

**MINUTES OF THE  
STE. GENEVIEVE BOARD OF ALDERMEN  
REGULAR MEETING  
THURSDAY – MARCH 13, 2025  
6:00 P.M.**

**CALL TO ORDER.** Mayor Keim 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 Brian Keim     |                        |
| Alderman Bob Donovan | Alderman Patrick Fahey |
| Alderman Amie Dobbs  | Alderman Jeff Eydmann  |
| Alderman Joe Steiger | Alderman Joe Prince    |
| Alderman Mike Raney  |                        |

Absent: Alderman Eric Bennett

**APPROVAL OF AGENDA.** A motion by Alderman Donovan, second by Alderman Prince to approve the agenda as presented. Motion carried 7-0-1 with Alderman Bennett absent.

**PRESENTATION/AWARDS.** None.

**PERSONAL APPEARANCE.** None.

**CITY ADMINISTRATORS REPORT.** See Attached Report.

**STAFF REPORTS.**

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

**PUBLIC COMMENTS.**

Robert Browne, 498 Merchant addressed the Mayor and Board requesting that some type of speed bumps be installed on Fifth Street between Market and Jefferson due to the speeding vehicles on school days.

Mr. Taylor Fels with Taylor Engineering introduced himself and told the Board he is the engineer on the Crestlawn Cemetery Project and he is looking forward to working with the City.

**CONSENT AGENDA.**

- Minutes – Board of Aldermen – Regular Meeting – February 27, 2025
- Minutes – Board of Aldermen – Work Session – February 27, 2025
- Minutes – Board of Aldermen – Work Session – CLOSED SESSION – February 27, 2025
- Street Closure request – Ste. Gen. Gearheadz Car Club, LLC is requesting a street closure request for their “Monthly Car Cruise” for the third Saturday of the month starting in May and running thru July, 2025.
- **RESOLUTION 2025 – 22.** A RESOLUTION OF THE CITY OF STE. GENEVIEVE MISSOURI APPROVING THE INTENT TO ROLLBACK A PORTION OF THE PUBLIC SAFETY TAX IF THE STE. GENEVIEVE FIRE DISTRICT IS APPROVED BY VOTERS IN APRIL.

A motion by Alderman Steiger, second by Alderman Eydmann to approve the consent agenda as presented. Motion carried 7-0-1 with Alderman Bennett absent.

**OLD BUSINESS.**

**BILL NO. 4661. AN ORDINANCE OF THE CITY OF STE. GENEVIEVE, MISSOURI, CREATING A “NO PARKING DURING CERTAIN TIMES” RESTRICTION ON THE WEST SIDE OF VIRGINIA STREET BETWEEN MAPLE & RIDGEWAY. 1<sup>ST</sup> READING.** A motion by Alderman Raney to approve the first reading of Bill No. 4661, NO SECOND.... motion dies.

**NEW BUSINESS.**

**Approval to amend the budget for tree maintenance at Memorial Cemetery.** A motion by Alderman Steiger, second by Alderman Prince to approve the recommendation to amend the budget for tree maintenance in Memorial Cemetery. Motion carried 7-0-1 with Alderman Bennett absent.

**Approval of the low bids for the “Asphalt/Concrete Paving 2025” as follows: Asphalt: Vern Bauman Contracting at \$3,195,814.99 - Concrete: SIC Concrete at \$837,853.31.** A motion by Alderman Steiger, second by Alderman Raney to approve the low bid of Vern Bauman Contracting for \$3,195,814.99 (asphalt) and the low bid of SIC Concrete at \$837,853.31 (concrete) for the “Asphalt/Concrete Paving 2025” project. Motion carried 7-0-1 with Alderman Bennett absent.

**BILL NO. 4662. AN ORDINANCE AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT FOR ENGINEERING SERVICES WITH TAYLOR ENGINEERING, LLC FOR THE CRESTLAWN CEMETERY EXPANSION DESIGN. 1<sup>ST</sup> READING.** A motion by Alderman Donovan, second by Alderman Steiger, Bill No. 4662 was placed on its first reading, read by title only, considered and passed by an 7-0-1 vote of the Board of Alderman with Alderman Bennett absent. .

**BILL NO. 4663 AN ORDINANCE AUTHORIZING AND DIRECTING THE ISSUANCE, SALE AND DELIVERY OF GENERAL OBLIGATION BONDS, SERIES 2025, OF THE CITY OF STE. GENEVIEVE, MISSOURI; PRESCRIBING THE FORM AND DETAILS OF SAID BONDS; PROVIDING FOR THE LEVY AND COLLECTION OF AN ANNUAL TAX FOR THE PURPOSE OF PAYING THE PRINCIPAL OF AND INTEREST ON SAID BONDS AS THEY BECOME DUE;**

**AND AUTHORIZING CERTAIN OTHER DOCUMENTS AND ACTIONS IN CONNECTION THEREWITH. 1<sup>st</sup> & 2<sup>nd</sup> READING.** A motion by Alderman Steiger, second by Alderman Eydmann, Bill No. 4663 was placed on its first reading, read by title only, considered and passed by an 7-0-1 vote of the Board of Alderman with Alderman Bennett absent. A motion by Alderman Prince, second by Alderman Eydmann to proceed with the second and final reading of Bill No. 4663. Motion carried 7-0-1 with Alderman Bennett absent. A motion by Alderman Prince, second by Alderman Donovan, Bill No. 4663 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 Mike Raney, Alderman Parick Fahey, Alderwoman Amie Dobbs, Alderman Joe Prince, Alderman Bob Donovan and Alderman Jeff Eydmann. Nays: None. Absent: Alderman Eric Bennett. Motion carried 7-0-1. Thereupon Bill No. 4663 was declared Ordinance No. 4583 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 Keim adjourned the meeting at 6:53 p.m.

Respectfully submitted by,



Pam Meyer  
City Clerk

## CITY ADMINISTRATOR REPORT

March 13, 2025 **Update**

1. The Health Care Committee will be meeting on Monday, March 31, at 4p for the first meeting to discuss employee health insurance and expectations for 2025-26. Rates won't be available until April and we'll see if we are close to expected increases around 10-12%.
2. I will be out of the office on Thursday, March 20 and back in on Friday.
3. We begin discussions with Lakenan on Wednesday, March 26 on our property/casualty insurance.
4. We have been held up on our sidewalk project on St. Mary's Lane due to a conflict with the National Park Service and MoDOT. The NPS did not sign off on the improvement in front of their property due to the significant appearance change they felt a concrete sidewalk with a 6 inch curb face would impact the historic buildings. After discussions in November and no direction during the winter we are submitting a concrete sidewalk with a 1 ½ inch curb face and exposed aggregate and reducing it to 5 feet wide. This will now impact our Prop S paving project because we will have to look at stormwater inlets in the street instead of curb inlets and those street inlets will be in the street. New sketch drawings are being developed for submittal to MoDOT and all other agencies.
5. More incidents with our postcard water bills in January and February. We are going to have to move to 8 ½ by 11 paper bills or we'll continue to have issues with the USPS distribution center in Hazelwood. FrontDesk is our online option for email bills but customers still opt to receive a paper bill so we are not saving much money on postage.
6. We will be hosting the Herald Candidate Forum on Wednesday, March 19, in the boardroom.
7. Alliance began clearing an area between the trail and soccer fields for the new playground equipment. All of the equipment and mulch have been delivered and the installer has come out to look at the area and given some recommendations to get the site prepped.
8. Notice for bids have been sent out and posted for 9<sup>th</sup> St. repaving and stormwater. Bids are due April 10 at 10a. This is part of our Prop S street rehabilitation and is more involved since it involves stormwater, curbing and a new asphalt surface.

# Ste. Genevieve Fire Department

Ken Steiger Fire Chief  
165 South 4<sup>th</sup>. 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](mailto:sgfd7101@gmail.com)  
Cell Phone: 573-883-0615

---

## Monthly Operations Report

Date: **February 2025**

### Calls for Assistance:

- SGFD responded to **22** emergency calls in **January**.
- The total for this year is **37** calls, down **7** calls from last year.

### Staffing:

- SGFD roster is down **4**. 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 a new volunteer application in hand, background and reference checks complete. Waiting for him to meet at the firehouse for an interview.**

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

- **Monthly Training was Turnout Gear donning/doffing, FD perception to public and Radio communications.**
- **Preplan Training was LeTechniques Salon.**
- **We had 6 go to Winter Fire School on University of Missouri campus.**

### Meetings Attended

Bi County Chiefs Meeting – **Attended**  
City Council Meeting X2– **Attended**  
Ozark Fire Assoc. Meeting – **Attended**  
Ste Gen and Ste Gen County Fire District meetings – **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 big to report – Normal Maintenance work

### Fire Radio

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

## Grants

### **2023 DPS Grant**

Received notification that the grant program will open soon. I intend to apply again to try to get some of our handheld radios upgraded. This will be a no matching funds grant, the same as the last 2 DPS grants. Grant has been submitted for approximately \$72,000. Grant has been approved. Waiting for permission from the state to order. **Closed out.**

### **ARP Grant**

#### **2024**

This is a 50% match which can be in the form of money or "in kind match". Will only require additional funding of approximately \$6,000.00 that would be available from the rural fire fund. **The hose approved at the last board meeting has been ordered, delivery date in the next couple of weeks.**

#### Firehouse Subs Grant

In the process of gathering information to apply for Firehouse Subs Foundation grant. Started the process. Application opens January 9<sup>th</sup>. Will be applying for auto extrication equipment. Grant program closed in 24 hours of opening was not able to submit the request. Will attempt again in April.

#### County Firefighters Assn.:

- **Setting a date for a Flammable Liquids class later this year.**
- **Setting a date for Fire Fighting Foam Class**

#### Local & State Mutual Aid:

- Nothing to report

#### Misc.

#### Misc.

**Hosted a National Weather Service Storm Spotter Class in conjunction with Ste Genevieve County Emergency Preparedness well received.**

#### 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**

#### Installed



## Community Development March 2025 Staff Report 2/11/25 – 3/10/25

### *Historic Preservation – Heritage Commission*

- No meeting in Feb.
- Next meeting – 3/17
- 2024 HP grant application – mobile app walking tour – recommended for funding

### *Building Department / Code Enforcement*

- Occupancy Permits / Inspections 28
- Building Permits Issued 14 (12 roof permits)
- Demolition Permits 1
- Sign Permits 0
- Chicken Permits 1
- Special Use Permits 0
- Sidewalks – sidewalk review in Spring 2025
- Building Code – 2021 ICC codes adopted – new permit fees eff. 4/1

### *Comprehensive Plan*

- Comp plan committee met – met Mar. 12th
- Discussed proposed annexation plan, strategic goals update
- Tentative next meeting – May '25

### *Planning & Zoning*

- No meeting in March
- Next scheduled meeting – 4/3

### *City / County Info*

- Assistance with Tourism / EcDev – Provided 5k in '23 & '24, discussion of poss. adding lodging tax to 2024 ballot – ballot language not submitted – looking at April 2025 election / discussion of forming a CVB type organization with County & Chamber / County partnered with City for Parkland REDI membership for 2024/ statute must be passed to raise lodging tax – bill will be introduced in Mo. House in 2025 session/ Bill in committee
- Progress Parkway property – county provided assistance to IDC for infrastructure
- FLAP Grant (N 4<sup>th</sup> Street bridge) – remains on track for 2025 / cost has risen to approximately 950k (originally 750k) now & county has asked for assistance from city
- TAP Grant (Hwy 61 sidewalk) – County app. approved – on track for 2026
- 911 Tax – Board formed (includes City officer) – payments from City & Amb. Dist. to continue until new infrastructure installed and paid; potentially 4 – 5 years (2027-28); City portion of dispatching services lowered in FY2025

- Improvements to Ferry Landing – USCOE will not require permits and have given permission to move forward; MLC has responded they have no issue with the project. UP has now given initial approval to move forward also. Drafting MOU for UP & MLC – UP has declined MOU and will draft their own. Potential buyer's offer was declined. UP has sent a lease application but no agreement on cost yet. Lease application submitted 3/3/25.

***Board of Adjustment***

- Nothing new to report

***Floodplain Management***

- Current long range forecasts show 63% chance of Minor Flooding in Mar-Apr-May.
- Current long range forecasts also show 14% chance of Major flooding in Mar-Apr-May.
- Current river stage (3/10) is 12.3'; expected to fall to 3'-4' next week.
- Ferry is currently operating Fri – Sun.

***Property Maintenance***

- Nuisance Property Issues 5
- Vegetation Nuisance Issues 1
- Code Violation Issues 3
- Sidewalk Issues 2
- 58 S Main – abatement work began 2/28



---

# Tourism Report

Aaron Smith | Mar 13, 2025



## The News

---

### Website/Visit Widget

- Fine tuning the last few things
- Should launch at the end of this month
- This will be a major piece in fixing the visitor experience

### Commercial

- a 15 second version of the commercial is playing in visitor centers across Missouri
- we've promoted it on instagram
- I'm waiting to promote it using YouTube until our website is up

# Small Town Showcase

- March 18th - Podcast will be recorded
- Bill Naeger and Queen Laura will be the guests
- Mix of lifelong Ste. Genevievean and new visitor who is excited about what Ste. Gen offers
- Worked with Caitlin Yaeger to guide the conversation to let people know about our new brand and all the efforts.

# STL Mag Newsletter Article

- Ran on Tuesday
- Great piece of press for our Rebrand
- In Home and Design section of STL Mag
- hits our target audience nicely
- press release for our brand launch will go out once our website is launched

# Continuing Projects

- Mo Humanites Small Town Showcase
- Website Launch
- Missouri Main Street Connection
- Visit Widget Ste. Genevieve App
- RTCA Grant through NPS (Due in March)
- French Heritage Festival



Design /

## A rebrand for Ste. Geneviève focuses on the future, while keeping an eye on its past

The goal is to help more history buffs, architecture and design enthusiasts, and tourists of all types discover the French Colonial town nestled in the midwestern United States.

---

By Charlene Oldham

March 10, 2025 at 1:41 PM

---



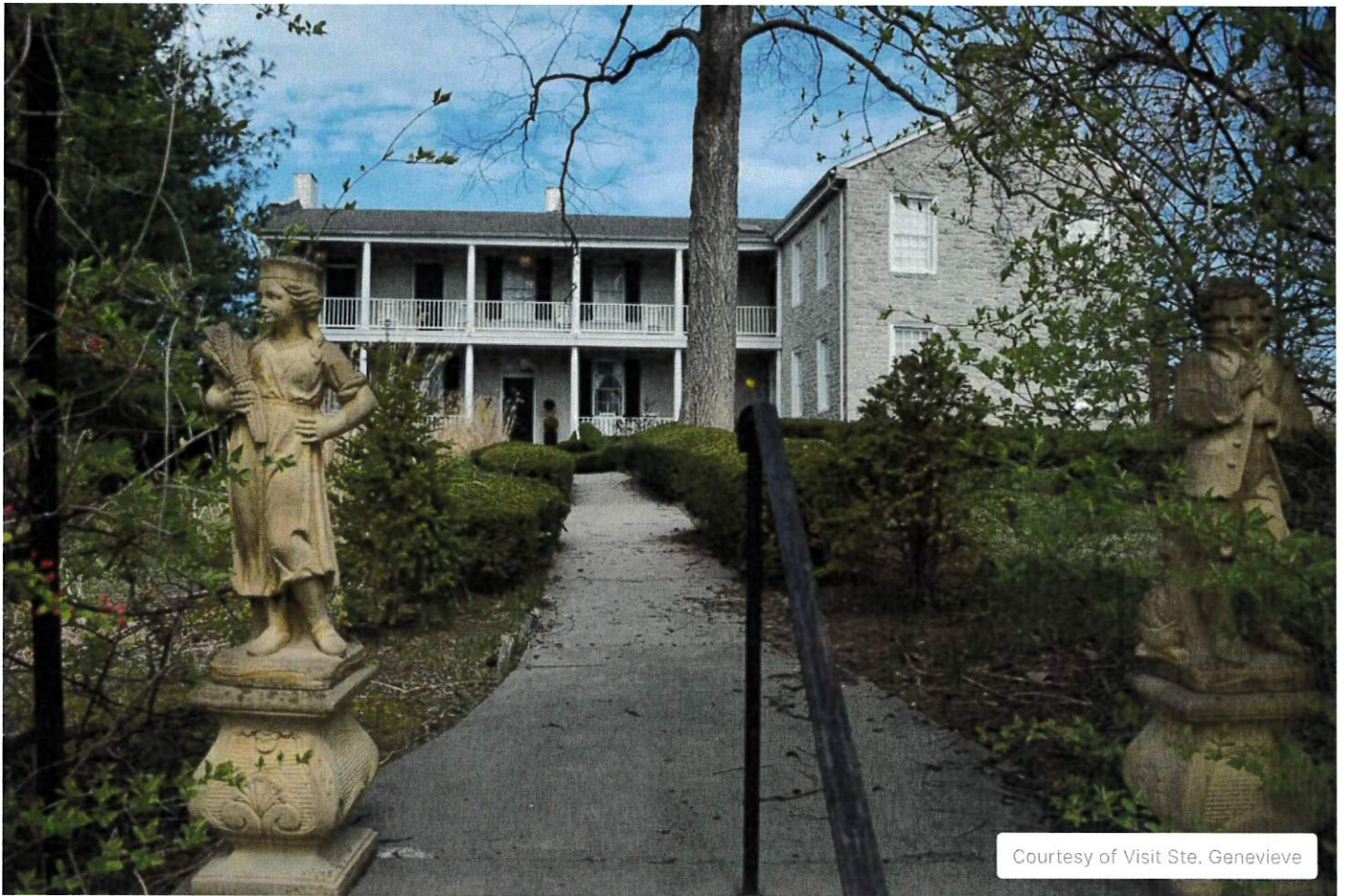
Courtesy of Visit Ste. Genevieve

The attic of the Guibourd-Vallé House – the most well-preserved example of a Normand truss that can be seen in the United States. This home is the first stop on the Living in Ste. Geneviève House Tour.

As the oldest permanent European settlement west of the Mississippi River, Ste. Geneviève is home to the country’s largest collection of vertical log structures, a style of French colonial architecture that has virtually vanished elsewhere in the United States.

When French Canadians settled into the area in 1735, these early inhabitants brought with them a building technique that uses “vertical wooden post” construction, with posts either set in the ground (*poteaux en terre*) or set on a foundation known as a sill (*poteaux sur solle*).

“I think Ste. Gen has been known by a lot of people as the oldest settlement in Missouri, and we have that recognition, but I still think we are relatively unknown,” says Mayor Brian Keim.



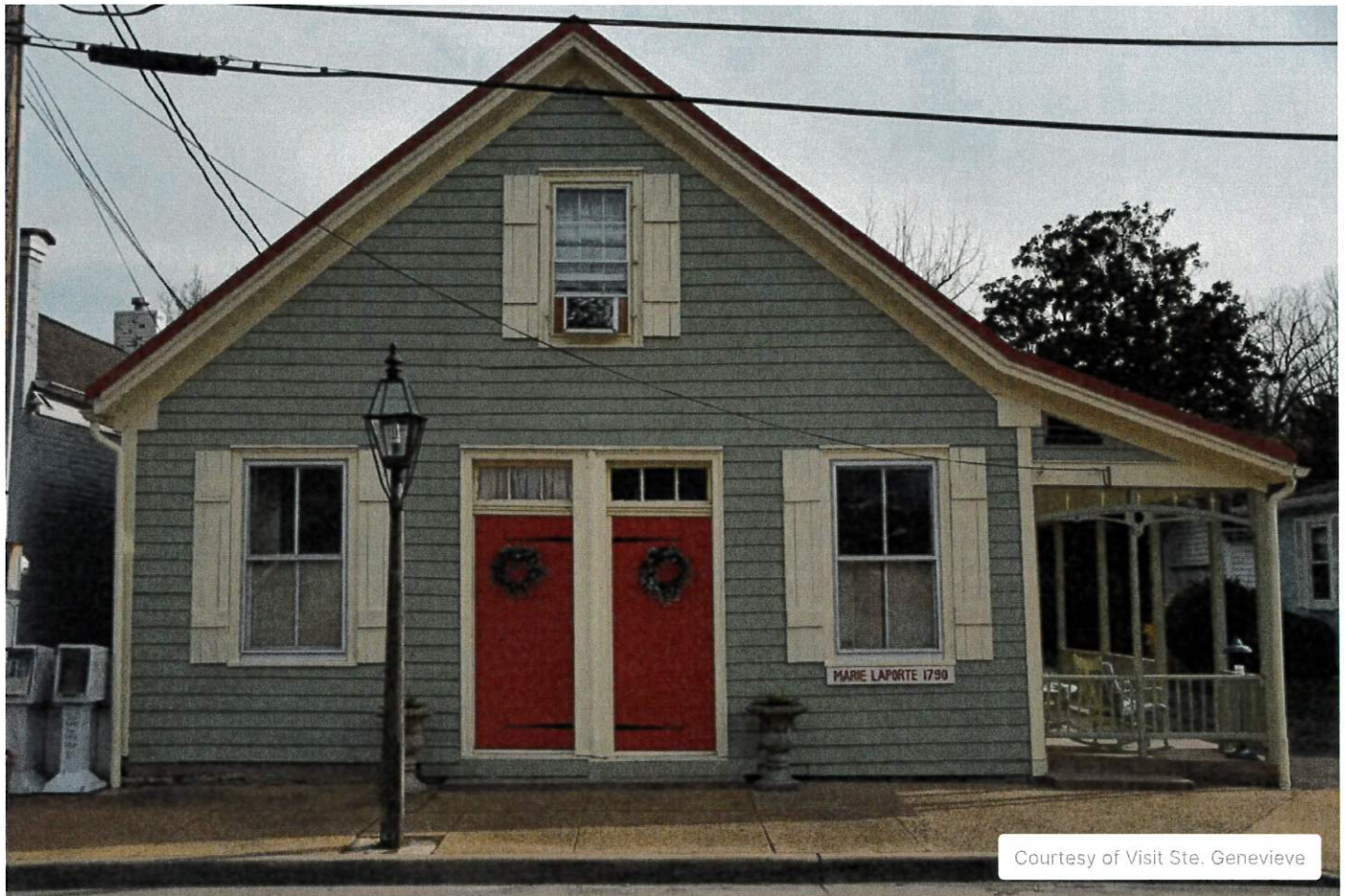
The Old Academy is the oldest known school building west of the Appalachian mountains. Now a private residence, it will appear on the Living in Ste. Geneviève House Tour.

The provenance of many of the town’s historic buildings is surprising to those outside the area, adds tourism marketing director Aaron Smith. His colleagues in the tourism industry, though, have likened the city to a rural Quebecois village that’s been dropped into the middle of Missouri. “That’s something I don’t think I’ve heard from anyone who’s local here,” he says.

Hired in December 2023, Smith wants to bring more attention to the city with a long-term marketing plan. No longer content to maintain the city’s status as a hidden gem an hour-and-a-half drive from St. Louis, Smith says the goal is to attract history buffs, architecture and design enthusiasts, and tourists of all types, including those who may have grown up in the area, to the French Colonial town nestled in the midwestern United States.

“There are these people who grew up here saying, ‘Well, we went to these historic homes back in third grade and they weren’t that interesting.’ So there

is this disconnect that we need to find a bridge for and I think this rebranding exercise is exactly what we need,” says Smith.



The Marie Laporte House (c. 1790) is now Ms. Bette's Place, a bed and breakfast right in the heart of the historic district.

While the city's tourism efforts are built on the foundation of its historic structures, the new brand and marketing plan is also meant to sell the area as a multi-day destination that encompasses the area's other draws, including its wineries, hiking trails in surrounding Hawk State State Park, and special events that play to the city's proud French heritage. There is also a large waterpark.

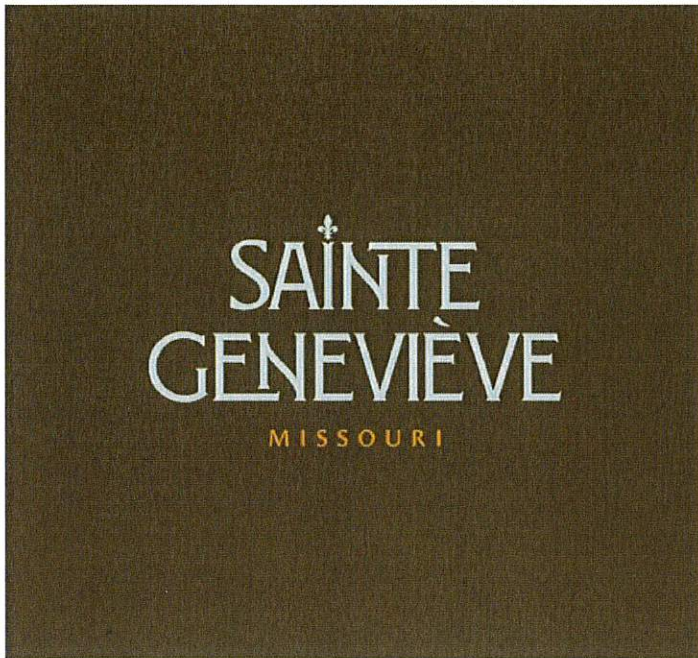
“I think there's a real opportunity to be a national and international destination,” Smith says.



The Ste. Geneviève French Heritage Festival is held annually.

Last month, city officials unveiled a fresh logo and marketing materials. A new slogan—*There's something special here*—was also revealed. St. Louis-based branding firm [Blacktop Sailor](#) developed the brand kit, but the slogan bubbled up organically during a conversation with Ste. Geneviève-native Bill Naeger, a founder of the town's [French Heritage Festival](#) and co-author of the book, *Ste. Geneviève: A Leisurely Stroll Through History*. Naeger used the phrase at an informal meeting with the team from Blacktop Sailor, says Smith.

“There’s a lot of science behind why we chose it, so I don’t want to undersell it, but it was great that one of the most influential people in town was able to kind of come up with the slogan,” he says. “We all looked at each other after he said it and thought, *That’s pretty damn good*. So that was a special moment and that’s just Ste. Gen in a nutshell. These magical moments happen all the time.”



SAÏNTE  
GENEVIÈVE  
*There's something special here*

Courtesy of the Visit Ste. Genevieve

Ste. Geneviève's new branding

The new marketing materials include a fresh color palette and font styles inspired by the town's history and architecture, says Matthew Maddox, co-founder of Blacktop Sailor. Design details were influenced by the tile cladding the steeple at Ste. Geneviève Catholic Church, as well as the coats of arms belonging to some of the area's oldest families, including the Valle and the Gabourie. The new logo's textural pattern was inspired by a glass church lantern that Maddox later discovered shares a name with the city.

"It was just really interesting how Ste. Geneviève itself inspired designs that found their way into consideration," says Maddox. "It's been our job to use history to inform the aesthetic of the present, while also designing something that doesn't have an expiration date."

While the rebrand pays homage to the past, Ste. Genevieve is very much a living city, with many residents making homes in historic buildings, says Susie Johnson, of the Foundation for Restoration of Ste. Geneviève, which will host the annual "[Living in Ste. Genevieve House Tour](#)" on March 15.

"One of the reasons the Foundation started our house tours three years ago is to show a broad spectrum of architecture throughout town and how older

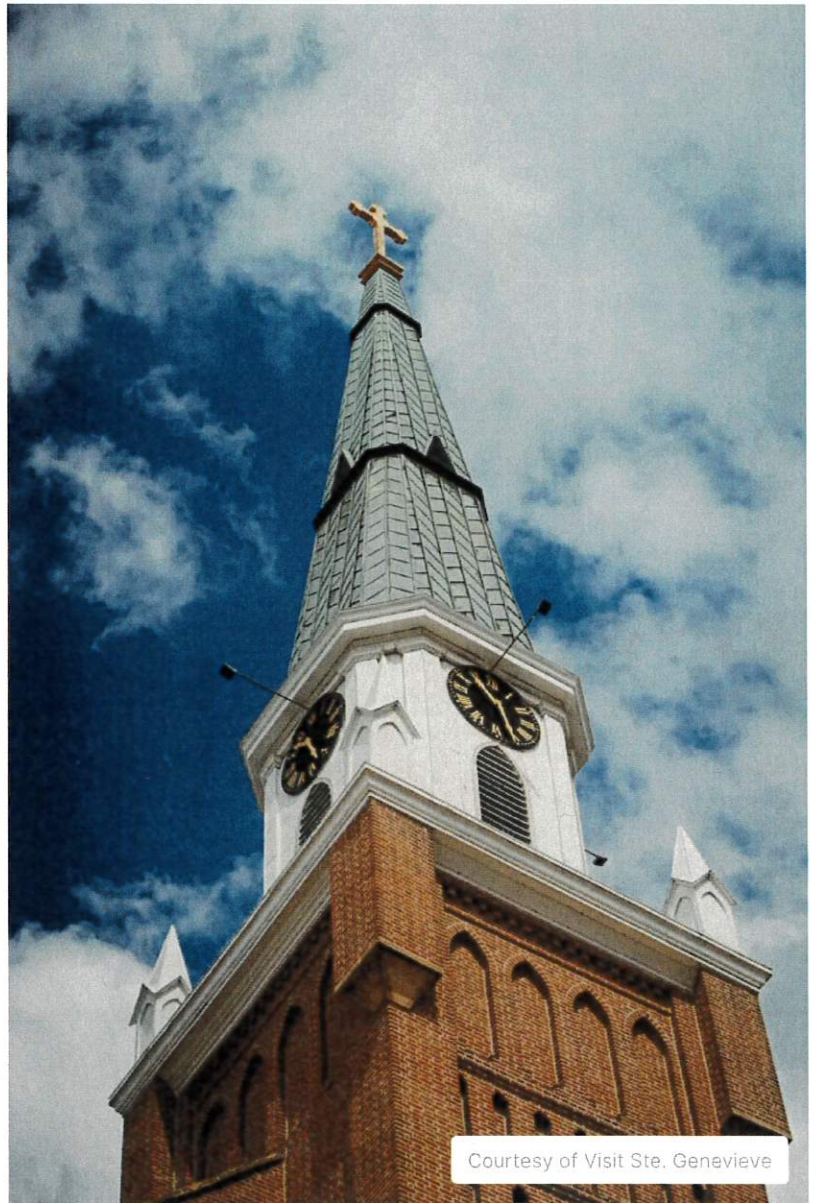


homes can be refashioned to live in today,” says Johnson, a native of the city who moved away for a decade before returning to the area in 2012.

This year’s tour features a vertical log house and a vertical log cabin, while also showcasing a two-story horizontal log cabin, a Sears kit house, a Georgian Irish manor, a Queen Anne style house, and an American Foursquare, among others. Johnson lives in a circa 1845 Georgian-style brick home that reflects the influence of American and German settlers on the once predominantly French community.

“With two front doors, it was likely a combination of a residence and business,” says Johnson of the house she shares with her husband and three dogs. In the late 1800s, it was the home of the Creole Carrot Cigar and Tobacco Company. A mid-20th century kitchen and dining room addition make the home livable,” she says.

Home to some 4,400 residents, Ste. Geneviève balances preservation with evolution, says creative director and interior designer Jennifer Baca, who moved her business ventures from St. Louis to Ste. Gen, in part, because of its focus on “slow, intentional living and learning.”



Ste. Geneviève Catholic Church



Courtesy of Jenny B

Jenny B's former workspace, circa 1800s, in Ste. Geneviève.

“I’m a Francophile, a bohemian of sorts, attracted to the combination of yesteryear and modern times,” says Baca, who operates under the name Jenny

B. “I began my journey by visiting the events throughout the year and touring the museums and houses portraying French living in the 1800s, including herb gardens. My weekly adventure included thrifting my way through the antique mall, sourcing home goods for myself and clients.”

Today Baca, who runs [Le Comptoir General & Co.](#), a kitchen and garden atelier, is part of a local design committee dedicated to bringing an artisanal touch to the town’s events. The committee is focused on being more purposeful about everything, from lighting to foraged tablescapes, in a way that helps share the unique story of a place, she says.

“People want to take the time to tell you their story. And people take the time to listen to my stories. I’ve shared endless conversations with both locals and visitors,” says Baca. “For me, the storytelling makes it special.”



## Charlene Oldham

Oldham is a freelance writer and Teach For America alumna who has taught middle school, high school, college, and adult education classes in the St. Louis area.

More by [Charlene Oldham](#)

---

## Latest Articles

---