PROCLAMATION
OFFICE OF THE MAYOR
CITY OF STE. GENEVIEVE

Whereas, the City of Ste. Genevieve takes great pride in recognizing individuals whose dedication, service, and leadership strengthen the community and exemplify the highest ideals of civic responsibility, and

Whereas, Local son, Herb Fallert, has spent much of his life serving Ste. Genevieve and giving back to his community, and

Whereas, Herb served as accountant and manager for the Missouri Farmers Association (MFA) for 25 years from 1957 to 1982, operating the Ste. Genevieve Co-Op from 1967 to 1982, and

Whereas, Herb and his wife Norma operated the Phillips Inn in Ste. Genevieve from 1964 to 1966, the Hotel Ste. Genevieve and the Café Ste. Genevieve in the heart of historic downtown from 1983 to 1991 and Audubon's from 2016 to 2024, and

Whereas, Herb and Norma owned and operated the Show-Me-Shop from 1998 to 2010 and were recognized with the Ste. Genevieve Chamber of Commerce Small Business of the Year Award in 2010, and

Whereas, Herb served as State Representative for Ste. Genevieve and Perry Counties for 12 years from 1982 to 1994, and

Whereas, Herb was a tourism leader in the State of Missouri and sponsored the 1991 legislation that authorized riverboat casinos creating substantial new public revenues and sponsored the 1993 legislation that increased the state's tourism budget to allow for equitable tourism and promotion around the state and Herb was elected to the Missouri Tourism Hall of Fame in 2007; and

Whereas, Herb was chairman of the House Tourism, Recreational and Cultural Affairs Committee from 1989 to 1994, Deputy Director of the Missouri Division of Tourism from 1997 to 1999, and Missouri's representative on the National Conference of Travel and Tourism in Washington, DC, and

Whereas, Herb worked with the National Federation of Historic Preservation based in Washington and Chicago after the 1993 flood to survey and study the needs of the Ste. Genevieve Historic District and secured state grants for repair and restoration, and

Whereas, Herb served on the Mississippi River Parkway Commission advocating for the building of the Great River Road, and served on the Mississippi River Country USA's mission to Japan to encourage international travel to the Mississippi River Basin following the 1993 flood, and

Whereas, Herb also supported legislation for, advocated for, and ultimately helped establish the Missouri Arts Council Trust Fund which generates funding for Missouri Arts programs across the state, and

Whereas, Herb received the first ever Missouri Trailblazer Award as well as the Missouri Citizens for the Arts Advocacy Award in 1994, and also received the Mississippi River Parkway Commission Outstanding Achievement Award in 1996, and

Whereas, Herb has served his hometown community as President of the Ste. Genevieve Chamber of Commerce, member of the Industrial Development Corporation, the Missouri Farm Bureau Federation, the Missouri Farmers Association, the Ste. Genevieve County Pork Producers, the Ste. Genevieve Foundation for Historic Preservation, the Ste. Genevieve High School Vocational Advisory Committee, the Ste. Genevieve Elks Lodge, the Ste. Genevieve Lions Club, the Ste. Genevieve Tourism Board, the Ste. Genevieve Levee District II and the Joint Levee District board, and

Whereas, Herb served on the board of directors for Citizens Electric Corporation from 1990 to 2013 and received the Franklin R. Stock Award in 2013 in recognition of his many contributions to the organization and the State of Missouri, and

Whereas, Herb served on the City of Ste. Genevieve Board of Alderman from 2001 to 2005, and

Whereas, Herb was honored by the Ste. Genevieve Chamber of Commerce in 2006, receiving the Presidential Award for his service to the Ste. Genevieve Community, and

Whereas, Herb was recognized with the Distinguished Service Award from the Ste. Genevieve 4-H Clubs and the Distinguished Service Award from the Ste. Genevieve Jaycees, and

Whereas, Herb exemplifies leadership, dedication, determination, and commitment to serving the needs and the people of Missouri and the City of Ste. Genevieve.

NOW THEREFORE BE IT RESOLVED BY THE MAYOR AND BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSSOURI DOES HEREBY CONFER UPON HERB FALLERT THE MAYORAL MERIT AWARD IN RECOGNITION OF HIS OUTSTANDING SERVICE, DEDICATION, AND CONTRIBUTIONS TO OUR COMMUNITY, AND BE IT FURTHER RESOLVED THAT THIS RESOLUTION BECOME OFFICIAL RECORD OF THE CITY OF STE. GENEVIEVE AND THAT A COPY BE PRESENTED TO HERB FALLERT AS A SYMBOL OF THE CITY'S SINCERE APPRECIATION AND GRATITUDE ON THIS 9TH DAY OF APRIL, 2026.

FOUNDED 1735

Brian Keim, Mayor