

**MINUTES OF THE
STE. GENEVIEVE BOARD OF ALDERMEN
REGULAR MEETING
THURSDAY -- AUGUST 14, 2025**

CALL TO ORDER. Mayor Keim called the regular meeting of the Ste. Genevieve Board of Aldermen to order at 6:00 p.m. and all stood for the Pledge of Allegiance.

ROLL CALL. A roll call by City Clerk Pam Meyer showed the following members present:

Mayor Brian Keim
Alderman Patrick Fahey
Alderman Joe Steiger
Alderman Teddy Ross
Alderman Bob Donovan

Alderwoman Amie Dobbs
Alderman Joe Prince
Alderman Jeff Eydmann
Alderman Sam Hughey

APPROVAL OF AGENDA. A motion by Alderman Donovan, second by Alderman Prince to approve the amended agenda as presented. Motion carried 8-0.

PRESENTATION/AWARDS. None.

PERSONAL APPEARANCE. None.

CITY ADMINISTRATORS REPORT. (See Attached Report)

STAFF REPORTS.

- AARON SMITH - TOURISM (See Attached Report)
- DAVID BOVA – COMMUNITY DEVELOPMENT (See Attached Report)
- KENNY STEIGER – FIRE CHIEF (See Attached Report)

PUBLIC COMMENTS.

Scott Williams with First State Community Bank addressed the Mayor and Board to ask about a time frame on the Parkwood Drive project.

Rick Schwent, representing First Baptist Church asked about the end of Parkwood Drive and the end of Basler Drive and if it is actually a City Street. The church put it in many years ago and they just wanted to make sure before the proposed subdivision goes in that it is definitely a city street.

Bob Mueller, 163 Merchant Street expressed his excitement on the conveyance of the property on the East side of the levee that is now part of the Middle Mississippi river National Wildlife Refuge. He thanked the Mayor and Board of Aldermen for their support of this ongoing project.

CONSENT AGENDA.

- Treasurer's Report – June 2025
- Minutes – Board of Aldermen – Regular Meeting – July 10, 2025
- Minutes – Board of Aldermen - Closed Session – July 10, 2025
- Minutes – Board of Aldermen – Work Session – July 10, 2025
- **Street Closure Request** – The Sons of Union Veterans of the Civil War is requesting a street closure for Saturday, August 23, 2025 from 10 a.m. to 12 noon for Third Street from the alleyway by the Anvil to the southside of the corner of Merchant and Third Street.
- **Street Closure Request** – The National Park Service is requesting a street closure for Sunday, September 28, 2025 for a Birthday Bash for the 5th birthday of Ste. Genevieve National Historical Park from 9 a.m. to 4:30 p.m. for Market Street from Second to South Main Street.
- **Street Closure Request** – Downtown Ste. Genevieve is requesting a street closure for Saturday, November 1, 2025 for the Pecanapalooza Street Festival from 6 a.m. to 6 p.m. for Third Street from Market to Merchant and Market Street from Third to Main.
- **RESOLUTION 2025 – 40.** A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN ASSURANCE AGREEMENT WITH THE US DEPARTMENT OF AGRICULTURE.

A motion by Alderman Steiger, second by Alderman Prince to approve the consent agenda as presented Motion carried 8-0.

PUBLIC HEARING.

The Mayor and Board of Aldermen of the City of Ste. Genevieve, Missouri will hold a public hearing to consider the Rezoning of the following property from an “R-1” Single-Family District to an “PUD R-2” Planned Urban Development. Mayor Keim opened the public hearing at 6:27 p.m. David Bova, Assistant City Administrator, gave an explanation regarding the rezoning of the property and the PUD. McBride representatives presented a slide show of the proposed housing subdivision and some background information regarding McBride. Alderman Fahey asked if they have cost per square foot yet. McBride representatives said there are too many variables to be able to put a price per square feet right now because this will vary depending on what options the buyer decides to choose and will also vary based on what house series is chosen. The ranges will start in the ones and the higher ends housing could end up in fours possibly fives. Variety of floor plans are available as well. Bob asked about the process the homeowner will go through. Mr. Roth with McBride went on to explain how the process works. A deposit is required to set up a contract to be able to come up with a final cost on the house. Mayor Keim reminded the audience to focus on the Re-zoning request. Alderman Donovan stated that the overall layout of the subdivision has changed and his concern is the loss of the cul-de-sacs. McBride explained that the change was made for affordability issues including saving on infrastructure costs. Taking out the cul-de-sacs they were able to get more lots in. The plan will change further depending on the mine vents as well that are owned by Mississippi Lime Co. They want to get the soil testing results and the mine vents placements figured out before a final plat will be presented. Alderman Steiger mentioned that the increased amount of lots should still fit inside the zoning requirements and also expressed his concern with the loss of the

cul-de-sacs as well. Alderman Ross asked if this rezoning request is specifically to McBride? It is rezoning the land (property) and is not specific to just McBride. Mark Bishop asked about a timeline for the final plat approval. Mr. Roth state that they will hopefully finalize layout in the next couple weeks and will than have the engineers start on detailed construction plans while working on the final plat.

Jimme Jones suggested that each alderman go and see the homes that they build. Bob Donovan asked if the 13 acres of common ground includes the detention basin which it does. A question was asked regarding the homeowners association. The process was explained on what it covers. City Attorney Mark Bishop Mark stated that questions being asked should be related to the proposed re-zoning. Tracey Eatherton voiced her concern that she is worried that by adding additional residences to this area the City's current system will not be able to handle it.

With no further questions the public hearing was closed at 7:10 p.m.

The Board of Aldermen of the City of Ste. Genevieve will hold a public hearing to consider an annexation petition filed with the City on May 20, 2025 by the Ste. Genevieve Housing Authority. Mayor Keim opened the public hearing at 7:11 p.m. David Bova, City Administrator briefed the Mayor and Board concerning the annexation and with no further questions the public hearing was closed by Mayor Keim at 7:12 p.m.

OLD BUSINESS. None.

NEW BUSINESS.

BILL NO. 4680. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI, AMENDING SCHEDULE II TABLE II-A STOP SIGNS FOR THE INTERSECTION OF MAPLE AND VIRGINIA. 1ST READING & 2nd READING. A motion by Alderman Steiger, second by Alderman Eydmann, Bill No. 4680 was placed on its first reading, read by title only, considered and passed by an 7-1 vote of the Board of Alderman with Alderman Donovan voting no. A motion by Alderman Prince, second by Alderman Eydmann to proceed with the second and final reading of Bill No. 4680. Motion carried 6-2 with Alderman Steiger & Alderman Donovan voting no. A motion by Alderman Steiger, second by Alderman Prince, Bill No. 4680 was placed on its second and final reading, read by title only, considered, and passed by a roll call vote as follows: Ayes: Alderman Joe Steiger, Alderman Teddy Ross, Alderman Parick Fahey, Alderwoman Amie Dobbs, Alderman Joe Prince, Alderman Sam Hughey and Alderman Jeff Eydmann. Nays: Alderman Bob Donovan Motion carried 7-1. Thereupon Bill No. 4680 was declared Ordinance No. 4601 signed by the Mayor and attested by the City Clerk.

BILL NO. 4681. AN ORDINANCE APPROVING A ZONE CHANGE FROM AN "R-1" SINGLE FAMILY RESIDENTIAL TO "PUD R-2" PLANNED URBAN DEVELOPMENT – GENERAL RESIDENTIAL FOR A 49.04 ACRE PARCEL LOCATED ALONG THE NORTHERN SIDE OF 500-600 BLOCK OF PROGRESS PARKWAY. 1ST READING. A motion by Alderman Donovan second by Alderwoman Dobbs, Bill No. 4681 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Alderman

BILL NO. 4682. AN ORDINANCE PROVIDING FOR THE ANNEXATION OF CERTAIN REAL ESTATE OWNED BY STE. GENEVIEVE HOUSING AUTHORITY INTO THE CITY OF STE. GENEVIEVE EXISTING CORPORATE LIMITS. 1ST READING. A motion by Alderman Steiger, second by Alderman Eydmann, Bill No. 4682 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Alderman

OTHER BUSINESS. None.

MAYOR/BOARD OF ALDERMEN COMMUNICATION. City Administrator Welch told the Board that the final cost came in for the ferry bill and the amount was \$9,475.61.

ADJOURNMENT. With no further business the Mayor adjourned the meeting at 7:24 p.m.

Respectfully submitted by,



Pam Meyer
City Clerk

CITY ADMINISTRATOR REPORT

August 14, 2025 Update

1. The first grouping of city streets has been completed by Vern Bauman Construction. They will next move to Merchant St., Walnut St., St. Mary's Lane, and Little Rock Road. 9th St. should get paved this week to be ready for school opening Monday, 8/18. There will still have to be some yard work completed. Concrete paving on Parkwood is at the 77th day out of 150 with the remainder of Parkwood, Brentwood, Brookdale and Pointe Basse still on the schedule.
2. The board budget work session is Thursday, August 21, at 6p here at city hall. We will review where we are and where we plan to be financially for the Fiscal Year 2026. Dept. heads will also be present to propose capital or large item purchases and go over their budget requests.
3. I will be out of the office for half a day on August 15 for the Chamber Golf Tournament and the whole day on August 22.
4. The final piece for the conveyance of property on the east side of the levee was completed on April 5th with the Deed of Donation to be recorded through Ste. Genevieve Abstract. The property will be part of the Middle Mississippi River National Wildlife Refuge. A ribbon cutting or some type of ceremony is planned for September.
5. We have 131 iPhone owners and 28 Android users who have downloaded our app.
6. There are 316 alert users in our Genasys Text/Email/Phone Alert system. That's the highest amount we've seen in 3 years of service.
7. Alliance has been busy with problem areas cropping up with our latest paving projects. A storm sewer on Parkwood by the Nutrition Center had a gap at a pipe connection that needs to be repaired and entailed tearing out the concrete pad. A sewer main issue on N. 4th St. will require the new pavement to be cut into to see the problem. And we had shallow broken sewer main break on Jefferson near Valle St. that had 10 feet of clay pipe that needed to be replaced.

STE GENEVIÈVE

MISSOURI

TOURISM REPORT

PLACER AI REPORT:

- Visitation is up 11k this year compared to this time last year - total visitors down but frequency of visits is up
- Data skewed last year from high spike during eclipse
- Nice spike for French Heritage Festival (June 14) compared to last year (June 8/9)
- Not a big difference between Honey Festival numbers (last year June 29th) and Fly by the Hive Festival (June 28th)
- This is just from marketing. Now we have a new website as of June, a new app as of June, improved information sharing on our social media as of May, and a new brand as of May. We haven't even begun our journey yet.

LIVER DUMPLINGS SIGN INSTALLED

INSTALLED/WAYFINDING SIGNS ARE IN

- The pole for Liver Dumplings sign is installed outside Old Brick
- Wayfinding signs are in. New Fleur de lis pole caps.
- Work order is in to remove polls and paint them black.
- Thanks to State Division of Tourism for the Grant

MO MAIN STREET CONNECTION CONFERENCE

- Attended yearly Main Street Conference
- Lots of informational lectures on how to do different things
- Group of Downtown stakeholders met with MO Main Street for first meeting to outline what to expect and what is expected
- Next step is Town Hall meeting in Ste. Gen and forming a committee to form new non-profit



WEBSITE STATS

Google Organic June Activity

- 4.21K Clicks, 172K Impressions, 319 Pages with first impressions

GA4 Traffic June Activity

- Unique Users 74,500, Sessions 83,860, Engaged Sessions 83,338, Engagement Rate 99.38%

GA4 2025 YTD Activity

- Total Unique Users 120,303 (+122.89% since 2024), Sessions 145,683 (+113.3% since 2024), Engaged Sessions 144,245 (+126.21% since 2024), Engagement Rate 99.01% (+6.05% since 2024)

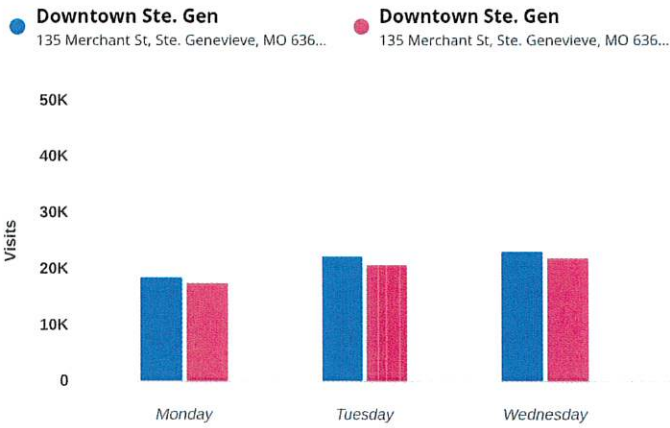
STATE MMG AD PERFORMANCE



Daily Visits

Time Compare

Daily Visits



Visits

Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025

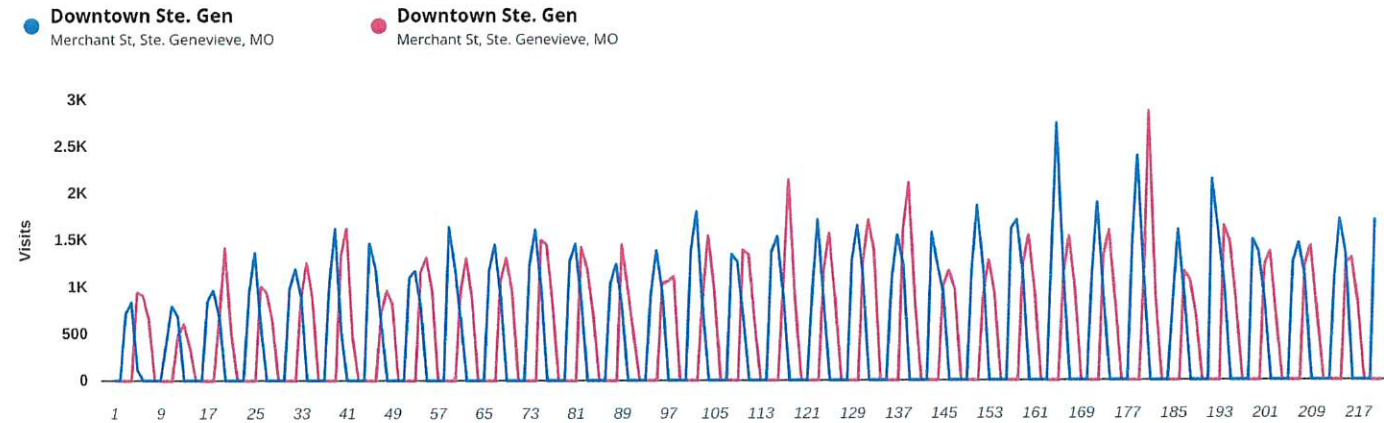
Downtown Ste. Gen - Jan 1st, 2024 - Aug 8th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





Visits Trend



Daily | Visits
Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025
Downtown Ste. Gen - Jan 1st, 2024 - Aug 8th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Metrics

Metric Name	Downtown Ste. Gen Merchant St, Ste. Genevieve, MO	Downtown Ste. Gen Merchant St, Ste. Genevieve, MO
Visits	202.5K	188.7K
Visits / sq ft	0.13	0.12
Size - sq ft	1.6M	1.6M
Visitors	60.8K	66.5K
Visit Frequency	3.33	2.84
Avg. Dwell Time	101 min	102 min
Panel Visits	25.3K	19.5K
Visits YoY	+7.3%	+4.8%
Visits Yo2Y	+12.5%	+6.1%
Visits Yo3Y	+13.8%	+15.9%

Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025
Downtown Ste. Gen - Jan 1st, 2024 - Aug 8th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Metrics		
Metric Name	Downtown Ste. Gen Merchant St, Ste. Genevieve, MO	Downtown Ste. Gen Merchant St, Ste. Genevieve, MO
Visits	112.9K	104.1K
Visits / sq ft	0.07	0.07
Size - sq ft	1.6M	1.6M
Visitors	46.4K	47.5K
Visit Frequency	2.43	2.19
Avg. Dwell Time	111 min	115 min
Panel Visits	14K	10.6K
Visits YoY	+8.4%	+0.6%
Visits Yo2Y	+9.1%	+4.5%
Visits Yo3Y	+13.3%	+10.5%

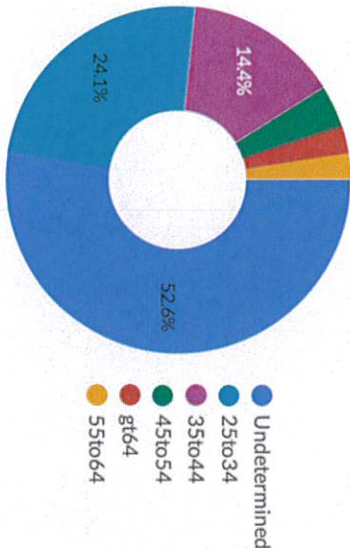
Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025

Downtown Ste. Gen - Jan 1st, 2024 - Aug 8th, 2024

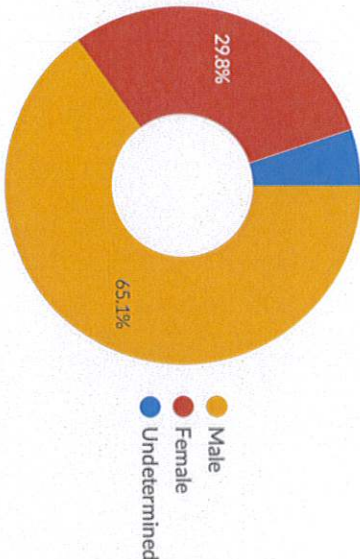
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Google Demographics

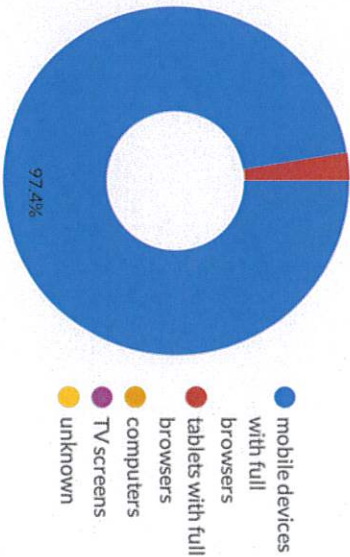
Age Breakdown by Clicks



Gender Breakdown by Clicks



Device Breakdown by Clicks



Geographic Breakdown

by City and Clicks

City	Region	Clicks	Impressions
1. Chicago	Illinois	62,763	525,197
2. Dallas	Texas	30,604	551,669
3. Nashville	Tennessee	5,221	117,568
4. Omaha	Nebraska	2,613	49,024
5. Tulsa	Oklahoma	1,894	34,221
6. Kansas City	Missouri	1,229	26,383
7. Kansas City	Kansas	948	14,673
8. Council Bluffs	Iowa	909	16,109

Recommendations and Observations

In June, we continued the spring/summer campaign that launched at the end of May! In just the month of June, this campaign was seen over 1.7 million times and brought in 125,036 website visits to your site! This campaign had a CTR of 7.17% which is well above the industry standard of .47%! The average CPC was \$0.06 which is very impressively below the industry standard of \$0.44 per click. This campaign finished in June!

Chicago, Dallas, and Nashville were the top cities for clicks, and males were your top gender clicking on the campaigns. We saw the most clicks from age 25 to 34, followed by 35 to 44 which are perfect age ranges for our target audience.

Facebook/Instagram Demographics

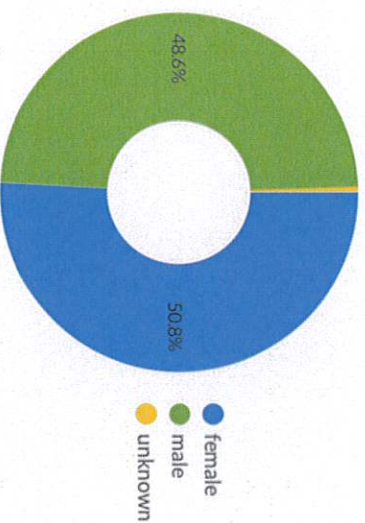
Age Breakdown

by Clicks



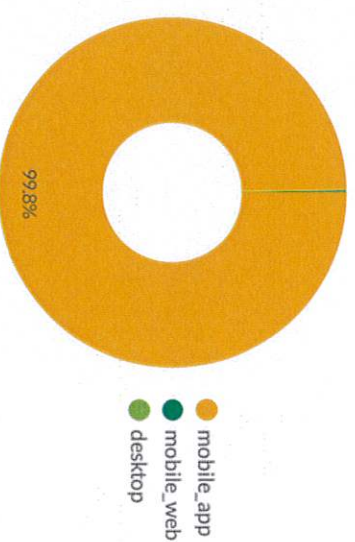
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all)	Impressions
1.	Dallas-Ft. Worth	2,645	68,728
2.	Chicago	1,853	60,775
3.	Nashville	763	24,288
4.	Kansas City	650	22,569
5.	Memphis	473	22,831
6.	St. Louis	444	18,309
7.	Tulsa	423	18,267
8.	Omaha	292	3,486

Recommendations and Observations

In June, we continued running the same Small Town Charm and Spring Video campaigns. This month, the CTR has decreased slightly. This is because there were more impressions and less clicks than last month. It is normal for there to be a decrease in metrics when running the same ads for a longer period of time. In June, these campaigns brought over 12,600 people to your website.

The CPC averaged only \$0.22, which is a 2 cent increase from May. This is still a very good value for your clicks when compared to industry standards.

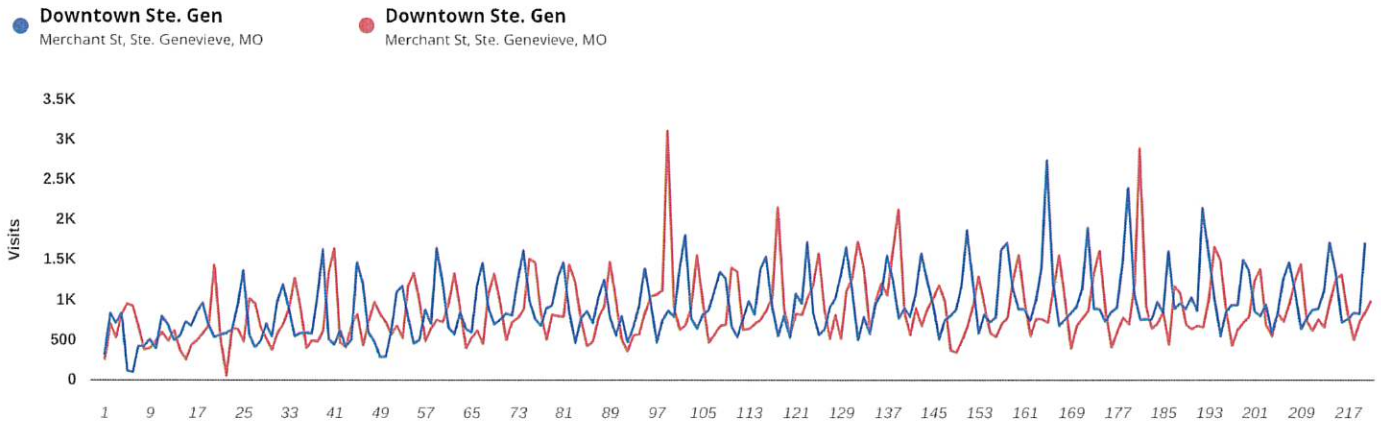
The gender breakdown was almost completely split once again in June, and the Dallas-Ft. Worth, Chicago and Nashville DMAs had the most clicks.



Visits Trend

Time Compare

Visits Trend



Daily | Visits

Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025

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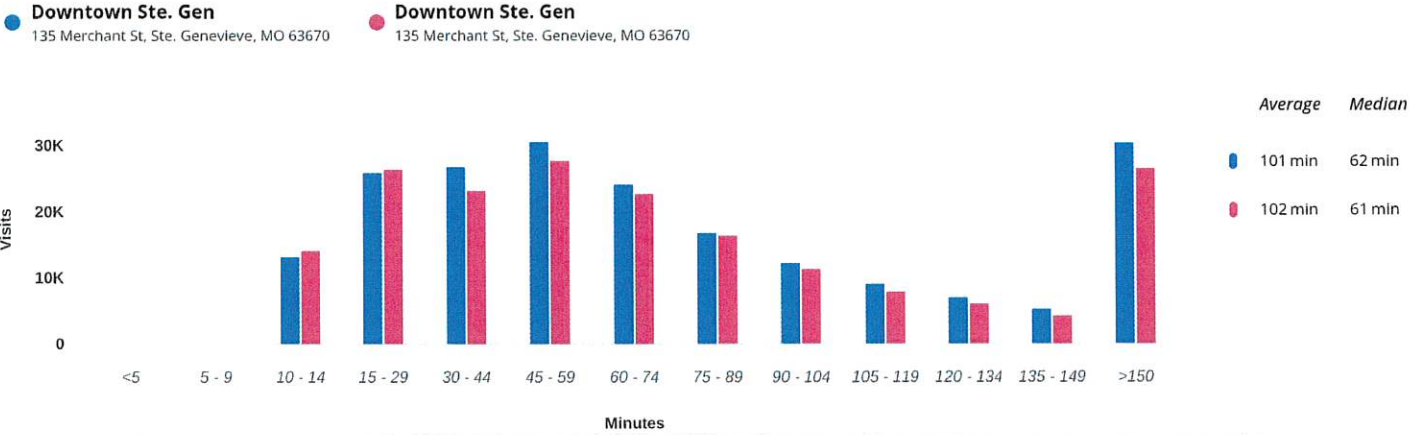




Visit Duration

Time Compare

Visit Duration



Visits
Downtown Ste. Gen - Jan 1st, 2025 - Aug 8th, 2025
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Community Development August 2025 Staff Report

7/8/25 – 8/8/25

Historic Preservation – Heritage Commission

- Last meeting – 7/21 – 1 COA denied; Admin approval of 9 attestations & 2 COAs
- Next meeting – 8/18
- 2024 HP grant application – mobile app walking tour – agreement signed by city – RFP to be posted in September

Building Department / Code Enforcement

- Occupancy Permits / Inspections 30
- Building Permits Issued 13
- Demolition Permits 0
- Sign Permits 1
- Chicken Permits 0
- Special Use Permits 0
- Sidewalks – sidewalks being measured for repairs to begin in Sep.

Comprehensive Plan

- Reworking Annexation Plan w/SEMO RPC input – RPC analyzing plan
- Comp Plan Committee next meeting – TBD

Planning & Zoning

- Met 7/17 – reviewed SUP 658 Rozier, Recommend R-1 for annexation of SGHA property, Recommend approval of rezoning 49.04 acres at 500-600 block of Progress Pkwy to PUD-R2
- No meeting in August
- Next scheduled meeting – 9/4

City / County Cooperation

- Tourism / Economic Development – Provided \$5k in '23 & '24 / discussion of forming CVB type organization with County & Chamber / County partnered w/ City for Parkland REDI membership for '24 / Bill passed by Mo legislature to allow increasing of transient guest tax on local ballot – signed by Governor 7/11/25
- Progress Parkway property – county provided assistance to IDC for infrastructure
- FLAP Grant (N 4th Street bridge) – cost has risen to approximately 950k (originally 750k) now & county has asked for assistance from city / Federal grant – now requires historic resources survey – tentative construction in Spring 2026 (originally 2025)

- 911 Tax Board created (included City officer) – payments from City & Amb. District to continue until new infrastructure installed and paid; potentially 4-5 years ('27-'28) / City portion of dispatching services lowered in FY25
- TAP Grant (Hwy 61) – County appl. Approved – on track for '26
- Improvements to Ferry Landing – UP asked for \$10k per year lease for grounds for improvement or purchase at minimum \$50k; UP will not accept a zero-dollar lease. City also working with Port Authority and others to try and help Ferry remain financially viable – funds run out end of June – 5311 funds approved for FY26 but those are matching funds and Ferry continues to look for source for those to match those funds – will receive state funding but not until August or September – Board agreed to assist Ferry with temporary access to funds

Board of Adjustment

- Nothing new to report

Floodplain Management

- Current long range forecasts show 12% chance of Minor Flooding in Aug-Sep-Oct.
- Current long range forecasts show 10% chance of Moderate Flooding in Aug-Sep-Oct
- Current long range forecasts show 5% chance of Major Flooding in Aug-Sep-Oct.
- Current river stage (8/8) is 19.1'; expected to drop to 16' by end of next week.
- Ferry is currently operating Fri – Sun.

Property Maintenance

- | | |
|------------------------------|----|
| • Nuisance Property Issues | 7 |
| • Vegetation Nuisance Issues | 2 |
| • Code Violation Issues | 2 |
| • Sidewalk Issues | 13 |

Ste. Genevieve Fire Department

Ken Steiger Fire Chief
165 South 4th Street
Ste. Genevieve, Mo. 63670

Phone: 573-883-5400 City Hall
Phone: 573-883-5321 Fire House
Fax: 573-883-8081 Fire House
Email: sgfd7101@gmail.com
Cell Phone: 573-883-0615

Monthly Operations Report

Date: **July 2025**

Calls for Assistance:

- SGFD responded to **20** emergency calls in **July**.
- The total for this year is **163** calls, **up 7** calls from last year.

Staffing:

- SGFD roster is down **3**. Due to the fireman being volunteer, openings will occur.
- Volunteers are still needed to form an applicant list, contact any SGFD firefighter if Interested
- **Have one application in hand that needs background check**

Training: (FYI, all monthly training is done after hours or on weekends)

- **Monthly Training was Railroad Safety 101**
- **Preplan Training was LLHoist**
- **Attended 8 Hour class on Lithium Ion Batteries in Perryville**

Meetings Attended

Bi County Chiefs Meeting – **Attended**
City Council Meeting – **Attended**
Ozark Fire Assoc. Meeting – **Hosted**
Ste Gen County Fire District meeting – **Attended**
Ste Genevieve Fire District meeting – **Attended**

Technical Rescue: (FYI, all Tech Rescue training is done after hours or on weekends in addition to regular monthly training)

- Nothing to report

Apparatus & Equipment Maintenance:

- **Nothing to report**

Fire Radio

- St Francis County 911 radio survey – Radio improvements project moving forward with 2025 anticipated completion.

ARP Grant

Firehouse Subs Grant

In the process of gathering information to apply for Firehouse Subs Foundation grant. Started the process. Application opens January 9th. Will be applying for auto extrication equipment. Grant program closed in 24 hours of opening was not able to submit the request. **Another application submitted on July 10th**

County Firefighters Assn.:

- Setting a date for a Flammable Liquids class August 11 & 12 **Completed**
- Setting a date for Railroad Safety Class July 21st **Completed**
- Certified Fire and Ambulance Director Class July 12th **Completed**

Local & State Mutual Aid:

- Nothing to report

Hydrants

- **Flow testing and painting?**
- **Hydrant shutoff valve at firehouse leaking? - reported**

Misc.

Standby at the County Fair Demo Derby

Hosted Chamber of Commerce Leadership Series

KnoxBox Program

Boxes Approved, shipped and Waiting for installs

Ste. Genevieve Do It Center (still waiting for warehouse on Chadwell)

Mid State Wood Products for Trautman Building

Ste Genevieve Early Childhood Center

Ste Genevieve Elementary School

Heavenly Hair

Treasured Memories, 234 MERCHANT ST – Box installed waiting to lock in keys

The Oasis South LLC, 495 SAINTE GENEVIEVE DR

Quarry Workers Local 829, 414 STE GENEVIEVE DR

Breeze Westhoff Attorneys at Law, 284 Merchant street

Only Child Originals, 122 N Main St

Lovegoods, 380 MARKET ST