

**MINUTES OF THE  
STE. GENEVIEVE BOARD OF ALDERMEN  
REGULAR MEETING  
THURSDAY – NOVEMBER 13, 2025**

**CALL TO ORDER.** Mayor Keim called the regular Board of Aldermen meeting 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 Amie Dobbs	Alderman Patrick Fahey
Alderman Bob Donovan	Alderman Sam Hughey
Alderman Jeff Eydmann	Alderman Joe Prince
Alderman Joe Steiger	Alderman Teddy Ross

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

**PRESENTATION/AWARDS.** None.

**PERSONAL APPEARANCE.** Matt Clark and Kristina Fulford of the Ste. Genevieve YMCA addressed the Mayor and Board of Aldermen giving them an update on the Ste. Genevieve YMCA and answered any questions that the members had.

**INTERIM CITY ADMINISTRATOR REPORT.** (See Attached Report)

**STAFF REPORTS.**

**DAVID BOVA – COMMUNITY DEVELOPMENT** (See Attached Report) Alderman Steiger suggested that the City somehow find a way to see if the sidewalk along 61 could at least connect from First State Community Bank into the Plaza. (This was not a City project.)

**AARON SMITH – TOURISM** (See Attached Report)

**DANIEL HALEK – POLICE** (See Attached Report) Chief Halek asked for a consensus to bring back to the Board of Aldermen for approval to apply for a grant for another canine. The Board was in agreement that Chief Halek should apply for the grant. He will bring it back to the Board for approval at a future meeting.

**COREY LITTERST – ALLIANCE WATER RESOURCES** (See Attached Report) Corey reported that Alliance will be returning approximately \$16,500 to the City from the repair budget

line item. Erica reported that they just received a sewer capacity evaluation report for the Pointe Basse Area. The initial analysis was that the pipes are all structurally sound with no notable defects. They did discover that some of the customers laterals were installed incorrectly which would explain for the ongoing sewer back up issues and suggested that these customers install check valves to prevent future backflow during surcharge conditions. The report indicates that there is a capacity issue that will need to be addressed by the engineer and recommendations on how to rectify the issue before additional homes are added to the system. For a short term fix they would like to see flow monitors installed in some of the manholes and would like the City to possibly look into the ordinance in regards to the dumping of illegal items into the City's system. A report will be available.

### **PUBLIC COMMENTS.**

Gina Bennett a disability advocate has been attending various City and County meetings over the last four to five months trying to look at things in a different perspective. She congratulated the City stating they have done a tremendous job at things and she is very impressed with the Police Department as well.

Muzzy Darwin would like to see the City start planning for the 300 Celebration that will be in 2035.

### **CONSENT AGENDA.**

- Minutes – Board of Aldermen – Regular Meeting – October 23, 2025
- Minute – Board of Aldermen – Work Session – Closed – October 23, 2025
- Treasurer's Report – October 2025
- **RESOLUTION 2026-02.** A RESOLUTION BY THE STE. GENEVIEVE BOARD OF ALDERMEN DECLARING SURPLUS PROPERTY.
- **RESOLUTION 2026-03.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI APPROVING THE PURCHASE OF A 2026 POLARIS RANGER CREW SIDE BY SIDE THROUGH THE STATE OF MISSOURI COOPERATIVE PURCHASING PROGRAM IN AN AMOUNT NOT TO EXCEED \$18,700.00 FOR THE STE. GENEVIEVE POLICE DEPARTMENT.
- **RESOLUTION 2026 – 04.** A RESOLUTION BY THE BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSOURI TO ENTER INTO A PROFESSIONAL SERVICE AGREEMENT FOR THE CREATION OF AN HISTORIC WALKING TOUR MOBILE APP WITH STATISTICAL RESOURCES, INC.
- **RESOLUTION 2026-05.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI APPROVING A BID PROPOSAL FROM TURN-KEY MOBILE, INC. FOR THE PURCHASE OF SIX MOBILE DATA TERMINALS IN AN AMOUNT NOT TO EXCEED \$29,496.00.

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

**PUBLIC HEARING.**

**The Mayor and the Board of Aldermen will hold a public hearing to consider a request from Jason & Ashley Stackle for a special use permit to operate a guest lodging room at 135 N. Third Street in an R-2 General Residential District.** Mayor Keim opened the public hearing at 7:06 p.m. David Bova presented information regarding the Special Use Permit. Mr. & Mrs. Stackle were available to answer any questions. With no further questions Mayor Keim closed the public hearing at 7:08 p.m.

**OLD BUSINESS.**

**BILL NO. 4694. AN ORDINANCE AUTHORIZING THE MAYOR TO EXECUTE A PROPOSAL FOR PROFESSIONAL SERVICES WITH COCHRAN ENGINEERING FOR A CITY WIDE PAVING PROGRAM. 2<sup>nd</sup> READING.** A motion by Alderman Prince, second by Alderman Eydmann, Bill No. 4694 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 Jeff Eydmann, Alderman Parick Fahey, Alderwoman Amie Dobbs, Alderman Joe Prince, Alderman Sam Hughey, and Alderman Bob Donovan. Nays: None. Motion carried 8-0. Thereupon Bill No. 4694 was declared Ordinance No. 4618 signed by the Mayor and attested by the City Clerk.

**BILL NO. 4696. AN ORDINANCE APPROVING A BUDGET AMENDMENT TO THE CITY OF STE. GENEVIEVE FOR THE FISCAL YEAR 2026 BUDGET RELATING TO THE VARIOUS REVENUE AND EXPENDITURE INCREASES. 2<sup>nd</sup> READING.** A motion by Alderman Donovan, second by Alderwoman Dobbs, Bill No. 4696 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 Jeff Eydmann, Alderman Parick Fahey, Alderwoman Amie Dobbs, Alderman Joe Prince, Alderman Sam Hughey, and Alderman Bob Donovan. Nays: None. Motion carried 8-0. Thereupon Bill No. 4696 was declared Ordinance No. 4619 signed by the Mayor and attested by the City Clerk.

**NEW BUSINESS.**

**RESOLUTION 2026-06. A RESOLUTION APPOINTING STEPHANIE GEGG TO THE STE. GENEVIEVE HOUSING AUTHORITY BOARD.** A motion by Alderman Prince, second by Alderman Eydmann to approve Resolution 2026-06 appointing Stephanie Gegg to the Ste. Genevieve Housing Authority Board. Motion carried 8-0.

**BILL NO. 4699. AN ORDINANCE AUTHORIZING THE INTERIM CITY ADMINISTRATOR TO EXECUTE AN AGREEMENT WITH JASPER PAUL MARKETING, LLC FOR LIMITED PUBLIC RELATIONS & MARKETING SERVICES FOR THE CITY OF STE. GENEVIEVE. 1<sup>ST</sup> & 2<sup>ND</sup> READING.** A motion by Alderman Prince, second by Alderman Donovan, Bill No. 4699 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Alderman. A motion by Alderman Prince, second by Alderman Donovan, to proceed with the second and final reading of Bill No. 4699. Motion carried 8-0. A motion by Alderman Steiger, second by Alderman Prince, Bill No. 4699 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 Jeff Eydmann, Alderman Parick Fahey, Alderwoman Amie Dobbs, Alderman Joe Prince, Alderman Sam Hughey and Alderman Bob Donovan. Nays: None. Motion carried 8-0. Thereupon Bill No. 4699 was declared Ordinance No. 4620 signed by the Mayor and attested by the City Clerk.

**BILL NO. 4700. AN ORDINANCE APPROVING A SPECIAL USE PERMIT FOR JASON & ASHLEY STACKLE THAT WILL ALLOW THE OPERATION OF A GUEST LODGING BUSINESS AT 135 N. THIRD STREET. 1<sup>ST</sup> & 2<sup>ND</sup> READING.** A motion by Alderman Donovan, second by Alderman Eydmann, Bill No. 4700 was placed on its first reading, read by title only, considered and passed by an 8-0 vote of the Board of Alderman. A motion by Alderman Donovan, second by Alderman Prince, to proceed with the second and final reading of Bill No. 4700. Motion carried 8-0. A motion by Alderman Prince, second by Alderman Donovan, Bill No. 4700 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 Jeff Eydmann, Alderman Parick Fahey, Alderman Joe Prince, Alderman Sam Hughey and Alderman Bob Donovan. Nays: Alderwoman Amie Dobbs Motion carried 7-1. Thereupon Bill No. 4700 was declared Ordinance No. 4621 signed by the Mayor and attested by the City Clerk.

**BILL NO. 4701. AN ORDINANCE TO AMEND SECTION 115.190 APPOINTMENT – QUALIFICATIONS OF THE ORDINANCES OF THE CITY OF STE. GENEVIEVE, MISSOURI. 1<sup>ST</sup> AND 2<sup>ND</sup> READING.** At this time Alderman Steiger asked for discussion regarding Bill No 4701 that completely removes the residency requirement so that the City Administrator does not have to reside inside the City Limits of Ste. Genevieve. Alderman Steiger stated that he thinks that it needs to at least stipulate that the C.A. must reside in the County of Ste. Genevieve. All the other members were in agreement as well. City Attorney Mark Bishop suggested that the ordinance should be amended prior to the Mayoral Appointment of the City Administrator. He suggested that the Clerk make the recommended change, make copies available to all that are present at the meeting. All were in favor City Clerk Pam Meyer and Attorney Mark Bishop presented a revised ordinance and passed out a copy to all present. A motion by Alderman Steiger, second by Alderman Donovan to approve the first reading of revised Bill No. 4701. Motion carried 8-0. Alderman Steiger stated that he is not in favor of a second reading on this item. He doesn't see the urgency since the City has a fully functional interim City Administrator that is being paid extra and there should be no reason to proceed with a second

reading. Mayor Keim asked why shouldn't we proceed with a second reading? Alderman Steiger stated that this is a major change, (changing the residency requirement) and the public has not had a chance to have any input on this topic and we should allow them adequate time to respond. Alderman Steiger stated that they can proceed with the next topic on the Agenda. (Mayoral Appointment of City Administrator) Mayor Keim stated that if there is not a second reading on Bill No. 4701 he will not move for the appointment of the City Administrator at this meeting. Alderman Steiger made a motion to go into Closed Session to discuss Personnel issues. City Attorney Mark Bishop stated that Closed Session is not on the agenda, therefore, the Board should not go into closed session. Alderman Steiger asked to go into closed session, Mark Bishop recommended against it. Mayor Keim stated that since they the Board will not be proceeding with the second reading of Bill No 4701 it will be placed on the next agenda, along with the appointment. Alderman Prince asked that Closed Session be placed on the next agenda for personnel. Mayor Keim asked to discuss what? Mayor stated that if you have something to say about the appointment to ask any questions now that it does not have to be in closed session. He solicited feed back from all of the members regarding the City Administrator appointment and this appointment will be based on that information Alderman Donovan asked the Mayor if the appointment was based on a consensus of the Board of Aldermen and the Mayor responded that yes it was. Alderman Hughey asked if the ordinance change for the residency requirement was done to allow for the appointment and the Mayor stated that yes it was so the candidate would meet the requirements.

**OTHER BUSINESS.** None.

**MAYOR APPOINTMENT OF A CITY ADMINISTRATOR.** No action taken at this meeting.

**MAYOR/BOARD OF ALDERMEN COMMUNICATION.** None.

**ADJOURNMENT.** Mayor Keim adjourned the meeting at 7:48 p.m.

Respectfully submitted by,

  
Pam Meyer  
City Clerk

## CITY ADMINISTRATOR REPORT

November 13, 2025 (updated)

1. Concrete work on Parkwood, Oakwood, Brookdale, Brentwood and Pointe Basse is complete. Backfill & sealant is scheduled this week also weather permitting. Scott Street rebuild is complete; Audubon Street tear out began Monday.
2. Kimes Contracting has received MODOT concurrence for the St. Mary's sidewalk TAP project. Kimes is currently planning to complete this project this year, weather permitting.
3. The street sweeper pony motor was repaired 2 weeks ago but developed additional bearing issues last week – the bearings were replaced, and sweeper was up and running late last week. Will need heavy duty bearings installed next.
4. P&Z approved the preliminary plat presented by McBride last week. Next step will be final plat approvals and infrastructure permitting.
5. An Invitation to Bid was posted this week for the Water Treatment Plant roof repairs. That invitation is open until December 10<sup>th</sup>.
6. The Port Authority will be holding a public hearing here at 5:30pm on December 10<sup>th</sup> to get public feedback on their application for \$100,000.00 in Federal 5311 funds.
7. Municipal candidate filing begins on Tuesday, December 9<sup>th</sup> and continues from 8am – 5pm everyday that City Hall is open through Tuesday, December 30<sup>th</sup>.
8. With only 1 meeting in November, our next scheduled meeting will be in 4 weeks on December 11<sup>th</sup>.
9. City Hall will be closed on Thursday & Friday, November 27<sup>th</sup> & 28<sup>th</sup> for the Thanksgiving Holiday.
10. We met with Jokerst Paving to examine the sanitary sewer line on 4<sup>th</sup> street on Wednesday. They took measurements and agreed to making the repairs. Work will begin in two weeks.



## Community Development November 2025 Staff Report 10/4/25 – 11/7/25

### ***Historic Preservation – Heritage Commission***

- Last meeting – 10/22 – 1 COA approved; Unn. Hardship tabled; Admin approval of 2 attestations
- Commission replied to Smith & Co regarding 4<sup>th</sup> Street bridge
- Next meeting – 11/17
- 2024 HP grant application – mobile app walking tour – agreement signed by city – received 5 submittals for RFP, selected Statistical Research, Inc. – contract on tonight’s agenda

### ***Building Department / Code Enforcement***

- Occupancy Permits / Inspections 36
- Building Permits Issued 15
- Demolition Permits 0
- Sign Permits 2
- Chicken Permits 0
- Special Use Permits 1 (tonight’s agenda)
- Sidewalks – repairs / replacements complete for 2025

### ***Comprehensive Plan***

- Reworked Annexation Plan w/SEMO RPC input
- Comp Plan Committee met 10/26 to discuss next steps
- Also discussed trails, splash pad, & establishment of CVB type organization

### ***Planning & Zoning***

- Last meeting – 11/6
- Approved guest lodging SUP at 135 N 3<sup>rd</sup> – on tonight’s agenda
- Approved preliminary plat for McBride Land Development
- Next scheduled meeting – 12/4

### ***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 – HB199 allows county to place transient guest tax of up to 6% on the ballot
- Progress Parkway property – county provided assistance to IDC for infrastructure

- FLAP Grant (N 4<sup>th</sup> 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 (includes 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 / City porting lowered further in FY26
- TAP Grant (Hwy 61) – County appl. Approved – on track for '26 – currently being completed
- 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 - \$9,475.61 in expenses reimbursed – Ferry has received 88k from MODOT for FY26 and have been approved for \$100k 5311 funds – Illinois has committed 88k to the Ferry also but they are working on details – we assisted ferry by spreading rock this past week

***Board of Adjustment***

- Nothing new to report

***Floodplain Management***

- Current long range forecasts show 11% chance of Minor Flooding in Nov-Dec-Jan.
- Current long range forecasts show 8% chance of Moderate Flooding in Nov-Dec-Jan.
- Current long range forecasts show 5% chance of Major Flooding in Nov-Dec-Jan.
- Current river stage (11/7) is 1.6'; expected to drop to 1.2' by end of next week.
- Ferry is currently operating Fri – Sun.

***Property Maintenance***

- Nuisance Property Issues 2
- Vegetation Nuisance Issues 1
- Code Violation Issues 3
- Sidewalk Issues 2

# STÉ GENEVIÈVE

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## TOURISM REPORT

### SECURED FUNDING FOR FERRY FROM ILLINOIS

- Illinois will officially match MODOT's contribution of \$88,000 for the ferry.
- Ferry must work toward running 7 days a week.
- Letter from IDOT stated the ferry's cultural significance and French heritage
- I sent some 40+ emails out over a 3 month period, leveraged relationship with Chicago French Heritage Society to get word out. Believe it had big impact.
- Only for one year, but will be easier to get funding for next year after allocation and will be working on permanent funding
- Provided Port Authority board with contact who can help them implement a point of sale, build a more reliable website, and build advertising opportunities to generate revenue

### AGENCY PICKED TO CARRY OUT UGC/PR CAMPAIGN

- Want to use \$20k of \$43k general fund marketing line for PR/UGC campaign
- Basically: we're inviting the cool kids to come visit so other people see us as a cool place to visit.
- This would give us the ability to do this on a larger scale.
- Put out Request for Proposals. Received 5 submissions
- Had a committee help me score proposals
- Decided to hire Jasper-Paul PR & Marketing out of STL
- This is their specialty
- They've got style and know all the cool kids in STL
- One of their staff dedicated to the project is a Ste. Gen native. Built in understanding. Know we won't be let down.

### PRODUCING BROCHURE

- We've been needing a brochure since I arrived
- Great time to do it since we have our branding in place and a professional photo library
- Graphic design is being donated by YPR Agency - a new local agency
- Ahead of schedule and saves \$20k for development - Part of our 5-Year Marketing Plan

## Year in Review

### **2024: Making a Plan for Action**

In 2024, I listened to stakeholders on what they perceived was wrong with tourism then built a strategy on how to approach everything from our five-year marketing plan based on state funding, to my plan on how we use our General Fund budget, to how I keep our TTC board aligned with this mission.

#### **Problem:**

Not enough tourists, so shops don't stay open.

#### **Solution:**

Don't market Ste. Genevieve as a shopping destination. Market Ste. Genevieve as a place to decompress. Lead with our history offerings as well.

- Puts less pressure on shopowners
- Aligns with what more affluent travellers are looking for according to Experian (a consumer crediting company doing consumer research)

#### **Approach:**

- Create brand standards, including slogan, that solidify how we talk about what we offer
- Promise something we can deliver which is a unique, community experience that will help you slow your pace down a bit

#### **Problem:**

People love the town as it is and don't want tourists to take over.

#### **Solution:**

Do more with less. Quality over quantity. Promote Ste. Gen to a more affluent demographic.

- Provides more spending power in smaller group
- Doesn't change what's charming about our small, brings in more resources to preserve it

#### **Approach:**

- Elevating look of our brand, our website and our ads
- Change the way we talk about what we offer to align with how affluent people travel

#### **Problem:**

Our ads, social media, and website make up a broken visitor journey. Our social media and website consistently promote out of date information.

#### **Solution:**

Work hard to revise website, branding, and social media

#### **Approach:**

- Landed on correct hire for Content Coordinator
- Create standards for posting on social media - using professional camera, etc.
- Build out consistent schedule for posting/detailed
- Adding plug-ins to website to make it easier for patrons to upload/edit their own information

## **2025: A Foundation Building Year for Our City**

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### **Brand & Marketing Infrastructure**

#### **Year One: Five Year Marketing Plan**

First year working with McDaniels for our print and digital marketing. Spent total of \$60k on digital and print advertising across four different publications and 6 different overnight markets. Would have helped to have branding and website in place, but now we do. Professional Video Campaign listed below was part of this marketing spend.

*Note: Measurable Impact of these ads was before we had new branding and website.*

#### **City Rebranding Initiative**

Comprehensive rebranding effort with agency partnership, elevating the city's visual identity to attract target visitor demographic and establish foundation for future marketing initiatives.

#### **Accelerated Website Redesign & Launch**

New branded website ahead of schedule—originally planned for 2026—integrating new brand identity and launching simultaneously with rebrand. Project self-funded after determining ineligibility for state funds due to previous grant timing restrictions.

#### **Created VisitWidget App**

We now have an app that allows more tech savvy individuals the opportunity to plan their trip from their phones. VisitWidget is also compatible with our website so people can also plan their trip from our website as well.

#### **Professional Video Campaign**

Professional commercial featuring licensed music across digital and display platforms, enhancing marketing reach and sophistication.

#### **National Publications**

Travel, Taste, Tour Magazine - \$3,550 / General Fund

Food and Travel Magazine - Free (part of an ad purchased in 2023 that was never run)

USA Today - Midwest Travel Guide - \$3,500 / General Fund

**Local Media:**

93.1 KBDZ - \$2,875 / General Fund - yearly plan that takes advantage of discounted rates and live remotes at festivals

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**Measurable Impact****Website Performance**

120% increase in website visitation year-over-year. 98% engagement rate is unheard of. Most small destinations see engagement rate of 60-70%. It means people are looking for more information

**Digital Advertising Performance**

Our paid advertising campaigns significantly exceeded industry benchmarks across both platforms:

*Facebook/Instagram Campaigns:* Delivered 12,698 clicks with a 2.88% CTR (more than 3x the 0.90% travel industry standard) at just \$0.22 per click (65% below the \$0.63 industry average). These campaigns generated 440,794 impressions and drove over 12,600 visitors to the website.

*Google Display Campaign:* Achieved exceptional results with 125,036 clicks and an impressive 7.17% CTR (15x higher than the 0.47% industry standard). With an average cost per click of only \$0.06 (86% below the \$0.44 industry average), this spring/summer campaign reached over 1.7 million people and brought 125,000+ visits to our website.

Combined, our June PPC efforts generated nearly 138,000 website visits at a total cost of \$9,865, demonstrating highly efficient digital advertising that far surpassed travel industry performance standards.

**Social Media Growth**

Gained 1,000 Facebook followers and 1,200 Instagram followers, expanding digital community reach and engagement.

**Visitor Traffic**

PlacerAI data indicates 13,000 additional visits compared to previous year, demonstrating tangible impact of marketing and branding initiatives. 13,000 more visits with 10,000 less visitors. 5,000 less visitors at Jour de Fete this year. 3,000 visitors during eclipse in 2024. That means we're up 4.5% in terms of visits and down 1.8% in terms of visitors.

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**New Grants & Funding Secured**

**Wayfinding Signage Program – Phase I | \$3,500 state match / TTC Budget**

Secured grant funding for corner wayfinding sign redesign incorporating new branding. Grant awarded July 2025; implementation pending public works.

**Wayfinding Signage Program – Phase II | \$30,000 state match / TTC Budget**

Awarded funding from Missouri Division of Tourism for comprehensive wayfinding infrastructure overhaul, including replacement and creation of all directional signs and welcome billboards. Project slated for 2026 implementation.

**Travel South International | \$4,073 full state scholarship**

Pitching Ste. Genevieve to International Tour operators in Quebec, France, Germany, and the Nordic countries.

**Search Engine Marketing Grant | \$6,000 state match / General Fund**

New grant program which focuses on Search Engine Marketing, which is something we haven't done.

**Illinois Ferry Preservation Funding | \$88,000 IDOT match / MODOT Fund**

Successfully advocated for recognition of ferry as French cultural heritage asset, securing matching funds from Illinois Department of Transportation. IDOT correspondence explicitly cited support for preserving French heritage cultural sites in the region.

**Missouri Main Street Connection Program | \$7,500 local donations - \$27,000 program match**

Recruited MO Main Street Connection back to community and secured \$7,500 in donations from local business partners to fund grant application. Community Town Hall scheduled November 10, 2025.

**Total Grant Funding Secured: \$164,573**

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**Recognition & Awards**

**Missouri Division of Tourism Rising Star Award**

Recipient of prestigious Rising Star Award, recognizing significant tourism impact achieved in under five years. Milestone achieved in under two years.

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**Events & Community Engagement**

My focus is on French Heritage events that bring the most media attention/provide something nowhere else has: La Guiannée, King's Ball, and French Heritage Festival as well as bringing in National Acts/Bands to play Ste. Genevieve.

### **King's Ball**

Headed decoration committee to help with lighting and ambience. Secured donations from Charleville and Chateau Winery bringing our county partners into the festivities. Received \$300 donation for decorations.

### **French Heritage Festival Revitalization**

Assumed management of annual festival and grew attendance from 150 to 650 attendees (333% increase) in first year of leadership.

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### **A year of unprecedented momentum, strategic investment, and measurable results.**

This year was about fixing our ability to be trusted sources of information. Renewed sense of who we are with the branding and a unified look and feel between our social media and our website targeted at a more affluent audience.

### **Preparation for 2026: Expanding our Programming**

While executing 2025 initiatives, I simultaneously laid the groundwork for strategic expansion in 2026. Here's what's already in development:

#### **Finalizing Website Redesign**

The 2025 website redesign improved aesthetics but left functionality gaps. I'm currently conducting a comprehensive content audit to remove outdated information and restructure key sections to drive conversions. To manage this substantial workload, I've contracted a web designer at \$200/month to assist with implementation. Additionally, we're leveraging our State Asset Procurement Grant to photograph all lodging properties, ensuring our website listings present a crisp, unified appearance across the destination.

#### **Creating Complete Data Infrastructure**

Our current analytics toolkit—Placer AI and campaign performance metrics—tells us *what* is happening with visitor behavior, but not *why*. To close this gap, I've embedded two strategic surveys on our website:

- **Visitor Experience Survey:** Captures satisfaction levels, activity preferences, and likelihood to return
- **Event Feedback Survey:** Gathers real-time input on festival and event experiences

We're also participating in two new State programs that will enhance our data capabilities:

- **SEM Program:** Provides detailed analytics on website visitor demographics and behavior patterns
- **UGC/PR Program:** Delivers festival-focused engagement data and user-generated content insights

Together, these tools will create a complete feedback loop connecting awareness, visitation, satisfaction, and loyalty.

### **Unifying Brand Identity Across All Channels**

Last year's advertising creative with McDaniels lacked cohesion. I've worked closely with them this year to develop a unified campaign aesthetic rooted in our core brand identity. This new creative direction will be applied consistently across all paid media channels and will serve as a template I can replicate for nationwide print advertising, ensuring Ste. Genevieve presents a consistent, professional image across every touchpoint.



# Ste. Genevieve Police Department



## Monthly Operations Report

Date: October 2025

### Calls for Service:

- 467- calls for service
- 59- O/I reports written by Officers
- 8-O/I reports written by SROs
- 87-Field Interviews Completed
- 34-summons issued.
- 106- warnings issued.
- 59-Arrest made.
- 5-Drug incidents
- 2-DWIs

### K9 Ozzy Reports

- K9 Ozzy had 8 deployments.
- K9 Ozzy had 2 arrests.
- Attached is K9 Ozzy's summary report for the month of October.
- K9 Ozzy has seized approximately 2 grams of methamphetamine and several items of drug paraphernalia.

### Staffing:

- The Police Department is fully staffed.

### Training:

- One officer was trained and certified as a Defensive Tactics Instructor.
- Officers attended an Autism training for Law Enforcement.
- The Chief attended the MIRMA training.
- The Chief and Lieutenant attended CJIS training.

### **Meetings:**

- Attended a Coalition Meeting.
- Attended a Mineral Area Drug Task Force Meeting.

### **Facility:**

- Nothing to report on the facility.

### **Equipment/Maintenance:**

- All officers are currently issued PepperBall Guns. This is a non-lethal option for officers to utilize.

### **Police Radio:**

- No update.

### **Grants:**

- The Police Department will be receiving a new Vest for K9 Ozzy from Vested K-9.
- The Police Department has 6 window tint meters from the Coalition Grant.
- The Police Department received a Halligan Tool (Entry Tool) through the United States Deputy Sheriffs' Association.
- The Police Department was awarded the Blue Shield Grant \$50,000.00. The department will receive full funding for a Polaris Ranger 1000, 6 new MDTs, and a storage system lock box for the Chevrolet truck.
- K9 Ozzy received Narcan through the Vested K9 grant.
- The police department was awarded a grant through MIRMA, which will help pay 75% of the contract for the body cameras this year and new security cameras for the department.

### **Miscellaneous:**

# Ste. Genevieve Police Department

## Calls for service

Alarm Burglary- 5	Heart problems- 0
Try to contact-1	Missing adult-1
Trespassing not in Progress- 2	Miscellaneous- 41
Trespassing- 1	Commercial Fire- 0
Choking- 0	Police Investigation- 32
Threats- 2	Information only- 1
Thefts- 4	Harassment- 7
Suspicious person/vehicle- 28	Cardiac Arrest- 2
Suspicious package- 0	Fugitive arrest- 3
Seizures- 0	Fraud- 0
Prowler- 2	Found Property- 3
Pursuit-1	Falls- 1
Road Hazard-5	Extra Patrol- 55
Psychiatric behavior- 5	Domestic Disturbance- 3
Prisoner Transport- 0	Disturbance- 7
Property Damage- 1	Burglary- 1
Pick up- 1	Assist for Police-3
Papers served- 2	Assist DFS- 1
Ordinance Violations- 1	Check Well-being- 28
Open Door- 7	Child Custody- 1

Motor Assist- 3	C and I- 3
Utility Crew- 1	Burglary not in Progress-0
Peace Disturbance- 0	Sick Person- 0
Assault not in progress-1	Assault-1
Assault/Sexual with EMS- 0	Child Abuse- 1
Animal call- 15	Disturbance not in progress- 1
Animal Bites- 0	Dumpster Fire- 0
Abandoned 911- 8	Follow-up- 12
Traffic Stops- 119	Test- 1
Fire Alarm- 3	Domestic not in Progress- 2
Escorts- 12	Residential Fire-0
Intoxicated Person- 2	Road Closed- 0
MVA non-injury- 8	Vandalism- 0
MVA injury- 2	Warrant confirmation- 0
Overdose- 1	Back Pain- 1
Unconscious-4	Breathing Problems- 1
Elevator rescue- 0	Heat/Cold Exposer- 1
Medical Alarm- 0	Eye Problems- 1
Missing Juvenile- 2	Investigation Fire- 1
Rescue- 0	Traumatic Injury-2
Shots Fired- 0	
Wash down and debris removal-0	

# Deployment Summary

Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

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Officer Name & Duty Assignment	DETECTION				PATROL				Bite Ratio
	Deploy-ments	Environ-ments	Seizure Incidents	Arrests	Deploy-ments	People Found	Arrests	Arrests W/ Bites	
Eli Isgriggs (K-9 Patrol )	8	8	4	2	0	0	0	0	0%



# Deployment Summary

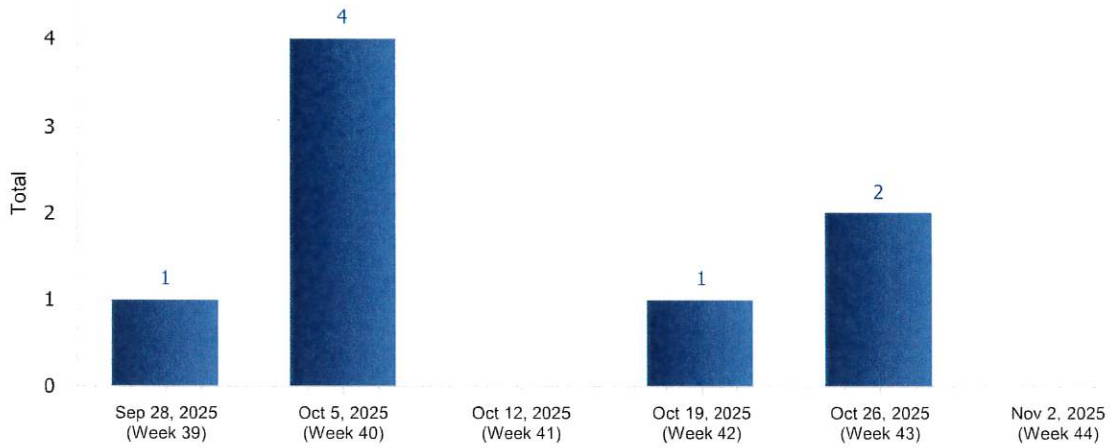
Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

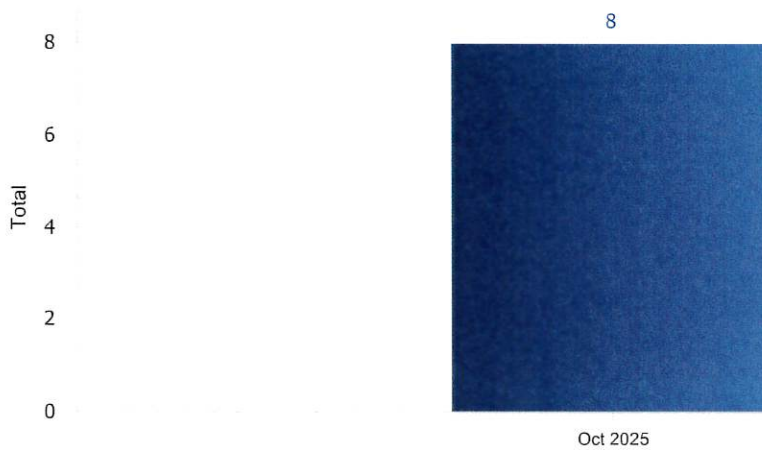
## Overview

<b>Performed Deployments:</b>	8	<b>Detection Deployments:</b>	8	<b>Patrol Deployments:</b>	0
<b>Not-Performed Deployments:</b>	0	<b>Dog Not Deployed:</b>	0	<b>Canceled Enroute:</b>	0
<b>Total Arrests:</b>	2	<b>Arrests With Bites:</b>	0		

Deployments By Week



Deployments By Month



# Deployment Summary

Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

## Deployments By Day of the Week and Hour

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
00	0	0	0	0	0	0	0
01	0	0	0	0	0	0	1
02	0	0	0	0	0	0	0
03	0	0	0	0	0	0	0
04	0	0	0	0	0	0	0
05	0	0	0	0	0	0	0
06	0	0	0	0	0	0	0
07	0	0	0	0	0	0	0
08	0	0	0	0	0	0	0
09	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0
11	0	0	0	0	0	0	1
12	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0
18	0	0	1	0	0	0	0
19	0	0	1	0	0	0	0
20	0	0	0	0	2	0	0
21	1	0	0	0	0	0	0
22	0	0	1	0	0	0	0
23	0	0	0	0	0	0	0
<b>Day Total</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>

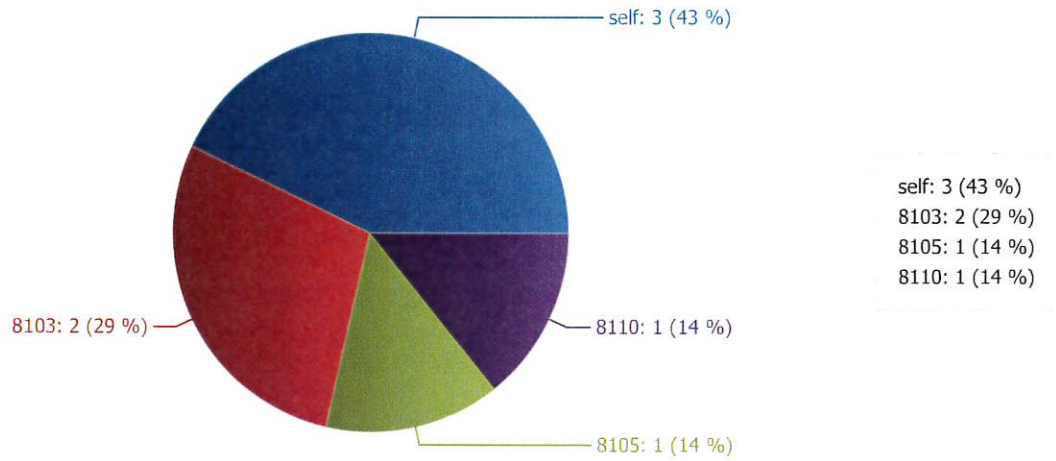
# Deployment Summary

Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

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Top 25 Requesting Agencies



# Deployment Summary

Group Report for 1 Handler

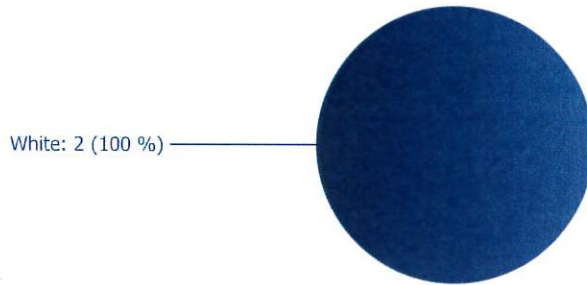
Using all 8 Records from October 1, 2025 to October 31, 2025

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## Demographic Data: Arrests

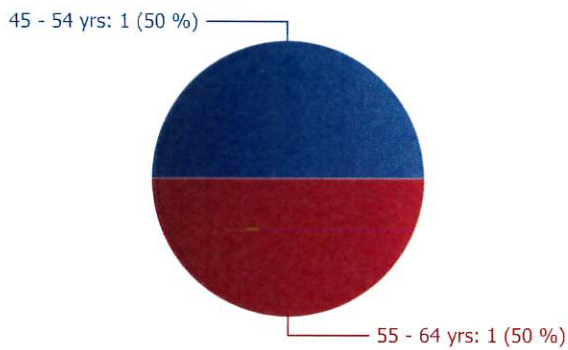
### Arrests by Race/Ethnicity

Total Arrests: 2



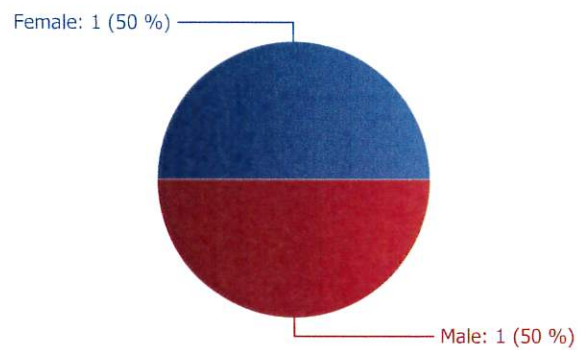
### Arrests by Age

Total Arrests: 2



### Arrests by Sex At Birth

Total Arrests: 2

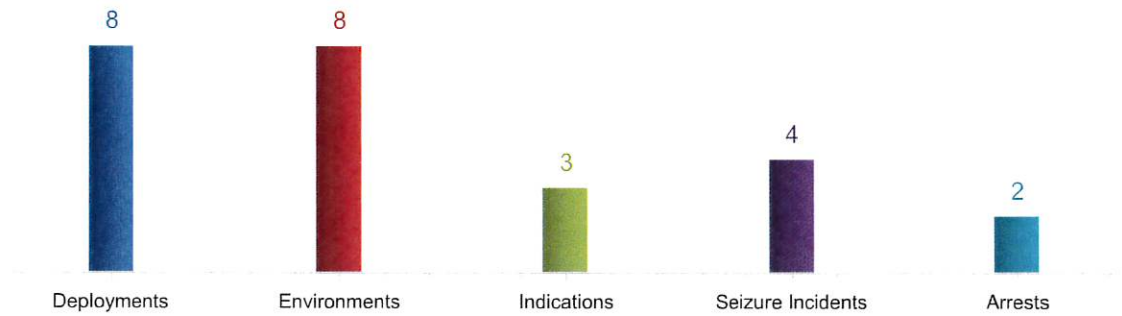


# Deployment Summary

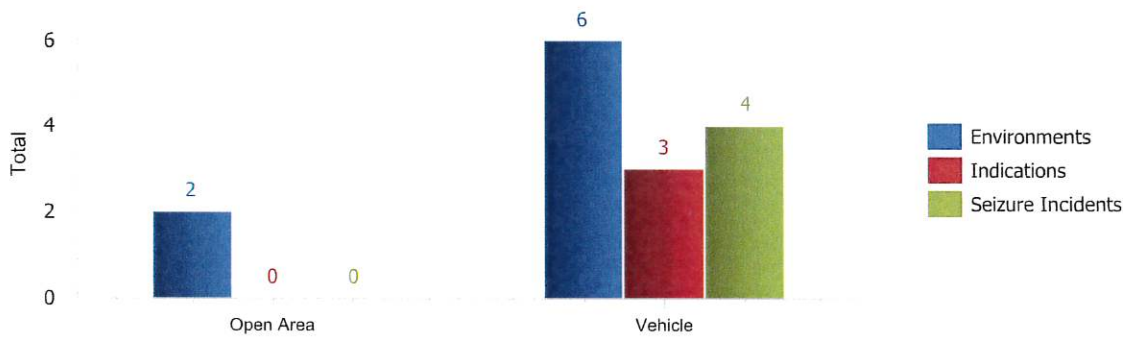
Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

Detection Statistics



Detection Environments



# Deployment Summary

Group Report for 1 Handler

Using all 8 Records from October 1, 2025 to October 31, 2025

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## Drug Paraphernalia Indications

Paraphernalia  2 seizure incidents (100%): 2 items

### Packaging Around Drug Paraphernalia

Cloth: 2 (100%)

## Drug Indications

Methamphetamine  2 seizure incidents (100%): 2 grams

### Packaging Around Drugs

Plastic: 2 (100%)

# October 2025 Operations Report

For additional information, contact:  
 Corey Litterst, Local Manager  
 (573) 883-5400 ext. 1112  
 clitterst@alliancewater.com

## SAFETY

In October, our safety training covered Hazard Communication and Safety Data Sheets (SDS). The training that we received explains the symbols associated with the chemicals that are handled by our team daily. They also cover the proper handling of the chemicals and what personal protective equipment is recommended to wear while doing so. Lastly, it explains what is included in the SDS sheets that are filed for the chemicals and solvents that we have onsite.

## OPERATIONS BY THE NUMBERS

MEASURABLE	MONTHLY TOTAL
Potholes Repaired	4
Water Mains Repaired	0
Service Lines Repaired	0
Sewer Main Cleaning (ft)	6,460
Gallons of Wastewater Processed	Unknown*
Gallons of Water Produced	22,769,000 High:875,000 Low:514,000
Water Loss	6.38%
Line Locates	43
Utility Billing Work Orders	80
Water Bill Disconnects	38
Mower Hours for Parks	8
Playground Equipment Repairs	4

Table 1. AWR metrics. \*flow meter is not operational.

## **WATER TREATMENT**

- We replaced some overhead hangers in the water plant. They hold the water lines that are used for back washing filters. They have deteriorated over the years with the chlorine in the plant.
- Replaced the belt on the chlorine room exhaust fan. The fan is required to be operational to be able to enter the room.
- We fixed several air leaks on the tanker truck. We were having a hard time keeping air pressure built up for the brakes with them.

## **WASTEWATER TREATMENT**

- Repaired a cracked valve on the overhead loading system for the sludge system.
- Metro Ag pumped and land applied roughly 500,000 gallons of sludge from the million-gallon tank.

## **WATER DISTRIBUTION**

- Maxwell, Pointe Basse, and M Road water towers had their yearly inspections completed.
- The transducers were cleaned at the on-site and Pointe Basse water towers to ensure water levels are correct on the SCADA system.
- Met with MLC about getting their water meters replaced.
- Well #3 and #7 cleanings were scheduled for the annual maintenance.
- Fire hydrant painting and oiling is underway. We have roughly 75 completed.

## **SEWER COLLECTIONS**

There were no sanitary sewer overflows (SSO) for the month.

- We had a sewer camera crawler demo in the Pointe Basse area.
- Did some dye testing in the PB area to locate FSCB's lateral.
- We were able to rewire and replace components in Virginia lift station ourselves due to high amperage. Lightning may have been the issue.
- Replaced a broken section of the sewer main on Mary Ellen Street.

## **STREETS/STORM**

- Installed some barriers on Linn Drive to prevent water from flooding a resident's garage.
- Watered the roads and cleaned up for the Mid Missouri River National Wildlife Refuge ribbon cutting ceremony.
- All vehicles have the new city logo on them.
- We removed, repaired, and reinstalled the pony motor on the street sweeper. The flywheel shaft drive was the problem. The pony motor operates the hydraulic system and the turbine for suction.
- Crack filling was done on several streets. We will continue to work on this until the weather doesn't allow us to do so.
- We were called on the weekend of the 17<sup>th</sup> and 18<sup>th</sup> for water over the roads due to rain. We put out barricades and cleaned 3<sup>rd</sup> Street due to mud on it.
- Painted the handicapped parking spots on Merchant that were approved by the board.
- Dumped a load of rip rap in Valle Springs to help with a storm water outlet that is washing out near a residence.
- The 2 new pickup trucks were outfitted with new spreaders by Woody's Municipal Supply.
- Met with Bauman's and Cochran on Scott Street to get a game plan on the storm drain grates for the new asphalt. Material was ordered and they were fabricated.
- All storm drains were jetted in the Linn subdivision. We inspected them before the paving project started.

## **PARKS**

- Swapped 2 swings around in Pere Marquette Park for MIRMA Insurance according to code.
- Main Street Park bathroom's exterior was pressure washed.
- We painted the door on the new bathrooms in Pere Marquette Park. It was damaged during shipping.
- We did cleanup work and fixed props that needed it in the dog park.
- 18 trees were planted in the downtown area along with Pinkley and Gauge Parks.