Elmestad

- 1.1 Raise \$1.0 million for operating expense endowment
- 1.2 Optimize web & mobile user experience
- 1.3 Implement measurement of Asset utilization/engagement
- 1.4 Improve donor management

2.0 Increase Community Engagement & Connection to Existing Assets

Drive 40% of the 10x increase in community engagement
Champions - Marta Martin & Jennifer Volk

- 2.1 Implement social media to attract Community Engagement
- 2.2 Create a multi-year event plan that demonstrates CCF's community engagement
- 2.3 Create pilot utilization programs

3.0 Develop Opportunities to Collaborate

Drive 10% of the 10x increase in community engagement
Champion - Brian Edwards

- 3.1 Build mutually beneficial relationships with 12 organizations
- 3.2 Develop 3 collaborative initiatives by 2024

4.0 Create New Assets

Drive 30% of the 10x increase in community engagement
Champions - Sarah Melinger & George Hettich

- 4.1 Create rapid impact projects for Physical Assets & Experiential Assets
- 4.2 Provide support for a major Asset identified in City master planning.
- 4.3 Raise \$4.0 million for major gifts program
- 4.4 Raise \$2.5 million to implement strategic plan objectives

HOW

WHY



**CLAYTON COMMUNITY
FOUNDATION**

ART • HISTORY • PARKS • SUSTAINABILITY

Proposed
Priorities for 2023

CCF Update: 2022

Art

- \$40,000+ secured for DeMun Park Mural by individuals and Caleres corporate grant; establishing first mural in Clayton (July 2022).
- \$10,000+ secured stock gift for Wydown Gateway Artwork (Art Consultant for RFP process)
- \$45,000+ (est.) pledged to Chapman Fountain Seasonal Artwork.
- \$5,000 (est.) in-kind to Donor Salon Event for Public Art Fundraising.

History

- \$10,000 multi-year pledge secured for Hanley House ongoing maintenance
- \$5,000+ secured for Historic Site Markers; advancing historic wayfinding and equity initiatives. Launching program and donor decks based on best practices of marker program in consultation with museum/history pros.
- Relaunching the Clayton History Center post-flood (2021-2022). Assistance in storage, preservation, equipment implementation, and public/committee access to facility.
- Preservation (via consultant) of Ralph Clayton portrait; signature item of 2022 Annual Exhibition (October 2022 opening), furthering historic contextualization, equity efforts, and shared community history.

Parks

- \$50,000 major gift secured for New Park on Maryland Avenue.
- \$5,000 secured additionally from Opus Foundation for Maryland Park.
- \$150,000 Oak Knoll Pond & Pavilion gift facilitated and ongoing donor stewardship. Opened July 2022.
- \$55,000+ Anderson Park Dog Park gift facilitated and ongoing donor stewardship. Opened July 2022.
- Leading The Commons in Shaw Park Study & Project: Goal of majority private funding

CCF Update: 2022

Sustainability

- E-Transportation efforts underway for E-Bikes and related vehicles. Exploring private funding and utilities incentive programs.
- CCF Donors have planted numerous trees in Clayton, contributing to Clayton's recognition as a Tree City USA.
- Further integrating sustainability accomplishments, messages, efforts, and benchmarks across all pillars and programs.

External Affairs

- \$5,000+ est. cost saved. In-kind photography services to document all CCF assets (to be used for printed and web collateral).
- CCF community engagement is expanding with over 1,800 interactions this year on the Otocast App (experiencing Clayton assets), 500+ followers on Facebook, 300+ followers on Instagram, 900+ email subscribers (near 50% open rate), and hundreds watching CCF videos on YouTube Channel.
- \$2,500 secured from corporate sponsor for *Shakespeare in Shaw Park* (2022)
- Expansion of sponsored events or programming, including: *CCF at Home*, *Clayton's Neighborhoods* series, *Parties in the Park*, *Shakespeare*, and openings for projects.

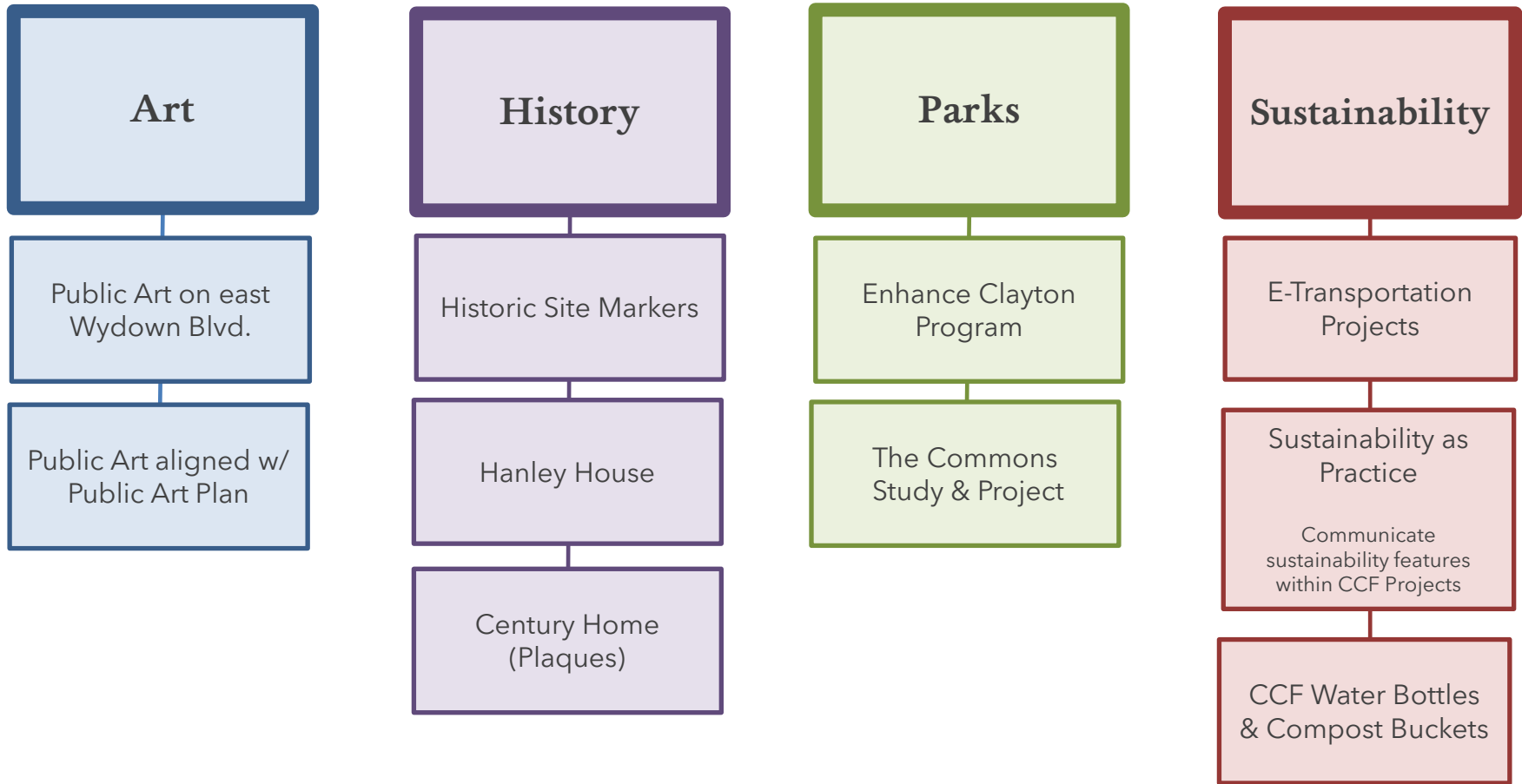
Internal Affairs

- Cost saved TBD. Office relocation to back Chambers to accommodate HR relocation and city space needs.
- Cost saved TBD. Further separating city from CCF affairs (internal controls, financial policy, donor online transactions, related admin. and processing, and bi-annual audits work).

Governance

- Refinement of Strategic Plan with three-year term approaching.
- Refinement of organizational structure to maximize time and talents of board members, stakeholders, and staff, while ensuring increase of donations and implementation of projects. Bylaws refinement and adoption.
- Efforts to diversify and reflect the community served.
- Efforts to identify and recruit board talent needed per board matrix.

Pillars, Projects, & Initiatives





STRATEGY MAP

Adopted: 1/26/2019
Updated: 3/9/2021
New Draft: 3/18/2022

CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

VISION

Horizon
n

10 Yrs

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IMPLEMENTATION STRATEGY

GOALS

3 Yrs

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SUPPORTING OBJECTIVES

2 - 3 Yrs

Priority for 2023 - 2024

HOW

WHY

Strategic Plan: 1.0 Improve CCF Infrastructure

Operations

Internal Affairs

Continue efforts to separate city finance from CCF

Maximize revenue income on investments

Continue refinement of finance policies to ensure healthy operations

Governance

Inclusion & Diversity: BoD & Brand

Establishment of Advisory Board: CCF Founders, Past Board Members, relevant alums, and Prospects

External Affairs

1.3 Implement measurement of asset utilization/engagement (bids proposed)

1.2 optimize web & mobile user experience (refine new website)

Refine Otocast & YouTube, and social media platforms

Donors

Giving Goal: 50% of Clayton households

1.4 Improve donor management (refine DonorPerfect)

Refine online giving, optimize user interfaces, and sharpen internal processes

Grants & Endowment

Grants for Operations

1.1 raise \$1 million for operating expense endowment (FY23 Campaign))



CCF Endowment Campaign (2023)

- Heading in 2023, it is critical that CCF prioritize the creation and fundraising campaign of an operating expense endowment per the strategic plan.
- In 2023, the City of Clayton celebrates 110 years.
- CCF will launch a campaign asking Clayton households to give \$110 to the nonprofit to help continue the mission and sustain operations.
- CCF is setting an ambitious goal to establish 50% (half) of Clayton households as donors.
- Estimated 7,000 households in Clayton x \$110 ea. = \$770,000 (50% = \$385,000 unrestricted)
- CCF will work to secure 5+ major gifts to kickstart the endowment (\$25-50,000 goal)
- If CCF generates \$350,000 in unrestricted donations for the operating endowment, estimated earned revenue in FY24 will be approx. \$20,000. CCF will continue to fundraise to achieve \$1,000,000 for an operating endowment with a set goal of \$60,000 annually in earned revenue (interest).
- CCF has numerous accomplishments to showcase in 2023, including projects completed and opened. These highlights will build the case for future support and philanthropy to the mission.



Clayton Commons at Shaw Park Project Snapshot

CLAYTON COMMUNITY
FOUNDATION

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Executive Summary

The Shaw Park Ice Rink is closed and set for demolition in the Fall of 2022. The existing ice rink opened in 1961 and, while it served the community for over 55 years, was long past the life expectancy for a facility of this type. The system that operated the rink needed to be replaced; the slab was subject to significant thawing due to cracking and the underlying system; and the building itself deteriorated, in particular in the rooms that service the ice-making equipment. [Read more on the project, past timeline, and design iterations.](#) The project is over 12 years in the making. In 2018, CCF was challenged to privately raise a fraction of the public expense required. The global pandemic paused all capital projects and construction on the newly designed facility. In 2021, CCF was then asked to examine feasibility on 100% private funding. In 2022, CCF hired Hastings+Chivetta in association with SWT Design and Ballard*King to produce a study that takes a fresh look at facility planning, design, and feasibility for the Clayton Commons at Shaw Park that encompasses lessons learned during the pandemic out the utilization of outdoor space.

- Ice Rink built in 1961 required upgrades and the City decided to make into multi-year, multi-use, regional facility. The facility was part of master plan and included as capital expense in city's budget.
- CCF was challenged to raise \$4 million dollars of the total estimated expense of \$20+ million dollars. This small fraction of private dollars would supplement the total public dollars required.
- A design by Chiodini Architects of the upgraded facility was approved by ARB, which included a covered roof over the outdoor ice rink.
- In 2019, CCF secured a \$2 million dollar gift from the Centene Charitable Foundation, which includes naming rights to the facility. These payments are delivered annually in the amount of \$400,000 until April 2024 the anticipated completion and opening of the new facility. Additionally, \$100,000 was secured from the Commerce Bancshares Foundation. & William T. Kemper Foundation.
- In 2020, the global pandemic put the project on pause. The city revised its budget removing all capital projects not yet complete or funded, including the Commons.
- In 2021, CCF was then asked to examine the feasibility of raising 100% private funding for the project.
- Private funders pledged to fund \$120,000 of the expense of the proposed study. The funders asked that either CCF or related party fund the difference (approx.. \$28,500). Since this amount would not be paid until late 2023 and the City was now anticipating 100% private funds for the project, it was best to proceed, keeping the process moving forward.
- In 2022, CCF hired Hastings+Chivetta in association with SWT Design and Ballard*King to produce a study that takes a fresh look at facility planning, design, and feasibility for the Clayton Commons at Shaw Park.
- The delay on the project allowed the opportunity to incorporate some of the changing needs and trends for outdoor recreation. The Clayton Commons reimagined the historical ice rink in Shaw Park as a year-round facility that will provide space for concerts, youth sports, ice skating of course, a beer garden, and so much more.
- This new project is anticipated to be 100% privately funded. Public and community engagement is integral to the process and final study. CCF is following the model that was established for Chapman Plaza & Falls.
- Hastings+Chivetta have been leading the process, establishing a review committee and peer committee with a rigorous meeting schedule, involving all stakeholders. Additionally, meetings have occurred with potential donors and has now moved into the community engagement phase. Outreach to community members has occurred and meetings to receive input and feedback are to follow in the month of November.
- This phase of the project is expected to conclude by early Spring 2023 and the results of the study will be shared with the City of Clayton for further community discussion and approvals. The project would then move into fundraising phases prior to any bid or construction phases.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

Governance Report – November 2022

Our efforts focus on governance, strategic planning, performance metrics, board recruitment and engagement.

Opportunities for Board Involvement

It's never too early for board member recruitment. Please consider your friends, neighbors, contacts, and colleagues, and send any recommendations to Governance. The goal is to allow time to get to know and cultivate potential people. Contact Judy Goodman at jargoodman@aol.com with any questions.

Committee Members

Judy Goodman-Vice-President, Cordell Whitlock, Cindy Wallach, Sarah Melinger, Richard Ryffel, Chuck Freedman. New members are welcome.

Meetings for 2023

Meetings set according to ongoing needs of CCF.

Governance

- Starting in 2022, the new organizational structure has been implemented. The Bylaws (amended and restated) was approved by the Board at the August 2022 meeting and will be filed with the federal and state entities. The Manual of Procedures has been updated and reflects these changes.
- A possible Vice-President of Internal Affairs has been identified and efforts are underway to fill the role in 2023.
- Efforts are being made to host quarterly Board Meetings outside of City Hall and Council Chambers. Desirable locations have been offered and recent meetings have been hosted at Seven Gables Inn. As 2023 approaches, locations will be confirmed.

Strategic Planning & Metrics

- With the three-year anniversary of the Strategic Plan, Mark Carlie has been leading preliminary sessions to review the status of the plan and assist with modifications. A proposed strategic planning session with the full Board of Directors is anticipated for spring 2023.
- For 2022, a new Scorecard has been created with strategic goals for monthly tracking.

Board Seats, New Members, & Engagement

- George Hettich, Chair of Major Gifts left the board effective March 31, 2022, after a long term of service. Mike Brady left the board effective April 29, 2022, due to new work responsibilities.
- Hannah Kim accepted the role of Legal Advisor and Colleen Watermon accepted the role as Chair of Major Gifts.
- YTD there are currently 31 board members. 16 board terms end in 2022. Currently 9 are renewing, 7 are not renewing, and 6 are being recommended for service starting in 2023.

Board Matrix & Diversity

- To ensure diversity of talent and expertise, the CCF Matrix is frequently updated to inform members of each other's area of expertise as well as current employer. This additional information provides greater perspective for individual members, so that the organization may operate efficiently and effectively, and fully utilize its collective influence to achieve its long-term strategic goals.
- The Committee will continue efforts to diversify the Board. A review of bylaws and official representative structure in the organization will occur to ensure a focus on continued diversity practices. Working with board members and stakeholders, a DEI statement will be developed and included within internal and external messaging by 2023.

Nomination Process

- September 30- Deadline to nominate new board members.
- Early October – Committee reviews renewing/new nominations and recommends a slate of nominees.
- Mid-October - Executive Committee votes on recommended slate of nominees.
- November - Board of Directors votes on slate of nominees and officers.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

Internal Affairs Report – November 2022

Our efforts focus on finance, accounting, human resources, and facilities.

Opportunities for Board Involvement

The Vice-President of Internal Affairs is currently a vacant position. Should you or someone you have identified be interested in filling the role, please contact Alex Elmestad at aelmestad@claytoncommunityfoundation.org.

Committee Members

Vacant-Vice President of Internal Affairs, Cordell Whitlock, Sarah Melinger, Chuck Freedman, Mark Carlie, Judy Goodman, Richard Ryffel, Patty DeForrest, and Rick Hummell. New members are welcome.

Meetings for 2023

Meetings set according to ongoing needs of CCF.

Finance

- A draft of the investment policy is being written with guidance from Internal Affairs and subject to approval by Executive Committee.
- After a clean audit for the years 2019 and 2020, CCF is completed a one-year audit in 2022 due to accounting conversion. The final report is being presented by RubinBrown.
- CCF Legal Advisor is reviewing past major gift agreements and drafting a template for all future agreements between donors and the nonprofit. This template would clearly state necessary operational expenses for CCF with the fulfillment and execution of any agreed upon pledge or gift(s).
- In 2023, CCF will work on opening an account for an operating endowment, establishing necessary policies and details required for healthy revenue and/or use of the fund.

Accounting

- IJaz (accounting firm) has been preparing a monthly financial report. These reports are reviewed monthly by the Executive Director, and periodically by Internal Affairs, and quarterly by the Executive Committee. IJaz works with staff to refine the reports for clarity and accuracy. If there is any question or concern regarding the financials, members can inquire to Internal Affairs or the Executive Director. IJaz is also able to present any/all reports for additional clarity at board meetings or Internal Affairs meetings.

Human Resources

- Salary adjustments are underway for the full-time CCF Staff position. Position hired as Foundation Administrator (2019) and promoted to Executive Director (2021). See document in board packet on Proposed Revisions of MOU for more detail. Anticipated timeline is projected for January 1, 2023.

Facilities

- CCF Offices are located in the conference room of Council Chambers on the 2nd floor of City Hall. The Human Resources Department for the City of Clayton relocated in January to the 2nd floor former CCF office in City Hall from their current location on the 1st floor. CCF continues to have access to all city facilities, including Council Chambers, and meeting rooms at both City Hall and Center of Clayton.
- CCF History continues to utilize space at the Center of Clayton for the Clayton History Center open to the public by appointment. This space acts as the hub for archives, collections, publications, meetings, and research.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

External Affairs Report – November 2022

Our efforts focus on communications, fundraising, and events.

Opportunities for Board Involvement/Volunteers

Want to get involved? Contact Jennifer Volk at jennifer@creative-entourage.com.

Committee Members

Jennifer Volk-Vice-President of External Affairs, Rebecca Thorn-Chair of CCF History, Debbie Chase-Chair of CCF Art, Cordell Whitlock, Brian Edwards, Shanti Parikh. New members are welcome.

Meetings for 2023

Meetings set according to ongoing needs of CCF.

Communications & Advertising

- For 2022 and beyond, an internal CCF calendar is being developed, which includes: communications, events, programs, and relevant efforts to ensure the organization remains in sync. Public events, programs, and news will be posted to CCF's website.
- The new website is still being populated with content. It is the goal that by the end of 2022, CCF will have a robust digital archive highlighting past projects, as well as allowing users the ability to explore new projects. The website will act as an interactive "donor deck" for each project, with inspiring multimedia content.
- Starting in July, CCF refreshed its E-News template to meet brand standards and better communicate monthly updates to audiences. CCF continues to send monthly eblasts (E-News; 930+ subscribers; 47% aver. open rate) and publish content in the City's quarterly CityViews printed publication, and weekly Clayton Connection eblasts. CCF advertised in the 2022 Clayton Community Directory and will continue to identify paid advertisements to the target 63105 audiences.
- CCF will plan to design, print, and mail 3 fundraising appeals (Spring, Fall, Year-End) to CCF annual donors and Clayton community.
- The committee will work with Major Gifts to develop PR campaigns accordingly, including: Enhance Clayton Program, Historic Site Markers, Hanley House, Wydown Artwork, among others.

Social Media & Otcast

- CCF's Facebook Page was hacked in July and restoration by Meta has been slow and unproductive. New security protocols and administrative access have been implemented to prevent future disruptions, as well as streamline content. Development of a social media content plan is being created, piloted for 2022, with full implementation by 2023.
- Otcast App is highly utilized by the public. Updating of the content is required and being explored.

Multimedia

- *Clayton's Neighborhoods* video series and *CCF at Home* series is now complete. All the episodes can be watched on CCF's [YouTube Channel](#). These videos are a great tool for promoting the Historic Markers Program. Through 2022, the videos are being re-released in monthly E-News communications.
- In June, Clayton native Bob Denlow, an accomplished semi-professional photographer provided CCF with photographic assets documenting the 25+ CCF funded assets. Due to these in-kind services and high-quality images, it will allow CCF to showcase the past (and future) impact of CCF. These quality photographs will be used in all print and web collateral. Denlow has an expansive portfolio of clients, one of which is the City of Clayton.

Events

- In July we opened the Clayton Dog Park at Anderson Park and the DeMun Mural, the first public mural in Clayton. Picnic in the Park, a CCF-sponsored event welcomed 1,000+ people on June 5. And the Chapman Concert on June 23 and October 27 activated CCF project site. Also in July, the Oak Knoll Pond & Pavilion Enhancements were unveiled at Oak Knoll Musical Nights (monthly). Parties in the Park on 2nd Wednesdays in Memorial Park welcomed approx.. 200 people monthly, and Shakespeare in Shaw Park sponsored by Clarendale Clayton was well attended (300+). The Annual CCF History Exhibition opened in October and received attendance and press.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

Major Gifts Report – November 2022

Our efforts focus on major projects and the development, sponsorship, completion, and sustainability of initiatives. These initiatives are aligned with the four pillars of CCF: Art, History, Parks, and Sustainability.

Opportunities for Board Involvement

Want to get involved? Any individual, business, or grant prospects CCF should know about? If you think CCF should be approaching a specific funder or let us know any direct connections, you might have as well. Contact Colleen Watermon at cwatermon@wustl.edu to volunteer or questions.

Committee Members

Colleen Watermon-Chair, Cordell Whitlock, Ira Berkowitz, Joe Downs, Judy Goodman, Sarah Melinger, Al Rose, Steven Rosenblum, Colleen Watermon, Mike Zaccarelo, Max Breitmayer, Debbie Chase, Wendi Alper-Pressman, Cheryl Verde, Jennifer Volk, Marta Martin

Meetings for 2023 - Meetings set according to ongoing needs of CCF.

Fundraising Efforts

- \$5,000 The Opus Foundation: Park on Maryland Avenue
- \$10,000 Anonymous Donor: Wydown Gateway Artwork
- \$7,500 Individual Donor: DeMun Park Mural
- \$400,000 Centene Charitable Foundation: The Commons (payment)
- \$50,000 Anonymous Donor: Park on Maryland Avenue
- \$10,000 Caleres Charitable Trust: DeMun Mural
- \$120,000 Anonymous Donors: Clayton Commons Study (Pledge)

Future Grants & Funders

- The committee has developed a comprehensive list of funders, including private and corporate charitable foundations. Efforts continue to match potential funders with giving opportunities and projects of interest. Specific grant deadlines are on CCF's calendar to submit applications and board members have been assigned to assist where applicable.

Art

- An anonymous donor provided \$10,000+ of funding for a professional art consultant to lead the RFP process for the new commission of public artwork on Wydown Blvd. An Art Salon event in a donor home occurred in September and targeted asks are occurring through yearend.

History

- The City Hall historic marker is funded, installed, and serves as a model for future markers. The Attucks School marker is funded with anticipated install date of February (Black History Month). Fundraising for the remainder of the markers is ongoing.
- Hanley House continues to receive pledges of financial support. Grants have been identified and applied for. A fundraising campaign is being explored that could fund improvements and/or specifically an educational self-guided video tour system for visitors to the site.

Parks

- To date, CCF has raised \$128,000 towards the development of a park on Maryland Avenue. Includes: recent \$50,000 gift from an anonymous donor for the living green wall. In 2021, the City was awarded a \$225,000 Municipal Park Grant Commission grant for construction. The City received an additional \$230,000 from the Commission this past October to cover increased construction costs (est. \$588,884). The City will soon rebid the project with anticipated build in spring 2023.
- Anonymous donors have pledged \$120,000 of support to conduct a study to re-imagine the Clayton Commons Project; lead by Hastings+Chivetta and team. Further fundraising may commence, pending study outcomes in January 2023.

Sustainability

- The approved project list recently expanded the definition of "E-Cab" to "E-Transportation". There are funding incentives and giving possibilities identified for E-Transportation, including EV charging stations.



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

CCF History Report – November 2022

Our efforts focus to preserve, protect, and promote Clayton's unique history so that people may appreciate its past, present and future. The committee is dedicated to identifying and collecting artifacts and documents for display, publishing written and oral accounts, and conducting diverse educational programs for all ages.

Opportunities for Board Involvement

If you, or any friends or family members, have any images of Clayton neighborhoods from the past, CCF History would love to have access to them for exhibitions or possibly acquire them if they are suitable for the collection. We would also welcome any memories or interesting stories regarding your experiences living in Clayton's neighborhoods. Contact Rebecca Thorn at rthorn2006@gmail.com if you can help or to get involved.

Committee Members

Rebecca Thorn-Chair, Katie Lerwick, Cindy Berger, Jo Christner, Judy Goodman, Bob Paster, Jim Sherby, Cheryl Verde, Hank Winkelman, Helen Ziercher, Brian Edwards, Lizz Gunn-2023 Chair

Meetings for 2023

Monthly on 2nd Tuesdays at 5:30pm. Location: Clayton History Center at Center of Clayton

Leadership

- Rebecca Thorn will be stepping down as Chair at the end of 2022. Lizz Gunn, new CCF Board member and long-time CCF History Committee member will fill the leadership role in 2023. We thank Rebecca for her dedicated service to history efforts, many accomplishments, and the stewardship of this pillar.

Clayton History Center

- Located in the newly renovated Center of Clayton, the space is open to the public by appointment at history@claytoncommunityfoundation.org. As the home to CCF History, the remodeled space features computers and reference books for research and writing as well as room for viewing historic objects and archives in the collection. Special thanks to Olin Corporation and CCF donors for their continued support.

Historic Site Markers

- The City Hall historic marker is installed and serves as a model for future markers. The Attucks School marker anticipated install date of February (Black History Month). CCF History is writing and editing the historic texts for all markers. Sewah Studios is the selected vendor for fabrication with install by Engraphix.

Annual Exhibition & Mayor's Commemorative Landscape Task Force

- Clayton: The Man. The Place*, the annual exhibition hosted a well-attended public reception in October at the Center of Clayton. The exhibition includes a recently restored portrait of Ralph Clayton, a plat map from the late 1800s, an online interactive timeline, and much more! Special thanks to CCF History Committee, the Mayor's Commemorative Landscape Task Force, volunteers, and CCF Donors for making the exhibition possible.

Hanley House

- The interior of the house will remain closed through 2022 due to city budgetary constraints and staffing needs. CCF History will be working with Major Gifts in developing a fundraising campaign that inspires donors to contribute towards improvements, operations, and tours via video kiosks of the historic site. The Hanley House continues to receive pledges of financial and community support.

Clayton Century Homes

- This program is designed to promote pride in and preserve the City of Clayton's heritage and unique aesthetic attributes while reinforcing the positive elements of life in an historical suburban community. Those wishing to participate in the program can submit an application and fee for a plaque to install on your historic structure. Email: history@claytoncommunityfoundation.org.

Clayton's Neighborhoods Video Series

- All 9 episodes of *Clayton's Neighborhoods* are being re-released in monthly E-News to correlate giving opportunities for the historic markers. The video series can be watched on CCF's [YouTube Channel](#).



CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

CCF Art Report – November 2022

Our efforts focus on identifying sites, securing artworks, and adding to the aesthetic landscape as outlined by the City of Clayton's Public Art Master Plan.

Opportunities for Board Involvement

Do you know an art patron, collector, or institution that would have interest in lending and/or commissioning public artwork in Clayton? Any networks or help within the local/global art community or market is always appreciated. Contact Debbie Chase at Debbie_Chase@att.net

Committee Members

Debbie Chase—Chair, Cordell Whitlock, Judy Goodman, Catherine Seltzer, Boo Cook, David Charak, Meridith McKinley-Via Partnership, Richard Lintz-Alderman (Ward I), Dwyer Brown-PAAC Liaison. New members are welcome.

Meetings for 2023

Monthly on 3rd Wednesdays at 10:00am. Location: TBD.

Public Art on Wydown Boulevard

- An anonymous donor has provided \$10,000+ of funding for a professional art consultant to lead the RFP process for the new commission of public artwork on Wydown Blvd., acting as the east gateway into Clayton. Via Partnership has been hired to lead the process. The consultant has shepherded many public artworks in Clayton, including: Botero, Aycock, Surls, among others, as well as being the author of Clayton's Public Art Master Plan. The consultant is leading the next steps of engagement. Funders have been identified and are being cultivated for future gifts of support for the project.
- CCF Art will take the opportunity of the Wydown project to establish a framework moving forward. The development of best practices and standards for public art (newly commissioned or loan) is essential for CCF. By establishing a basic framework, it allows the committee to lead on projects, remain focused on approved sites via the master plan, outline aesthetic/logistical criteria based upon the site/community needs, fundraise, and install by a set timeline. This framework would also provide the public and artists with transparency, welcoming proposals, and input through a set template.

DeMun Park Mural

- The 33' x 23' DeMun Park mural titled *Bubbles the Bee* by artists Robert Fishbone and Liza Fishbone opened to the public in July receiving tremendous press and community support. The artwork (the first mural in Clayton) is designed with children and parents in mind, meant to draw attention to play and become a selfie icon. The artwork will be cherished by families and visitors to the park, enhancing an already popular public space.

Loans

- Outreach continues to public museums, public/private collections, prospect art patrons, related institutions, and artists to discuss the possibilities of loans, commissions, and placing public artwork at sites within the Public Art Master Plan. Some preliminary discussions are underway at SLAM and possible next steps will occur in coming months to identify possible pieces for display.

Public Artwork in Chapman Fountain

- Activating the fountain in the winter months (November-March), local artists from Third Degree Glass and TROCOFAB have designed a kinetic artwork that will be luminated by the colored lights found in the water and mimic the surrounding nature of the park. The artwork has been approved by the City's Public Art Advisory Committee (PAAC) and production has begun with an install date set for this December. Special thanks to the Chapman Family and Barry-Wehmiller.

Public Art Advisory Committee (PAAC)

- Members of the Public Art Advisory Committee (PAAC) continues to serve as a liaisons to CCF. With his guidance, CCF remains in sync with city policies, ordinances, and approval processes, while also targeting avenues for potential ways to secure loans and/or commission new public artworks.



Board of Aldermen Report – November 2022

New Park on Maryland Avenue: In 2018, the City of Clayton acquired land at 7811 Maryland Avenue with the intent to create a pocket park in Downtown Clayton. The City intends to transform the property from a vacant lot to a calm resting place next to the new bike lanes in Clayton. The park will include a living green wall, water feature, seating, bike repair station and native landscaping. The conceptual design for this park was approved in 2019 and, since that time, the CCF has been fundraising to help pay for this project. To date, the CCF has raised \$128,000 towards the development of a park on Maryland Avenue. In 2021, the City was awarded a \$225,000 Municipal Park Grant for construction of this park. Unfortunately, construction costs skyrocketed between the time the grant was awarded and when the Request for Bids was issued in March 2022. Based on the construction climate at that time, minor changes were made to the scope of the project to bring the bids in at budget. The bids still came in over budget, with the lowest bid at \$454,889. Since that time, staff and consultants have updated the scope of work to include all the original design elements at a newly estimated cost of \$588,884. The City received an additional \$230,000 from the Municipal Park Grant Commission this past October to help cover these increased costs. The total amount of grants received from the Commission for this project is \$455,000. The City will soon rebid the project.

Shaw Park Ice Rink Demolition Update: The demolition of the Ice Rink began on Wednesday and the building is steadily coming down. The contractor believes the building will be substantially demolished by mid-November. During this time, the temporary pickleball courts and tennis court #10 will be closed and will reopen as soon as it is safe to do so. A water main that feeds the Tennis Center was damaged by large-scale equipment and will be repaired once demolition is complete. Due to the cold temperatures forecasted in the next week, this is not expected to have a large impact on Tennis Center operations, as programming is complete for the season.

Historic Site Markers: Partnering with Mayor's Commemorative Landscape Task Force, members of the Community Equity Commission, and others, the City will integrate into CCF History's Historic Site Markers Program to develop and install markers further contextualizing important Clayton area history, including: The Black Neighborhood, 1904 World's Fair Philippine Village, Osage Nation, among others.

Park Restrooms Closed for the Winter Season: As of November 1st, park restrooms will be closed for the season with exception of the restrooms at Shaw Park North Shelter, Oak Knoll Park, and DeMun Park. These three restrooms will be open Monday through Friday from approximately 7:30am – dark. On weekends, the Shaw Park North Shelter restrooms will be open from approximately 7:30am – dark, weather permitting, with the electronic locks. Upgrading to electronic locks at additional outdoor restrooms is included in the FY23 budget, and parks staff is currently working with the IT department on this project.

MSD-Forsyth and Brentwood: MSD contractors have finished the installation of the required shoring and are excavating down to the sewer line. During excavation, horizontal members are placed between the shoring walls to prevent a collapse, this makes it slower than a typical excavation. Excavation is at approximately 12 feet deep today and will extend down to ~27 feet by Mid-November. The pipe repair can then be made. Once the pipe is repaired, the bypass pump can be removed from the intersection and the lanes on Forsyth can reopen while backfill and restoration on Brentwood continues.

Submitted by Susan Buse and Richard Lintz.