

AGENDA

City Council Work Session
Of the City of Saint Charles, Missouri
200 North Second Street, Council Chambers
Tuesday, June 8, 2021

Immediately Following the Special City Council Meeting Scheduled at 6:00 p.m.

1. Roll Call
2. Creation of the City Council 2021-2022 Strategic Plan (*referred by Administration*)

Closed Session, if requested, relative to:

- A. Legal actions, causes of action, or litigation (RSMo 610.021.1)
- B. Leasing, purchase or sale of real estate where public knowledge of the transaction might adversely affect the legal consideration therefor (RSMo 610.021.2)
- C. Hiring, firing, disciplining or promoting of particular employees when information relating to the performance or merit of individual employees is discussed or recorded (RSMo 610.021.3)
- D. Preparation, including any discussions or work product, on behalf of the Council or Its representatives for negotiations with employee groups (RSMo 610.021.9)
- E. Sealed proposals and related documents or any documents related to a negotiated contract (RSMo 610.021.12)

The City of St. Charles, Missouri, fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, please call the City Clerk's Office at (636)949-3282 or visit City Hall located at 200 North Second Street, St. Charles, Missouri, 63301.

RCA FORM (OFFICE USE ONLY)

Bill # N/A

MEETING/DATE: 6/8/2021

Regular Special Work Session

ATTACHMENT: YES NO

Report Resolution Ordinance

Request for Council Action

Ward(s): N/A

Sponsor(s): N/A

Description:

Creation of the City Council 2021-2022 Strategic Plan.

Contract Extension/Renewal: Yes No

Information Paper Attached: Yes No

Staff Recommendation: Approve Disapprove

Board/Committee/Commission Recommendation: Approve Disapprove

Summary:

Director of Administration will facilitate the discussion and development of the City Council's 2021-2022 Strategic Plan.

Budget Impact: (revenue generated, estimated cost, CIP item, etc.)

Fiscal Impact: \$ 0.00 N/A N/A

Account #: N/A

Project #: N/A

RCA prepared by: C Bray Dept. Dir. (C) Finance Dir. N/A Dir. of Admin. (C)

2021 STRATEGIC PLAN (As of June 1, 2021)

Focus Area: Fiscal Sustainability

Project/Policy	Department Lead	Fiscal Year	Update
Seek Opportunity to Reduce GF/PS Reliance of Gaming Funds	Admin, Finance	Ongoing	
Business License Audit	Finance, Fire, GIS	2020/2021	FIRE - I didn't know that we were to do an audit. However, since we have our two part-time Inspectors on board, they are actively inspecting buildings and seeing if the businesses have a business license. In the monthly report that we submit, the actual number of buildings inspected and if they have an updated business license will be provided for Council's review.
Evaluate Tourism Tax Increase	Admin, Finance	2020/2021	
Meals on Wheels and Homeless donation/implementation	Admin, Finance	2020/2021	

Focus Area: Safe and Sustainable Community

Project/Policy	Department Lead	Fiscal Year	Update
Evaluate Main Street/After Hours	Mayor/PD	2020/Now	<p>The focus of the evaluation was to ensure the safety of visitors and residents that frequent North Main Street during the late night entertainment hours. Since the beginning of the year, PD has been able to maintain control on North Main Street through several different techniques.</p> <ol style="list-style-type: none"> 1. Routine checks in all bars/restaurants/night clubs still operating between the hours of 2100-0130 on North Main Street in 100, 200 & 300 block. 2. We closed Main Street to vehicular traffic between Jefferson and Adams. 3. Conducted several operations targeting minors in establishments that serve alcohol. 4. Increase presence of Officers on North Main between the hours of 2100-0130.

			<p>5. We worked with the Mayor to have the business agree to no more DJ's.</p> <p>6. We worked with the Mayor and Community Development to identify zoning laws that will help to ensure that businesses work within the City's current rules and regulations.</p>
Implement Homelessness Taskforce Recommendations	Mayor	2020/2021	
Evaluate Surplus City Property for Green Space/Community Gardens	Admin/Parks	2021	Surplus City properties are identified and being reviewed for their current use or need if they can be transformed. Criteria for community gardens has been established. Review of sites is currently taking place and guidelines for potential use by residents are being established for the report.

Focus Area: Safe and Sustainable Community (continued)

Project/Policy	Department Lead	Fiscal Year	Update
Appoint Future Healthcare Taskforce	Mayor	2021	
Re-evaluate Façade grant program to promote home ownership and bring forward changes	Admin, CD, Legal	2021	Completed - The Façade Grant Program has been redesigned and repurposed. Staff is ready to present the revamped program to the Council at the next available work session.

Focus Area: Economic Growth

Project/Policy	Department Lead	Fiscal Year	Update
Riverpointe Development	Admin, ED, Eng, Finance, CD	Ongoing	<p>ENG - Infrastructure has been installed, permitting has been cleared, and negotiations with the proposed developer are progressing on the handoff of development.</p> <p>ED - Infrastructure has been installed, permitting has been cleared, and negotiations with the proposed developer are progressing on the handoff of development. Contract to sell phase one and 3 are nearing completion. An accompanying Development Service Agreement will provide specifics regarding building use, appearance and development schedule. Tax incentives are being negotiated. Contract to purchase</p>

			Phase 2 (Roberts ground) is in progress. LOI outlying terms of contract has been agreed to. Finance has assured availability of funds to close.
Frenchtown Development	Admin, ED, Eng, Finance, CD	Ongoing	<p>ENG - Engineering has assisted with site acquisition in Frenchtown for parking lots. Engineering has prepared a plan for a new parking lot to be installed at Olive Street. Engineering is nearing completion of the Frenchtown Levee Study, and anticipates having information in July to discuss upgrading the Levee.</p> <p>ED - The Great Streets Study identified the need for additional parking as a major need for redevelopment of the area. Four sites have been acquired. Wolfe Architectural and Planning has been engaged to assist in implementation of the Great Streets Plan. This will provide a detailed block by block plan with specific recommendations for each building and lot.</p> <p>Engineering is nearing completion of the Frenchtown Levee Study, and anticipates having information in July to discuss upgrading the Levee. Community Development is working on changes to the district codes that will allow the vision of a redeveloped Frenchtown to succeed.</p>
American Car Foundry (ACF) Development	Admin, ED, Eng, Finance, CD	Ongoing	<p>ENG - Staff continues to meet with potential developers looking at the site. Staff has discussed with the County the possibility of Road Board funds for the Main Street extension.</p> <p>ED - Staff continues to meet with potential developers looking at the site. Staff has discussed with the County the possibility of Road Board funds for the Main Street extension.</p>
Foundry Art Center Reorganization	CVB	Jan 2021	<p>On January 1, 2021 the management of the Foundry Art Centre was transferred from the Foundry's 501(c)3 Board of Directors to Tourism - making the Foundry Art Centre an official division of the City of St. Charles. Under the direction and guidance of CVB leadership (Dan Krankeola and Elizabeth Phelps) the new staff quickly assessed the facility, explored their job responsibilities, moved forward with the daily operations of the Foundry, and began to design/execute a new schedule of events.</p>

			<p>Assimilating an Arts Center into Municipal Government has been an education for both Foundry employees, CVB employees, and the City's Finance Department. We continue to work towards appropriate policies and procedures and have been making the necessary adjustments. Updates to the facility have also been made including fresh paint in the Grand Hall, window frosting in the Ameristar Gallery, and landscaping. Staff began to maneuver the facility towards success.</p> <p>Since January 1, the Foundry has hosted multiple special event rentals and has already received five – 5 Star Reviews on the Knot and Wedding Wire. The Rental of the facility continues to serve the community, provide a dynamic location for special events, meetings, and weddings and offer much needed revenue while we work on programming opportunities. The Foundry has also processed and been approved for a liquor license through the City, County, and State allowing for another revenue stream for the facility. (Sampling of current programming attached)</p>
Develop Economic Develop Web Portal	ED, IT	2021	<p>ED - This project is under way. Meetings with Mike Klinghammer, Joseph Young and Beth Norviel have been ongoing and a structure for the website has been established. Work is underway to complete this project by 4th quarter.</p>
Develop Economic Development Marketing and Branding Plan (Riverwalk)	ED, Comm, CVB, Admin	2021	<p>ED - The Mayor identified a need to improve the perception of the City as a destination. There are opportunity for increases to both tourism and business expansion. The concern is that people and businesses from outside St. Charles don't know all the great attractions and areas that we have to offer. St. Charles is well known in the region as a great place to come and visit for a day trip. Our goal, is to encourage visitors to plan a "staycation" of 2-3 days or longer. Longer stays, naturally leads to more dollars being spent while visitors are here. Hotels, restaurants and retail businesses will all have increased opportunities. Fortunately, we have a lot of attractions and things to do in St Charles. The goal is to establish a unifying brand that ties everything together into a easily identifiable</p>

			brand and use that brand to attract both tourist and businesses to St. Charles. It was decided to hire a firm to help us develop the brand. An RFP was issued help select a marketing and branding company. 11 responses were received. The top (3) have been asked to come tour the city visit with us, then once they fully understand our needs, prepare proposal detailing how they would help us develop the brand. Tours and proposals will be completed by 7/15, the final selection will be made by 7/23. It's estimated that the plan will take about 8 weeks to complete. We'll be ready to present it to council by 9/30.
Develop Predevelopment plan for area North of New Town	Council and staff	2021	

Focus Area: Infrastructure

Project/Policy	Department Lead	Fiscal Year	Update
Evaluate sidewalk policy	PW, Eng	2021	PW - Current policy requires property owners to maintain sidewalk. The City offers a 50/50 Sidewalk Cost Share program where the City will reimburse the property owner up to 50% of the cost to replace deficient sidewalks. The program excludes for replacing sidewalks for aesthetic reasons. The City replaces sidewalks to meet ADA requirements on roadway reconstruction projects. The City also maintains sidewalks to address ADA concerns, such as removing trip hazards or installing ADA ramps. Public Works is meeting with surrounding municipalities to discuss their sidewalk policy. Public Works will propose revised language to clarify the sidewalk policy and establish who (the property owner or City) is responsible for specific sidewalk maintenance activities. ENG - Public Works has taken the lead on this item. Engineering is focusing on the prioritization of new sidewalks in connection with infrastructure projects.
Implement Smart Parking Application	Eng	2021	St. Charles County has hired a consultant to do the system design for this project. The construction of this project will be bid in October.

Re-Evaluate Code and Ordinances as it Relates to Streets and Aesthetics, site review standards	Council and staff	2021	ENG - The north area development committee has met and discussed various street sections, sidewalk sections, and related site infrastructure. The effort is ongoing to determine the final recommendation.
Renovation Firehouses	Admin, Fin, Fire	2021-2022	With the passage of Prop R, City staff has hired JEMA and Navigate to begin the process of renovating and replacing firehouses. The group has been meeting regularly, and will make a presentation at the July work session on the proposed direction.
			FIRE - The renovation of the firehouses are in the early stages of development with our architects Jema. Every Friday we discuss with the team the potential designs and potential costs. There are several designs that we have discussed in which I have shared with Larry. We are waiting until the July work session to unveil the designs to Council.
Evaluate Gas Lights	PW	2020	Public Works is working with lighting vendors to find a LED equivalent light fixture to replace the existing gas lights along Main Street and Boone's Lick Road. The LED lights will require a new electric service to be installed at each light pole. Public Works is preparing an estimate to convert the gas lights to LED lights including costs to install the new electric services.

Focus Area: Innovative and High Performing Organization

Project/Policy	Department Lead	Fiscal Year	Update
Develop Working from Home Policy	HR and input from all departments	2020-2021	A policy (Telework) has been created and is ready for Larry to review so it can become a management policy. Please keep in mind this policy will only be used under catastrophic circumstances.
Implement Online Permitting	IT, Eng and CD	2021	CD – Working with IT to identify software that will enable online permitting while meeting the department's other system needs. Two (2) demonstrations of available software have been held with more to follow. It is both department's hope that a recommendation on which software is best for the city will be ready for presentation to Council and Administration by the end of the year.

			<p>ENG - All of the permits for Engineering are online. Engineering has met with Community Development to help them transition to online permitting.</p> <p>IT - This will be accomplished with the implementation of a new software system that is being investigated for implementation in 2022. Two demos have been completed at this time with all departments that would be affected. Another is scheduled in June. After that an RFP will be issued and final recommendations will be presented to Admin for consideration and inclusion in the budget.</p>
Implement Online Transaction Forms	IT and all departments	2021	<p>City Clerk - Sunshine Law Records Request form listed under "How Do I" - Request section on City website. Also found under Departments - City Clerk, "How To Videos".</p> <p>IT - Online functionality for residents will be enhanced with the new software system. We have converted some online forms to be fillable at this point. This is a project that is being worked on in conjunction with Joseph Young.</p>
Update City's Strategic Plan	Admin	2022	
Implement Mayor's Idea Taskforce	Mayor	2021	
New City Hall	Admin	2020-2021	
Update/Review Employee LAGERS system and Management Classification and Compensation Plan	Admin and HR	2021	<p>The Update and review of the LAGERS System and Classification plans has been completed. There was a resolution created that specifically discusses how the class and comp plans for all classified employees will be handled going forward. Also, for LAGERS reminders went out on contacting LAGERS for any questions.</p>
Implement policy that requires a maintenance plan for any new facility	PW	2020-2021	<p>Public Works is preparing a policy to require a maintenance plan for any new City owned facility. With the passage of Prop R, the City will replace and construct 2 fire stations, renovate 2 fire stations, renovate the police station and construct new space for the municipal courts. Public Works is working with the Architect and Owner Representative for these construction projects to ensure a maintenance plan will be required by the Contractor for each facility.</p>