

**MINUTES OF THE
STE. GENEVIEVE BOARD OF ALDERMEN
REGULAR MEETING
THURSDAY – DECEMBER 9, 2021**

CALL TO ORDER. Mayor Hassler called the 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 Paul Hassler	
Alderman Jeff Eydmann	Alderwoman Ashley Armbruster
Alderman Bob Donovan	Alderman Mike Raney
Alderwoman Susan Johnson	Alderman Joe Prince
Alderman Mike Jokerst	Alderman Gary Smith

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

PRESENTATION/AWARDS. None.

PERSONAL APPEARANCE. None.

CITY ADMINISTRATORS REPORT. See Attached Report.

STAFF REPORTS.

Dave Bova – Community Development Administrator - See Attached Report

Steve Wilson – Alliance Water Resources - See Attached Report

Kenny Steiger – Fire Chief - See Attached Report (Absent)

Eric Bennett – Police Chief - See Attached Report

Jeffery Wix – Tourism Director - See Attached Report (Absent)

COVID DISCUSSION. Numbers rising but still average of around five cases per week.

COMMITTEE REPORTS. Alderwoman Armbruster reported on the November 22, 2021 Park Board Meeting and the Park Board decided to table The Rome Group’s fundraising proposal and revisit in the future. The next Park Board meeting will be January 24th at 7:00 p.m. at City Hall.

PUBLIC COMMENTS. None.

CONSENT AGENDA.

- Approval of the Minutes of the November 18, 2021 Board of Aldermen Regular Meeting
- Approval of the Minutes of the November 18, 2021 Board of Aldermen Work Session.
- **RESOLUTION 2022 – 18.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE, MISSOURI AUTHORIZING THE MAYOR TO EXECUTE A PROPERTY MAINTENANCE AGREEMENT WITH DORAL & LYNETTE PARMER TO MAINTAIN FLOOD BUYOUT PROPERTY.
- **RESOLUTION 2022 - 19.** A RESOLUTION BY THE BOARD OF ALDERMEN OF THE CITY OF STE. GENEVIEVE, MISSOURI ACCEPTING THE RECOMMENDED LOW BID OF KRANZ BODY, LLC FOR THE PURCHASE OF A REPLACEMENT TRUCK BED IN THE AMOUNT OF \$20,749.00.

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

PUBLIC HEARING.

The Mayor & Board of Aldermen will conduct a public hearing at which time citizens may be heard on the proposed water/sewer rates to be set by the Board of Aldermen as shown below:

WATER RATES: Proposed FY 2022 \$7.09 minimum plus \$.06026/cubic feet
SEWER RATES: Proposed: FY 2022 \$8.49 minimum plus \$5.12/1000 gallons or (\$.0381/cubic feet)
INDUSTRIAL WATER RATES: Proposed: FY 2021 \$6.23 minimum plus (\$.04655/cubic feet)

Mayor Hassler opened the public hearing at 6:16 p.m. City Administrator Welch reported on the proposed rate increases which are a two percent increase and industrial rates at a three percent increase. If small rate increases on done on a yearly basis this will avoid a large increase over time. With no further questions Mayor Hassler closed the public hearing at 6:18 p.m.

OLD BUSINESS.

BILL NO. 4462. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI AMENDING THE PERSONNEL MANUAL AS SET FORTH BELOW. 2nd READING. A motion by Alderman Jokerst, second by Alderman Smith, Bill No. 4462 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderman Smith, Alderman Eydmann, Alderman Donovan, Alderman Raney, Alderwoman Armbruster, Alderman Jokerst, Alderman Prince and Alderwoman Johnson.. Nays: None Absent: None. Motion carried 8-0. Thereupon Bill No. 4462 was declared Ordinance No. 4383 signed by the Mayor and attested by the City Clerk.

NEW BUSINESS.

BILL NO. 4464. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI, AMENDING MUNICIPAL CODE CHAPTER 715 USER CHARGE SYSTEMS; SPECIFICALLY SECTION 715.040 USER CHARGE RATES SUBSECTIONS A. & B. BY REVISING THE WATER USE CHARGES. 1st & 2nd READING. A motion by Alderman Smith, second by Alderman Jokerst, Bill No. 4464 was placed on its first reading, read by title only, considered and passed by a 8-0 vote of the Board of Aldermen. A motion by Alderman Smith, second by Alderman Jokerst to proceed with the second and final reading of Bill No. 4464. Motion carried 8-0. A motion by Alderman Smith, second by Alderman Donovan, Bill No. 4464 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderman Smith, Alderman Eydmann, Alderman Donovan, Alderman Raney, Alderwoman Armbruster, Alderman Jokerst, Alderman Prince and Alderwoman Johnson.. Nays: None. Absent: None. Motion carried 8-0. Thereupon Bill No. 4464 was declared Ordinance No. 4384 signed by the Mayor and attested by the City Clerk.

BILL NO. 4465. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI, AMENDING MUNICIPAL CODE CHAPTER 715 USER CHARGE SYSTEMS; SPECIFICALLY SECTION 715.140 SEWER CHARGES AND BILLING, SUBSECTION "D" BY REVISING THE SEWER USE CHARGES. 1ST & 2ND READING. A motion by Alderman Donovan, second by Alderman Eydmann, Bill No. 4465 was placed on its first reading, read by title only, considered and passed by a 8-0 vote of the Board of Aldermen. A motion by Alderman Smith, second by Alderman Jokerst to proceed with the second and final reading of Bill No. 4465. Motion carried 8-0. A motion by Alderman Smith, second by Alderman Donovan, Bill No. 4465 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderman Smith, Alderman Eydmann, Alderman Donovan, Alderman Raney, Alderwoman Armbruster, Alderman Jokerst, Alderman Prince and Alderwoman Johnson.. Nays: None. Absent: None. Motion carried 8-0. Thereupon Bill No. 4465 was declared Ordinance No. 4385 signed by the Mayor and attested by the City Clerk.

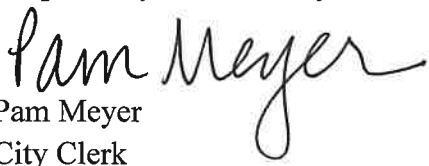
BILL NO. 4466. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE AUTHORIZING PAYMENT #3 TO DONZE CONSTRUCTION, INC, FOR THE REMODEL OF THE CITY POLICE DEPARTMENT & BASEMENT IN AN AMOUNT OF \$68,132.84. 1ST & 2ND READING. A motion by Alderwoman Johnson, second by Alderman Jokerst, Bill No. 4466 was placed on its first reading, read by title only, considered and passed by a 8-0 vote of the Board of Aldermen. A motion by Alderman Smith, second by Alderman Raney to proceed with the second and final reading of Bill No. 4466. Motion carried 8-0. A motion by Alderman Smith, second by Alderman Prince, Bill No. 4466 was placed on its second and final reading, read by title only, considered and passed by a roll call vote as follows: Ayes: Alderman Smith, Alderman Eydman, Alderman Donovan, Alderman Raney, Alderwoman Armbruster, Alderman Jokerst, Alderman Prince and Alderwoman Johnson.. Nays: None. Absent: None. Motion carried 8-0. Thereupon Bill No. 4466 was declared Ordinance No. 4386 signed by the Mayor and attested by the City Clerk.

OTHER BUSINESS. None.

MAYOR/BOARD OF ALDERMEN COMMUNICATION. None.

ADJOURNMENT. With no further business Mayor Hassler adjourned the meeting at 6:23 p.m.

Respectfully submitted by,


Pam Meyer
City Clerk

CITY ADMINISTRATOR REPORT

December 9, 2021 UPDATE 1

1. The County requested and we have supplied a summary and a printout of revenues and expenditures in the street department. The commissioners asked for an accounting breakdown for our share of the County Road Tax which amounted to \$324,000 of our \$813,000 budget.
2. The board will not meet again until January 14, 2022. City offices will be closed December 23 & 24 for the Christmas Holiday and December 31 for the New Year's Holiday. I will be out of the office the afternoon of December 10, 2021.
3. There will be funds and grants coming over the next 5 years with the recently approved Infrastructure and Jobs Act (IIJA) bill. There will be money set aside for communities less than 50,000 for local roads, EV charging station funds, TAP grant increases for local governments to improve sidewalks/bike trails, competitive bridge investment, water and sewer infrastructure, and stormwater just to highlight the categories. Some of this will be distributed through the states where other funds come through Community Development Block Grants.
4. Product delays have set us back a couple of more weeks on the police department remodel. We hope to have fiber installed the week of December 13 followed by the IT equipment, server and computers from Forward Slash.
5. We will need to begin the process of redistricting the wards in the near future and I have discussed the possibility with the Regional Planning Commission doing the work. Staff has downloaded maps and data from the Census Bureau but the final count is not matching our total, so we will recheck our blocks and census tracts before having RPC do the work. They will be the ones who ultimately add it to our GIS information.
6. GWorks, our accounting software, has advised us they will be discontinuing the current ACH module that we use for customers to pay their bills without any charge and moving everything to Front Desk for all communities. That will leave folks the option of paying by check, echeck or credit card. This change takes effect January 1. They will also discontinue the online email billing information and moving it all to Front Desk as well. The Front Desk link is on our website for those who want to sign up.
7. Senator Blunt will be introducing legislation that will expand the boundaries of the National Historical Park to include the Welcome Center. If approved that will be the first step in the city transferring ownership of that building to the Park Service.



Community Development December 2021 Staff Report Activities for 11/13/21 – 12/06/21

Historic Preservation – Heritage Commission

- Meeting – Nov. 15th – Approved 1 COA
- 1 COA approved administratively
- Next meeting Dec. 20th
- January & February meetings will be on 4th Monday instead of 3rd Monday
- Applied for 2 Historic Preservation Fund grants - 1 Outreach & 1 Survey

Building Department / Code Enforcement

- Occupancy Permits / Inspections 22
- Building Permits Issued 12
- Demolition Permits 1
- Sign Permits 0
- Chicken Permits 0
- Special Use Permits 2
- Old plans organized – first cabinet completed; plans being organized
- Continuing process to transition to 2018 ICC codes

Rental Housing Advisory Commission

- Rental registration updated for 2022

Planning & Zoning

- No meeting in December
- Next meeting – Jan. 6th

Board of Adjustment

- Nothing new to report

Floodplain Management

- Nothing new to report

Property Maintenance

- 2018 Focus Properties Remaining 4
- Nuisance Property Issues 6
- Vegetation Nuisance Issues 0
- Building Code Violation Issues 2

Training

- Planning & Zoning UMSL Chancellor's Certificate – completed

- Missouri Humanities Council Webinar – attended 1/21 & 1/28/21
- Preservation Advocacy & 117th Congress Webinar – attended 1/28/21
- ICC Residential Building Code Webinar Series – 7 weeks completed
- ICC Deck Safety Codes & ICC Off-Site Construction – Gene completed
- SHPO HPF Grant Application Workshop – completed
- ICC Introduction to Off-Site Construction – Gene completed
- Social Media & The First Amendment Webinar – completed
- Lead The Way: PHA Governance refresher training – completed
- 2018 Residential Building Inspection Institute – Gene completed
- State of Missouri Update – Floodplain Dev. Permits Webinar – completed



OUR MISSION

We partner with communities to deliver the finest water and wastewater services available at a competitive price. We are committed to keeping water safe and clean while serving people and taking care of communities with improved technical operations, careful management and financial oversight, and ensured regulatory compliance.

Alliance Water Resources, Inc.

**206 S. Keene St.
Columbia, MO
65201**

(573)-874-8080

OPERATIONS REPORT – Ste. Genevieve

November 2021

Water Treatment Plant

- Contacted Central Power concerning the status and repair quote for the Generator.
- Staff completed a full test of the emergency lighting in the facilities.
- Cryogas completed the needed repairs to the Carbon Dioxide refrigeration unit located at the plant.
- Yard maintenance and clean up prior to the winter season.
- All locations were inspected and cleaned.

Wastewater Treatment

- The Dissolved Oxygen meter used for the inhouse labs is not meeting the needed requirement of the permit. We are purchasing a new unit.
- The flowmeter is still not functioning. We had a rep come and diagnose the unit. He has ordered the needed sensors to complete the repairs and return it to service.
- The North Rotor motor is showing insulation failure during routine testing.
- We have completed a thorough cleaning and inventory of the shop area.
- Routine maintenance and inspections were performed as scheduled.



OPERATIONS REPORT – Ste. Genevieve

WASTEWATER PLANT EFFLUENT QUALITY

	BOD Mg/l	TSS mg/l	pH	E. coli forming Colonies/100 ml
Monthly Average	3.4	3.0	7.8	n/a
Peak Day	4.2	4.3	8.1	n/a
Percent Removal	97.4%	98.3%		

NPDES EFFLUENT LIMITATIONS

	BOD Mg/l	TSS mg/l	pH	E coli forming Colonies/100 ml
Monthly Average	30	30	6.5-9.0	206
Weekly Average	45	45		1030

AMMONIA MONTHLY LEVELS

	<u>Ammonia as Nitrogen</u>
Daily Maximum	.03
Monthly Average	.03

AMMONIA LIMITATIONS

	<u>(April 1st- Sept 30th) Ammonia as Nitrogen</u>	<u>(Oct 1st-March 31st) Ammonia as Nitrogen</u>
Daily Maximum	4.2	11.8
Monthly Average	1.5	2.6

PLANT HYDRAULIC AND ORGANIC LOADING

Daily Maximum flow MG- .679mgd October 25th, 2021
 Daily Maximum loading 633lbs., October 22nd, 2021



OPERATIONS REPORT – Ste. Genevieve

Collection/Distribution

Collections

- Staff jetted just over 3400ft of lines this month.
- The area surrounding the old builtbest buildings were inspected with the cameras.
- Pulled pumps at the Lift Station in Robinwood, problem wipes stuck in the pump, again.
- Riverview Nursing Facility has completed. An inspection of the process will be completed.
- Pump #2 at the Robinwood Lift Station has been installed, and a new contactor as well.
- All lift stations were cleaned, inspected.
- All lift stations were inspected at a minimum of 3 times per week. Staff inspects for grease build up, vandalism, and any electrical issues that would indicate issues with pumps, motors, or controls.

Distribution

- Water main break in the 600 block of Market St.
- Meter pits are being relocated to the yards in anticipation of the next waterline project.
- Water main break in 100 block of St. Jude. This was a 4" Cast iron line.
- Fire hydrant located at the M Road tower has been rebuilt.
- 2" meter was replaced at the Eric Scott bldg.
- All remote buildings were cleaned, inspected.
- Spire damaged a service line on Ziegler St.

Customer Service

- Staff performed 33 line locates.
- Staff performed 47 work orders.
- Disconnects for non-payment 24
- There were 4 loads of lime purchased.

Public Works

Streets

- Met with Bauman's concerning the overlay on North Main St.
- A tree was removed in the downtown area. The tree was not replaced and the sidewalk has been repaired.
- Safety Kleen came and completed an inventory of all unknown containers and is providing us with a quote for removal.
- Staff has completed street repairs in the alley between ridgeway and Maple.
- 2 of the 3 city owned dump trucks have been taken to shops. One truck had to be towed.
- 2 City owned mowers were delivered to Flieds Equipment for starting issues.
- Trimmed trees for xmas lighting. Xmas lights and inflatables.
- Clean up in the break area has been completed



OPERATIONS REPORT – Ste. Genevieve

Park

- Staff has completed the edging of the walking trail.
- The insulation has been replaced and/or reattached to the ceiling.
- Main Street bathroom were cleaned and disinfected.
- Jeff completed drywall repairs at the Welcome Center.
- Inventory of mower parts. Parts will be ordered to ensure operation with minimal downtime.
- Due to the dropping overnight temps, we are closing the bathrooms for the winter season. They will reopen as the weather allows.
- All mowing equipment will have damages repaired and will return in the spring, in normal working conditions.
- Trees in the parks needing attention have been tagged

Project Updates

- Cochran is preparing a proposal for the electrical project at the water plant.
- All manholes have been fitted for the risers that will be required for the street overlays.
- Street overlay project completed late October.

Safety

- Staff reviewed Hazard Communication and Global Harmonization
- Covid Update for staff.
- SDS sheets have been updated and are available for all staff.

Regulatory

- All testing and reports were submitted on time.

Training

- All new waterline data has been collected and the GIS system is being updated.
- All members of Public Works have completed the Traffic Flagger Certification Course.

Concerns for the Month

- Approaching colder temps.

Positive for the Month

- We have received a Thank you card from Valle for the work completed to the soccer fields this year.
- We have also received numerous other thank you cards for work completed.

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: **November, 2021**

Calls for Assistance:

- SGFD responded to **17** emergency calls in **November**
- Total so far this year **187** calls, **down 16** calls from last year

Staffing:

- SGFD roster is down 6. Due to the fireman being volunteer, openings will occur
- Volunteers are still needed, contact any SGFD firefighter if interested.
- **Have 1 passed back round checks and second in back round checks.**

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

- **Monthly Training November was simulated responses. We had them pull into the firehouse and then assigned them a job we had trained on and they had to formulate a plan and follow through**

Meetings Attended

- Ozark Firefighters meetings – **Cancelled**
- Bi County Chiefs 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**

Facility: LED Lighting

- Project completed.

Apparatus & Equipment Maintenance:

- Bids have been reviewed requesting to purchase from the MODOT State Contract for 1 ton pickup. Don Brown contacted GM has accepted the order and we are on the build list but still unsure of delivery date. **GM Says we should have by Christmas**

Fire Radio

Sat in on a St. Francis/Ste Genevieve County dispatch radio meeting. They currently have a third party doing a radio coverage survey and then they will make recommendations on how to improve the radio system.

Grants

- Have heard that a Homeland security grant may be coming available this week. This is a no matching money grant. I will attempt to write this grant and replace our aging radios that are in the 10 year plan for replacement. Grant submitted for all new mobile radios. Grant request amount was \$58,000.00. Have been informed that we will be receiving about \$25,000 of the request. Have to jump thru some federal government hoops to receive the funds. Will be working with IT company to complete a NATIONAL CYBER SECURITY REVIEW FORM to reach the next step. **Review form has been forwarded to FORWARD SLASH – WAITING ON THEM TO COMPLETE**
- I am requesting permission to apply for the annual Missouri Dept of Conservation Grant. This grant is a 50% match. I would like to apply for some hose, nozzles, adapters and pagers. Our match, should we get the grant, would be \$3,746.87. This amount would be available in the Rural Fire Account. Grant request submitted

County Firefighters Assn.:

Nothing to report

Local & State Mutual Aid:

- Nothing new to report

Misc.

- **We participated in the Pecanapaloosa**
- **We participated in a funeral for a county fire fighter**

KnoxBox Program

Boxes Approved, shipped and Waiting for installs

- Ste. Genevieve Do It Center (still waiting for warehouse on Chadwell)
- Angstrom MFG. for old Grandpas Building
- Mid State Wood Products for Trautman Building
- L & H Rental Properties for Old Biltbest Offices

Approved & Waiting on Install

- **Basler Business Enterprises**
- **Save A Lot**

We now have **41** installed boxes in the city and **4** waiting to be installed.



Ste. Genevieve Police Department



Monthly Operations Report

Date: December, 2021

Calls for Service:

*SGPD responded to 321 calls for service in November, 2021.

UCR	Incident Type	Count
1055	INTOXICATED PERSON	3
1059	ESCORT	5
1073	ALARM BURGLARY	15
8121	TRAFFIC STOP	63
A911	ABANDON OR OPEN 911 CALL	9
ANIM	ANIMAL CALL	7
ASSIP	ASSIST FOR POLICE	3
ASSLT	ASSAULT CALL	1
ASSLTNP	ASSAULT CALL NOT IN PROGRESS	1
BURG	BURGLARY	1
CHEST	CHEST PAIN	1
CI	C AND I DRIVER	5
CUSTO	CHILD CUSTODY	2
CWB	CHECK WELL BEING	5
DIST	DISTURBANCE	10
DOMES	DOMESTIC DISTURBANCE	2
EXTRA	EXTRA PATROL	7
FALLS	FALLS	3
FRAUD	FRAUD	1
FUGI	FUGITIVE ARREST	3
HARA	HARASSMENT	3
HEART	HEART PROBLEMS	1
INFO	INFORMATION ONLY	1
INVESF	INVESTIGATION FOR FIRE	1
INVESEP	INVESTIGATION POLICE	20
MISC	MISCELLANEOUS	71
MOTO	MOTORIST ASSIST	3
MVAI	MVA INJURY	1
MVAN	MVA NON INJURY	10
ORDIN	ORDINANCE VIOLATION	8
PAPER	PAPERS SERVED	1
PEACE	PEACE DISTURBANCE	2
POWER	POWER LINES	3
PRISO	PRISONER TRANSPORT	1
PROP	PROPERTY DAMAGE	4
PURSU	PURSUIT	1
RDHAZ	ROAD HAZARD	2
RESID	RESIDENTIAL FIRE	1
SEIZ	CONVULSIONS/SEIZURES	1
SICK	SICK PERSON	2
STROK	STROKE(CVA)	1
SUSPPE	SUSPICIOUS PERSON VEHICLE	16
THEFT	THEFT	9
TRESP	TRESPASSING	5
TTC	TRY TO CONTACT	2
UNCON	UNCONSCIOUS	1
UNKNO	UNKNOWN PROBLEM	1
VAND	VANDALISM	1
WARRANT	WARRANT CONFIRMATION	1
Total:		321

Staffing:

*We are fully staffed, and Officer Unverferth has been released for full-duty, and reported on December 7 for training. Officer Osborn is working light duty, due to a non-work related injury, which occurred while at work.

Training:

*We have officers scheduled this week to complete their required continuing education hours for 2021.

Meetings attended:

*I attended 1 BOA meeting in November.
*I attended a Citizen's Advisory meeting at Holcim.

Facility:

*The Police Department remodel is nearly complete (as of the time of this report.)
*We are researching options for acquiring or purchasing office furniture commensurate of the new aesthetic of the police department. As previously mentioned, there is a moisture issue in the maintenance building which has affected all of our furniture being stored therein.

Equipment/Maintenance:

*The 2 vehicles are scheduled for delivery next week. All equipment is on order for those vehicle, and we will schedule downfitting of the old vehicles once we have an upfitting date scheduled for the new vehicles.

Police Radio:

*St. Francois County is in the process of launching a radio study to locate and correct radio problems we've been experiencing the last several months. I attended the initial meeting detailing the study.

As previously reported, this may entail a new radio system, to which we will likely be expected to contribute.

Grants:

*Nothing to report

Miscellaneous:

*



TOURISM REPORT

For Ste Genevieve Board of Aldermen

December 9, 2021

OVERVIEW

Ste Genevieve Museum Learning Center News

- News release date: November 22nd
- News was made public regarding the find of a new genus and species of duck-billed dinosaur called *Parrosaurus missourensis*.
 - Ste Genevieve Museum Learning Center's curator **Guy Darrough** discovered the 35 ft long dinosaur fossils in Bollinger County, MO
 - Fossils will be exclusively displayed in the newly constructed laboratory inside the Museum Learning Center where paleontologists will travel to study, clean and process fossils allowing tourists to watch
- The story has been the focus of local, national and international media within the first 24 hours; including Smithsonian Magazine, Newsweek, USA Today, The Washington Post and all major radio and television networks
- Tourism impacts:
 - Expected increase in downtown tourism
 - Bringing consistent tourism traffic on weekdays
 - Peripheral businesses should benefit from the increased foot traffic

Post-Thanksgiving Weekend (*Black Friday/ Small Business Saturday*)

- November 26th- 27th
- Approximate attendance **2,800**
- Downtown retailers and dining reported constant flow of customers
- Reporting businesses claimed an average of **18%** increase in weekend sales (*comparison to same period over past two years*)

37th Annual Holiday Christmas Festival

- December 4th- 5th
- Total attendance- approximately **12,000**
 - Saturday- **9,000**
 - Sunday- Dropped to **3,000** (likely due to weather)
- Out-of-state attendees from Tennessee, Arkansas, Kentucky, Mississippi, Iowa, Illinois



WELCOME CENTER

Visitors

- 2021 November totals – **2,204**
- December to date – **524**

MARKETING

November 1st - 27th

Social media animated ad campaign promoted “Shop Local. Shop Ste Genevieve.”

November 9th- December 5th

Marketing campaign promoted **37th Annual Holiday Christmas Festival**

- Radio ads written and produced for target markets
 - St Louis MO, Cape Girardeau MO, Carbondale/ Marion IL, Paducah KY, Sikeston MO, Poplar Bluff MO
- Video produced & scheduled for social media

Social Media



Total Facebook Pages “Likes”= **13,110**

Total Facebook Pages “Followers”= **13,538**

Facebook comparisons

Category	Month (November 9- December 6)	Week (November 30-December 6)
Post Reach	75,190 (+118%)	29,434 (+3%)
Post Engagement	11,189 (+43%)	2,030 (-1%)
New Page Likes	365 (43+%)	47 (+6%)
Page Views	615 (+38%)	160 (+28%)

UPCOMING EVENTS

Grand Opening of the Ste Genevieve Museum Learning Center

- Saturday December 11th at 11 am