

In light of the current public health crisis and the Federal, State and County Emergency Declarations, and in accord with the provisions of Sec. 610.020, RSMo., the Board of Aldermen recognizes that it would be dangerous and impractical, if not impossible, for its meeting to be physically accessible to the public. The Board also recognizes the need for the public's business to be attended to in order to protect the public health, safety and welfare. In order to balance both the need for continuity of government and protection of the health and safety of our residents, business persons and employees, this meeting of the Board of Aldermen will not be open to public attendance in person. The meeting will be accessible by the public in real time ONLY by following the instructions in the box below.

You are invited to a Zoom webinar.

When: March 18, 2022

Topic: BOA Strategic Discussion Session 3:00 p.m.

Please click this URL to join. <https://us02web.zoom.us/j/83254296222>

Or One tap mobile:

+13017158592,,83254296222# US (Washington DC)

+13126266799,,83254296222# US (Chicago)

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833

Webinar ID: 832 5429 6222

International numbers available: <https://us02web.zoom.us/j/83254296222>

Persons interested in making their views known on any matter on the agenda should send an email with their comments to the City Clerk at jfrazier@claytonmo.gov. All comments received will be distributed to the entire Board before the meeting.

Thank you for your understanding and patience as we all try to get through these difficult and dangerous times

**City of Clayton
Board of Aldermen Meeting
Friday, March 18, 2022
Virtual Zoom Meeting
3:00 p.m.**

AGENDA

1. Update on the Special Events FY2022.
2. Discussion on service levels – snow removal and leaf collection.

EXECUTIVE SESSION

1. Legal issues and negotiation (pursuant to Sections 610.021(1), (12) RSMO)

The Board of Aldermen may also hold a closed meeting, with a closed vote and record, as authorized by Section 610.021(1), (2) and (3) Revised Statutes of Missouri, relating to legal issues, real estate and/or personnel, negotiation of a contract pursuant to Section 610.021(12) RSMO., and/or proprietary information pursuant to Section 610.021(15).

Agenda topics may be added or deleted at any time prior to the Board of Aldermen meeting without further notice. To inquire about the status of agenda topics, call 290.8469. Individuals who require an accommodation (i.e., sign language, interpreter, listening devices, etc.) to participate in the meeting should contact the City Clerk at 290.8469 or Relay Missouri at 1.800.735.2966 (TDD) at least two working days prior to the meeting.



Clayton Special Events FY22 Update

Presentation to the Mayor and Board of Aldermen
March 18, 2022

FY22 Event Calendar

- October 2021
 - ~~Blues Home Opener Lunch~~
- January 2022
 - ~~Clayton Restaurant Week~~
- April 2022
 - 7th – Cardinals Home Opener Lunch
- June 2022
 - 11th – Music and Wine Festival
- July 2022
 - TBD – Clayton Restaurant Week
- August 2022
 - 25th – St. Louis Shakespeare Festival TourCo - *Tentative*
- September 2022
 - 24th – Clayton Jazz Festival

Board of Aldermen Event Goals

- Retail & Restaurant Sales
- Pedestrian Traffic & Good Attendance
- Brand Building & Place Making
- Engaged Event Participants (*having fun*)
- Benefits Special Business District

Blues Home Opener Lunch

- Event Description
 - Celebration of St. Louis Blues Home Opener
 - Free lunch catered by local restaurants, music, giveaways, special appearances by mascot, photo booth
- Location
 - Clayton City Hall
- Date/Time
 - **COVID Cancellation**
- Total Budget
 - Expenses: \$7,000
 - Revenue: \$500
 - Net: \$6,500
- Event Goals
 - Pedestrian Traffic & Good Attendance (500+)
 - Brand Building & Place Making
 - Engaged Event Participants (having fun)
- FY19 Estimated Attendance: 600

Clayton Restaurant Week (Winter)

- Event Description
 - \$25/\$35 meals showcased at participating restaurants
 - Give back to charity
 - Incentive program for restaurants and/or servers who have the highest funds raised
- Location
 - Local restaurants
- Date/Time
 - **Cancelled due to lack of restaurant commitment and COVID concerns**
- Total Budget
 - Expenses: \$15,600
 - Revenue: \$0
 - Net: \$15,600
- Event Goals
 - Retail & Restaurant Sales
 - Pedestrian Traffic & Good Attendance (20,000+)
 - Benefits Special Business District
 - Engaged Event Participants (having fun)
- FY19 Estimated Attendance: 19,310

Cardinals Home Opener Lunch

- Event Description
 - Celebration of St. Louis Cardinals Home Opener
 - Free lunch catered by local restaurant, music and giveaways
- Location
 - City Hall
- Date/Time
 - April 7
 - 11:30am – 1:30pm
- Total Budget
 - Expenses: \$7,000
 - Revenue: \$500
 - Net: \$6,500
- Event Goals
 - Pedestrian Traffic & Good Attendance (500+)
 - Brand Building & Place Making
 - Engaged Event Participants (having fun)
- **FY19 Estimated Attendance: 600**

Music & Wine Festival

- Event Description
 - Elegant evening including live music, wine, activities and surrounding in-store specials
 - Food sold by restaurants in Carondelet Plaza
- Location
 - Carondelet Plaza
- Date/Time
 - June 11
 - 5:00 - 10:00pm
- Total Budget
 - Expenses: \$53,263
 - Revenue: \$5,000
 - Net: \$48,263
- Event Goals
 - Retail & Restaurant Sales
 - Pedestrian Traffic & Good Attendance (2500+)
 - Brand Building & Place Making
 - Engaged Event Participants
 - Benefits Special Business District
- **FY19 Estimated Attendance: 3,000**

Clayton Restaurant Week (Summer)

- Event Description
 - \$25/\$35 meals showcased at participating restaurants
 - Give back to charity
 - Incentive program for restaurants and/or servers who have the highest funds raised
- Location
 - Local restaurants
- Date/Time
 - TBD
- Total Budget
 - Expenses: \$15,600
 - Revenue: \$0
 - Net: \$15,600
- Event Goals
 - Retail & Restaurant Sales
 - Pedestrian Traffic & Good Attendance (20,000+)
 - Benefits Special Business District
 - Engaged Event Participants (having fun)
- **FY19 Estimated Attendance: 18,000**

St. Louis Shakespeare Festival TourCo

A Midsummer Night's Dream

- Event Description
 - The production will be directed by Tre'von Griffith, St. Louis/NYC-based theater artist, composer and founder of WerQfest also known as Tre-G and featuring costumes by acclaimed local fashion designer Brandin Vaughn. This 90-minute highly musical afro-futurist adaptation will play in 24 different locations August 2-27
 - Location
 - Shaw Park
 - Date/Time
 - August 25th at 6:30 p.m.
-
- Total Budget
 - St. Louis Shakespeare Festival expects total costs to be \$5,000. They will coordinate with the Clayton Community Foundation for potential donors.
 - Event Goals
 - Pedestrian Traffic & Good Attendance
 - Benefits Special Business District
 - Engaged Event Participants (having fun)

Clayton Jazz Festival

- Event Description
 - Jazz street festival produced by Mike Silverman and his team
 - Local jazz musicians to perform throughout afternoon and evening
 - Local restaurants to vend food and beverage
- Location
 - Downtown Clayton
- Date/Time
 - September 24
 - TBD

Note: Original budget estimate was \$10,750 but used FY21 costs excluding expenses to be incurred this year. These include paid performers, stage, sound, etc. that were donated last year but will not be this year.

- Total Budget
 - Expenses: \$20,750
 - Revenue: \$0
 - Net: \$20,750
- Event Goals
 - Retail & Restaurant Sales
 - Pedestrian Traffic & Good Attendance (1,500+)
 - Brand Building & Place Making
 - Engaged Event Participants
 - Benefits Special Business District

Special Occasion Events

- Event Description
 - Events based off current sports events
 - Pep rally or watch party for local sports team
 - Stanley Cup, World Series or any Play-Off related event
 - Local events OT
- Total Budget
 - Expenses: \$10,000
 - Revenue: \$0
 - Net: \$10,000
- Event Goals
 - Pedestrian Traffic & Good Attendance (500+)
 - Brand Building & Place Making
 - Engaged Event Participants (having fun)

Event Budget

Event	FY22 Budget	Revised Budget	Difference
Blues Home Opener	7,000	-	(7,000)
Clayton Restaurant Week Winter Edition	15,600	-	(15,600)
Cardinals Home Opener Lunch	7,000	7,000	-
Music & Wine Festival	47,000	47,000	-
Clayton Jazz Festival	10,750	20,750	10,000
Special Occasion Events	10,000	10,000	-
Clayton Restaurant Week Summer Edition	15,600	15,600	-
Parties in the Park Sponsorship	5,000	5,000	-
Art Fair Sponsorship	15,000	15,000	-
Art Fair Meals	2,500	2,500	-
Equipment	4,134	4,134	-
Total	139,584	126,984	(12,600)

Questions

&

Action
Items

Questions:

Action Items:

- **Proceed with remaining events?**
- **Is there a need to update event goals?**
- **Specific event themes to pursue for FY23?**