



**WORK SESSION MEETING
OF THE
CITY COUNCIL
City of Maplewood, Missouri**

City Council Chambers, City Hall
7601 Manchester Road, Maplewood, MO 63143

**Tuesday, February 11, 2025
6:00 PM**

AGENDA

1. Call to Order
2. Roll Call
3. Discussion Regarding Strategic Budget Priorities for FY25-26
 - a. Public Survey Data
 - b. Preliminary Departmental Goals
 - c. Council Priorities
4. Discussion of Revised Rental Registry Proposal
5. Adjournment

Addressing the Council

Individuals wishing to speak during Public Hearings or Public Comment periods must sign in before the meeting and will be called to the podium when it is their turn. Each speaker has a three-minute time limit. Written comments may be emailed to cityclerk@maplewoodmo.gov by 12:00 PM (noon) on the meeting day. The Council will receive all emailed comments, but comments will not be read aloud during the meeting.

Accessibility Notice

The City of Maplewood is committed to making public meetings accessible to all residents. To request accommodations or assistance, please contact the Deputy City Clerk at cityclerk@maplewoodmo.gov or 314-646-3602, or Relay Missouri at 800-736-2966 (TTY). Please make your request at least 48 hours prior to the meeting to ensure appropriate arrangements can be made.

Virtual Access

Watch this meeting live at www.youtube.com/@cityofmaplewood8819

Posted on February 7, 2025, at Maplewood City Hall and maplewoodmo.gov

Memorandum



To: Mayor and City Council
From: Amber Withycombe, City Manager
Date: February 6, 2025
Re: **FY25-26 Strategic Budget Priorities Discussion**

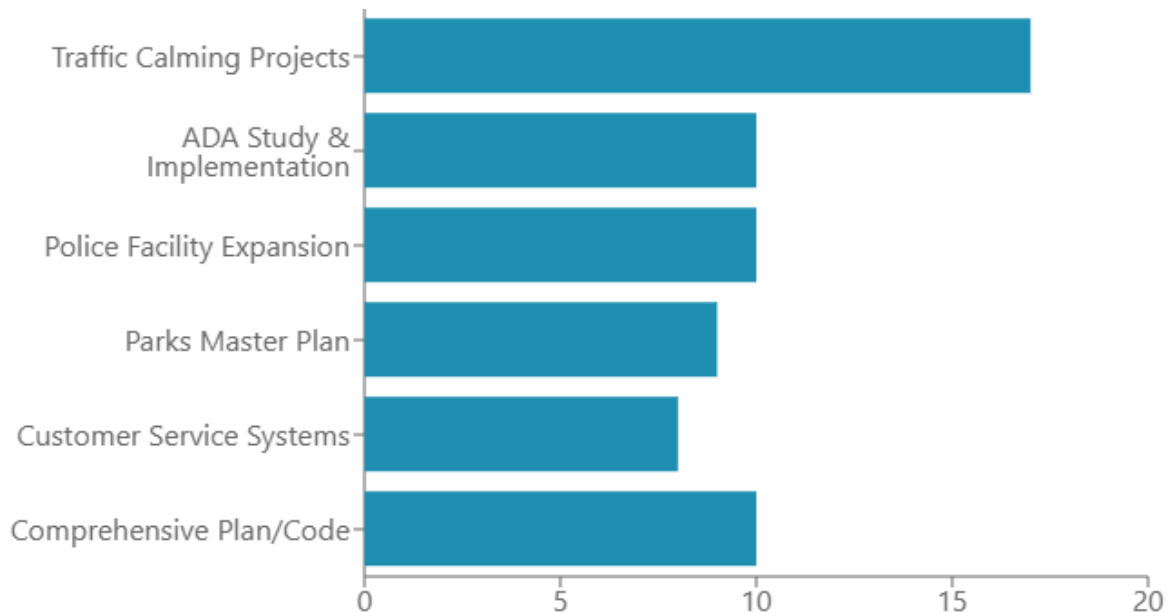
This memo initiates Council discussion regarding the City’s strategic budget priorities for fiscal year 2025-26. Staff recommendations draw upon multiple sources of input, including departmental goals statements, public feedback gathered during and after the January 28, 2025, State of the City town hall, Council’s previously stated priorities, key projects not yet initiated in the current fiscal year, and the City’s Strategic Plan focus areas.

Based on the combined town hall survey results, traffic calming emerged as the highest community priority, reflecting widespread focus on neighborhood safety. Three priorities tied for second place with 10 votes each: ADA implementation, police facility improvements, and comprehensive plan implementation/code modernization.

The prioritization shows a clear preference for infrastructure investments, accessibility improvements, and public safety enhancements. This feedback aligns strongly with several current city initiatives, particularly the Prop S implementation plans and the City Hall feasibility study.

State of the City Town Hall Survey Feedback

Select your top THREE priorities for the City’s major investments over the next five years:



Financial Outlook

As presented in the State of the City town hall, the City enters FY25-26 from a position of financial stability, with growing revenues, strong reserves, and maintained credit ratings. While we face specific challenges that could impact revenue growth, several opportunities exist to leverage our stable financial position for strategic investments.

Current Position

- Total revenues reached \$23.2M in FY23-24, with strong sales tax performance (\$12.8M)
- Maintained AA credit rating with stable outlook
- Successful implementation of five-year budget forecasting

Revenue Trends

- 36% revenue growth since 2021 (\$17.1M to \$23.2M)
- Sales taxes remain primary revenue source (55% of total)
- Property taxes comprise 20% of revenue base

Constraints & Challenges

- Lack of adequate tax support to fully fund solid waste services
- Chronic shortage in sewer lateral revenue to fund all required projects
- Impact of St. Louis County property tax freeze for seniors
- Police facility insufficient to meet accreditation standards

Opportunities

- Strong fund balance position enabling strategic investments
- Potential for expanded municipal services or debt reduction
- Impact of current-year investments in technology modernization

Departmental Initiatives

As part of a newly adopted annual process, each Department Head has identified strategic priorities aligned with both immediate operational needs and longer-term strategic goals. These initiatives reflect a balance of maintaining core services while pursuing innovations in technology, regional partnerships, and community engagement.

City Manager's Office

- Exploration of new cooperative services arrangements with neighboring municipalities
- Expanded internal infrastructure for economic development
- Development of equitable and transparent pay plan; continued personnel code and employee manual modernization
- Development of 10-year Capital Improvement Plan
- Development of sustainable funding pathways for solid waste services, sewer lateral replacements, and City Hall improvements
- Refinements to administrative staffing roles/responsibilities and front counter operations

Community Development

- City-wide communications plan implementation
- Multi-year City rebranding initiative

- Enhanced business development through structured interdepartmental collaboration

Fire Department

- Joint Shared Training Tower development with neighboring municipalities
- Joint training division and hiring pool implementation
- Long-range planning for full staffing of three fire crews

Police Department

- Facility needs assessment and planning
- Establishment of Police Advisory Board
- Comprehensive review of general orders

Public Works

- Implementation of Comprehensive Plan initiatives
- Traffic calming plan implementation (Prop S)
- ADA study and improvements

Finance

- Modernization of purchasing processes
- Development of standardized accounts payable and accounts receivable training and documentation

Next Steps

Following this initial discussion, staff will incorporate Council feedback into the ongoing budget development process, with departmental submissions due by April 1 and a budget work sessions scheduled for May. To guide this process effectively, we request Council's input on several key areas: the prioritization of major initiatives, identification of any additional areas requiring attention, specific concerns regarding financial constraints, and preferences regarding the timing of major expenditures.



To: City Manager Amber Withycombe

From: Ward 3 Councilmember Nick Homa

Cc: Director of Public Works Anthony Traxler

Date: February 3, 2025

Re: February Work Session addition – Maplewood Rental Registry (Second Draft)

The merits of a rental registry and the limitations for the city in implementing a rental registry were recently discussed in a work session (October 2024). During that session and in subsequent discussion, the city lined out a list of items that it is willing to track and make available as part of a rental registry.

I am extremely grateful to the city and its staff for taking this step and acknowledging the merits of the registry and process. However, it will still be beneficial to codify this rental registry and process so that it is cemented for current and future constituents.

I have provided abridged language based on the items that city and staff highlighted as part of the rental registry moving forward. My desire would be to pass an ordinance and add this language to 12-23.e. Proposed language is below:

[Section 12-23.e](#)

(11) The city shall maintain a rental housing registry database for the purposes of supporting the health and well-being of residents, maintaining a transparent and accountable rental environment, empowering a socioeconomically diverse tenant population, and encouraging fair, safe, and equitable practices among property owners and managers.

A. Definitions:

- a. *Naturally occurring affordable housing (NOAH) status* means any property recognized and recorded by the city as having at least 20% of market rate units priced at or below the affordable housing unit maximum rent as defined in [Section 56-724](#)
- b. *Rental housing registry database* means a publicly searchable online record of residential rental properties and related property information

- B. All residential rental properties shall be registered annually by the owner or agent at the time of application for annual inspection, including the submission of all required and/or applicable registration information or fees.
- C. All residential rental properties shall submit the following information at the time of annual registration:
 - a. Name of the property (if applicable) and street address of the property
 - b. Full name and contact information of property owner and manager
 - c. Emergency contact information for urgent property issues or concerns
 - d. Total number of units at the property
 - e. A good-faith estimate of the range of rent charged at the property
- D. At the time of annual registration, the property owner or agent will have the option to volunteer property information regarding participation in the Housing Choice Voucher program and the presence of wheelchair-accessible units for display in the registry.
- E. The city will maintain the following as part of the rental registry: the most recent inspection compliance certificate available for all registered properties; a record of all properties qualifying for NOAH status; a record of properties with recent code violations; an anonymous non-compliance report form; and city-sponsored annual landlord education and best practices guidance.
- F. Any residential rental properties failing to comply with the annual registration shall be considered in violation of this municipal code and therefore subject to any such related penalties or fines.
- G. The city shall create an Affordable Rental Housing Fund to be operated by the city for the purposes of supporting high-quality affordable rental housing, including but not limited to the following:
 - a. Code-compliance maintenance needs at properties qualifying for NOAH status;
 - b. Relocation costs for tenants living in properties declared to be a public nuisance by the city (see [Section 12-32](#));
 - c. Accessibility-related repairs for wheelchair-accessible units that qualify for NOAH status, receive state or federal low-income housing subsidies, or participate in the Housing Choice Voucher program
- H. The rental housing registry database shall be maintained and updated regularly by the city in a fashion that allows users to easily find registered properties and all related property information as described in this section.

Memorandum



To: Mayor and City Council
From: Amber Withycombe, City Manager
Date: February 6, 2025
Re: Updated Rental Registry Proposal

I have reviewed Council Member Homa’s updated rental registry proposal with staff and Attorney Graves to develop a implementation framework that addresses both technical requirements and legal considerations.

Our implementation strategy focuses on two concurrent tracks. First, we will develop a user portal within our existing SmartGov permitting and licensing platform. This approach leverages our current technology infrastructure while ensuring secure data management and appropriate public access. The SmartGov integration will streamline the connection between the registry, our licensing procedures, and our inspection processes.

While the portal is in development, staff will enhance our website to improve rental property information accessibility. This includes publishing NOAH property status information and developing additional educational resources for landlords and tenants.

Initial implementation of the registry via SmartGov will use existing departmental resources, with any additional funding needs related to software investment or materials printing presented to Council for consideration during our May budget work sessions.

Attorney Graves has provided detailed guidance on several key aspects of implementation. She advises that while we may publish compliance certificates, we must exclude private information such as dates of birth. Our code violation database should be limited to inspection findings rather than municipal court records, following models used in St. Louis and Kansas City. Attorney Graves emphasizes maintaining current violation status, with regular updates to reflect corrections.

Once Council has an opportunity to discuss the revised proposal within the context of these recommendations, I will bring forward proposed language for a finalized ordinance.