



**REGULAR MEETING  
OF THE  
CITY COUNCIL  
City of Maplewood, Missouri**

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

**Tuesday, September 9, 2025  
7:00 PM**

**AGENDA**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Motion to Excuse Council Member(s)
5. Approval of Minutes
  - a. August 8, 2025, City Council work session minutes
  - b. August 8, 2025, City Council regular meeting minutes
  - c. August 8, 2025, City Council closed session minutes
6. Public Hearing
  - a. Establishing tax rates for the City of Maplewood and the Maplewood Special Business District for 2025
7. Public Comment
8. Announcements
9. Presentations
  - a. Sustainability Commission update by Stefan Denson, Chair
10. Unfinished Business:
  - a. Bill 6285 – Final Reading: Adopting the records retention schedules published by the Missouri Secretary of State and authorizing the destruction of City records in accordance therewith
  - b. Bill 6286 – Final Reading: Amending the Maplewood Code of Ordinances, Chapter 30 — Human Relations, Section 30-19 — Definitions, to update terminology and add new definitions; Section 38-8 — Unlawful Acts Prohibited, to expand protected categories; and

adding new Sections 30-30 — Employment Discrimination Prohibited and 30-31 — Discrimination by Contractors with the City

- c. Bill 6287 – Final Reading: Authorizing an Intergovernmental Agreement with the Center for Advanced Skills Training in Law Enforcement to provide law enforcement training services
- d. Bill 6288 – Final Reading: Amending the Maplewood Code of Ordinances, Chapter 50 — Traffic and Motor Vehicles, by adding new Section 50-97 — Golf Carts and Low-Speed Vehicles
- e. Bill 6289 – Final Reading: Amending the Maplewood Code of Ordinances, Chapter 50 — Traffic and Motor Vehicles, Section 50-119 — Streets closed to commercial vehicles, to add Roseland Terrace and Laclede Station Road.
- f. Bill 6290 – Final Reading: Amending the Maplewood Code of Ordinances, Chapter 56 — Zoning, Section 56-204 — Permitted Uses (CB District) and Section 56-232 — Permitted Uses (AB District), to allow pop-up retail stores in the CB District and residential and office uses in the AB District

#### 11. New Business:

- a. Resolution 25-38 – Entering into a professional services agreement with Creative Entourage for the Comprehensive Branding Initiative in the amount of forty thousand dollars (\$40,000)
- b. Resolution 25-39 – Entering into a professional services agreement with We Are Novella, LLC for Bond Referendum Communications Consulting Services in the amount of twenty thousand dollars (\$20,000)
- c. Resolution 25-40 – Entering into a professional services agreement with TWM Consulting Engineering for ADA Transition Plan engineering services
- d. Resolution 25-41 – Authorizing the purchase of computer equipment from goINET in the amount of thirty-two thousand four hundred twenty-seven dollars (\$32,427)
- e. Bill 6291 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 56 — Zoning, Section 56-3 — Definitions, Section 56-72 — Permitted Uses (SR District), Section 56-106 — Permitted Uses (LR District), Section 56-131 — Permitted Uses (MR District), and Section 56-880 — Group Living Facilities, to redefine group homes and allow group homes as permitted uses in residential districts
- f. Bill 6292 – First and Second Reading: Establishing tax rates for the City of Maplewood and the Maplewood Special Business District for 2025
- g. Bill 6293 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 30 — Human Relations, Section 30-19 — Definitions, to revise the definition of “Source of Income” to comply with state law
- h. Bill 6294 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 2 — Administration, Article VII — Boards, Commissions and Authorities, Division 1 — Generally, to amend Section 2-361 — Boards and Commissions and add Section 2-362 — Rules of Procedure

- i. Bill 6295 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 2 — Administration, Article VII — Boards, Commissions and Authorities, to add Division 5 — Police Advisory Board

## 12. Council and Staff Reports:

- a. Mayor’s Report
- b. Ward 1 Report
- c. Ward 2 Report
- d. Ward 3 Report
- e. City Attorney’s Report
- f. City Manager’s Report

## 13. Public Comment

## 14. Motion to hold a Closed Session pursuant to RSMo § 610.021 to discuss:

- a. Legal matters, including litigation and communications from the City Attorney [§ 610.021(1)];
- b. Real estate matters [§ 610.021(2)];
- c. Personnel matters [§ 610.021(3)] or employee matters [§ 610.021(13)];
- d. Specifications for competitive bidding and sealed bids and related documents [§ 610.021(11)];
- e. Sealed proposals and related documents or documents related to a negotiated contract [§ 610.021(12)]; and/or
- f. Personnel matters involving individually identifiable personnel records [§ 610.021(13)]

## 15. Adjournment

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### **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](mailto: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](mailto: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 or view previous meetings at [www.youtube.com/@cityofmaplewood8819](http://www.youtube.com/@cityofmaplewood8819)

*Posted on September 5, 2025, at Maplewood City Hall and [maplewoodmo.gov](http://maplewoodmo.gov)*



## RECORD OF PROCEEDING

### **Work Session Meeting of the City Council City of Maplewood, Missouri**

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

**Tuesday, August 12, 2025**

1. **Call to Order:** The meeting was called to order at 6:30 pm, with Mayor Greenberg presiding.
2. **Roll Call:** The following members were present:
  - Council Member Faulkingham
  - Council Member Garcia
  - Mayor Greenberg
  - Council Member Homa
  - Council Member Mattox
  - Council Member Page
  - Council Member Wiley

A quorum was present

The following individuals were also present:

- City Manager Withycombe
- City Attorney Hetlage

3. **Discussion about Neighborhood Improvements to City-Owned Properties in Ward 2:**

**Discussion:**

- Council reviewed concerns and suggestions from business owners, residents, and property owners regarding public safety, community engagement, and improvements to the east side of the city near the intersection of Manchester and Yale avenues.
- Police call data (July 1, 2024 – Aug 3, 2025) for the Yale bus shelter shows repeated issues: loitering, loud music, intoxication, disruptive behavior, illegal camping, property damage/theft, and drug-related activity.
- City staff have cut electrical power to the shelter.
- Measures that require policy changes, amenity relocations, infrastructure improvements, and property development were discussed.
- Upon invitation by the Mayor, a business owner and a property manager spoke in favor of removing the bus shelter bench to help curb alcohol and drug use under the shelter.

4. **Proposal to Create a Police Advisory Board**

Council was asked to provide feedback on a proposal to establish a Police Advisory Board. The board's purpose is to enhance community engagement and offer strategic guidance to police leadership. An ordinance to create the board will be presented to the council for

consideration.

**5. Adjournment:**

**Motioned to Adjourn:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The Council unanimously agreed to adjourn at 7:02 pm.

**Certification:**

I certify that the above minutes are a true and accurate record of the City Council work session held on **August 12, 2025**.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Date Approved: September 9, 2025

DRAFT



## RECORD OF PROCEEDINGS

### **Regular Meeting of the City Council City of Maplewood, Missouri**

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

**Tuesday, August 12, 2025  
7:00 PM**

**1. Call to Order:** The meeting was called to order at 7:08 pm, with Mayor Greenberg presiding.

**2. Pledge of Allegiance:** The Pledge of Allegiance was recited.

**3. Roll Call:** The following Council Members were present:

- Council Member Faulkingham
- Council Member Garcia
- Mayor Greenberg
- Council Member Homa
- Council Member Mattox
- Council Member Page
- Council Member Wiley

A quorum was present.

**4. Motion to Excuse Council Member(s)**

Not needed

**5. Approval of July 8, 2025, City Council regular meeting minutes:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** Approved unanimously by voice vote.

**6. Public Hearing:**

- a. **Amending the zoning ordinance (Sections 56-204 & 56-232) to allow retail pop-up stores in the CB District and to amend the AB District to allow residential uses.**
- b. **Amending the zoning ordinance (Sections 56-3, 56-72, 56-106, 56-131, & 56-880) to change the definition of a group home and allow group homes as permitted uses within residential zoning districts.**

No public hearing comments were given

**7. Public Comment**

- Representatives from the Broadmoor group shared concerns about the Yale Avenue parking lot and bus shelter, citing loitering, public drinking, and recent vehicle break-ins. The Yale lot, in which the bus shelter stands, is a public parking lot and is used by tenants of the Broadmoor building. They expressed appreciation for the City's responsiveness to adding a police community engagement station in their building and requested further solutions to deter crime in the area.

- Shannon McMiller, owner of Sugar Fix 101, added concerns and requested that Public Works increase trash collection at the bus shelter and surrounding areas.

#### **8. Announcements:**

- Council Member Wiley announced the upcoming Ward 1 meeting at Deer Creek Park on Saturday, September 6<sup>th</sup> at 10:00 am.

#### **9. Presentations:**

- a. Mayor Greenberg presented a resolution to Fire Department Lead Engineer Andrew Neff to honor and commend his retirement from the City of Maplewood after 30 years of service
- b. Chair Laine Schenkelberg provided an update on the Parks & Recreation Commission's responsibilities, recent accomplishments, and long-term goals

#### **10. Unfinished Business:**

- a. **Bill 6284 – Re-adopting and establishing and making public a procedure to disclose potential conflicts of interest and substantial interests for certain municipal officials,** was given its final reading.

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** None

##### **Roll Call Vote:**

- Council Member Faulkingham-Yes
- Council Member Garcia-Yes
- Mayor Greenberg-Yes
- Council Member Homa-Yes
- Council Member Mattox-Yes
- Council Member Page-Yes
- Council Member Wiley-Yes

**Outcome: Bill 6284 was approved as Ordinance 6078**

#### **11. New Business:**

- a. **Resolution 25-36: Authorizing the City Manager to purchase duty and training ammunition from Sunset Law Enforcement in the amount of fifteen thousand seven hundred fourteen dollars and eighty-eight cents (\$15,714.88)**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** No discussion

##### **Roll Call Vote:**

- Council Member Faulkingham-Yes
- Council Member Garcia-Yes
- Mayor Greenberg-Yes
- Council Member Homa-Yes
- Council Member Mattox-No
- Council Member Page-Yes
- Council Member Wiley-Yes

**Outcome: Resolution 25-36 was approved**

- b. **Resolution 25-37: Authorizing the City Manager to enter into a five-year lease agreement with Axon Enterprise, Inc. for the purchase of seventeen TASER 10 Conducted Energy Weapons in the total amount of one hundred twenty-nine thousand sixty-one dollars and eighty cents (\$129,061.80)**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** Council asked Police Major LeClerc what is included in this lease agreement. Major LeClerc explained it covers batteries, software upgrades, and user training for the duration of the lease, noting that the department's current tasers are no longer in production. The payments for this lease are extended over the next 5 years.

**Roll Call Vote:**

- Council Member Faulkingham-Yes
- Council Member Garcia-Yes
- Mayor Greenberg-Yes
- Council Member Homa-Yes
- Council Member Mattox-Yes
- Council Member Page-Yes
- Council Member Wiley-Yes

**Outcome: Resolution 25-37 was approved**

- c. **Bill 6285: Adopting the records retention schedules published by the Missouri Secretary of State and authorizing the destruction of City records in accordance therewith** was given its first and second reading

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** It was noted that digital files are included in retention schedules

**Outcome:** The bill was unanimously approved by a voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The bill was unanimously approved by a voice vote of the council.

The third and final reading will take place at the next meeting.

- d. **Bill 6286 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 30 Human Relations, Section 30-19 — Definitions, to update terminology and add new definitions; Section 38-8 — Unlawful Acts Prohibited, to expand protected categories; and adding new Sections 30-30 — Employment Discrimination Prohibited and 30-31 — Discrimination by Contractors with the City**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** It was noted that the city will not be responsible for enforcing the ordinance. Instead, individuals will be directed to the appropriate enforcement resources

**Outcome:** The bill was unanimously approved by a voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The bill was unanimously approved by a voice vote of the council. The third and final reading will take place at the next meeting.

- e. **Bill 6287 – First and Second Reading: Authorizing an Intergovernmental Agreement with the Center for Advanced Skills Training in Law Enforcement to provide law enforcement training services**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** Police Major LeClerc reported that the training center is shared by multiple jurisdictions and operates on a pay-as-you-go basis. The facility will offer a variety of training sessions in one location, eliminating the need to travel to multiple sites and allowing participants to spend an entire day training at a single venue.

**Outcome:** The bill was unanimously approved by a voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The bill was unanimously approved by voice vote of the council. The third and final reading will take place at the next meeting.

- f. **Bill 6288 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 50 Traffic and Motor Vehicles, by adding new Section 50-97 — Golf Carts and Low-Speed Vehicles**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** Council discussed whether these vehicles are currently prohibited, as no local regulations are in place. This ordinance would allow use with the requirements that operators have liability insurance, a valid driver's license, and functioning safety equipment such as blinkers, brake lights, and seat belts for each passenger. Low-speed vehicles, by state law, are limited to roads with speed limits of 25 MPH or less, though crossing higher-speed roads is permitted. The discussion also touched on clarifying rules for other low-speed vehicles with four wheels. This will lead to a discussion about rules for e-bikes, scooters, and other similar vehicles. Several members felt the language needs further work before passage, noting concerns about overregulation, ambiguous definitions, and whether the issue is significant enough to warrant an ordinance. Others pointed to an increase in minors operating golf carts and community inquiries as reasons to establish clear safety requirements and give police a mechanism to enforce them.

**Outcome:** Yay: Faulkingham, Garcia, Greenberg, Mattox, Page, and Wiley

**Nay: Homa**

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** The matter will be revisited after gathering more information before the final reading of this bill.

**Outcome:** The second reading to advance the bill forward was approved by the following voice votes:

**Yay:** Faulkingham, Garcia, Greenberg, Mattox, Page, and Wiley

**Nay:** Homa

The third and final reading will take place at the next meeting.

- g. **Bill 6289 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 50 Traffic and Motor Vehicles, Section 50-119 — Streets closed to commercial vehicles, to add Roseland Terrace and Laclede Station Road was given its first and second readings**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** None

**Outcome:** The bill was unanimously approved by voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The bill was unanimously approved by voice vote of the council. The third and final reading will take place at the next meeting.

- h. **Bill 6290 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 56 Zoning, Section 56-204 — Permitted Uses (CB District) and Section 56-232 — Permitted Uses (AB District), to allow pop-up retail stores in the CB District and residential and office uses in the AB District was given its first and second readings**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** It was clarified that this would provide an allowable use, not a permitted use, meaning no permit is necessary.

**Outcome:** The bill was unanimously approved by a voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The bill was unanimously approved by voice vote of the council. The third and final reading will take place at the next meeting.

- i. **Bill 6291 – First and Second Reading: Amending the Maplewood Code of Ordinances, Chapter 56 Zoning, Section 56-3 — Definitions, Section 56-72 — Permitted Uses (SR**

**District), Section 56-106 — Permitted Uses (LR District), Section 56-131 — Permitted Uses (MR District), and Section 56-880 — Group Living Facilities, to redefine group homes and allow group homes as permitted uses in residential districts was given its first and second readings**

**First Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** No discussion

**Outcome:** The bill was unanimously approved by voice vote of the council.

**Second Reading:**

**Motion to approve:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Discussion:** Council Member Faulkingham offered insight regarding whether group homes should remain a conditional use or become a permitted use. Currently, group homes require a conditional use permit, allowing neighbors to provide feedback and concerns during the approval process. The Plan and Zoning Commission recommended changing this to a permitted use to remove perceived barriers. Supporters of keeping the conditional process pointed out that it ensures transparency, allows public input, and helps address misinformation. Some members favored delaying a decision until more information is provided, noting the potential for controversy by removing the Council and the public's involvement in approvals.

**Motion to table the bill**

**Motioned by:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Outcome:** The council unanimously voted to table the bill for further inspection.

**12. Council and Staff Reports:**

**Mayor's Report:** Mayor Greenberg met with mayors from neighboring cities to explore opportunities to increase efficiencies between municipalities.

**Ward Reports:**

- **Ward 1:** Council Member Wiley provided the following reports:
  - Ward 1 Meeting on September 6<sup>th</sup> at Deer Creek Park
  - Schlafly Bottleworks will hold the Art Outside event on the weekend of September 6<sup>th</sup>.
- **Ward 2:** No report
- **Ward 3:** No report

**City Attorney's Report:** No report

**City Manager's Report:** City Manager Withycombe provided updates to Council, noting:

- Chief Nighbor is attending a CALEA meeting in Arkansas; the Police Department has been re-accredited for four more years.
- The City's branding initiative received 21 proposals; seven finalists will be interviewed this month, with a recommendation due for Council review on September 9.

- State law changes on “source of income” affect local code provisions; revisions will be brought forward to ensure compliance and consider potential expansions.
- Council members are invited to the Mid-County Affordable Housing Roundtable on August 19 at Eden Theological Seminary.
- The Comprehensive Plan approval timeline is moved to October, with a public hearing on October 6 and Council presentation on October 28.
- Mid-County Chamber awards: Chief Nighbor named Government Leader of the Year; Fire Captain Szydlowski named Hometown Hero.
- The City received the GFOA Certificate of Achievement for Excellence in Financial Reporting for FY 2024.

**13. Public Comment:** None

**14. Motion to Hold a Closed Session Pursuant to RSMo § 610.021 to Discuss:**

**a. Legal matters, including litigation and communications from the City Attorney [§ 610.021(1)];**

**Motion to approve:**

**Motioned by:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Roll Call Vote:**

- Council Member Faulkingham-Yes
- Council Member Garcia-Yes
- Mayor Greenberg-Yes
- Council Member Homa-Yes
- Council Member Mattox-Yes
- Council Member Page-Yes
- Council Member Wiley-Yes

**Outcome:** Council went into closed session at 8:26 PM

Following the Closed Session meeting, the council reconvened at 8:47 pm

**14. Adjournment:**

**Motion to Adjourn:** Council Member Faulkingham

**Seconded by:** Council Member Homa

**Roll Call Vote:**

- Council Member Faulkingham-Yes
- Council Member Garcia-Yes
- Mayor Greenberg-Yes
- Council Member Homa-Yes
- Council Member Mattox-Yes
- Council Member Page-Yes
- Council Member Wiley-Yes

**Outcome:** With no remaining matters to be discussed, the meeting adjourned at 8:48 pm.

**Certification:**

I certify that the above minutes are a true and accurate record of the City Council meeting held on **August 12, 2025**.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Date Approved: September 9, 2025

DRAFT



**NOTICE OF PROPERTY TAX PUBLIC HEARING  
CITY OF MAPLEWOOD  
ST. LOUIS COUNTY, MISSOURI**

Notice is hereby given that the City of Maplewood will hold a public hearing on September 9, 2025, at 7:00 PM at the City of Maplewood City Hall Council Chambers, 7601 Manchester Rd., Maplewood, Missouri, on the property tax rate proposed to be set by the City of Maplewood for 2025.

<b>Assessed Value</b>				
<b>Property Type</b>	<b>Calendar Tax Year</b>		<b>Difference</b>	
	<b>2025</b>	<b>2024</b>	<b>Amount</b>	<b>Percent</b>
Real Property				
Residential	\$ 164,080,650	\$ 137,889,090	\$ 26,191,560	19.0%
Agricultural	-	-	-	-
Commercial	93,260,578	85,786,799	7,473,779	8.7%
	257,341,228	223,675,889	33,665,339	15.1%
Personal Property	31,370,123	32,404,794	(1,034,671)	(3.2%)
	\$ 288,711,351	\$ 256,080,683	\$ 32,630,668	12.7%

<b>Fund</b>	<b>Property Tax Revenues of FY 2025 - 2026</b>		<b>Property Tax Rates Proposed for Calendar 2025</b>			
	<b>Budgeted</b>	<b>Anticipated</b>	<b>Real Property</b>			<b>Personal Property</b>
			<b>Residential</b>	<b>Agricultural</b>	<b>Commercial</b>	
General	\$ 805,000	\$ 787,581	\$ 0.1090	\$ -	\$ 0.4620	\$ 0.5670
Pension	1,300,000	795,946	0.2350	-	0.3820	0.4450
Solid Waste	498,000	632,762	0.1890	-	0.2390	0.3180
GO Bond	540,000	808,392	0.2800	-	0.2800	0.2800
	\$ 3,143,000	\$ 3,024,681	\$ 0.8130	\$ -	\$ 1.3630	\$ 1.6100

**SPECIAL BUSINESS DISTRICT TAX**

<b>Assessed Value</b>				
<b>Property Type</b>	<b>Calendar Tax Year</b>		<b>Difference</b>	
	<b>2025</b>	<b>2024</b>	<b>Amount</b>	<b>Percent</b>
Real Property				
Residential	\$ 1,323,650	\$ 879,590	\$ 444,060	50.5%
Agricultural	-	-	-	-
Commercial	28,854,810	26,609,910	2,244,900	8.4%
	30,178,460	27,489,500	2,688,960	9.8%
Personal Property	-	-	-	-
	\$ 30,178,460	\$ 27,489,500	\$ 2,688,960	9.8%

<b>Fund</b>	<b>Property Tax Revenues of FY 2025 - 2026</b>		<b>Property Tax Rates Proposed for Calendar 2025</b>			
	<b>Budgeted</b>	<b>Anticipated</b>	<b>Real Property</b>			<b>Personal Property</b>
			<b>Residential</b>	<b>Agricultural</b>	<b>Commercial</b>	
General	\$ 55,000	\$ 60,982	\$ 0.0510	\$ -	\$ 0.2090	\$ -
	\$ 55,000	\$ 60,982	\$ 0.0510	\$ -	\$ 0.2090	\$ -

**TAX RATES SUBJECT TO CHANGE BASED ON POST BOARD OF EQUALIZATION CHANGES**

This tax levy is on the assessment for the year of 2025 as certified by St. Louis County as of July 7, 2025. Any person who desires to be heard is invited to attend said hearing and to express his or her views on the above matter.

Speakers must attend in person and sign in to address the City Council. The public can watch live at [youtube.com/@cityofmaplewood8819](https://youtube.com/@cityofmaplewood8819). Public comments may also be submitted to [cityclerk@maplewoodmo.gov](mailto:cityclerk@maplewoodmo.gov) by 12:00 pm (noon) the day of the meeting. All written comments will be shared with the City Council before the meeting and become part of the public record.

In compliance with the Americans with Disabilities Act (ADA), reasonable accommodations will be provided upon request. To request an accommodation, please call City Hall at 314-645-3600 or use Relay Missouri at 1-800-736-2966 at least 48 hours before the meeting.

*Posted on August 25, 2025, at Maplewood City Hall*

*Posted on September 2, 2025, at [maplewoodmo.gov](http://maplewoodmo.gov)*

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, ADOPTING THE RECORDS RETENTION SCHEDULES PUBLISHED BY THE MISSOURI SECRETARY OF STATE AND AUTHORIZING THE DESTRUCTION OF CITY RECORDS IN ACCORDANCE THEREWITH

WHEREAS, the Missouri Secretary of State, through its Records Management Division, has published records retention schedules for use by Missouri municipalities; and

WHEREAS, the City of Maplewood recognizes the importance of consistent and lawful records management practices; and

WHEREAS, adopting the Missouri Secretary of State’s schedules will ensure the City’s compliance with applicable laws and promote efficient records administration.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. The City of Maplewood hereby adopts the records retention schedules as prepared and published by the Missouri Secretary of State, including any future revisions or amendments thereto, as the official records retention policy for the City.

Section II. The City Clerk, in consultation with department heads, is hereby authorized to administer and enforce the provisions of the adopted retention schedules and to approve the destruction of records in accordance therewith.

Section III. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

Section IV. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 30 — HUMAN RELATIONS, SECTION 30-19 — DEFINITIONS, TO UPDATE TERMINOLOGY AND ADD NEW DEFINITIONS; SECTION 38-8 — UNLAWFUL ACTS PROHIBITED, TO EXPAND PROTECTED CATEGORIES; AND ADDING NEW SECTIONS 30-30 — EMPLOYMENT DISCRIMINATION PROHIBITED AND 30-31 — DISCRIMINATION BY CONTRACTORS WITH THE CITY

WHEREAS, the City of Maplewood is committed to promoting equal opportunity and preventing discrimination in employment, housing, and public accommodations; and

WHEREAS, the City Council finds it in the best interests of the City to modernize its non-discrimination language and expand employment protections to reflect current understanding of protected categories; and

WHEREAS, the City Council wishes to establish clear policy expectations for private employers and contractors doing business with the City while directing enforcement to existing state and federal agencies with specialized expertise.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 30-19 of the Maplewood Code of Ordinances is hereby amended as follows:

*Dwelling* ~~means~~ ***unit means*** any building, structure or portion thereof located within the city which is occupied as, or designed or intended for occupancy as, a residence by one or more ~~families~~ **persons or households**, and any vacant land which is offered for sale or lease for the construction or location thereon of any such building, structure or portion thereof.

*Family* ~~means one or more persons related by blood, marriage or adoption occupying a dwelling unit as an individual housekeeping organization, including a group comprised of one or more individuals, who have not attained the age of 18 years, being domiciled with:~~

- (1) ~~A parent or another person having legal custody of such individual or individuals; or~~
- (2) ~~The designee of such parent or other person having such custody, with the written permission of such parent or other person.~~

~~The foregoing includes any person who is pregnant or is in the process of securing legal custody of any individual who has not attained the age of 18 years~~ **means one or more persons occupying a dwelling unit as a single housekeeping unit whereby all occupants share common sanitary, living, and cooking facilities and share household responsibilities which may include, but are not limited to, rental or mortgage payments, expenses, groceries, chores, and maintenance. This does not include individuals living in group living situations such as dormitories, fraternities, sororities, boardinghouses, lodging houses, or the like.**

*Gender identity* means the gender-related identity, appearance, mannerisms or other gender-related characteristics of an individual, ~~with or without regard to the individual's designated sex at birth~~ regardless of the individual's sex assigned at birth.

*Handicap Disability.*

(1) The term “~~handicap~~” **disability** means, with respect to a person:

- a. A physical or mental impairment that substantially limits one or more of such person’s major life activities;
- b. A record of having such an impairment; or
- c. Being regarded as having such an impairment.

(2) The term “~~handicap~~” **disability** does not ~~mean or~~ include current, illegal use of or addiction to a controlled substance as defined by state or federal law.

*Sexual orientation* means an individual’s ~~real or perceived heterosexuality, homosexuality or bisexuality~~ actual or perceived romantic, emotional, or sexual attraction to persons of the same gender, different gender, or more than one gender.

Section II. Section 38-8(d) of the Maplewood Code of Ordinances is hereby amended as follows:

(d) No employee in the service of the city, or seeking admission thereto, shall be appointed, promoted, reduced, removed, or in any way favored or discriminated against because of ~~his~~ **their** race, **color, ethnicity, sex, gender, gender identity, gender expression, sexual orientation, color, national origin, age, marital status, familial status, pregnancy status,** political affiliation, disability, **genetic information,** veteran status, ~~or~~ religious opinions or affiliations, **or any other status protected under federal or state law.**

Section III. Chapter 30 of the Maplewood Code of Ordinances is hereby amended by adding new Section 30-30 as follows:

**Sec. 30-30. Employment discrimination prohibited.**

**(a) It shall be an unlawful employment practice for an employer, because of the race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status of any individual:**

**(1) To fail or refuse to hire or to discharge any individual, or otherwise discriminate against any individual with respect to compensation, terms, conditions, or privileges of employment; or**

**(2) To limit, segregate, or classify employees or employment applicants in any way that would deprive or tend to deprive any individual of employment opportunities or otherwise adversely affect such individual’s status as an employee.**

**(b) It shall be an unlawful employment practice for an employment agency to fail or refuse to refer for employment, or otherwise discriminate against, any individual because of race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status, or to classify or refer for employment any individual on the basis of such individual’s race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status.**

**(c) It shall be an unlawful employment practice for a labor organization representing employees in the city:**

**(1) To exclude or expel from its membership, or otherwise discriminate against, any individual because of race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status;**

**(2) To limit, segregate, or classify its membership or applicants for membership, or to classify or fail or refuse to refer for employment any individual, in any way that would deprive or tend to deprive any individual of employment opportunities, or would limit such employment opportunities or otherwise adversely affect such individual's status as an employee or as an applicant for employment, because of such individual's race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status; or**

**(3) To cause or attempt to cause an employer to discriminate against an individual in violation of this section.**

**(d) It shall be an unlawful employment practice for any employer, labor organization, or employment agency to print or publish or cause to be printed or published any notice or advertisement relating to employment by such an employer or membership in or any classification or referral for employment by such a labor organization, or relating to any classification or referral for employment by such an employment agency, indicating any preference, limitation, specification, or discrimination, based on race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, source of income, genetic information, veteran status, or familial status, except that such a notice or advertisement may indicate a preference, limitation, specification, or discrimination based on religion, sex, or national origin when religion, sex, or national origin is a bona fide occupational qualification for employment.**

**(e) For purposes of this section:**

**(1) The term "employer" means a person or entity engaged in an industry affecting commerce who has six or more employees working within the city limits for each working day in each of twenty or more calendar weeks in the current or preceding calendar year, and shall include any political or civil subdivision of the state, or any person or entity employing six or more persons within the city but does not include corporations and associations owned or operated by religious or sectarian organizations, but such term does not include the United States, a corporation wholly owned by the government of the United States, an individual employed by an employer, or the city.**

**(2) The term "employment agency" means any person or entity regularly undertaking with or without compensation to procure employees for an employer or to procure for employees opportunities to work for an employer.**

**(3) The term "labor organization" means any organization, agency, or employee**

**representation committee, group, association, or plan in which employees participate and which exists for the purpose, in whole or in part, of dealing with employers concerning grievances, labor disputes, wages, rates of pay, hours, or other terms or conditions of employment.**

Section IV. Chapter 30 of the Maplewood Code of Ordinances is hereby amended by adding new Section 30-31 as follows:

**Sec. 30-31. Discrimination by contractors with the city.**

**Every supplier of materials or services and all contractors doing business with the city in excess of ten thousand dollars (\$10,000.00) per year shall be an “equal opportunity employer” as defined by federal law and shall not engage in any practice or have any policy resulting in discrimination on the basis of race, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, disability, genetic information, source of income, veteran status, familial status, or any other status protected under federal or state law.**

Section V. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING AN INTERGOVERNMENTAL AGREEMENT WITH THE CENTER FOR ADVANCED SKILLS TRAINING IN LAW ENFORCEMENT TO PROVIDE LAW ENFORCEMENT TRAINING SERVICES.

WHEREAS, the training of police personnel is a fundamental necessity for any local government to provide public safety services to its citizens; and

WHEREAS, the Center for Advanced Skills Training in Law Enforcement (C.A.S.T.L.E.) is an intergovernmental partnership between the cities of O’Fallon and St. Charles, Missouri, offering a state-of-the-art law enforcement training facility; and

WHEREAS, C.A.S.T.L.E. features a 70-seat training classroom, a 2,000-square-foot defensive tactics room, a 7-lane indoor firing range, and access to the VirTra V-300 Use of Force Training Simulator; and

WHEREAS, the City of Maplewood wishes to contract with C.A.S.T.L.E. to provide training opportunities including firearms training, defensive tactics, scenario-based virtual training, and other specialized law enforcement training designed to allow officers to train in realistic scenarios to keep our community and officers safe; and

WHEREAS, officers from the Maplewood Police Department have previously participated in training at this location and provided positive feedback regarding the quality and effectiveness of the experience; and

WHEREAS, this Agreement is authorized by Chapter 70, RSMo., which allows cities and other political subdivisions to cooperate for public purposes, including for the provision of common services; and

WHEREAS, the Fiscal Year 2026 budget allocates \$7,500 for firearms training/qualifications and \$12,000 for various training courses to support such training activities.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. The Agreement for Use of Training Facilities with the Center for Advanced Skills Training in Law Enforcement is hereby approved. The City Manager is authorized to execute the agreement substantially in the form presented to the City Council.

Section II. The City Manager is authorized to execute the agreement and perform all acts necessary to carry out the intent of this ordinance.

Section III. The Chief of Police and other appropriate City officials are hereby authorized to execute such additional documents and take any and all actions necessary to carry out the intent of this Ordinance.

Section IV. This Agreement is authorized to be renewed from year to year as provided in the

Agreement, and in future years, such expenditure is authorized in an amount not to exceed the amount that has been appropriated for this purpose in the annual budget.

Section VIII. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 50 — TRAFFIC AND MOTOR VEHICLES, BY ADDING NEW SECTION 50-97 — GOLF CARTS AND LOW-SPEED VEHICLES.

WHEREAS, the City of Maplewood occasionally receives questions regarding the operation of golf carts and low-speed vehicles on city streets; and

WHEREAS, Missouri Revised Statute 304.034 authorizes municipalities to regulate the operation of golf carts and motorized wheelchairs on municipal streets by resolution or ordinance; and

WHEREAS, the City Council finds it in the best interests of public safety, clarity, and responsiveness to establish local regulations for the operation of golf carts and low-speed vehicles within the city limits.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Chapter 50 of the Maplewood Code of Ordinances is hereby amended by adding Section 50-97 as follows:

**(a) Definitions.**

**For purposes of this section, the following definitions shall apply:**

***Golf cart* means a motor vehicle that is designed and manufactured for operation on a golf course for sporting or recreational purposes and that is not capable of exceeding speeds of twenty miles per hour.**

***Low-speed vehicle* means a four-wheeled vehicle whose gross vehicle weight rating (GVWR) is 3,000 pounds or less and has a maximum speed of 25 miles per hour or less that complies with the National Highway Traffic Safety Administration standards for low-speed vehicles in 49 CFR 571.3 and 571.500. All-terrain vehicles, utility vehicles and recreational off-highway vehicles, as defined in Section 301.010 RSMo. do not constitute low-speed vehicles.**

***Motorized wheelchair* means a wheelchair propelled by a motor.**

**(b) Authorization and general operation requirements.**

**(1) Golf carts and low-speed vehicles may be operated upon city streets with posted speed limits of 25 miles per hour or less, in accordance with the provisions of RSMo 304.034 and this section.**

**(2) Golf carts and low-speed vehicles may cross streets or highways with posted speed limits greater than 25 miles per hour, provided that the posted speed limit at the point of crossing does not exceed 45 miles per hour.**

**(3) No golf cart or low-speed vehicle shall be operated on any state or federal highway, except to cross such highway as permitted in subsection (b)(2) above.**

**(c) Equipment requirements.**

- (1) All golf carts operated on city streets shall be equipped with adequate brakes capable of stopping the vehicle safely; two white headlights visible from at least 500 feet; two red tail lights/brake lights visible from at least 500 feet; turn signals; a rear-view mirror; seat belts for all passenger seats; and reflectors as required by state law
  - (2) Low-speed vehicles shall comply with all federal safety standards applicable to such vehicles under 49 CFR 571.3 and 571.500.
- (d) **Operator requirements.**
  - (1) Every person operating a golf cart or low-speed vehicle on city streets shall possess a valid driver's license issued by the state of Missouri or another state.
  - (2) No person under the age of 16 shall operate a golf cart or low-speed vehicle on city streets.
- (e) **Insurance requirements.**
  - (1) Every golf cart and low-speed vehicle operated on city streets shall be covered by liability insurance meeting the minimum requirements established by state law for motor vehicles.
  - (2) Proof of insurance shall be carried in the vehicle or by the operator at all times and shall be produced upon demand by any police officer.
  - (3) No person shall be found guilty of failing to produce proof of insurance if the operator demonstrates to the court that insurance coverage meeting the requirements of this section was in effect at the time of the citation.
- (f) **Safety requirements.**
  - (1) The operator and all passengers of golf carts and low-speed vehicles shall wear properly adjusted and fastened safety belts, unless exempted for medical reasons.
  - (2) No person shall ride in any portion of a golf cart or low-speed vehicle that is not designed for passenger occupancy.
- (g) **Operating restrictions.**
  - (1) Golf carts and low-speed vehicles shall be operated in the right-hand lane or as close as practicable to the right-hand curb or edge of the roadway.
  - (2) Golf carts and low-speed vehicles shall not impede the normal flow of traffic and shall pull over to allow faster traffic to pass when safe to do so.
  - (3) No golf cart or low-speed vehicle shall be operated on any sidewalk, bicycle path, or trail within the city.
  - (4) Golf carts and low-speed vehicles are prohibited from operating in city parks except in designated roadways and parking areas.
- (h) **Traffic law compliance.**
  - (1) Operators of golf carts and low-speed vehicles shall comply with all applicable traffic laws, including but not limited to: obeying traffic control devices; yielding right-of-way as required; following posted speed limits (not to exceed the maximum speed capability of the vehicle); and operating in a careful and prudent manner.
  - (2) Golf carts and low-speed vehicles are subject to all applicable parking regulations.
- (i) **Prohibited operations.**
  - (1) No person shall operate a golf cart or low-speed vehicle while under the influence of alcohol or controlled substances; in a careless, reckless, or negligent manner; during

hours of darkness without required lighting equipment; or for commercial purposes, except as specifically permitted by other ordinances.

(2) No person shall operate a golf cart or low-speed vehicle in violation of any provision of this section or state law.

(j) **Enforcement and penalties.**

(1) Any violation of this section shall be deemed an ordinance violation punishable by fine as established by the municipal court.

(2) The police department is authorized to enforce all provisions of this section and may impound any golf cart or low-speed vehicle operated in violation of this section.

(3) Violations of state law while operating a golf cart or low-speed vehicle may be prosecuted under applicable state statutes.

(k) **Exemptions.**

**This section shall not apply to:**

(1) Motorized wheelchairs operated by persons with disabilities

(2) Golf carts operated exclusively on private property

(3) Municipal vehicles operated in the course of official city business

(4) Emergency vehicles responding to emergency calls

Section V. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 50 — TRAFFIC AND MOTOR VEHICLES, SECTION 50-119 — STREETS CLOSED TO COMMERCIAL VEHICLES, TO ADD ROSELAND TERRACE AND LACLEDE STATION ROAD.

WHEREAS, semi-trucks routinely become trapped at the intersection of Roseland Terrace and Lyndover Place, creating safety hazards and requiring emergency response; and

WHEREAS, commercial vehicle traffic on Laclede Station Road is no longer necessary following the relocation of public works operations and construction of Maplewood Commons; and

WHEREAS, the Police Department supports restricting commercial vehicle access on these streets to improve traffic safety and reduce emergency response calls.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 50-119(b) of the Maplewood Code of Ordinances is hereby amended by deleting the existing text and adding the following text in its stead:

(b) The following streets are closed to commercial vehicles not making or taking deliveries at addresses on that street:

<b>Street</b>	<b>Restrictions</b>
<b>Anna Avenue</b>	<b>None</b>
<b>Bellevue Avenue</b>	<b>None</b>
<b>Bruno Avenue</b>	<b>None</b>
<b>Comfort Avenue, between Big Bend Boulevard and Oakland Avenue</b>	<b>None</b>
<b>Edgar Avenue</b>	<b>None</b>
<b>Elm Avenue</b>	<b>None</b>
<b>Flora Avenue, between Big Bend Boulevard and Laclede Station Road</b>	<b>None</b>
<b>Flora Avenue, between Arbor Avenue and Big Bend Boulevard</b>	<b>None</b>
<b>Gayola Avenue</b>	<b>None</b>
<b>James Street/James Avenue</b>	<b>None</b>
<b>Jerome Avenue, between Bredell Avenue and Laclede Station Road</b>	<b>None</b>
<b>Laclede Station Road</b>	<b>None</b>
<b>Maple Avenue, between Big Bend Boulevard and Sutton Boulevard</b>	<b>None</b>
<b>Maple Avenue, between Sutton Boulevard and Marshall Avenue</b>	<b>None</b>
<b>Marshall Boulevard</b>	<b>None</b>
<b>Myrtle Avenue</b>	<b>None</b>
<b>Oakland Avenue</b>	<b>None</b>
<b>Roseland Terrace</b>	<b>None</b>
<b>Sarah Street</b>	<b>None</b>
<b>Sutton Avenue north of Manchester</b>	<b>None</b>
<b>Vine Avenue</b>	<b>None</b>

<b>Walter Avenue</b>	<b>None</b>
<b>Weaver Avenue</b>	<b>None</b>
<b>West Bruno Avenue</b>	<b>None</b>

Section II. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 56 — ZONING, SECTION 56-204 — PERMITTED USES (CB DISTRICT) AND SECTION 56-232 — PERMITTED USES (AB DISTRICT), TO ALLOW POP-UP RETAIL STORES IN THE CB DISTRICT AND RESIDENTIAL AND OFFICE USES IN THE AB DISTRICT

WHEREAS, the Planning and Zoning Commission recommended approval by a vote of 5 ayes, 0 nays, at their July 7, 2025 meeting; and

WHEREAS, the Special Business District Tax Advisory Commission requested allowing retail pop-up stores in the CB District to promote economic development; and

WHEREAS, the AB Arterial Business District contains primarily small single-family homes that are better suited for mixed-use development, with second floor residential uses providing affordable housing options while maintaining commercial character at street level; and

WHEREAS, business and professional offices should be permitted uses rather than conditional uses in the AB District to correct a prior amendment error.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 56-204 of the Maplewood Code of Ordinances is hereby amended by adding the following:

- (36) Retail pop-up stores. Retail stores, excluding restaurants, open for a maximum of ninety (90) days that in the judgment of the Zoning Administrator meet the intent and purpose of the CB1 district.**

Section II. Section 56-232 of the Maplewood Code of Ordinances is hereby amended as follows:

The following uses shall be permitted in any location within the AB district:

- (1) Caterers.
- (2) Liquor stores.
- (3) Restaurants, except for drive-in establishments offering beverages or food to consumers for consumption on the premises or in parked automobiles.
- (4) Taverns.
- (5) Home and office furniture stores (except for the sale of used merchandise).
- (6) Floor covering stores (except those with a primary emphasis on the sale of remnants).
- (7) Interior decoration stores (including drapery and upholstery).
- (8) Barber and hair salons.
- (9) Household appliance sales and repair shops (except for the sale of used merchandise).
- (10) Electronic equipment sales and repair shops (except for the sale of used merchandise).
- (11) Printing, lithography and publishing (including office duplicating).
- (12) Pet shops, pet sales, food and supplies.

- (13) Garden supplies.
- (14) Health and sports clubs.
- (15) Animal hospitals, veterinarian office.
- (16) Indoor commercial amusements, such as bowling alleys, billiard halls and swimming pools.
- (17) Indoor theaters and cinemas.
- (18) Business, technical or trade schools.
- (19) Automotive parts and accessories.
- (20) Hardware, paint, glass or wallpaper sales.
- (21) Building materials equipment sales with storage inside.
- (22) Tombstone and monument sales, provided that all ~~display is~~ **displays are** fully enclosed.
- (23) Exterminators.
- (24) Carpenter, cabinet, furniture refinishing or upholstery shops.
- (25) Public off-street parking as a principal use.
- (26) Food stores, including grocery stores, meat markets, delicatessens, ice cream stores and bakeries.
- (27) Antique, vintage and collectible stores, except as prohibited by section 56-211, (e) (9).
- (28) Business and professional offices.**
- (29) Residential uses that are located at a non-street level location where the floor is situated more than eight feet above grade level at all entrances.**
- (30) Any use which in the judgment of the zoning administrator is identical or similar to one or more of the above listed uses and which conforms with the intent and purpose, use regulations and limitations. The zoning administrator may also request a plan and zoning commission review if the use which, in the judgment of the plan and zoning commission, is similar to one or more of the above listed uses and which conforms with the intent and purposes of this chapter and which conforms with the use regulations, use limitations and performance standards for this chapter.
- (31) *Conditional uses.* The following uses shall be allowed as conditional uses in accordance with the procedures provided in article IV, division 6 of this chapter:
  - a. Mortuary or funeral home, provided that adequate provision is made for the on-site formation of a cortege consisting of one car for each ten chapel or parlor seats.
  - b. Carwash, provided that adequate standing or queuing spaces for waiting vehicles are available on site for each wash rack or lane. Adequate standing or queuing shall be determined by site plan review.
  - c. Utility substations.
  - d. Outdoor commercial amusements, such as a swimming pool, skating rink, ice skating or miniature golf.
  - e. Automobile filling stations and service stations, and automobile, motorcycle or truck repair shops.
  - f. Drive-in or carryout restaurants serving prepared food or beverages to customers for consumption on premises in parked motor vehicles or for consumption off-premises.
  - g. Sales, leasing and rental of motor vehicles and trailers, provided that all repairs and painting operations are fully enclosed and comply with the performance standards of section 56-41.
  - h. Consignment shops that sell high quality, pre-owned apparel and clothing accessories.
  - i. Communication towers constructed and operated in compliance with article III, division 8 of this chapter.
  - j. Auto body shops.

- k. Health care delivery services such as clinics, urgent care centers or laboratories.
- l. Day care centers.
- m. Tattoo and piercing studio.
- n. Medicinal marijuana facilities.
- o. Self-service laundry and dry-cleaning stores.
- p. Laundry and dry-cleaning establishments (including pickup stations, package plant and plant type operations).
- ~~q. Business and professional offices.~~
- q. Residential uses that are located at street level.**
- r. Medical or dental clinic or laboratory.
- s. Hotels or motels.
- t. Rooftop communications antennas, constructed and operated in compliance with article III, division 9 of this chapter.

Section III. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Laura Miller, Community Development Director  
**Date:** August 22, 2025  
**Re:** **Comprehensive Branding Initiative**

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Maplewood stands at an important moment in its growth and identity. While our community is celebrated for its eclectic charm, inclusive spirit, and strong sense of place, our existing brand no longer fully conveys the depth and character that define who we are today. To address this, the city has launched a transformative branding initiative that will modernize our identity while honoring our heritage, ensuring a brand that resonates with every resident, visitor, and stakeholder. The new brand must both celebrate our history and embrace innovation and progress.

To move this effort forward, an RFP for services was published in the *St. Louis Countian* on June 10, 2025. The city received 22 responses to the Comprehensive Branding Initiative, ranging from \$17,000 to \$96,908:

<u>Responding Firms</u>	<u>Proposed Cost</u>
Red Letter Communications	\$35,000
Spry Digital	\$96,908
Novella	\$17,000 - \$30,000
black dog Design	\$45,600
Span	\$39,935
Ten8 Group	\$40,000
Melwood Global	\$32,000
Arcturis	\$39,400
Acevox	\$37,000 – \$39,300
Avant	\$40,600
Chandlerthinks	\$38,975
Seafoam Marketing	\$38,550
Unanimous	\$39,950
Matter	\$38,000
Scrotonin Creative Consulting	\$54,625
Piper & Gold	\$40,000
Creative Entourage	\$25,000 - \$48,000
shark&minnow	\$40,000
Ashley Peek Creative	\$38,000
Destination by Design	\$40,000
Matchbook Marketing	\$70,000
Side Studio	\$38,000

A selection panel of three staff members (Amber Withycombe, Tiffany Hyde, and Laura Miller) reviewed the proposals and conducted interviews with seven firms. The selection process was highly competitive, with many excellent firms submitting thoughtful and qualified proposals.

After a thorough review, staff recommends approval to engage with Creative Entourage for the Comprehensive Branding Initiative at a total cost of \$40,000.

This recommendation is based on several key strengths demonstrated in their proposal:

- Strong design sense with a proven ability to develop authentic and visually compelling brand systems.
- Emphasis on community outreach and inclusive engagement, with a thoughtful approach to involving diverse groups throughout the process.
- Experience in sub-branding, ensuring that departments and affiliated entities can align under a cohesive brand while maintaining their own identities.
- Extensive municipal branding experience, including projects with the City of Eureka, City of Wentzville, and most recently the City of Neosho, MO (new brand not yet publicly available).
- Ongoing support during rollout, ensuring smooth implementation and transition to the new brand system.

During the interview process, staff requested clarification on the survey component and the PARC (Parks and Recreation Cooperative) sub-branding. These adjustments resulted in a final project cost of \$40,000.

Staff is confident that Creative Entourage's approach will produce a brand that is both timeless and community-focused, positioning Maplewood for long-term success as we continue to invest in placemaking and civic identity.

#### Attachments

Creative Entourage Scope of Work  
Creative Entourage Proposal

# COMPREHENSIVE BRANDING INITIATIVE

**CLIENT:**

City of Maplewood

**CLIENT REPRESENTATIVES:**

Laura Miller,  
Community Development Director  
City of Maplewood  
7601 Manchester Road  
Maplewood, MO 63143  
(314) 646-3607 Office  
lmiller@maplewoodmo.gov

**CE REPRESENTATIVE:**

Elizabeth Arway, Principal, Creative Services  
Creative Entourage  
237 E. 5th Street, #136  
Eureka, MO 63025  
314.472.3391 office  
314.620.1125 cell  
elizabeth@creative-entourage.com

**DATE SUBMITTED:**

August 21, 2025

*This statement of work outlines the Deliverable and Scheduled Dates on which Creative Entourage is prepared to contribute to this initiative and estimated costs.*

**WBE CERTIFIED**

Creative Entourage, LLC is a certified woman-owned business!

Missouri Certification No. 13638

## 1. SCOPE OF WORK TO BE PERFORMED/PROJECT SUMMARY:

City of Maplewood Comprehensive Branding Initiative — Creative Entourage will develop a refreshed and cohesive brand identity that reflects the community’s values, character and vision. This comprehensive branding initiative will include community engagement, research, brand strategy development, visual identity design and implementation guidance.

## 2. DESCRIPTION OF DELIVERABLES:

### **Community Engagement**

- Digital Survey: A digital survey will be developed and distributed, targeting all community members and businesses. The survey will gather input to guide the rebranding process.
- Survey Marketing Collateral: Custom-designed marketing materials will promote the survey and encourage participation. These materials will include:
  - Postcard
  - Digital advertisements
  - Social media graphics
  - Yard sign design
  - Email graphic
  - Poster/flyer
- Printing and Mailing: Postcard printing and postage costs are included in the total bid. (4,600 qty.). Postcard mailing service will include digital advertising – targeting households on the client provided mailing list through USPS’ Informed Delivery and Google ads. Yard sign printing also included in the total bid.
- Survey Results Summary: A PDF summary report of the survey findings will be provided.

### **Discovery Process**

- City Branding: Four (4) in-person input sessions with community members and leadership, one (1) in-person meeting with city branding committee, city tour, and a creative brief summary document.
- PARC Branding: Two (2) in-person input sessions with community members and leadership, one (1) in-person meeting with PARC branding committee, and a creative brief summary document.

### **Brand & Message Development**

- Three (3) primary city logo concepts
- Three (3) city tagline concepts
- Three (3) PARC logo concepts
- Final approved primary logo, department logos, brand icon/elements delivered in:
  - Full-color, black, and white
  - High-resolution formats including: EPS (vector), JPEG, PNG and PDF

### **Comprehensive City Brand Style Guide (PDF)**

- Logo usage guidelines (clear space, sizing, do/don’t examples)
- Color palette and typographic standards
- Application mockups

### **Quick Brand Guide (PDF)**

- A one-page quick brand guide for each: city, fire, police and PARC

**Customized Templates\*\***

- Stationery: letterhead, memos, meeting agenda, report covers, envelopes, and business cards (Creative Suite)
- Email signature templates (Creative Suite or Microsoft)
- Presentation templates (PowerPoint)
- Branded collateral templates: reports, flyers, promotional materials example mock-ups (Creative Suite)

*\*\*During the Discovery Phase we work together to create a comprehensive list of templates needed for each department.*

**Ongoing communication between Creative Entourage and the branding committee will take place via Zoom, email and phone.** One primary city liaison for communications is preferred.

**3. ESTIMATED COST OF THE WORK TO BE PERFORMED (“FEES”), COSTS AND PAYMENT TERMS:**

City of Maplewood Comprehensive Branding Initiative ..... \$40,000

**Payment Schedule:** To be paid in four (4) installments. Invoices for \$10,000 will be sent on Sept. 1, Oct. 1, Nov. 1, Dec. 1, 2025. Remit payment within 30 days.

Creative Entourage will track all hours. If the hours worked exceeds the budget above, City of Maplewood will be billed at the hourly rate for Creative Entourage services. Our rate is \$150/hour. Creative Entourage will make City of Maplewood aware if the team is approaching the end of the budget, and will not incur any additional time or expense without prior approval from City of Maplewood.

In addition to the Fees, Client shall reimburse Creative Entourage for Sales Tax (if any), Third Party Termination Costs (if any), and Termination Fees (if any) (collectively called “Costs”) and for out-of-pocket expenses (“Expenses”) incurred by Creative Entourage in performing its Services and creating the Deliverables under this Agreement. The term “Expenses” shall include but shall not be limited to, transportation, travel, lodging, per diem expenses, telephone, copier, courier and messenger charges, direct costs for hardware, software media production or research purchased or paid by Creative Entourage to vendors or third parties on Client’s behalf. In the event of large expenditures, Creative Entourage may request that the Client pay for such expenses directly, and Client hereby agrees to do so. Creative Entourage agrees to provide Client for the appropriate documentation for such Expenses.

**4. TIMELINE**

- |                                     |                   |
|-------------------------------------|-------------------|
| • Project Starts                    | Early September   |
| • Community Engagement              | September-October |
| • Discovery Phase                   | September-October |
| • City - Creative Phase             | October-November  |
| • PARC - Discovery & Creative Phase | November          |
| • Finalize Deliverables             | December-January  |
| • Launch                            | Q1 2026           |

**5. ASSUMPTIONS**

The following assumptions have been made regarding this project:

- City of Maplewood will provide project requests in a timely manor.
- No additional services will be provided outside of what is outlined without a change order.
- Creative Entourage cannot guarantee sales increases, traffic increases, non-paid media coverage and audience reach figures.
- The cost and timeline estimate of the effort contained within this proposal is an estimate of Creative Entourage’s contribution to the effort and can vary depending on timeliness of decisions and information provided.

- Creative Entourage cannot be held accountable for project delays and/or cost overruns due to delays in responses by the client beyond agreed upon written deadlines, resources outside of its direct control, or changes in project scope.
- Creative Entourage will notify the client of any delays that will impact the project timeline and will create a change order to identify the impact to timeline and cost.
- Development and project management is to occur at the offices of Creative Entourage, or the offices of a Creative Entourage project team.

## **6. EXECUTION OF OUR MASTER SERVICES AGREEMENT**

ACCEPTED AND AGREED:

**Client**

*(Authorized signature)*

\_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Creative Entourage**

*(Authorized signature)*

\_\_\_\_\_

Date: \_\_\_\_\_



# CITY OF MAPLEWOOD COMPREHENSIVE BRANDING INITIATIVE

## CLIENT REPRESENTATIVE:

Laura Miller,  
Community Development Director  
City of Maplewood  
7601 Manchester Road  
Maplewood, MO 63143  
(314) 646-3607 Office  
lmiller@maplewoodmo.gov

## CREATIVE ENTOURAGE REPRESENTATIVE:

Elizabeth Arway, Principal, Creative Services  
Creative Entourage  
237 E. 5th Street, #136  
Eureka, MO 63025  
314.472.3391 office  
314.620.1125 cell  
elizabeth@creative-entourage.com

## DATE SUBMITTED:

July 15, 2025

**WBE CERTIFIED**

Creative Entourage, LLC is a  
certified woman-owned business

Missouri Certification No. 13638



July 15, 2025

Dear Laura,

On behalf of Creative Entourage, thank you for the opportunity to submit our proposal for the City of Maplewood's Comprehensive Rebranding Initiative. We are honored by the possibility of deepening our partnership with a city we've had the privilege of working alongside for several years.

Creative Entourage is uniquely positioned to support the City of Maplewood in this important initiative for several reasons:

### **A Trusted Creative Partner**

Over the past five years, we've had the pleasure of collaborating with Maplewood on the *Maplewood Makers* campaign—a project that gave us meaningful insight into the city's creative energy, entrepreneurial spirit, and strong sense of community. Through that work and additional design support, including the business district map brochure, we've developed a deep understanding of Maplewood's business district and community identity.

These efforts have allowed the City to experience our attention to detail, commitment to quality design, and passion for helping clients succeed—values we bring to every partnership.



### **Award-Winning Municipal Rebranding**

Our work rebranding the City of Eureka earned the prestigious 3CMA Savvy Award in 2021—the highest recognition in municipal communications. We also earned top honors for our branding work with the City of Wentzville. These accolades demonstrate our ability to create thoughtful, community-rooted identities that have lasting impact.

### **Current Branding in Progress**

We are currently leading a comprehensive rebranding effort for the City of Neosho. While the final brand has not yet launched publicly, the project reflects our active work in developing authentic, values-driven identities that align closely with each community's unique goals and character. Jessica Johnson, listed in our references, would be happy to speak to our process and approach.

### **Deep Public-Sector Experience**

Having partnered with more than 200 public-sector clients across the Midwest, we bring both depth

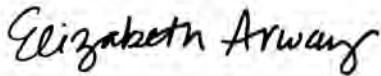


and breadth of experience. Our integrated approach—combining community engagement, public opinion research, and strategic design—ensures every rebranding initiative is informed, inclusive, and impactful.

We truly believe that great branding brings communities together around a shared story and vision. We would be honored to help Maplewood craft a brand that reflects its character, celebrates its creativity, and supports its continued growth.

Please feel free to contact me at (314) 620-1125 or [elizabeth@creative-entourage.com](mailto:elizabeth@creative-entourage.com) with any questions or to discuss next steps. We look forward to the opportunity to work with you again.

Sincerely,



Elizabeth Arway, Owner  
Creative Entourage

# OUR SCOPE & APPROACH

**DEVELOPING AND DEFINING YOUR BRAND IS AN ESSENTIAL PART OF ANY COMMUNICATIONS STRATEGY. IT'S AN INVALUABLE ASSET FOR YOUR ORGANIZATION, AND ITS DEVELOPMENT REQUIRES MORE THAN JUST DESIGNING AN APPEALING LOGO.**

A strong brand clearly conveys who you are and what you do, reinforces your relationship with the community you serve, and builds trust through consistency.

As you likely know, a well-developed brand can also streamline your organization's communication efforts. By taking the time now to set a course for the look and feel of future communications, you simplify the process during moments when quick action is necessary across multiple mediums. You'll have already laid the groundwork to ensure clarity and consistency—leaving only the execution.

The most successful organizations, big and small, share one thing in common: they have established themselves as leaders by building a strong brand. They invest the time and effort to thoughtfully craft their core messaging and understand their audiences, delivering a consistent experience rooted in quality, credibility, and trust.

## 1 DISCOVERY

Creative Entourage will begin by focusing on collaboration and research to establish the foundation for a successful rebrand and define the creative brief.

Creative Entourage will:

- Review the City of Maplewood's existing branding materials and benchmark them against those of similar cities locally and nationally.
- Meet with the city's branding committee to gather insights, clarify the city's vision, and define objectives for the new brands (city, fire, police and SBC).
- Conduct targeted logo and tagline research, analyzing trends and aesthetics that align with the city's unique identity.
- Explore the city's history and strategic plans to uncover the "heart" of Maplewood, emphasizing what makes it distinctive in the region.

Creative Entourage will host up to four in-person community engagement input session with city staff and community members to:

- Discuss the city's values, goals, and long-term vision; and uncover the "heart" of Maplewood.
- Explore preferences for the logo and overall brand identity.

While Creative Entourage is visiting the city, we ask that a city staff member provide a guided tour of key landmarks to help us learn about and document Maplewood's important historical markers and points of pride.

This phase ensures the rebranding aligns with Maplewood's identity while reflecting leadership priorities.

### Creative Brief

At the completion of the Discovery phase, Creative Entourage will create a creative brief, which will document the discovery process and clearly define the direction of the three logo concepts. This document will be refined and signed off on by the branding committee before the design phase can begin.

**2 DEFINE THE BRAND**

Using the approved creative brief from the discovery process and our industry expertise, we will craft a brand identity that captures Maplewood’s personality and purpose—built for clarity, connection, and long-term relevance.

This phase includes:

**Concepts**

- Creation of three (3) distinct logo concepts for the primary city brand.
- Development of initial tagline options

**Refinement**

- Presentation and collaboration with the brand committee team to refine the chosen direction.
  - Up to three (3) rounds of revisions for the primary logo and tagline.
- Finalization of the selected logo and accompanying visual elements.

**Sub-brand**

Once the primary logo and messaging are approved, Creative Entourage will begin developing the Maplewood Fire, Police and SBD sub-brand with three (3) rounds of edits available.

**3 BRAND STANDARDS**

Creative Entourage will develop a detailed Branding Style Guide that includes:

- Guidelines for the city’s primary logo, department logos and sub-brands
- Full-color, black, and white versions of all logos and logo elements
- Proper spacing/sizing and unacceptable uses
- Color palette and typography (fonts)
- Mockups of logo usage

The guide will ensure consistent use across all city branding applications.

**4 TEMPLATES**

To ensure brand consistency across all departments and applications, we will design a suite of templates tailored to city operations.

Template deliverables include:

- Stationery: Letterhead, business cards, report covers, memos, envelope, email signatures.
- Digital Assets: PowerPoint templates, reports (covers), presentations (covers).

All templates will be easy to use in standard platforms such as Adobe Creative Suite and Microsoft Office, as well as Canva.

During the Discovery Phase we work together to create a comprehensive list of templates needed for each department.

*Note: Font files are licensed digital assets and are not included in the deliverables. Creative Entourage will guide the City on how to properly license and source the selected fonts. We take care to select typefaces that are accessible, widely supported, and align with the goals of municipal communication.*

**5 BRAND STRATEGY ROLLOUT**

We will provide a plan and tools to help the City of Maplewood roll out its new brand both internally and to the broader community.

Brand rollout support includes:

- A Brand Application Matrix to track implementation steps, priorities, and cost projections.
- Internal launch tactics and training guidance for city staff and departments.
- Community launch recommendations
- Ongoing support during the launch window to ensure a smooth transition and public excitement.

## AGENCY INFO



### CREATIVE ENTOURAGE

237 E. 5th Street, #136

Eureka, MO 63025

314.472.3391

[info@creative-entourage.com](mailto:info@creative-entourage.com)

Primary Contact:  
Elizabeth Arway, owner

## CREATIVE ENTOURAGE HELPS CONNECT YOU TO YOUR COMMUNITY

**Since starting in 2008**, Creative Entourage has built a team with decades of combined experience in community engagement, strategic communications, and graphic design. Our mission is to make a meaningful impact in the communities we serve.

When it comes to rebranding, our work goes beyond logos and taglines. We help communities clarify their identity, align around a shared vision, and communicate that vision through thoughtful, research-informed design. Our goal is to create a brand system that reflects a community's values and future goals.

We are passionate about helping our clients serve their communities more effectively—and with greater clarity.



## OUR EXPERIENCE

**It's hard to imagine a firm with more relevant experience than ours.**

Creative Entourage brings a proven track record of successful branding, communication, and engagement work for public entities across the Midwest. We specialize in helping cities, school districts, and other organizations connect with their communities through research-driven strategies and award-winning creative.

Our team excels at both sides of the equation: deep community engagement and standout design. This dual strength has led to national recognition from organizations such as 3CMA, the Telly Awards, TAM and AIGA.

We take a collaborative, consultative approach that builds trust, fosters buy-in, and results in brand identities that reflect a community's values and vision.

The case studies that follow showcase a range of work that demonstrates our impact—and the kind of thoughtful, strategic partnership you can expect from us.



**NEXT**, you will find case studies highlighting our work.



# CASE STUDY CITY OF EUREKA



### CITY OF EUREKA

Creative Entourage worked with the City of Eureka to develop and design a new logo for City materials that can be easily combined with other artwork (i.e., event signage) and used by all departments. The streamlined design features subtle river/path imagery embedded in the logo's text, reflecting the wealth of outdoor activities available within the City and identifying Eureka as a destination for outdoor enthusiasts.

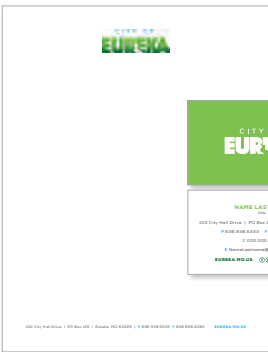
 2021 3CMA Savvy Award (First Place) – Logo/Brand Development

CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEAD	EMILY ROTH
DATE	2019-PRESENT

# CASE STUDY **CITY OF EUREKA**

*clockwise*

- Eureka Logo & Brand Standards
- Eureka Apparel
- Eureka Vehicle Graphics
- Eureka Letterhead & Business Cards
- Eureka Tourism Ad Sample



CASE STUDY **CITY OF EUREKA**

- clockwise*
- Eureka Timbers Logo
  - Eureka Mountain Bike Park Trail Map & Signage
  - Eureka Mountain Bike Park Logo
  - Eureka Timbers Ad



**THE  
TIMBERS**  
OF EUREKA



**ONE MONTH FREE**  
with any new membership!

Promotion starts Dec. 18, 2019. Subject to change at any time.

**Member Benefits:**

- Free group exercise classes
- Free child care
- Fitness center
- Locker rooms with saunas
- Outdoor pool
- Gymnasium
- Member discounts on meeting and party room rentals

**Memberships:**  
Individual • Family • Seniors

**THE TIMBERS OF EUREKA**

1 Coffey Park Lane | Eureka, MO 63025 | 636.938.6775 | eureka.mo.us **JOIN TODAY**



**EUREKA** MOUNTAIN BIKE PARK



CASE STUDY **CITY OF WEBSTER GROVES**



**CITY OF WEBSTER GROVES**

Creative Entourage worked with the City of Webster Groves to develop and design a brand standards document. This formal document will be used by all City staff to ensure the City’s communications look consistent across departments.

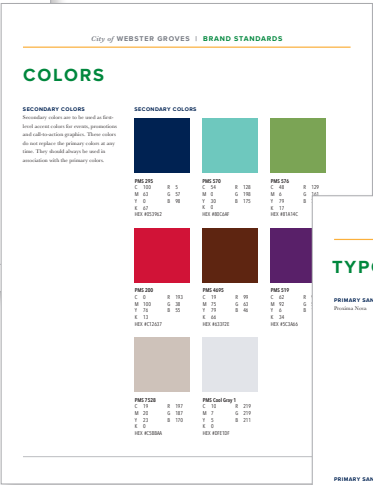
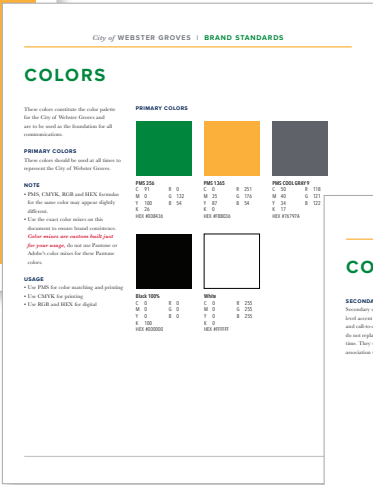
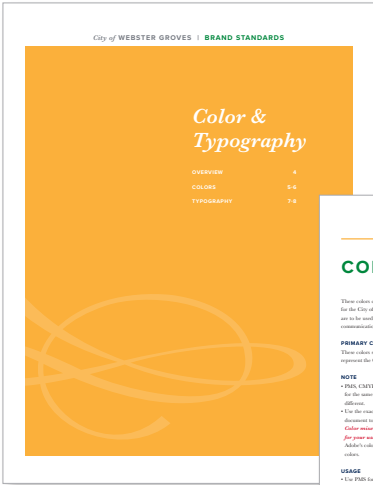
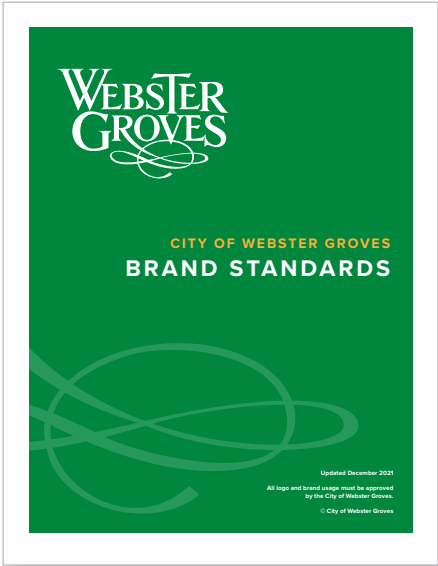
The current logo was not adjusted but brought to life with creative elements, strategic color palette and user-friendly fonts.

Templates for letterheads, business cards, report covers, memos, agendas, flyers, certificates and more were created to assist the City’s staff in day-to-day document development.

CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEADERS	EMILY ROTH / ELIZABETH ARWAY
DATE	2021

# CASE STUDY CITY OF WEBSTER GROVES

clockwise  
Brand Standards Document  
Social Media Profile Icons



City Icons:





## CASE STUDY **CENTRAL WEST END NCID**



### **CENTRAL WEST END NORTH COMMUNITY IMPROVEMENT DISTRICT**

Creative Entourage has worked with the Central West End North Community Improvement District (NCID) to provide graphic design, branding and issue-based messaging and public relations assistance. After helping the NCID with a rebrand in 2015 — including an updated logo, new brand standards document and website redesign — our team has worked closely with the organization to develop promotional designs for their biggest annual events, including the CWE Cocktail Party, the Legendary CWE Halloween and the holiday Window Walk, which integrate with the updated brand.

<b>CE PROJECT MANAGEMENT</b>	ELIZABETH ARWAY
<b>ART DIRECTOR</b>	ELIZABETH ARWAY
<b>CE DESIGN LEAD</b>	EMILY ROTH
<b>DATE</b>	2015-CURRENT

clockwise

- CWE Logo and Brand Standards
- CWE Website
- CWE Map




**CWE** | **CENTRAL WEST END**  
North Business Community Improvement District

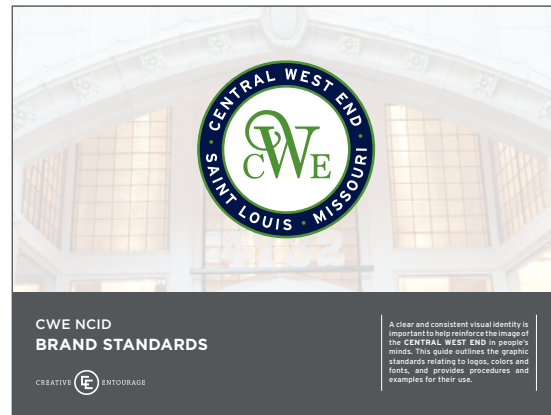
**OVER 125 GREAT REASONS TO VISIT.**  
FOOD. DRINK. SHOPPING. ENTERTAINMENT.

- ANTIQUE | FURNITURE GALLERIES | APPAREL SHOPS | CINEMAS
- COFFEE | GROCERY DINING | BARS
- SERVICES | SALONS | SPAS
- FITNESS | HOSPITALS | PHARMACY
- HOTELS | ORGANIZATIONS
- METROLINK
- PARKING
- TAXI
- COMMERCIAL DISTRICTS

To learn what's happening in the Central West End right now, visit us at [cwescene.com](http://cwescene.com)

Facebook.com/cwescene @STLCwescene  
Instagram.com/cwescene

THIS MAP IS PROVIDED COURTESY OF THE CWE NORTH COMMUNITY IMPROVEMENT DISTRICT. TO ORDER ADDITIONAL MAPS, PLEASE EMAIL: KATE.HANER@CWE-NORTH.COM, FALL 2015



**CWE NCID BRAND STANDARDS**

CREATIVE ENTOURAGE

A clear and consistent visual identity is important to help reinforce the image of the CENTRAL WEST END in people's minds. This guide outlines the graphic standards relating to logos, colors and fonts, and provides procedures and examples for their use.



2016 - 2018 CWE Cocktail Party Poster and Billboard  
 2018 CWE Halloween Event Flyer  
 2017 CWE Window Walk Poster



SAMPLES LOGOS DESIGNS



## REFERENCES

**JESSICA JOHNSON**

Public Information Officer  
City of Neosho  
203 E. Main Street  
Neosho, MO 64850

P: 417-451-8050, ext 117  
jjohnson@neoshomo.gov

**REBRAND PROJECT IN-PROGRESS****Project Detail:**

- Logo and brand standards

**JULIE WOOD**

Director of Economic Development  
and Communication/City Clerk

City of Eureka  
100 City Hall Dr.  
PO Box 125  
Eureka, MO 63025

p. 636.938.5233  
m. 314.920.0212  
jwood@eureka.mo.us

**Project Detail:**

- Logo and brand standards

**KARA ROBERSON**

Communications Manager

City of Wentzville  
1001 Schroeder Creek Blvd.  
Wentzville, MO 63385

p: 636.327.5101  
d: 636.639.2004  
kara.roberson@wentzvillemo.org

**Project Detail:**

- Logo updates, brand standards and messaging

**KATE HAHER**

Executive Director

CWE North Community  
Improvement District  
412 B N. Euclid  
St. Louis, MO 63108

p. 314.305.4012  
kate.haher@cwenorthcid.com

**Project Detail:**

- Logo and brand standards

**OUR TEAM**



Clayton Community Foundation



Baseball Battles Cancer



Softball Battles Cancer



Charity Lemonade Stand



Eureka, Missouri Flood Relief

When we say we are in business to

# MAKE A DIFFERENCE

in the communities we serve, it doesn't stop with our clients. Our team is proud to be active in our community, donating hundreds of hours each year to a number of non-profit organizations throughout the St. Louis area where our company is based. Our associates are all experts in their field who provide Creative Entourage independent contractor services on a per project basis.

**Our team has assisted in raising over \$210,000 for non-profit partners since 2013.**

## ORGANIZATIONAL CHART

Below is an organizational chart of the team that will work on your project. We want to emphasize that our collaboration with clients is not linear—we work as a team, engaging closely with our clients throughout each phase of the project. While the overall process will be directed by Elizabeth Arway, you may interact with various members of our team at different stages to ensure a seamless and comprehensive approach. Our business is based in Eureka, Missouri; we all work remotely and are available by phone, text, and email to assist you at any time.



## OUR TEAM



**PROJECT LEAD**

### **ELIZABETH ARWAY**

PRINCIPAL/ART DIRECTOR • CREATIVE ENTOURAGE 20+ YEARS OF EXPERIENCE

Elizabeth Arway always knew she wanted to be in the creative industry. From her first 4-H art project to earning her BFA in Graphic Design from Maryville University, she has always relished the opportunity to blend creativity with purpose. In 2008, she launched Creative Entourage — a boutique agency built on collaboration, strategy and thoughtful design.

As founder and creative visionary, Elizabeth ensures the agency stays at the forefront of design and marketing, delivering bold, tailored solutions for every client. Her work has been recognized by industry organizations including TAM and AIGA, and she led the award-winning rebrand of the City of Eureka, which earned the 2021 3CMA Savvy Award — the highest honor in municipal communications. Currently, she helps lead marketing for ATB Technologies, a St. Louis-based IT firm named to the Inc. 5000 list in 2024.

Rooted in her rural Illinois upbringing, Elizabeth now lives on a small farm in Robertsville, Missouri, with her husband, PJ, and their beagles, Sadie and Pippin. Together, they founded Baseball Battles Cancer, an annual fundraiser that has raised over \$200,000 for cancer research since 2013. She also co-founded the Missouri Whiskey Society in 2014 and launched The Heart of Eureka Podcast in 2023.

When she's not designing or strategizing, Elizabeth enjoys life outside — tending to her bees and chickens, working in the garden, or sewing one-of-a-kind quilts inspired by her lifelong love of art.

### **PROJECT MANAGEMENT**

### **ART DIRECTOR**

### **COMMUNITY ENGAGEMENT**

### **GRAPHIC DESIGN**

## OUR TEAM

**MICKEY SCHOONOVER, APR**

SUBCONTRACTOR / ASSOCIATE

**STRATEGIC COMMUNICATIONS & COPYWRITING** 35+ YEARS OF EXPERIENCE

An experienced public relations and communications professional, Mickey Schoonover's expertise includes strategic communications planning, content writing and strategy, crisis communications and more. Mickey served as director of school-community relations for the Pattonville School District and as coordinator of school-community relations for the Wentzville School District. As a school PR professional, Mickey led award-winning year-round strategic communications programs, contributing to high levels of trust and community engagement.

Prior to her work in the education field, Mickey worked as a reporter in Jackson, Tennessee, and as a reporter and features editor for the Suburban Journals of St. Charles County. She holds a bachelor's degree in journalism from Louisiana Tech University and is Accredited in Public Relations (APR) through the Public Relations Society of America.

Mickey serve as a mentor, eastern director, secretary, president-elect, and president for the Missouri School Public Relations Association (MOSPRA) and continues to volunteer for the organization today. She served on the APR Committee for the National School Public Relations Association (NSPRA) and on several APR panels through NSPRA for other aspiring APR candidates. She earned two consecutive national Gold Medallion Awards from NSPRA for strategic communications, as well as MoSPRA's Distinguished Service and Professional of the Year awards.

Mickey was born on an Air Force base in Texas, but grew up in Louisiana. She and her husband live in the St. Louis area and are the proud parents of a son and daughter. In her free time, she enjoys spending time with her family and friends, reading and writing fantasy and romance novels, capturing travel and nature photographs, and hiking in Missouri's incredible state and county parks. She aspires to become a published novelist.

**COPYWRITING****MESSAGE DEVELOPMENT****STRATEGIC COMMUNICATIONS**

## OUR TEAM

**EMILY ROTH**

SUBCONTRACTOR / ASSOCIATE

**GRAPHIC DESIGN** 20+ YEARS OF EXPERIENCE

Emily Roth's offers expertise in the areas of branding and graphic design that relays key messages in attractive and impactful ways. Emily worked as a graphic designer at Dierbergs Markets for 12 years, where she led a team of designers in the creation of various marketing and promotional materials for the regional chain. She also works as a freelance designer for the Crohn's and Colitis Foundation, Mid-America Chapter, helping to design collateral for charity events and more. Additionally, she works with local brides on stunning invitations and other wedding needs, and loves being a part of their special day. Emily earned a bachelor's degree in fine arts from Maryville University in 2005. A St. Louis native, Emily lives in south St. Louis city with her husband and daughter. When she's not working, she enjoys traveling, spending time with family and friends and painting.

**ART DIRECTOR****GRAPHIC DESIGN****MICHELLE YUEN**

SUBCONTRACTOR / ASSOCIATE

**GRAPHIC DESIGN** 12+ YEARS OF EXPERIENCE

Michelle Yuen brings over a decade of experience in graphic design, with a background that spans agency, in-house, and freelance work. Her career has included roles with a publishing company, a design agency, and the International Association of Firefighters. Michelle enjoys collaborating with clients to create visual solutions that are thoughtful, polished, and aligned with their goals.

Originally from Brooklyn, New York, Michelle earned her BFA and BA degrees from Northeastern University in Boston before spending several years in Washington, D.C. She now lives in the Virginia countryside with her husband, where they keep a small hobby farm with chickens and Nigerian Dwarf goats. In her free time, Michelle enjoys gardening, knitting, roller skating, traveling, and playing the piano.

**GRAPHIC DESIGN****RESEARCH**

## PROJECT INVESTMENT

DELIVERABLE	INVESTMENT
<p><b>Discovery &amp; Process</b></p> <ul style="list-style-type: none"> <li>• Four (4) in-person input sessions with community members, one in-person meeting with branding committee and city tour.*</li> <li>• Creative brief and process documentation</li> </ul> <p><b>Brand &amp; Message Development</b></p> <ul style="list-style-type: none"> <li>• Three (3) primary city, police, fire and SBD logo concepts</li> <li>• Three (3) tagline concepts</li> <li>• Final approved primary logo, department logos, brand icon/elements delivered in:               <ul style="list-style-type: none"> <li>• Full-color, black, and white</li> <li>• High-resolution formats including: EPS (vector), JPEG, PNG and PDF</li> </ul> </li> </ul> <p><b>Comprehensive Brand Style Guide (PDF)</b></p> <ul style="list-style-type: none"> <li>• Logo usage guidelines (clear space, sizing, do/don't examples)</li> <li>• Color palette and typographic standards</li> <li>• Application mockups</li> </ul> <p><b>Customizable Templates**</b></p> <ul style="list-style-type: none"> <li>• Stationery: letterhead, memos, meeting agenda, report covers, envelopes, and business cards (Creative Suite)</li> <li>• Email signature templates (Creative Suite or Microsoft)</li> <li>• Presentation templates (PowerPoint)</li> <li>• Branded collateral templates: reports, flyers, promotional materials example mockups (Creative Suite)</li> </ul> <p><i>**During the Discovery Phase we work together to create a comprehensive list of templates needed for each department.</i></p> <p><b>Ongoing communication between Creative Entourage and the branding committee will take place via Zoom, email and phone.</b> One primary city liaison for communications is preferred. We are available for in-person meetings if needed.</p>	<p><b>\$25,000</b></p> <p><b>*OUT-OF-POCKET EXPENSES</b></p> <p>Excluded from the fee are out-of-pocket expenses for things such as printing, postage and travel on request of the client. We obtain upfront approval for all out-of-pocket expenses. All invoices are sent to the client at the end of the month. Invoices should be paid by check within 30 days. Credit card payments will incur a 3% fee. Any purchasing expenses, such as printing will be invoiced with a 20% mark-up; this mark-up is not applied to travel expenses.</p>
<p><i>OPTIONAL: Community Input Sessions</i></p> <ul style="list-style-type: none"> <li>• <i>Additional input session with other community members.</i></li> </ul>	<p><i>\$300 per session</i></p>
<p><i>OPTIONAL: Community Electronic Survey</i></p> <ul style="list-style-type: none"> <li>• <i>Online survey for community members complete to gather feedback and input on the branding initiative.</i></li> <li>• <i>Survey to also include questions about the community's preferred methods of communication from the city.</i></li> </ul>	<p><i>Starting at \$23,000</i></p>

**WBE WOMEN BUSINESS ENTERPRISE**



*Kenneth J. Zellers  
Commissioner*

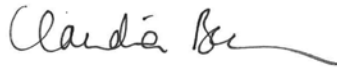
*Claudia Browner  
Acting Director*

**STATE OF MISSOURI  
OFFICE OF ADMINISTRATION  
OFFICE OF EQUAL OPPORTUNITY**

THIS CERTIFIES THAT

**Creative Entourage, LLC**

Qualifies as a Woman-Owned Business Enterprise which has met the eligibility criteria established by the State of Missouri, Office of Administration.



*Claudia Browner, Acting Director, Office of Equal Opportunity*

<i>Certification Number: 13638</i>	<i>Date of Issue: 12/16/2024</i>	<i>Date of Expiration: 12/16/2027</i>
------------------------------------	----------------------------------	---------------------------------------

- ❖ *Date of Expiration is only valid with completion of Annual Update / Recertification prior to the anniversary date.*
- ❖ *Current certification status of the above mentioned firm can be verified on the Office of Equal Opportunity Directory's website at: <https://apps1.mo.gov/MWBCertifiedFirms/>*

**RESOLUTION**

**R25-38**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE ENTOURAGE FOR THE COMPREHENSIVE BRANDING INITIATIVE IN THE AMOUNT OF FORTY THOUSAND DOLLARS (\$40,000)

WHEREAS, the City’s existing brand no longer fully conveys the depth and character that define the community today, necessitating a comprehensive branding initiative to modernize the City’s identity while honoring its heritage; and

WHEREAS, a Request for Proposals for comprehensive branding services was published in the St. Louis Countian on June 10, 2025, generating twenty-two (22) qualified responses; and

WHEREAS, after a thorough review and interview process, staff recommends Creative Entourage based on their strong design capabilities, municipal branding experience, and emphasis on community engagement; and

WHEREAS, the 2025-2026 Fiscal Year Budget allocates forty thousand dollars (\$40,000) for this comprehensive branding initiative.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to enter into a professional services agreement with Creative Entourage for the City of Maplewood Comprehensive Branding Initiative in the total amount of forty thousand dollars (\$40,000), to be paid in four (4) equal installments of ten thousand dollars (\$10,000) each.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 3, 2025  
**Re:** **Bond Referendum Communications Consultant Recommendation**

---

The City issued a Request for Proposals on July 30, 2025, for professional communications consulting services to support the proposed \$11 million general obligation bond referendum scheduled for the April 2026 ballot. This bond will fund critical City Hall renovations to address police department space needs, CALEA compliance requirements, ADA accessibility improvements, and infrastructure modernization.

Some firms, including Vector Communications and Discovery Works Collaborative, declined to submit proposals due to capacity constraints around the April election. The City received one qualified proposal from We Are Novella, LLC, a St. Louis-based communications agency with extensive experience in municipal campaigns and public education initiatives.

Novella’s proposal demonstrates a proven track record in Missouri municipal campaigns, including recent statewide campaign work and multiple municipal propositions; local expertise with understanding of St. Louis County municipal governance and Missouri Ethics Commission compliance requirements; a budget-conscious approach offering nonprofit/government rates and emphasizing cost-effective digital strategies, community partnerships, and volunteer coordination; and comprehensive service delivery for messaging, communications materials, social media packages, direct mail design, and community engagement support

Novella’s timeline begins this month with regular deliverables throughout fall 2025, positioning the City for effective voter education and engagement leading to the April 2026 election.

Given the specialized nature of municipal bond communications, the limited pool of qualified respondents, and Novella’s demonstrated expertise in this field, staff recommends proceeding with contract negotiations with Novella for consulting services. Staff is confident that Novella’s approach and experience will support the City’s goal of providing transparent, factual information to voters about this critical infrastructure investment.

The 2025-2026 Fiscal Year Budget for this project is \$5,000 (listed as “public relations consulting” in 11-0200-60400). During Council’s planning retreat in July, members identified a third-party communications consultant as a high priority in a successful bond referendum process, and staff subsequently engaged in an RFP process that broadened the scope of services originally budgeted. Staff anticipates decreased legal expenses this year to offset the increased expenditure.

As shared in my August 12 City Manager’s Report, Navigate has been authorized to provide pre-referendum services supporting the bond communication effort. The firm will procure and

manage a consultant to develop visual materials, including two perspective exterior renderings (northwest and northeast views) and two floor plans (lower level and grade level), based on the preliminary conceptual design the firm prepared as part of their feasibility study last spring.

Attachments

Novella Scope of Work

Novella RFP Response



*Scope of Services  
Agreement for*

**THE CITY OF  
MAPLEWOOD**

# CONSULTANT AGREEMENT

This Consultant Agreement (“Agreement”) is effective September 2025.

## BETWEEN

We Are Novella, LLC ("Consultant")  
4247 Castleman Ave.  
St, Louis, MO 63110

## AND

The City of Maplewood ("Organization")  
7601 Manchester Road  
Maplewood, MO 63143

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and intending to be legally bound, the parties hereto agree as follows:

### 1. CONSULTATION SERVICES

The Organization hereby employs the Consultant to perform the following services in accordance with the terms and conditions established with the City of Maplewood.

### 2. TERMS OF AGREEMENT

This agreement will begin September 2025, and will continue with the agreement of both parties through April 2026. However, either party may cancel this agreement with 30-days notice to the other party in writing.

### 3. TIME DEVOTED BY CONSULTANT

#### September 2025

*Novella will:*

- develop a project timeline with specific milestones and deadlines aligned with April 2026 municipal election
- create a comprehensive task matrix clearly delineating Novella's responsibilities v. City of Maplewood staff responsibilities
- craft core messages, identify target audiences, and develop compelling fact-based content
- conduct conversations/meetings with Maplewood stakeholders
- establish a regular check-in schedule and communication protocols
- begin to draft content and create graphics

#### October 2025

*Novella will:*

- design a multi-channel communications plan utilizing cost-effective digital & print approaches
- create an FAQ document addressing anticipated voter questions

## **October 2025, continued**

*Novella will:*

- draft content and create graphics
- develop a complete social media content package
- create website content
- provide strategic guidance for community information sessions & events (e.g., Regional Night Out 10/7, Town Hall Event 10/28)

## **November-December 2025**

*Novella will:*

- create one informational direct mail piece
- develop complete presentation materials (slides, talking points, handouts) for community meetings and public forums
- assist with the execution of the communications plan across selected channels
- monitor public response and recommend message adjustments as needed
- provide strategic guidance for community information sessions & events (e.g., Senior Health, Wellness, and Resource Fair 11/19, December PARC Passport event 12/13)
- provide ongoing consultation and strategic guidance
- track engagement metrics where available
- provide progress reports on communications activities
- provide guidance on bond election ordinance and ballot language in conjunction with municipal advisor and bond counsel

## **January-March 2026**

*Novella will:*

- assist with the execution of the communications plan across selected channels
- monitor public response and recommend message adjustments as needed
- provide strategic guidance for community information sessions, facilities tours, and presentations in the community
- provide ongoing consultation and strategic guidance
- track engagement metrics where available
- provide progress reports on communications activities

## **April 2026**

*Novella will:*

- monitor public response and recommend message adjustments as needed
- provide ongoing consultation and strategic guidance
- track engagement metrics where available
- provide post-campaign analysis & recommendations

## PAYMENT TO CONSULTANT

- September 2025: \$2,250
- October 2025: \$3,750
- November 2025: \$4,500
- December 2025: \$4,500
- January 2026: \$1,500
- February 2026: \$1,500
- March 2026: \$1,500
- April 2026: \$500

**Please note:** Only hours used in any given month will be billed. Any work outside of scope will be billed at our government/nonprofit rate of \$95/hour, and will be approved by the City of Maplewood prior to execution.

The Consultant will submit a statement setting forth services rendered at the beginning of the month, and the Organization will pay the amounts due as indicated by statements submitted within thirty (30) days of receipt.

## 5. INDEPENDENT CONTRACTOR

Both the Organization and the Consultant agree that the Consultant will act as an independent contractor in the performance of its duties under this contract. Accordingly, the Consultant shall be responsible for payment of all taxes including Federal, State and local taxes arising out of the Consultant's activities in accordance with this contract, including by way of illustration but not limitation, Federal and State income tax, Social Security tax, Unemployment insurance taxes, and any other taxes or business license fee as required.

## 6. CONFIDENTIAL INFORMATION

The Consultant agrees that any information received by the Consultant during any furtherance of the Consultant's obligations in accordance with this contract, which concerns the personal, financial or other affairs of the Organization will be treated by the Consultant in full confidence and will not be revealed to any other persons, firms, or organization.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the day and year first above written.

\_\_\_\_\_  
*Amber Withycombe, City of Maplewood*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Brooke Foster, Novella*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Janelle Messel, Novella*

\_\_\_\_\_  
*Date*  
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# Proposal for Bond Referendum Communications Consultant Services

Prepared for:  
Amber Withycombe, City Manager

BY NOVELLA

AUGUST 2025



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NOVELLA



Dear Ms. Withycombe,

Thank you for the opportunity to respond to this RFP. Our firm, Novella, would be delighted to partner with the City of Maplewood and provide strategic communications support for the proposed \$11 million general obligation bond referendum. With a strong background in Missouri voter education and community engagement, Novella is uniquely qualified to develop and implement a strategy that communicates the critical nature of Maplewood's proposed capital improvements for public safety, operational efficiency, and community accessibility.

Our agency possesses the skill and understanding required to conduct communications activities that educate residents, inform voters, foster civic engagement, and build community understanding. Since our founding, Novella has partnered with many leaders in the municipal and governmental sectors, and we have gained collaborative input from dozens of voter groups.

The depth and diversity of our experience would allow us to create targeted communications strategies for multiple constituencies in the City of Maplewood — while adhering to core messaging about the purpose and benefits of the issue they will see on the April 2026 ballot.

As we will detail in our proposal, each of our team members brings decades of experience in design-driven, people-first communication. We are all proud residents of the St. Louis metro area and have, for twenty-plus years, supported various districts' and municipalities' goals through memorable messaging and thoughtful outreach, with results that demonstrate real impact. We would be honored to assist Maplewood by providing comprehensive support for the planned referendum.

Thank you, again, for the chance to submit a proposal for this vital work.

Sincerely,

*Brooke Foster*     *Janelle Messel*

Brooke Foster & Janelle Messel  
Co-Founders, Novella

NOVELLA



# Company Information

## We Are Novella, LLC (dba Novella)

4247 Castleman Avenue  
St. Louis, MO 63110  
314.660.3066

### About Novella

Founded and led by women, Novella is a full-service communications and marketing agency headquartered in St. Louis. We have strong capabilities in the policy sector and pride ourselves on providing our clients with innovative and collaborative thinking, respectful handling of sensitive issues, and clear messaging that adheres to data and stays relevant to the moment.

Since our founding in 2016, Novella has collaborated with a variety of municipalities, policymaking organizations, and government-funded nonprofits. We have campaign experience at the local, regional, state, and national levels and specialize in communicating with diverse constituencies. The depth of our expertise allows us to establish fully integrated, wholly individualized teams for each client, which is precisely the approach we would take with the City of Maplewood.

We are proud to be a community-first, deeply intentional agency — and to serve as a true partner. We would be honored to work with the City of Maplewood as it seeks to educate residents about this important bond issue.

### Primary Contact:

Brooke Foster, Principal and Co-Founder  
brooke@wearenovella.com | 314.660.3066

### Our Services:

- Branding
- Messaging
- Writing
- Editing
- Graphic Design (Print, Digital, Outdoor)
- Marketing & Communications Strategy
- Marketing Campaign Execution
- Web Design
- Media Relations
- Media Buying
- Content Development (Videos, Articles, Profiles, Editorial Copy, Advertising Copy)
- Coalition Building

NOVELLA



# Project Team

**BROOKE FOSTER** is a multidisciplinary communications strategist, writer, and the co-founder of Novella, a women-led creative consultancy with a 22-year track record of delivering high-impact marketing, branding, and narrative strategy for organizations across the public and private sectors. She serves as the firm's Editorial Director and Content Manager.

At Novella, Brooke leads with a story-first approach, ensuring every word and asset is authentic, data-informed, and grounded in equity. Because she began her career as an investigative journalist, Brooke possesses the natural ability to seek the “why” of a story. She's particularly skilled at weaving together stakeholder input, research findings, and community voice into powerful narratives that support both policy influence and public education.

## RELEVANT PROFESSIONAL EXPERIENCE

Public relations, campaign messaging, coalition building, voter education, analytics (Missourians Against the Deceptive Online Gambling Amendment)

Social & digital strategy, channel strategy, community outreach, voter education, analytics (Missouri Coalition for the Environment)

Public relations, PSA scripting, social & digital strategy (Green Dining Alliance)

Public relations, message development, print & digital content creation (earthday 365)

Message development, social & digital strategy, analytics (Forest ReLeaf of Missouri)

Campaign strategy, coalition building, public education (Safer + Simpler Missouri)

Campaign strategy, message mapping, public education, ad scripting (Safe Connections)

## EDUCATION

B.A., English, Rhodes College

Minor, Women's Studies, Rhodes College

M.F.A., Fiction Writing, University of Iowa

Honors Programme, Global Gender Studies, University of Aberdeen (Scotland)

**JANELLE MESSEL** is a multidisciplinary branding specialist, designer, and the co-founder of Novella. Her work spans public media, philanthropy, nonprofit advocacy, and place-based development, with deep expertise in leading complex campaigns from concept to launch.

At Novella, Janelle leads custom, cross-functional teams tailored to each client's needs. Whether it's a national awareness campaign for a global nonprofit or a hyper-local initiative grounded in community voice, she helps organizations tell stories that move people to care — and act.

Janelle brings a collaborative, detail- and deadline-driven approach to every project, working in close partnership with clients to ensure strategic alignment, creative excellence, and real-world impact.

## RELEVANT PROFESSIONAL EXPERIENCE

Campaign marketing strategy, design, messaging, digital communications, earned media, advertising and video scripting and producing (KERA/NPR/PBS)

Campaign research, design, development, digital communications, marketing strategy, channel strategy, event strategy (Cortex)

Marketing strategy, event strategy, branding, design, earned media, media buying, analytics (earthday365)

Campaign marketing strategy, design, messaging, digital communications, advertising and video scripting and producing (Missouri Historical Society)

Campaign design, messaging, branding, social media, digital communications, media buying (Forest ReLeaf of Missouri)

Branding, design, communication strategy (Safer + Simpler Missouri)

## EDUCATION

B.A., English, Saint Louis University

B.A., Marketing, Saint Louis University

Minor, Creative Writing, Saint Louis University

Minor, History, Saint Louis University

Certificate, Graphic Design, Saint Louis University

**JILL BUCHANAN** is the Senior Art Director at Novella, specializing in brand identity and visual storytelling. An outstanding graphic designer with more than 30 years of experience, Jill offers deep expertise in visuals-led narratives, authentic brand development, and cross-platform design execution. With a background in communication graphics, photography, and multilingual design, she brings a thoughtful, detail-oriented approach to mission-driven communications.

## RELEVANT PROFESSIONAL EXPERIENCE

Art direction and graphic design (earthday365)

Art direction and graphic design (Cortex)

Channel strategy and execution advice (Missouri Historical Society)

Graphic design and execution (Safe Connections)

Website design (Safer + Simpler Missouri)

## EDUCATION

B.A., Communication Graphics, Texas Christian University

Minor, Photography, Texas Christian University

Minor, French, Texas Christian University

# Project Team

**JILL MILLER** is a Senior Writer at Novella, bringing more than 30 years of experience in advertising copy, technical writing, and strategic communications for public policy campaigns and advocacy initiatives. Jill specializes in distilling complex information into clear, persuasive messaging that resonates across audiences, from grassroots organizers to policymakers. At Novella, Jill supports clients with report writing, messaging frameworks, campaign copy, and longform content — ensuring every word is aligned with mission, moment, and audience.

## RELEVANT PROFESSIONAL EXPERIENCE

Campaign strategy and content development for public health and voter education (Safer + Simpler Missouri )

Storybanking and constituent communications focused on poverty, housing, and food justice (Empower Missouri )

Strategic messaging for clean energy policy and community engagement (Renew Missouri)

Digital content creation that amplifies environmental advocacy and grassroots storytelling (Sierra Club)

## EDUCATION

B.A., Communications, University of Missouri-St. Louis

**AMANDA STRAUZER** is an Associate Designer and Content Creator at Novella with over 15 years of experience in original photography, videography, digital content creation, and social media strategy. Amanda brings a dynamic, story-driven lens to every project, ensuring that visual content is both emotionally resonant and strategically aligned. At Novella, Amanda supports clients with content production, social media toolkits, video editing, and original visual assets — helping organizations expand their reach, clarify their message, and engage audiences authentically.

## RELEVANT PROFESSIONAL EXPERIENCE

Social and digital media strategy, including channel-specific content development to support public education and advocacy (Planned Parenthood)

Videography and digital content creation to promote environmental sustainability and grassroots mobilization (earthday365)

Social and digital media strategy, including channel-specific content development to support public advocacy (Beloved Community)

Multi-platform design support for campaigns focused on agriculture, sustainability, and innovation (U.S. Soy / United Soybean Board)

## EDUCATION

B.F.A., Lindenwood University  
Minor, Studio Arts, Lindenwood University

**CAMI CRUZ THOMAS** is a videographer for Novella with over 15 years of experience in video production, direction, and documentary storytelling. She brings a cinematic, human-centered approach to every project, with a focus on elevating stories that reflect equity, community voice, and systemic change. At Novella, Cami supports mission-driven clients with short-form and documentary-style video content that deepens emotional connection, builds narrative cohesion, and drives engagement across platforms.

## RELEVANT PROFESSIONAL EXPERIENCE

Full-cycle video production and direction, highlighting innovation and diversity in entrepreneurship (University of Missouri DEI Accelerator)

Commercial and documentary photography capturing community organizing, environmental justice, and policy advocacy (Missouri Coalition for the Environment)

Video production and direction, highlighting innovation and diversity in workforce development (JSMF)

## EDUCATION

B.A., Business Administration, Loyola University  
Photography Fellowship, Harvard University

# Relevant Experience and Qualifications

## Summary of Experience

Thanks to years spent not just in the industry but in the community, we understand the messages and mediums that work best. In partnering with Novella, the City of Maplewood would have access to our entire day-to-day team, including senior leadership, at all times. We pride ourselves on the ability to function as a seamless extension of your team and to provide the flexibility that allows for this.

Perhaps most importantly, everyone at Novella is politically and civically engaged. We would approach this voter-education project with a full and personal understanding of why the April 2026 bond issue is so crucial to Maplewood's public-safety infrastructure — and its residents' well-being. We have more than two decades of experience providing communication services for ballot measures, bond issues, candidate elections, and publicly funded initiatives.

## Relevant Campaigns

- 1 Our firm had the lead PR/voter education role in the **Missourians Against the Deceptive Online Gambling Amendment** campaign opposing Amendment 2 in November 2024.
- 2 We also provided public education support and constituent storybanking for the **"Clean Slate" campaign**, an initiative by our client Empower Missouri to provide better job opportunities for formerly incarcerated Missourians.
- 3 For our client Missouri Council for the Environment, we conducted **PR, social media, and digital outreach campaigns in support of the passage of RECA (the Radiation Exposure Compensation Act)**, which provides benefit payments to individuals who became sick after living near sites of atomic weapons testing). We also created educational materials for public forums on urban heat islands, groundwater pollution, and carcinogenic pesticides.
- 4 Additionally, we've conducted public education campaigns made possible by local and state grants. Through a grant from St. Louis County, we created a full awareness campaign (social, digital, radio, outdoor, and earned media) for our client Safe Connections; the **#NotAloneSTL campaign** provided information and resources for victims of intimate partner violence during the pandemic.
- 5 Through grants from the Missouri Department of Natural Resources and the St. Louis-Jefferson Solid Waste Management District and on behalf of our client earthday365, we created the **Too Good to Waste** campaign, a three-year initiative using print, digital, social, outdoor, PR, and events to educate St. Louisans about the environmental (and financial) costs of food waste.

## Experience with Missouri Municipal Election Requirements

Having worked on campaigns for two decades, our team has substantial experience with Missouri municipal election requirements. We have provided communications support for a number of municipal-level campaigns, including mayoral races, county executive races, aldermanic bids, and city-level propositions (e.g. Prop R in 2020, which authorized a small property tax increase to generate \$2.3 million per year for early childhood education services).

We have a stellar track record of 1) meticulous adherence to election requirements and 2) full Missouri Ethics Commission compliance. During all projects with municipalities and other governmental entities, we ensure that communications materials meet all requirements, from providing transparent information about funding to fully sourcing all statistics and testimonials.

## Understanding of Public Safety Needs

### Third-Party Reports Underscore Urgency

In April 2025, the Commission on Accreditation for Law Enforcement Agencies (CALEA) issued a preliminary report stating that the Maplewood Police Department operates out of a cramped multi-purpose room within City Hall. CALEA further reported that, due to facility limitations, individuals arrested for crimes are processed at a neighboring department. This document emphasizes the urgent need for major improvements to ensure effective, efficient police operations.

Additionally, a comprehensive feasibility study completed in April 2025 by Navigate Building Solutions identified critical infrastructure needs totaling approximately \$11 million. This amount would go to renovations that address the concerns raised by CALEA, in addition to making ADA accessibility improvements and conducting infrastructure modernization.

### A Fiscally Responsible Way Forward

Significant improvements have not been made since 2009. The current needs are urgent, and fulfilling them in a timely and fiscally responsible manner is at the heart of Maplewood's "Commitment to Community," which states in part: "We strive to be an economically, environmentally, and socially sustainable community that embraces transparency, inclusivity, and excellence in service delivery and governance." To that end, the City is proposing an \$11 million general obligation bond referendum, which would appear before voters on the April 2026 ballot.

This bond referendum is a vital commitment to strengthening public safety and municipal services, ensuring long-term benefits for future generations. A strong education campaign around the issue, followed by the referendum's 2026 passage, would embody Maplewood's "commitment to transparency and community engagement" regarding "infrastructure investments that ensure the City can effectively serve residents for decades to come."



# Project Understanding and Approach

## Understanding of Maplewood's Needs & Budget Constraints

### **Civic Engagement as a Cornerstone**

One hallmark of Maplewood residents is their dedication to civic participation and community engagement. City leadership do not take this tradition of informed citizenship for granted; instead, they seek to ensure voters have complete information about municipal decisions that impact Maplewood's future. This level of interest (and desire for information) is an excellent starting point for a public education campaign such as this one.

### **A Strong Foundation for Community Education**

Knowing that the City of Maplewood seeks to be good fiscal shepherds of their municipal budget (and understanding that an increase to the City's debt service tax levy is a significant "ask"), we would ensure that this voter-education and community-outreach campaign is carried out in a manner that's both effective and affordable. We feel confident in our ability to do this, given Maplewood residents' level of civic engagement and the well-documented need for improvements in critical infrastructure. Our work would complement the City's long tradition of ensuring voters have comprehensive, factual information about municipal decisions that affect their community's future.

### **A Transparent, Values-Driven Partnership**

Our firm prides itself on full transparency, and we never burden clients with hidden costs, nor do we charge agency fees for activities like digital-media buying or working with print vendors. For this project, we would like to extend our nonprofit / government rate of \$95/hour (as opposed to our standard rate of \$125/hour). We can also place a cap on any estimated hours, with a commitment to deliver outstanding service within (or under) that fixed number.

# Proposed Communication Strategy

With an overall eye toward maximizing impact within a limited budget, Novella's proposed communication strategy would include the following:

## Strategic Planning and Message Development


**Initial Stakeholder Consultation:** Maplewood stakeholders (residents, civic leaders, business owners, strategic partners) have the strongest understanding of their community. Feedback from these individuals should be the foundation for all messaging frameworks, so our first step would be to conduct conversations and synthesize ideas and concerns into a running document.


**Message Development & Framing Documents:** Following these consultations with Maplewood leadership and stakeholders, Novella would build out the core messaging framework for this public education campaign. Key messages would focus on public safety and community benefits, and all strategic documents (e.g., message maps, FAQs, talking points) would be consistent in their fact-based descriptions of current limitations and potential solutions. All communications would provide clear, transparent information about the tax impact and debt service requirements — and build community understanding of long-term operational benefits.


**Tagline Creation & Campaign Consistency:** Knowing that this campaign will last up to seven months (depending on launch date), the framework will be adaptable so that new, resonant talking points can be added as they are discovered. However, as a crucial matter of message discipline, all campaign materials should be consistent in content and tone. Novella would create taglines that emphasize public safety, care for residents, fiscal responsibility, and long-term value.


# Proposed Communication Strategy cont.


## Communication Strategy and Materials

 **Development of Multi-Channel Communication Plan:** Our team would create a multi-channel communication plan (e.g., social, digital, print collateral, letters to the editor, stakeholder talking points) that maximizes reach in a budget-conscious manner. Having developed many such plans over the years, we feel confident in crafting a strategy that is effective and affordable.

 **Content and Graphic Development:** Novella would support City of Maplewood staff by drafting content and creating graphics that can easily be posted, shared, printed, and/or mailed. Additionally, we would develop website content (copy and visual elements) that are ready for upload. As our work samples demonstrate, we have extensive experience with this type of print-ready asset creation. All materials will be turnkey solutions that require minimal City staff time for implementation.

 **Social Media Package Creation and Delivery:** Understanding that social media is one of the most effective (and affordable) ways to conduct digital community engagement and expand voter-education opportunities, Novella would develop a robust social media package that includes post copy, accompanying graphics, and scheduling recommendations for existing City platforms (Facebook & LinkedIn).

 **Print-Ready Direct Mail Design:** As part of the overall communications suite, Novella would design and provide print-ready files for one informational direct mail piece (including copywriting, layout, and graphics). Our team has experience in designing a wide range of educational mailers in a variety of formats, from oversized postcards to traditional letter-style pieces.


 **Creation of Comprehensive Presentation Materials:** The Novella team would provide comms support for everyone speaking on behalf of the educational campaign. This would include the development of presentation materials (PowerPoint slides, talking points, handouts) for community meetings and public forums.

# Proposed Communication Strategy cont.

## Community Engagement Support

### **Strategic Guidance on Timing and Messaging:**

Community engagement is the most critical aspect of this education campaign, and all campaign activities should be conducted with an eye toward the best and most resonant ways to reach voters. Novella would provide strategic guidance for community information sessions (including recommendations regarding pre-session outreach, session structure, suggested printed takeaways, etc.). We would also provide counsel regarding when public engagement activities take place, as well as provide messaging tailored to each activity.

 **Inclusive Voter Communications:** To support campaign engagement activity and ensure comprehensive community outreach, Novella would develop strategies for reaching diverse demographics within budget constraints. This could include tabling at existing Maplewood events, running microtargeted social media campaigns, and more. Our team would create an FAQ document addressing anticipated voter questions, taking care to provide messaging that resonates with specific demographics.

## Comprehensive Project Management Support

Novella would provide comprehensive management support throughout the lifespan of the campaign. At the outset, in conversation with Maplewood leadership, we would develop

a project timeline (with specific milestones and deadlines aligned with April 2026 ballot placement). We would also: create a comprehensive task-assignment matrix that clearly delineates Novella's responsibilities and City staff responsibilities; establish a regular check-in schedule and communication protocols; and provide project management support to ensure timeline adherence. Novella is committed to our stellar track record of timely delivery, and would provide materials with sufficient lead time for City staff review and approval prior to implementation.

## Implementation Support

Following the development of a communications plan, Novella would assist in executing that plan across all selected channels, provide ongoing consultation and strategic guidance throughout the campaign period, monitor public response and recommend message adjustments as needed, and ensure full compliance with legal requirements for municipal communications.

## Evaluation and Reporting

Understanding that metrics are an invaluable part of tracking campaign progress, the Novella team would provide frequent reports on communication activities, share engagement metrics where available, and conduct a brief post-campaign analysis with recommendations.

# Implementation Timeline

A finalized implementation timeline would be provided following an onboarding meeting with City of Maplewood leadership and Novella. An estimated timeline is as follows:

- ✓ **September 10:** Project commencement
- ✓ **Week of September 15:** Onboarding meeting with City of Maplewood leadership
- ✓ **Weeks of September 15 and September 22:** Conversations & informal focus groups with stakeholders
- ✓ **Week of September 29:** Delivery of strategic multi-channel communications plan to City of Maplewood
- ✓ **Week of October 2:** Delivery of message map & FAQ documents
- ✓ **Week of October 9:** Delivery of standalone graphics and written content for City of Maplewood staff to use
- ✓ **Week of October 9:** Delivery of social media assets (graphics, copy) and recommendations for post timing on Facebook and LinkedIn
- ✓ **Week of October 16:** Deliver of assets (graphics, copy) for website
- ✓ **Week of October 16:** Delivery of presentation materials (PPT deck, handouts)
- ✓ **Week of October 23:** Delivery of direct mail piece
- ✓ **Ongoing:** *Project management support, implementation support*
- ✓ **Biweekly:** Updates on performance metrics

# Approach to Cost-Effective Community Engagement & Voter Education

When it comes to creating excellent campaigns on a budget, the Novella team delivers. We don't believe that community engagement and voter education need to carry a large price tag — and, quite often, it's the more budget-conscious campaigns that are the most organic and genuine. Our approach for the City of Maplewood could include a mix of the following:

🌿 **User-generated content on social media.** Social media is already one of the most cost-effective ways to share information, and user-generated content (UGC) lends validity to core messaging. UGC takes many forms and could include short video testimonials from supporters, selfies of Maplewood residents attending community-engagement events, and more.

🌿 **Community collaborations.** Chances are very high that numerous business owners and civic leaders will be in favor of this bond referendum. Their approval of the issue creates powerful third-party validation, and these partnerships could be leveraged in a number of ways, such as the owner of a popular restaurant sharing talking points on their social media or a shop owner keeping educational one-pagers on hand to share with customers. Educators, faith leaders, and first responders are also fantastic community partners who can do informal outreach. (Their endorsement can carry more weight than paid ads!)

🌿 **Partnering with existing events.** The Novella team could help the City of Maplewood create a calendar of upcoming events, as well as help craft the requests to take part in those events. Opportunities include tabling at festivals or sharing handouts at district-wide events (such as Small Business Saturday, the Regional Night Out, and the Christmas Tree Walk), as well as giving presentations to groups such as the Mid County Chamber of Commerce.

🌿 **Volunteer-led door-knocking.** Campaigns have gone door-to-door for decades, and for a good reason — this approach works. People are far more likely to engage with an issue if they hear about it from a neighbor. Novella would help Maplewood identify volunteers interested in door-knocking, and provide message training for those volunteers so that they feel informed and comfortable.

# Budget

Timeline	Scope of Services	Fees
September 2025	<b>Timeline and Task Management</b>	
	Develop project timeline with specific milestones and deadlines aligned with April 2026 ballot placement	
	Create a comprehensive task assignment matrix clearly delineating consultant responsibilities vs. City staff responsibilities	
	Establish regular check-in schedule and communication protocols	\$500 (total)
September - October 2025	<b>Strategic Planning and Message Development:</b>	
	Crafting core messages, identifying target audiences, and developing compelling fact-based content. Includes onboarding meeting(s) with Maplewood stakeholders.	\$2,500 - \$3,500 (total)
November - December 2025	<b>Communication Strategy and Materials</b>	
	Design multi-channel communication plan utilizing cost-effective digital and print approaches	
	Draft content and create graphics	
	Develop complete social media content package	
	Create website content	
	Create one informational direct mail piece	
	Develop complete presentation materials (slides, talking points, handouts) for community meetings and public forums	
<i>Please note: Actual cost is dependent upon the amount of material requested; the range shown is for budgeting purposes.</i>	\$5,000 - \$8,000 (total)	
September 2025 - March 2026	<b>Community Engagement Support</b>	
	Provide strategic guidance for community information sessions	
	Create FAQ document addressing anticipated voter questions	\$1,000 - \$2,500 (total)
September 2025 - March 2026	<b>Implementation Support</b>	
	Assist with execution of communication plan across selected channels	
	Provide ongoing consultation and strategic guidance throughout campaign period	Up to but no more than \$500/month
	Monitor public response and recommend message adjustments as needed	
October 2025 - April 2026	<b>Evaluation and Reporting</b>	
	Provide progress reports on communication activities	
	Track engagement metrics where available	Up to but no more than \$500/month
	Conduct brief post-campaign analysis and recommendations	
Ongoing	<b>Social Media Ad Buying</b>	
	As-needed for ad buying, placement and boosting throughout the campaign	
	<i>Note: no agency mark-up, full amount to be used for the ads</i>	\$1,000 - \$2,000 (total)
	<b>Novella Fees</b>	\$15,500 - 21,000
	<b>Ad Buying</b>	\$1,000 - \$2,000

Our firm prides itself on full transparency, and we never burden clients with hidden costs, nor do we charge agency fees for activities like digital-media buying or working with print vendors.

For this project, we would like to extend our nonprofit / government rate of \$95/hour (as opposed to our standard rate of \$125/hour). We can also place a cap on any estimated hours, with a commitment to deliver outstanding service within (or under) that fixed number. We bill at the first of each month, for services rendered the previous month.

# In Closing

*We thank you for considering Novella as a partner. As a company built on doing good work for good people, it is an honor for us to be considered for this partnership with the City of Maplewood.*

## REFERENCES

### **MAGGIE CRANE**

Senior Vice President, Public Affairs

Cortex

mcrane@cortexstl.org

314-422-6783

### **RACHEL BOLLAND**

Capital Campaign and Board Liaison

KERA

rachel.bolland8@gmail.com

314-332-8658

### **ANNAMARIE THELIN**

Senior Vice President

Winner & Mandabach

amt@wmcampaigns.com

310-576-4800

# Sample Work Products

## Missourians Against the Deceptive Online Gambling Amendment — Communications Strategy & Execution

Novella led statewide comms & media outreach for a campaign opposing Missouri’s 2024 Amendment 2, a measure deceptively framed as “school funding” but designed to legalize online sports gambling. Despite being outspent by more than \$30 million from DraftKings and FanDuel, our team secured coverage in every major Missouri market, developed targeted messaging for key constituencies like teachers and union members, and maintained a strong social media presence with rapid-response content.

Through consistent, fact-based communication, we debunked the proponents’ claims using independent research and the Secretary of State’s fiscal note. This shifted “likely to vote NO” numbers from 29% to 52% between August and October. The final vote was a razor-thin 50.05% Yes to 49.95% No, triggering a recount. With **less than one-fifth of the resources**, our campaign mobilized allies statewide and was recognized as **a case study in effective, disciplined messaging under financial disadvantage**.

Our full work sample is [here](#).

## Cortex Innovation District — Branding, Public Awareness, & Community Engagement

Novella partners with Cortex, a 200-acre innovation district in St. Louis, to shape branding, messaging, and strategic marketing that highlight its role in driving inclusive economic growth. When COVID-19 disrupted the District’s collaborative ecosystem, Cortex faced steep challenges in restoring occupancy and visibility.

To address this, Novella launched the **We Are Cortex** campaign — a multi-year initiative spotlighting the entrepreneurs, scientists, and organizations that make the District a hub of innovation. By telling human-centered stories, we reinforced Cortex’s value to the community and positioned it for post-pandemic growth.

In 2024 alone, Cortex welcomed **99 new companies, labs, and organizations** — including Gates Ag One, Varro, Swipesum, and the American Red Cross — and supported **more than 2,000 entrepreneurs** through training programs. Today, the District continues to expand its impact, and Novella remains a key partner in amplifying its mission and achievements.

Our full work sample is [here](#).

## KERA (NPR / PBS) — Strategic Messaging & Constituent Education

Novella serves as the branding and communications partner for KERA, North Texas’ NPR and PBS affiliate, reaching over 5 million people monthly. In 2024, we led a full rebrand of KERA and its sub-brands — including KERA News, KERA Arts, KERA Kids, and *Think* — laying the foundation for its \$125M Ground Breaking Capital Campaign.

In July 2025, when Congress voted to rescind \$1.1B in federal funding for public broadcasting, KERA faced an **immediate \$2.7M shortfall** threatening rural stations, local journalism, and public health programming. Working under extreme time and budget constraints, Novella delivered urgent, trust-focused messaging, real-time social and digital updates, and visual assets that rallied both internal teams and the public.

In just 72 hours, **the campaign raised \$3.2M**, surpassing the shortfall by \$500K and safeguarding programming across dozens of rural Texas counties. Novella continues to lead KERA’s long-term messaging strategy, crisis communications, and capital campaign promotion while helping the organization navigate ongoing political and funding uncertainty.

Our full work sample is [here](#).

# Sample Work Products

## Safe Connections — Public Education Campaign for Diverse Audiences

During the COVID-19 pandemic, Safe Connections recognized that survivors of domestic violence and sexual trauma faced heightened risks — often trapped at home with abusers and unaware of available resources. Partnering with the organization, Novella developed **#NotAloneSTL**, an awareness campaign designed to reach vulnerable individuals, share critical service information, and reinforce that support was still available. The campaign provided clear, accessible messaging during a time of isolation, helping connect survivors to the community services they needed most.

Our full work sample is [here](#).

## Earthday365 — Community Engagement & Multi-Channel Content Development

Earthday365, a nonprofit dedicated to building an equitable and environmentally sustainable St. Louis region, partnered with Novella to create **Too Good to Waste**, a three-year public awareness campaign addressing the environmental and economic impact of food waste. Funded by the St. Louis-Jefferson Solid Waste Management District and the Missouri Department of Natural Resources, the initiative aimed to shift consumer behavior by promoting smarter purchasing, better storage, and effective meal planning — while also encouraging composting.

With U.S. food waste reaching **133 billion pounds annually** — most of it ending up in landfills and producing methane — the campaign highlighted both the environmental urgency and the human cost, given that millions of Americans face food insecurity. By 2021, the composting component alone diverted **1.2 tons of food scraps** from landfills, reinforcing the campaign's dual goals of reducing waste and protecting the planet.

Our full work sample is [here](#).

## James S. McDonnell Foundation — Strategic Communications for a Historic Pivot

The James S. McDonnell Foundation (JSMF), a seven-decade-old institution founded by aviation pioneer James S. McDonnell, recently made the largest strategic shift in its history — narrowing its focus exclusively to advancing equitable economic growth in the St. Louis region. This pivot involved winding down most national grants and concentrating resources on **improving economic mobility for residents facing the greatest disparities**.

Novella partnered with JSMF to communicate this transformation through branding, narrative development, and storytelling that amplifies the voices of grantees. Our work spans press outreach, print and digital content, data-driven reports, and event support. We help articulate JSMF's new vision — that St. Louis will thrive only when prosperity is shared by all — while reinforcing its legacy of investing in work that creates meaningful, generational impact.

Our full work sample is [here](#).

**RESOLUTION**

**R25-39**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH WE ARE NOVELLA, LLC FOR BOND REFERENDUM COMMUNICATIONS CONSULTING SERVICES IN THE AMOUNT OF TWENTY THOUSAND DOLLARS (\$20,000)

WHEREAS, the City will present an \$11 million general obligation bond referendum to voters on the April 2026 ballot to fund critical City Hall renovations addressing police department space needs, CALEA compliance requirements, ADA accessibility improvements, and infrastructure modernization; and

WHEREAS, a Request for Proposals for professional communications consulting services was issued on July 30, 2025, generating one qualified proposal from We Are Novella, LLC, a St. Louis-based communications agency, after several firms declined due to capacity constraints; and

WHEREAS, Novella demonstrates extensive experience in Missouri municipal campaigns, local expertise with St. Louis County municipal governance, and comprehensive service delivery capabilities with budget-conscious nonprofit/government rates; and

WHEREAS, the specialized nature of municipal bond communications requires expert consultation to ensure transparent, factual information is provided to voters about this critical infrastructure investment.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to enter into a professional services agreement with We Are Novella, LLC for bond referendum communications consulting services from September 2025 through April 2026 in the total amount of twenty thousand dollars (\$20,000), to be paid according to the schedule outlined in the consultant agreement.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Anthony Traxler, Assistant City Manager/Director of Public Works  
**Date:** September 3, 2025  
**Re:** **ADA Transition Plan Engineering Services**

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Staff requests authorization to select TWM Consulting Engineering to develop a comprehensive ADA Transition Plan for city buildings, parks, and sidewalks. This proactive approach will guide accessibility improvements while balancing the needs of residents and businesses.

The Americans with Disabilities Act requires public entities to evaluate their facilities for accessibility and develop transition plans to address barriers. On June 16, 2025, the City issued a Request for Qualifications for professional engineering services, generating nine responsive proposals from qualified firms.

After reviewing written qualifications and conducting interviews, staff recommends TWM Consulting Engineering and their subconsultants, Shockey Consulting and FGM Architects. TWM demonstrates essential qualifications, substantial experience in similar projects, excellent references, and valuable local knowledge through their Project Manager who resides in Richmond Heights.

The transition study will include an evaluation of City Hall's accessibility needs, and these findings will inform the ADA compliance requirements component of the proposed \$11 million City Hall renovation and expansion project on the April 2026 ballot.

Upon Council approval, the City Manager will negotiate a professional services agreement with TWM Consulting Engineering. The 2025-2026 fiscal year budget includes \$130,000 allocated for ADA Transition Plan services, and the negotiated contract amount will fall within this allocation.

This initiative represents a proactive investment in making Maplewood more accessible and inclusive while ensuring federal compliance. Please contact me at 314-646-3635 with any questions.

Attachment  
TWM Consulting RFQ Response



July 24, 2025

Anthony Traxler  
Assistant City Manager  
City of Maplewood, MO  
7601 Manchester Road  
Maplewood, MO 63143

Re: RFQ for Professional Engineering Services | ADA Transition Plan for City Building, Parks, & Sidewalks in Maplewood, MO

Dear Mr. Traxler and Members of the Selection Committee:

The City of Maplewood has a long-standing commitment to its residents in providing a safe, inclusive, and innovative community. With over 28 miles of streets and 50 miles of sidewalks, we understand the importance of improving accessibility within the City. We have assembled a team of experienced engineering and accessibility specialists, including FGM Architects (FGMA) and Shockey Consulting, that are well-equipped to assist you in creating an ADA Transition Plan for both short- and long-term solutions.

We're confident that our team will provide a comprehensive, actionable strategy by conducting a thorough self-evaluation of the City's assets, including City buildings, sidewalks, and parks to identify and eliminate barriers to accessibility. While multiple options are available, the extent of our assessment will be guided by the City's budget parameters to ensure optimal resource allocation. To accommodate the City's unique needs and priorities, we will customize a plan that meets all PROWAG and ADA-based requirements. We will conduct thorough site assessments, engage with key stakeholders, and ensure long-term sustainability. Additionally, we will provide recommendations for cost-effective solutions and help prioritize projects for immediate impact.

**MUNICIPAL EXPERIENCE** | TWM has provided municipal engineering and consulting services to over 40 government clients. These communities can vouch for our meticulous attention to detail, dedication to adhering to project schedules and budgets, and commitment toward each client as a vested partner. Our sub-consultant, FGMA, works closely with government-owned facilities—including fire stations, public safety facilities, educational facilities, and other public institutions—to ensure buildings meet federal and local accessibility standards. Additionally, TWM and FGMA are beginning another ADA Transition Plan together for the City of Edwardsville, which will make for a smooth collaborative effort for this project.

**TRANSPORTATION & ADA EXPERIENCE** | Our transportation specialists, with significant ADA compliance experience, have designed ADA-compliant sidewalks, curb ramps, and traffic signals and are knowledgeable in all aspects of roadway, shared-use path, and multi-modal design. Our goal is to support seamless, safe environments for pedestrians, cyclists, and individuals needing accessibility measures.

**GEOSPATIAL/SURVEYING & GIS EXPERIENCE** | TWM boasts a highly skilled geospatial group with 18 professionals holding PLS licenses and 38 active survey crews. We leverage cutting-edge reality capture technologies, including mobile LiDAR, 3D laser scanners, and UAVs (drones), to capture precise and detailed site conditions. We also manage GIS databases for 11 municipalities, ensuring accurate and up-to-date spatial data for our clients.

**STAKEHOLDER & PUBLIC ENGAGEMENT EXPERIENCE** | Our sub-consultant, Shockey Consulting, specializes in comprehensive stakeholder and public engagement strategies that foster meaningful community participation. With experience in municipal outreach, they skillfully tailor engagement plans to ensure all community voices are heard.

As a resident of Richmond Heights and with young children in the Maplewood school district, I recognize the value and the City's dedication to improving the safety and infrastructure for the people who live here. As a family in the community, we are often walking our dogs, riding our bikes, playing on the playground, attending school events, swimming at the aquatic center, and shopping along the strip, all on a daily basis. I, along with all of us at TWM, am honored to serve as a trusted and invested partner to the City and am excited about the opportunity to work with you on this ADA Transition Plan.

Respectfully,

TWM, Inc.

Ryan Cerniglia, PE  
Project Manager  
314.241.6300 | rcerniglia@twm-inc.com



# QUALIFICATIONS OF THE FIRM

## introduction

To adhere to federal legislation, state and local governments must develop compliance plans that identify physical obstacles, describe accessibility methods, provide implementation schedules, and identify responsible officials. Our approach will be scaled and prioritized based on the City's available budget to ensure maximum compliance impact within budget constraints. The TWM Inc. (TWM), FGM Architects (FGMA), and Shockey Consulting (Shockey) team will provide comprehensive ADA compliance services for the City following PROWAG guidelines through four key steps:

1. **Collecting data using our advanced surveying technology**
2. **Developing the ADA Transition Plan**
3. **Engaging stakeholders & conducting public outreach**
4. **Creating a GIS database**

## approach: scope of services

### 1. ADVANCED DATA COLLECTION

**Mobile LiDAR Technology** | TWM owns and operates state-of-the-art mobile LiDAR units, which provides significant advantages over traditional surveying tools. Our mobile unit captures precise 3D mapping data by driving at posted speed limits, minimizing public inconvenience. As part of our QA/QC process, we make two passes of each street, creating redundant data that helps ensure the accuracy of the generated point cloud. If we encounter accessibility or sightline challenges, we use terrestrial scanners.

**NavVis System** | For City facilities, we deploy NavVis mobile LiDAR with Simultaneous Localization and Mapping (SLAM) technology, giving 360-degree views and real-time data verification. This system minimizes project disruptions while enhancing efficiency and reducing costs.

**Data Processing** | Post-processing generates calibrated point clouds with verified precision. We analyze longitudinal and cross-slopes at any interval, generate ADA-compliance reports using consistent pass/fail criteria, and provide comprehensive documentation. The point cloud data will be made available to the City, and the resulting deliverables can be indistinguishable from a conventional survey crew field file.

### 2. ADA TRANSITION PLAN DEVELOPMENT

**Prioritization & Scheduling** | In coordination with the City, we will gather information on the available budget and currently planned capital improvement projects to develop a comprehensive project schedule for implementing the transition plan. Our engineers will prioritize improvements based on the degree of non-compliance, safety issues, high-traffic areas, and alignment with the City's capital plan. This prioritization ensures strategic, high-impact solutions that address the most critical barriers first. This will include the City's parks, City Hall, Aquatic Center, schools, and public transportation.

**Evaluation Methods & Corrective Measures** | Our comprehensive analysis encompasses City buildings, parks, and sidewalks using a systematic approach that begins with exterior elements and extends to all accessibility features. For each identified barrier, we will develop specific corrective measures that detail the required improvements, materials, and construction methods needed to achieve ADA compliance.

For **City buildings**, FGM's evaluations will start from the outside in, examining parking facilities, site entry points, pathways, and building ingress/egress elements. Internal circulation elements such as corridors, ramps, stairs, and elevators will also undergo a thorough evaluation. The review will extend to built-in components like cabinets, counters, work surfaces, restroom facilities, plumbing fixtures, lighting, and controls, as well as tactile signage, alarm notification devices, and appropriate illumination levels.

For **sidewalks and rights-of-way**, TWM will identify deficiencies in cross slopes, irregular surfaces, and barriers such as utility poles, benches, and signs within the traveled way. ADA ramps will be evaluated for proper landing areas, slopes, and detectable warnings, while traffic signals will be assessed for pedestrian push-button accessibility and provisions for the visually impaired. Corrective measures will address public right-of-way elements including sidewalks, crosswalks, curbs, driveways, and traffic signals.

**Parks** will be evaluated individually, covering parking lots, pathways, restrooms, play equipment, and signage, as well as pavement slopes, ADA ramp compliance, and obstruction-free access routes. Each corrective measure will include cost estimates based on topographic data and location features, and the implementation schedule will prioritize improvements based on proximity to frequently used areas, public transportation, schools, safety concerns, and input received through the public engagement process.

## Firm Name, Address, Phone, & Email

Thouvenot, Wade & Moerchen, Inc.  
3701 S. Lindbergh Blvd., Suite 100 (Branch Office)  
St. Louis, MO 63127 | 314.241.6300

## Primary Contact Name & Title

Ryan Cerniglia, PE | Project Manager

## Date Firm was Established

Established March 1, 1946

## Description of Firm

TWM, Inc. is a 100% employee-owned firm providing civil and structural engineering, land surveying, and other geospatial services. For 79 years, we have served both the public and private sector. TWM has diversified into five primary disciplines—Transportation, Structural, Survey/Geospatial, Land Development, and Water Infrastructure.



Mobile LiDAR point cloud



3D NavVis scan of building



## QUALIFICATIONS OF THE FIRM

**Tracking & Reporting** | We will generate color-coded reports that show the severity of issues throughout the City, allowing decision-makers to quickly assess areas of concern and track progress toward full ADA compliance. Cost estimates based on topographic data and location features will be integrated into a GIS database, providing a practical strategy for the City of Maplewood to efficiently accomplish all ADA-compliance goals.

### 3. STAKEHOLDER ENGAGEMENT & PUBLIC OUTREACH

Another factor in our ADA Transition Plan recommendations will be the impact on the public, stakeholders, and businesses. We have partnered with Shockey to coordinate all public outreach and engagement for this transition plan. We will seek public input from people with disabilities and other interested parties to help determine the most traveled routes and the most significant issues affecting the public. Public input will enable the City to identify the most important issues to residents and address them accordingly. This information could be stored in a GIS database, eliminating the need for paper records and bulky documents to display sidewalk ratings.



Public outreach meeting

### 4. GIS DATABASE CREATION

Depending on the City's available budget, our geospatial team has the ability to create a comprehensive database that integrates seamlessly with the City's existing systems. Using aerial imagery and LiDAR data, we can develop detailed inventories including location, feature, and compliance information for sidewalk and curb infrastructure. This resource supports real-time field updates and easy modification as improvements are completed.



Maplewood High-Traffic Areas Heatmap from Strava App

### why choose TWM?



**Proven Track Record** | Our winning team combination of TWM and FGMA was recently selected for another ADA Transition Plan project in Edwardsville, IL, demonstrating our established expertise and the confidence other municipalities place in our collaborative approach to accessibility planning. **TWM also recently won an ACEC Special Achievement Award for our ADA Transition Plan in Pekin, IL.**



**Cost-effective Planning** | Having full topographic survey data for sidewalks, curbs, and roadways will benefit the City. Collected LiDAR data can be leveraged for future improvement projects, reducing redundancy and driving significant cost savings.



**Local Presence & Commitment** | With our St. Louis branch office located less than 10 miles from Maplewood and key team members—including Project Manager, Ryan Cerniglia, PE—living in the area, we have a genuine vested interest in delivering exceptional results that will benefit our own community for years to come.

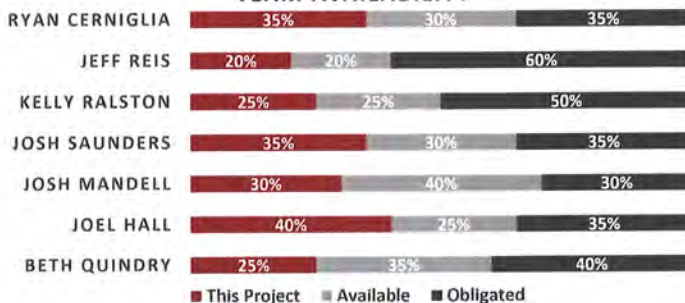


**Comprehensive Public Outreach** | By partnering with Shockey, a public engagement specialist, we prioritize resident voices in the planning process, creating opportunities for meaningful input while maintaining open lines of communication that keep the City and community informed every step of the way.

## QUALIFICATIONS & EXPERIENCE OF THE PROJECT MANAGER & TEAM

TWM has proven ADA transition planning experience and has delivered successful projects for Maplewood and surrounding communities. Ryan Cerniglia, PE, will serve as Project Manager and primary contact from our St. Louis branch office, located less than 10 miles from Maplewood. Ryan will coordinate and direct the design and all other efforts of the project team, supported by our engineers, surveyors, and technical staff. We are capable of maximizing the potential of our extended staff to meet the schedule requirements for Maplewood, and our firm has the availability to get started on your project right away.

### TEAM AVAILABILITY



### TWM PROJECTS IN MAPLEWOOD & RICHMOND HEIGHTS

- McKnight Road Sidewalk & Resurfacing
- Hiawatha Avenue Reconstruction
- Laclede Station Road Reconstruction
- Route 100 (Manchester Road) Improvements
- GIS Application Service Provider

## QUALIFICATIONS & EXPERIENCE OF THE PROJECT TEAM



### Ryan Cerniglia, PE | Project Manager

Ryan is an accomplished civil engineer with 21 years of experience in site development and transportation design. He is driven to achieve results that are on schedule, within the scope of services, and under budget while still providing a high-quality design. In his duties as a project engineer, he has designed ADA accessibility, roadway improvements, stormwater management systems, and utility design.

### Similar Project Experience:

- Mid-Missouri ADA Design-Build *Various Locations, MO*
- Longview Blvd. Improvements *Kirkwood, MO*
- Hiawatha Ave. Reconstruction *Richmond Heights, MO*



### Jeff Reis, PE, PTOE | QA/QC Reviewer & Technical Advisor

Jeff's 18 years of experience in civil engineering includes a focus on the design and management of municipal transportation projects. He has evaluated pavement for various municipalities to help them plan their budgetary needs for future maintenance. He is skilled in the analysis of drawings, hydrological characteristics, and topographical data to plan and design ADA, municipal street, and rural roadway projects.

- ADA Transition Plan *Pekin, IL*
- Pavement Management System *Carbondale, IL*
- IL Route 158 (Washington Street) Streetscape *Millstadt, IL*



### Kelly Ralston, ACTCP | ADA Coordinator

Prior to joining TWM, Kelly worked as a Senior Accessibility Consultant and was responsible for researching ADA standards and providing accessibility analysis evaluations and reports. She is also experienced in ADA/IBC building codes instruction. Her vast knowledge of the code and accessibility industry ranges from evaluating, researching, and surveying to execution. Kelly has 15 years of experience.

- ADA Transition Plan for Mercy Hospital\* *Springfield, MO*
- ADA Self-Evaluation & Transition Plan\* *Chattanooga, TN*

\* Prior Experience



### Josh Saunders, PLS | Survey Manager

Josh has 16 years of experience in general construction, topographic surveying, boundary calculations, 3D high-definition laser scanning, and record research. His responsibilities include estimating, coordinating, data reduction, record research, preparation of legal descriptions, QA/QC of client deliverables, and reviewing title work associated with ALTA/NSPS land title surveys.

- Mid-Missouri ADA Design-Build *Various Locations, MO*
- Longview Blvd. Improvements *Kirkwood, MO*
- 3D Scan of Curb Ramp Replacements *University City, MO*



### Josh Mandell, AIA, NCARB, LEED AP BD+C | Facility Accessibility Assessor

Josh specializes in public safety and communication facility planning, design, documentation, and construction. He applies 25+ years of hands-on leadership to each project assignment and team. Josh excels in distilling complex programs of need into high-functioning, state-of-the-art designs. He is a dedicated communicator and shines in a collaborative, iterative environment.

- Public Safety Facility (PD/FD) *Edwardsville, IL*
- City Hall & Public Safety Building *Columbia, IL*
- Community Park & Pool *O'Fallon, IL*



### Joel Hall, AIA, CSI, NCARB, NOMA | ADA Assessor

Joel has 12 years of experience specializing in ADA accessibility assessment and compliance. His technical skill set includes building envelope design, programming, space planning, specification writing, cost estimating, and construction documentation. Joel has worked on civil, transportation, maintenance, military, correctional, and educational facilities.

- Public School ADA Assessment *Quincy, IL*
- High School Auditorium Renovation *University City, MO*
- Master Plan Study *Mascoutah, IL*



### Beth Quindry | Public Engagement Specialist

Beth has 25 years of experience leading public engagement efforts that bring people together to make important decisions for their communities. Her responsibilities include facilitating productive exchanges on challenging issues and managing engagement for neighborhood and community plans, trail and greenway projects, and regional biking and walking plans.

- Action Plan for Walking & Biking *St. Louis County, MO*
- Deer Creek Greenway *Great Rivers Greenway*
- Bevo Great Streets Plan *East-West Gateway*

## RELEVANT ADA TRANSITION PLAN EXPERIENCE



### ADA Transition Plan

Like many cities, Pekin faced challenges maintaining their sidewalk infrastructure. By entering into a Consent Decree, the City was required to address the issues. TWM served as a technical advisor and developed an ADA Transition Plan using mobile LiDAR to survey sidewalks and pedestrian facilities. This data was used to build a GIS database that catalogued every feature, allowing City staff and residents to easily access and visualize the information. TWM prioritized improvements based on budget, proximity to schools, pedestrian traffic, and degree of non-compliance. The Plan outlines a phased approach targeting high-priority areas first.

**Owner** | City of Pekin, IL

**Reference** | Josie Esker, PE, SE, Prior Pekin City Engineer, 217.254.7280

**Construction Cost** | Undisclosed

**Timeline** | 2022–2023

**Key Personnel** | Jeff Reis, PE, PTOE



### Mid-Missouri ADA Design-Build, Owner's Representative

MoDOT selected TWM to assist with data collection, contract writing, and risk management for a large-scale ADA-compliance project that spanned 60 locations in 41 communities. Data collection efforts called for swift, efficient topographic field work using a variety of surveying tools (mobile LiDAR, terrestrial scanners, traditional field crews) in addition to qualified inspectors performing ADA-compliant field checks. Our engineers produced right-of-way plans and generated CAD base maps that showed areas of non-compliance. TWM was able to meet the tight 6-month deadline to collect and process the huge amount of resulting data to keep the project on track.

**Owner** | MoDOT, Central District

**Reference** | Chris Brownell, Project Director, 573.526.4477

**Construction Cost** | \$16.5 million (est)

**Timeline** | 2022 (design); 2024 (est constr)

**Key Personnel** | Ryan Cerniglia, PE; Josh Saunders, PLS



### Longview Boulevard Improvements

This project consisted of pavement resurfacing, addition of sidewalks, and inclusion of traffic calming measures on the street. TWM engaged the public early in the project development to provide comments that helped steer the layout of the sidewalks and traffic calming types and locations. By placing the public engagement early in the timeline, it allowed the team to know what the constraints are and design the improvements in a way that accommodated as many public comments as practical. TWM provided a sidewalk layout that adhered to ADA standards, increased safety from vehicular traffic, and reduced impacts to existing trees.

**Owner** | City of Kirkwood, MO

**Reference** | Chris Krueger, PE, City Engineer, 314.822.5820

**Construction Cost** | \$750,000 (est)

**Timeline** | 2022 (design); 2023-2024 (constr)

**Key Personnel** | Ryan Cerniglia, PE; Josh Saunders, PLS



### Pavement Management System

TWM supported the City's long-term pavement management plan through detailed field data collection, including walking assessments and mobile LiDAR. This approach allowed for the precise evaluation of 130 centerline miles of City streets, alleys, and municipal parking lots. TWM delivered a written report with a comprehensive maintenance plan and color-coded GIS maps identifying areas that needed improvements, such as insufficient sidewalk widths, missing curb ramps, or uneven surfaces. The resulting GIS-based pavement inventory helped the City assess roadway conditions and prioritize future improvements with a structured, data-driven approach.

**Owner** | City of Carbondale, IL

**Reference** | Robert Hardin, Director of Operations, 618.549.5302

**Construction Cost** | Undisclosed

**Timeline** | 2018–2025

**Key Personnel** | Jeff Reis, PE, PTOE

**RESOLUTION**

**R25-40**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH TWM CONSULTING ENGINEERING FOR ADA TRANSITION PLAN ENGINEERING SERVICES

WHEREAS, the Americans with Disabilities Act requires public entities to evaluate their facilities and services for accessibility and develop transition plans to address identified barriers; and

WHEREAS, on June 16, 2025, the City issued a Request for Qualifications for professional engineering services to provide an ADA Transition Plan for city buildings, parks, and sidewalks, generating nine responsive proposals from qualified firms; and

WHEREAS, staff recommends TWM Consulting Engineering and its subconsultants based on their essential qualifications, substantial experience, proven expertise in similar projects, excellent references, and local familiarity with the City of Maplewood; and

WHEREAS, developing a comprehensive ADA Transition Plan will provide a proactive guide to make the City more accessible while balancing the needs of residents and businesses in an equitable manner.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to negotiate a professional services agreement with TWM Consulting Engineering and its subconsultants to provide an ADA Transition Plan for city buildings, parks, and sidewalks.

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 3, 2025  
**Re:** **Computer Equipment Replacement Purchase**

---

The City requires authorization to purchase computer equipment as part of our ongoing technology replacement plan to maintain operational efficiency and cybersecurity standards across all departments.

As part of our new 10-year capital improvement plan adopted this budget year, the City has implemented a proactive approach to inventory management and equipment maintenance by establishing a five-year computer equipment replacement cycle. This new systematic approach ensures consistent technology updates and replaces our previous reactive replacement method. The equipment currently scheduled for replacement under this new plan dates from 2013 to 2019 and has reached or exceeded the recommended replacement cycle.

GOINET, Inc., our contracted IT provider, has obtained pricing for the following equipment through a state procurement contract at no mark-up to the City:

- 13 Dell OptiPlex SFF Desktop computers with Intel i5 processors, 16GB RAM, and 256GB SSD storage
- 9 Dell Latitude/Pro laptop computers with docking stations and monitors
- 9 Dell 24" Pro Plus USB-C Hub monitors
- 9 Dell 24" Pro Plus monitors
- Hardware upgrades including additional RAM and SSD storage
- Shipping and handling

The total cost for this equipment replacement is \$32,427, which falls within the budgeted amount of \$34,600 allocated in the 2025-2026 fiscal year budget for computer equipment replacement.

Staff recommends approval of this purchase to ensure continued operational efficiency and maintain appropriate cybersecurity standards. The proposed equipment meets current technology standards and will provide reliable service for the next five-year replacement cycle.



From **GOINET, Inc.**  
 10845 Olive Blvd.  
 STE 200  
 St. Louis, MO 63141

Estimate For **City of Maplewood**  
 7601 Manchester Rd.  
 Maplewood, MO 63143

Estimate Id **20250811-MWD**  
 Issue Date 08/11/2025

Summary Replacement Computers Quote

Item Type	Description	Quantity	Unit Price	Amount
Product	Dell OptiPlex SFF Desktop, Intel i5 Processor, 16GB RAM, 256GB SSD, Windows 11 Pro.	13.00	\$899.00	<b>\$11,687.00</b>
Product	Dell Latitude/Pro Laptop, Intel i5 Processor, 16GB RAM, 256GB SSD, Windows 11 Pro.	9.00	\$1,198.00	<b>\$10,782.00</b>
Product	Dell 24" Pro Plus USB-C Hub Monitor.	9.00	\$379.00	<b>\$3,411.00</b>
Product	Dell 24" Pro Plus Monitor.	9.00	\$279.00	<b>\$2,511.00</b>
Product	Hardware Upgrades: 16GB RAM, 256GB SSD, WIN11 PRO.	644.00	\$5.00	<b>\$3,220.00</b>
Product	Shipping & Handling - Desktops & Laptops	22.00	\$24.00	<b>\$528.00</b>
Product	Shipping & Handling - Monitors	18.00	\$16.00	<b>\$288.00</b>
<b>Estimate Total</b>				<b>\$32,427.00</b>

**Notes**

This is quoted will be processed with the following State Contract with Dell.

Reseller Name: GOINET INC.

Contract Name: Standard Governing Terms in State Contract

Contract Code: C000000006679

Deal ID: 29332627

End User Details: CITY OF MAPLEWOOD, 7601 MANCHESTER RD, MAPLEWOOD, MO 63143

**TERMS: 50% of total due upon acceptance; 50% due upon project completion.**

**AGREEMENT: The above prices, specifications, and conditions as outlined above are satisfactory and are hereby accepted. GOINET, Inc. is authorized to do the work specified. Payment will be made as outlined above. All materials are guaranteed as specified. All work to be completed in a professional manner according to industry standard practices. Any alteration or deviation from the above specifications will incur an extra charge over and above the estimate. All agreements contingent upon accidents or delays beyond our control.**

**RESOLUTION**

**R25-41**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO PURCHASE COMPUTER EQUIPMENT FROM GOINET IN THE AMOUNT OF THIRTY-TWO THOUSAND FOUR HUNDRED TWENTY-SEVEN DOLLARS (\$32,427)

WHEREAS, the City’s computer equipment replacement plan identifies aging equipment requiring replacement every five years to maintain cybersecurity standards and operational continuity; and

WHEREAS, the equipment scheduled for replacement dates from 2013 to 2019 and has reached or exceeded the recommended replacement cycle; and

WHEREAS, the 2025-2026 Fiscal Year Budget includes funding for computer equipment replacement across multiple departments; and

WHEREAS, the replacement plan includes laptops with docking stations and monitors for nine workstations, desktop towers for thirteen workstations, and docking monitors for existing equipment; and

WHEREAS, these equipment replacements are necessary to support Police Department, Fire Department, Public Works, and City Hall operations.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to purchase computer equipment for the 2025-2026 fiscal year in the total amount of thirty-two thousand four hundred twenty-seven dollars (\$32,427).

Passed this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 9th day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 4, 2025  
**Re:** **Plan & Zoning Commission Justification for Group Home Zoning Amendments (Bill 6291)**

---

At Council's request from the August 12th meeting, the Plan and Zoning Commission Subcommittee has prepared the attached memo explaining their rationale for recommending removal of conditional use permit requirements for group homes.

Commission members may attend the September 9th meeting to address any questions.

# Ordinance 6291

This memo provides an overview of the reasoning behind the group home zoning regulation update (Ordinance 6291), as requested by the City Council. This ordinance was approved unanimously by the Plan and Zoning Commission on July 7, 2025.

## Background

Under current city policy, group homes for individuals with disabilities must obtain a conditional use permit, whereas other types of residences are not subject to this requirement. This form of regulation, which impacts a specific protected group (people with disabilities), can result in violations of federal non-discrimination protections. This form of regulation is also described as a potential violation of the Fair Housing Act in a 2016 joint report published by the Department of Housing and Urban Development and the Department of Justice.

In order to make residential zoning policy more equitable and inclusive, and to align with the Fair Housing Act and federal non-discrimination standards, the city should remove the current policies that place special conditions on group homes used by or intended for residents with disabilities.

## The 2016 HUD/DOJ Report

This report describes how special group home zoning regulations can violate the Fair Housing Act. Please review the following quotations from the report:

1. "Prohibiting or restricting the development of housing based on the belief that the residents will be members of a particular protected class [such as disability]" may violate the Act. (p. 3)
2. "Imposing restrictions or additional conditions on group housing for persons with disabilities that are not imposed on families or other groups of unrelated individuals" may violate the Act. (p. 3)
3. "[A] law that requires persons with disabilities to request permits to live in single-family zones while not requiring persons without disabilities to request such permits violates the Act because it treats persons with disabilities differently based on their disability." (p. 4)
4. A 2015 Supreme Court decision upholds that "any land use or zoning law or practice that has an unjustified discriminatory effect because of a protected characteristic" may violate the Act. (p. 4)
5. "A land use or zoning practice results in a discriminatory effect if it caused or predictably will cause a disparate impact on a group of persons or if it creates, increases, reinforces, or perpetuates segregated housing patterns because of a protected characteristic." (p. 5)
6. "Local zoning and land use laws that treat groups of unrelated persons with disabilities less favorably than similar groups of unrelated persons without disabilities violate the Fair Housing Act. For example, suppose a city's zoning ordinance defines a 'family' to include... unrelated persons living together as a household unit, and gives such a group of unrelated persons the right to live in any [residential] zoning district without special permission from the city. If that ordinance also prohibits a group home having the same number of persons with disabilities in a certain district or requires it to seek a use permit, the ordinance would violate the Fair Housing Act. The ordinance violates the Act

because it treats persons with disabilities less favorably than families and unrelated persons without disabilities.” (p. 10)

The report clearly explains how a housing policy that treats persons with disabilities differently than persons without disabilities can result in violation of the Fair Housing Act. In 2020, the city of Wolcott, CT, lost a lawsuit accusing the city of discrimination after denying a zoning approval for a group home. The city of Wolcott was required to grant the approval, modify its zoning laws, and pay \$350,000. In 2024, Pittsburgh, PA, updated its zoning laws regulating group homes to come into compliance with the Fair Housing Act and create inclusive, non-discriminatory group home housing policy. Other cities such as Denver, CO, have also updated their group home zoning regulation policies to remove discriminatory practices and achieve more fair and inclusive policy.

This report also clearly states that having “good intent” does not allow local governments to discriminate against a protected class via different or unfair treatment. Even if a conditional use permit is intended to support or protect disabled residents, such policies can still be a form of illegal discrimination that violate the civil rights of disabled residents. Similarly, the report clarifies that distinguishing between different types of disability can constitute unlawful discrimination, meaning that local residential policies should avoid regulating uses based on any particular type of disability or subjecting some disabilities to special residential permitting.

## Existing Policy Discriminates Against Disabled Residents

Current residential zoning policy in Maplewood requires that group homes providing residential care receive a conditional use permit from the City Council. This conditional use permission for group homes providing residential care is explicitly required in the municipal code for the city’s three residential zoning districts (SR, LR & MR). Similar special permission is not required for housing that does not provide residential care. This means that disabled residents wishing to live in a group home setting must obtain special permission to do so, despite disability being a well-established protected class under federal law.

Group homes are licensed and monitored by the state of Missouri

The state oversees regulatory standards for group homes. This licensing procedure protects disabled residents and ensures that such housing is safe and properly maintained ([Licensing Rules—9 CSR 40-5](#)). Concerns about improperly run group homes should be sent to the Missouri Departments of Mental Health and Social Services. Unlike local municipalities, these departments provide the proper authority and expertise to oversee regulatory standards.

Conditional use permits constitute a clear and obvious barrier

Conditional use permits require additional time and resources and position applicants to be subject to scrutiny and public hearings that are not required for permitted uses. This type of permitting may also reduce project viability as developers often value a high level of clarity and transparency in the planning and approval process. If the city wishes to provide support to group homes, it can do so without requiring conditional use permits.

If the city wishes to regulate other types of residential facilities that are not intended to provide residential care for persons with disabilities, explicit policies should be created for those uses.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 56 — ZONING, SECTION 56-3 — DEFINITIONS, SECTION 56-72 — PERMITTED USES (SR DISTRICT), SECTION 56-106 — PERMITTED USES (LR DISTRICT), SECTION 56-131 — PERMITTED USES (MR DISTRICT), AND SECTION 56-880 — GROUP LIVING FACILITIES, TO REDEFINE GROUP HOMES AND ALLOW GROUP HOMES AS PERMITTED USES IN RESIDENTIAL DISTRICTS

WHEREAS, the Planning and Zoning Commission recommended approval by a vote of 5 ayes, 0 nays, at their July 7, 2025, meeting; and

WHEREAS, the City Council held a public hearing on August 12, 2025, regarding the proposed amendments; and

WHEREAS, the current conditional use requirements for group homes create regulatory barriers that may limit appropriate housing options for disabled persons; and

WHEREAS, these amendments will facilitate appropriate housing options for disabled persons while maintaining neighborhood compatibility.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 56-3 of the Maplewood Code of Ordinances is hereby amended as follows:

~~Group living facilities/group homes~~ **Group home** means ~~any combination of dwelling units for a number of unrelated persons associated with an educational religious, charitable for profit, not for profit or service institution or organization and which is intended for the purpose of rehabilitation (except drug and alcohol treatment facilities), geriatric care, convalescent home, nursing home or group therapy home.~~ **a dwelling unit in which multiple unrelated mentally and/or physically disabled persons reside and may include two additional persons acting as houseparents or guardians who need not be related to each other or to any of the mentally or physically disabled persons residing in the home.**

Section II. Section 56-72 of the Maplewood Code of Ordinances is hereby amended as follows:

The following uses shall be permitted in any location within the SR district:

- (1) Detached single-family dwellings, if built and located in accordance with the provisions of this chapter.
- (2) Group homes.**
- ~~(23)~~ Home occupations as provided in article III, division 3 of this chapter.
- ~~(34)~~ Accessory uses as provided in article III, division 4 of this chapter.
- ~~(45)~~ Conditional uses. The following uses shall be allowed as conditional uses in accordance with the procedures provided in article IV, division 6 of this chapter:
  - a. Convents and rectories.
  - b. Utility substations.

- c. Day care centers.
- ~~d. Group living facilities/group homes.~~
- ed.** Short term vacation rentals that meet the requirements of article XIII, division 3, sections 14-800 to 14-804, short term vacation rentals of the city Code.
- fe.** Accessory dwelling unit.

Section III. Section 56-106 of the Maplewood Code of Ordinances is hereby amended as follows:

The following uses shall be permitted in any location within the LR district:

- (1) Detached single-family dwellings, if built and located in accordance with the use regulations provided in section 56-73.
- (2) Attached single-family dwellings, if built and located in accordance with the development standards for two-family houses, townhouses, or patio houses provided in this section.
- (3) Apartment dwellings by site plan review as provided in article IV, division 8 of this chapter, if built and located in accordance with the development standards for townhouse apartments or garden apartments provided in article II, division 4 of this chapter. All such apartment dwellings must conform with the use regulations for intensity, useable residential open space, and parking provided in article II, division 4 of this chapter.
- (4) **Group homes**
- ~~(45)~~ Home occupations as provided in article III, division 3 of this chapter.
- ~~(56)~~ Accessory uses. As provided in article III, division 4 of this chapter.
- ~~(67)~~ Conditional uses. The following shall be allowed as conditional uses in accordance with the procedures provided in article IV, division 6 of this chapter:
  - a. Convents and rectories.
  - b. Utility substations.
  - c. Day care centers.
  - ~~d. Group living facilities/group homes.~~
  - ed.** Short term vacation rentals that meet the requirements of article XIII, division 3, sections 14-800 to 14-804, short term vacation rentals of the city Code.

Section IV. Section 56-131 of the Maplewood Code of Ordinances is hereby amended as follows:

The following uses shall be permitted in any location within the MR district:

- (1) Apartment dwellings, if built and located in accordance with the development standards for townhouse apartments, garden apartments, or elevator apartments provided in section 56-133.
- (2) Attached single-family dwellings by site plan review as provided in article IV, division 8 of this chapter, and if built and located in accordance with development standards for townhouse or patio houses provided in article II, division 3 of this chapter.
- (3) Convent or rectories.
- (4) **Group homes**
- (45) Home occupations as provided in article III, division 3 of this chapter.
- (56) Accessory uses, as provided in article III, division 4 of this chapter.
- (67) Conditional uses. The following uses shall be allowed as conditional uses in accordance with the procedures provided in article IV, division 6 of this chapter:
  - a. Detached single-family dwellings.

- b. Apartments for the elderly.
- c. Convalescent homes.
- d. Public or common parking garages or lots.
- e. Utility substations.
- f. Police or fire stations.
- g. Private schools, except private trade, technical or business schools, and university ~~facility~~ **facilities**.
- ~~h. Group living facility/group home.~~
- ih.** Short term vacation rentals that meet the requirements of article XIII, division 3, sections 14-800 to 14-804, short term vacation rentals of the city Code.

Section V. Section 56-880 of the Maplewood Code of Ordinances is hereby repealed in its entirety.

Section VI. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Amber Withycombe, City Manager  
**From:** Brian Wallace, Assistant Finance Director  
**Date:** August 20, 2025  
**Re:** **2025 Property Tax Rate Ordinance**

---

Attached is the ordinance establishing property tax rates for the City of Maplewood and the Maplewood Special Business District for 2025. The proposed rates reflect decreases in most categories compared to 2024:

#### City of Maplewood Tax Rates:

- Residential: \$0.8130 per \$100 assessed valuation (decrease of \$0.0710)
- Commercial: \$1.3630 per \$100 assessed valuation (decrease of \$0.0088)
- Personal Property: \$1.6100 per \$100 assessed valuation (no change)

#### Maplewood Special Business District Tax Rates:

- Residential: \$0.0510 per \$100 assessed valuation (decrease of \$0.0220)
- Commercial: \$0.2090 per \$100 assessed valuation (decrease of \$0.0110)

The Special Business District residential rate applies only to residential properties within the district used for commercial purposes, with no tax imposed on personal property within the district.

The State Auditor requires final tax rate calculations using Post Board of Equalization (BOE) numbers and the New Construction Report from the St. Louis County Assessor, expected in mid-September. As 2025 is a reassessment year, we anticipate decreased assessed valuations due to Board of Equalization appeals.

Per Missouri Statute 137.055, we conducted the required public hearing process with notices posted at four public locations and newspaper publication occurring two weeks prior to the September 9, 2025, public hearing.

The final ordinance with updated rates must be transmitted to St. Louis County by October 1, 2025. The attached ordinance contains preliminary rates that will be updated when official Post-BOE numbers are available.

Please contact me with any questions.

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, ESTABLISHING TAX RATES FOR THE CITY OF MAPLEWOOD AND THE MAPLEWOOD SPECIAL BUSINESS DISTRICT FOR 2025**

WHEREAS, the City Council of the City of Maplewood is authorized under Missouri law to levy taxes on real and personal property within the city limits to fund municipal operations and services;

WHEREAS, the City Council has determined that tax revenues are necessary to fund essential city services including general government operations, public safety, solid waste collection, and debt service obligations for fiscal year 2025;

WHEREAS, the Maplewood Special Business District requires separate tax levy authority to fund district operations and improvements;

WHEREAS, a public hearing was conducted on September 9, 2025, providing opportunity for public comment on the proposed tax rates; and

WHEREAS, the City Council finds these tax rates necessary and appropriate to meet the city’s fiscal obligations and service commitments for 2025;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:**

Section I. The 2025 tax levy for the City of Maplewood, Missouri, upon all taxable real, personal, and tangible property within the city limits as shown by the latest completed assessment for collection, shall be as follows per one hundred dollars (\$100.00) of assessed valuation:

<u>Rate per \$100 Assessed Value</u>	<u>Residential</u>	<u>Commercial</u>	<u>Personal Property</u>
General Fund	\$0.1090	\$0.4620	\$0.5670
Public Safety Pension Fund	\$0.2350	\$0.3820	\$0.4450
Solid Waste Fund	\$0.1890	\$0.2390	\$0.3180
Debt Service	\$0.2800	\$0.2800	\$0.2800
<b>Total Tax Rate</b>	<b>\$0.8130</b>	<b>\$1.3630</b>	<b>\$1.6100</b>

Section II. The 2025 tax levy for the Maplewood Special Business District upon all taxable real, personal, and tangible property within the district boundaries as shown by the latest completed assessment for collection, shall be as follows per one hundred dollars (\$100.00) of assessed valuation:

<u>Rate per \$100 Assessed Value</u>	<u>Residential</u>	<u>Commercial</u>	<u>Personal Property</u>
General Fund	\$0.0510	\$0.2090	\$0

Section III. The City Manager is hereby authorized to adjust the tax rates set forth herein downward if required by the state auditor or to comply with applicable state law.

Section IV. The City Clerk shall transmit a certified copy of this ordinance to the St. Louis County Collector of Revenue for collection of taxes upon all taxable property within the City of Maplewood and the Maplewood Special Business District.

Section V. This ordinance shall be in full force and effect from and after its passage and approval.

Passed this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 4, 2025  
**Re:** **Source of Income Definition Amendment for State Law Compliance**

---

The City requires authorization to amend Section 30-19 of the Code of Ordinances to comply with Missouri House Bill 595 while maintaining fair housing protections within legal constraints.

As previously reported to Council, Missouri House Bill 595 prohibits cities from requiring privately-owned residential rental properties to accept tenants whose income includes federal housing assistance such as Section 8 vouchers. Our current ordinance conflicts with this new state law for privately-owned rental properties.

Following consultation with City Attorney Hetlage, the proposed revision excludes federal, state, and local housing assistance payments from the definition of protected source of income specifically as it applies to the rental of privately-owned residential or commercial rental property. This targeted exclusion maintains source of income protections for property sales, housing financing, brokerage services, and public accommodations, which are not addressed by HB 595.

The amendment preserves protections for other lawful income sources across all contexts and maintains the City's ability to regulate government-owned properties. This approach addresses the specific conflict with state law while maintaining maximum housing access protections legally permissible under current statutes.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 30 — HUMAN RELATIONS, SECTION 30-19 — DEFINITIONS, TO REVISE THE DEFINITION OF “SOURCE OF INCOME” TO COMPLY WITH STATE LAW

WHEREAS, the City of Maplewood is committed to maintaining fair housing practices while ensuring compliance with applicable state and federal law; and

WHEREAS, Missouri House Bill 595 prohibits municipalities from restricting landlords’ ability to refuse tenants based on federal, state, or local housing assistance programs; and

WHEREAS, the City Council finds it necessary to revise the definition of “source of income” in the City’s Code of Ordinances to ensure compliance with state law while maintaining protections for other lawful sources of income.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 30-19 of the Maplewood Code of Ordinances is hereby amended to revise the definition of “source of income” as follows:

*Source of income* ~~shall mean the point or form of the origination of legal gains of income accruing to a person in a stated period of time; from any occupation, profession or activity, from any contract, agreement or settlement, from Federal, State or local payments, including Section 8 or any other rent subsidy or rent assistance program, from court ordered payments or from payments received as gifts, bequests, annuities or life insurance policies~~ **means lawful income, including, without limitation, from any occupation, profession, or activity; from any contract, agreement, or settlement; from court-ordered payments; or from payments received as gifts, bequests, annuities or life insurance policies, but, as it applies to the rental of privately owned, single-family, or multiple-unit residential or commercial rental property, shall exclude excluding income from federal, state or local housing assistance payments, including Section 8 or any other rent subsidy or rent assistance program.**

Section II. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 23rd day of September, 2025

---

Barry Greenberg, Mayor

Attest:

---

Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 4, 2025  
**Re:** **Proposed Amendments to Board and Commission General Provisions**

---

Council has asked staff to consider amendments to establish comprehensive governance standards for all city boards and commissions. The attached ordinance amends and expands our current Code.

## **Proposed Updates to Section 2-361**

The amendments include three key changes to improve board and commission administration. First, the dissolved Board of Trustees to the Policemen’s and Firemen’s Fund is removed from the listing, reflecting the 2022 ordinance that moved management of the fund to the board of LAGERS. Second, the Police Advisory Board is added with five members, formalizing the board structure Council has been developing. Third, comprehensive attendance requirements are established as previously discussed by Council.

The proposed attendance standards authorize chairpersons to excuse members who request to be excused before meetings and establish automatic forfeiture of office for members who miss 50 percent of regular meetings in a calendar year or have three consecutive unexcused absences. With reporting from individual staff board and commission liaisons, the city clerk will maintain attendance records and notify Council when members fall below these standards, with due process protections requiring written notice and an opportunity to be heard before removal.

## **New Section 2-362 - Rules of Procedure**

Staff recommends adding standardized procedural rules for all boards and commissions to ensure consistent operations and legal compliance. The new section establishes Robert’s Rules of Order as the default parliamentary procedure, requires compliance with Missouri’s Sunshine Law, and mandates proper record-keeping including agenda preparation, timely filing of minutes with the city clerk, and maintenance of all records as public documents.

Additional provisions address decorum standards requiring respectful interactions, presiding officer responsibilities for maintaining order, public participation procedures, conflict of interest disclosure requirements, and special meeting protocols. These standards will provide clear operational guidance while ensuring transparency and accountability across all boards and commissions.

These amendments create a comprehensive framework for effective board and commission governance while addressing administrative gaps in the current code.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 2 — ADMINISTRATION, ARTICLE VII — BOARDS, COMMISSIONS AND AUTHORITIES, DIVISION 1 — GENERALLY, TO AMEND SECTION 2-361 — BOARDS AND COMMISSIONS AND ADD SECTION 2-362 — RULES OF PROCEDURE

WHEREAS, the City of Maplewood seeks to strengthen comprehensive governance standards for all city boards and commissions to ensure consistent operations and legal compliance; and

WHEREAS, Ordinance 5976 in 2022 transferred the Board of Trustees to the Policemen’s and Firemen’s Fund to the exclusive control of the board of the Missouri Local Government Employees Retirement System (LAGERS) and should be removed from the city code; and

WHEREAS, the Police Advisory Board should be added to the official listing of city boards and commissions; and

WHEREAS, establishing clear attendance requirements and procedural rules will improve board and commission effectiveness and accountability; and

WHEREAS, standardized rules of procedure will ensure transparency, proper record-keeping, and compliance with applicable laws across all boards and commissions.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 2-361 of the Maplewood Code of Ordinances is hereby amended to read as follows:

Sec. 2-361. Boards and commissions.

- (a) *Creation.* The administrative service of the city shall include such ad hoc committees and standing committees, provided for in subsection (c) this section, and shall be appointed by the mayor and approved by the council.
- (b) *Membership.* The boards and commissions created herein shall be composed of the number of members, and for the terms of office designated in subsection (c) of this section to be appointed by the mayor and council.
- (c) *Names of boards; number of members.*

Name	Number of Members
Board of adjustment	5
Parks and recreation commission	9
Civil service commission	5
Plan and zoning commission	7
<del>Board of trustees to the policemen’s and firemen’s fund</del>	<del>5</del>
Housing board of appeals	5

Library board	5
Human services commission	9
<b>Police advisory board</b>	<b>5</b>

- (d) *Term of office.* All members shall serve for a term of office as set in the Charter and ordinances except those appointed to fill a vacancy occurring during the term of a member, and except that the terms of office of the original members of each board or commission shall, at the time of their appointment, be fixed by the mayor and council at such number of years as will provide for staggered terms for those thereafter appointed.
- (e) *Attendance requirements.* **The chairperson of each board or commission is authorized to excuse any member from attendance at a meeting, provided that the member requested to be excused before the meeting. Any member who is absent from 50 percent of the regular meetings held in a calendar year shall automatically forfeit the office. Any member with unexcused absences for three consecutive regular meetings shall automatically forfeit the office. It shall be the duty of the city clerk to maintain attendance records for all boards and commissions and notify the city council when any member's attendance falls below the standards set forth in this section. Before removing any member for non-attendance, the city council shall provide the member with written notice of the proposed removal and an opportunity to be heard at a council meeting.**

Section II. Chapter 2, Article VII, Division 1 of the Maplewood Code of Ordinances is hereby amended to add Section 2-362 to read as follows:

**Sec. 2-362. Rules of procedure.**

- (a) *General rules.* **Unless otherwise specified in this code, all boards and commissions shall conduct meetings in accordance with Robert's Rules of Order.**
- (b) *Meeting schedule.* **Each board and commission shall establish its own regular meeting schedule unless a specific schedule is mandated elsewhere in this code.**
- (c) *Decorum.* **Members are expected to show respect to each other, staff, and the public, and to avoid interruptions or personal attacks.**
- (d) *Presiding officer.* **The chair shall enforce the rules of procedure, maintain order, and direct discussions in accordance with the agenda. In the absence of the chair, the members who are present at a meeting shall select a member to serve as the presiding officer.**
- (e) *Open meetings compliance.* **All meetings shall be conducted in compliance with Missouri's Sunshine Law (Chapter 610, RSMo) and all applicable open meeting requirements.**
- (f) *Agendas, minutes and records.* **Each board and commission shall:**
- (i) **Prepare and post an agenda prior to each meeting**
  - (ii) **Keep accurate minutes of all proceedings showing member attendance and votes**
  - (iii) **Maintain records of all official actions**
  - (iv) **File minutes with the city clerk within ten business days of approval**
  - (v) **Work with city staff to ensure that all records of the board or commission are**

**maintained as public records and are available for inspection in compliance with Missouri's Sunshine Law (Chapter 610, RSMo)**

**(g) *Public participation.* Each board and commission shall establish procedures for public comment and participation consistent with their duties and applicable law.**

**(h) *Conflicts of interest.* Members shall disclose potential conflicts of interest and recuse themselves from discussion and voting when appropriate, in accordance with the city's ethics policies.**

**(i) *Special meetings.* Special meetings may be called by the chairperson or by written request of a majority of members, with proper notice as required by law.**

Section III. Section 2-363 through 2-380 of this Division shall remain reserved.

Section IV. This Ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 4, 2025  
**Re:** **Police Advisory Board Ordinance**

---

Attached is a proposed ordinance establishing a Police Advisory Board as Division 5 of Article VII in the Code of Ordinances. This ordinance formalizes the board structure that Council reviewed in draft form at the August 12 work session.

The proposed Police Advisory Board will consist of five members appointed by the Mayor with Council approval, serving three-year terms with staggered initial appointments. Members may include city residents, business or property owners, or individuals employed within city limits. The board will meet quarterly, elect annual officers, and submit yearly reports to Council. The city attorney will serve as legal advisor, while the city manager and chief of police will provide consultation.

The board will serve in an advisory capacity on police operations and strategic direction, focusing on enhancing community engagement and supporting public safety goals. This advisory structure supports the department's community policing efforts and provides a formal mechanism for community input on public safety priorities.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 2 — ADMINISTRATION, ARTICLE VII — BOARDS, COMMISSIONS AND AUTHORITIES, TO ADD DIVISION 5 — POLICE ADVISORY BOARD

WHEREAS, the City of Maplewood is committed to enhancing community engagement and transparency in public safety operations; and

WHEREAS, establishing a police advisory board will facilitate collaboration between the police department and the Maplewood community through regular dialogue and feedback mechanisms; and

WHEREAS, a police advisory board will provide community perspective on public safety priorities and assist the department in achieving its annual objectives; and

WHEREAS, the City Council finds it beneficial to create a formal advisory structure to enhance police-community relations, transparency, and accountability.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Chapter 2, Article VII of the Maplewood Code of Ordinances is hereby amended to add Division 4 — Police Advisory Board, Sections 2-510 through 2-515, to read as follows:

**DIVISION 5. POLICE ADVISORY BOARD**

**Sec. 2-510. Creation of board; purpose and powers.**

**There is hereby established the police advisory board whose purpose is to serve in an advisory capacity to the mayor, city council, city manager, and chief of police on matters relating to the operation and strategic direction of the police department. The board shall work to enhance community engagement, support public safety goals, and assist the department in achieving its annual objectives. To meet this responsibility, the board shall:**

- (1) Advise on police policies, programs, and practices to ensure they reflect community values and priorities while maintaining professional law enforcement standards.**
- (2) Facilitate collaboration and engagement between the police department and the Maplewood community through regular dialogue and feedback mechanisms.**
- (3) Review and provide input on the police department's annual goals, strategic plans, and performance metrics, offering recommendations for improvement and enhancement of services.**
- (4) Assist in developing strategies to enhance police-community relations, transparency, and accountability.**
- (5) Provide community perspective on public safety priorities and community policing strategies.**
- (6) Encourage community participation in public safety initiatives and crime prevention programs.**
- (7) Review selected policies and procedures to ensure they promote fair, equitable, and effective law enforcement practices.**

- (8) Serve as a liaison between the community and the police department to address concerns and foster mutual understanding.**
- (9) Exercise such other advisory powers and duties as the city council may direct from time to time.**

**Sec. 2-511. Members; terms; qualifications.**

**The police advisory board shall be composed of five members. Members may include residents of the City of Maplewood, business or property owners operating within the city limits, or individuals employed by businesses located within the city limits.**

**Appointments shall be made by the mayor with the approval of the city council. The term of office shall be three years, with members eligible for reappointment. The first appointments made shall be for staggered terms as follows: Two members for three years, two members for two years, and one member for one year; thereafter, appointments for all five members shall be for three years. Appointments to fill vacancies shall be to fulfill unexpired terms only.**

**No member of the police advisory board may be a current employee of the City of Maplewood or have immediate family members employed by the city.**

**Sec. 2-512. Meetings; quorum; attendance.**

**The police advisory board shall meet quarterly, with additional meetings called as necessary. A simple majority of all members shall constitute a quorum for the transaction of business. Attendance requirements for commission members shall be governed by Section 2-361(e). Rules of procedure for the commission shall be governed by Section 2-362.**

**Sec. 2-513. Election of officers; terms.**

**The board shall elect annually a chairperson and secretary from among its members. Each officer shall hold office for a term of one year and shall be eligible for re-election. When there is a vacancy in any elected office, the board shall elect an officer to serve until the next regular annual election.**

**Sec. 2-514. Advisors.**

**The city attorney shall be legal advisor to the board. The city manager and chief of police shall serve as advisors and consultants to the board. The chief of police or designee shall attend board meetings to provide departmental updates and respond to board inquiries.**

**Sec. 2-515. Annual reporting.**

**The police advisory board shall submit an annual report to the city council summarizing its activities, recommendations made, and assessment of the police department's progress toward meeting its annual goals.**

Section II. This ordinance shall be in full force and effect from and after its passage and approval.

Passed this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

Approved this 23rd day of September, 2025

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Tanya Bohlken, Deputy City Clerk

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** September 4, 2025  
**Re:** **City Manager's Report**

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## **CALEA Accreditation**

Our Police Department has successfully earned CALEA (Commission on Accreditation for Law Enforcement Agencies) Law Enforcement Accreditation for the fourth time, effective August 9, 2025. This four-year accreditation represents the "International Gold Standard for Public Safety Agencies" and marks the department's fourth consecutive CALEA accreditation, remaining valid through August 2029. The recognition follows a rigorous evaluation process that included self-assessment, independent assessor review, public feedback, and approval by a 21-member Commission.

Moving forward, the department must maintain continuous compliance and complete annual web-based assessments during Years 1-4 from 2026 through 2029, submit annual status reports due by July 26 each year, and undergo a site-based review scheduled for March 2029.

CALEA accreditation demonstrates the department's commitment to professional excellence, transparency, and community-focused policing. The accreditation process validates that department policies, practices, and procedures meet internationally accepted public safety standards, promoting community trust and operational effectiveness. This achievement reflects positively on the department's leadership under Chief Nighbor and reinforces Maplewood's commitment to maintaining the highest standards in public safety services.

## **Fire Department Honors**

The Fire Department will receive two prestigious Class VI Unit Citation Awards next month from the Greater St. Louis Area Fire Chiefs Association, recognizing exceptional lifesaving actions by department personnel. These awards highlight the quick thinking and professional response of fire crews during critical emergency situations that resulted in lives being saved.

The first citation honors C-Crew members Anderson, Szydowski, Boemer, Halter, and Betar for their heroic actions on October 7, 2024, when they successfully rescued two occupants from an apartment fire at 7100 Murdoch in Shrewsbury. The second citation recognizes B-Crew members Latorre, McCracken, Howe, Wilcox, and Marsac for their water rescue of a person trapped in a flooded vehicle at 3200 Laclede Station in Maplewood on November 5, 2024.

These awards from the regional fire chief's association represent significant recognition of the department's commitment to excellence and the exceptional skills of Maplewood firefighters. The citations underscore the department's ability to respond effectively to diverse emergency situations, from structural fires to water rescues, demonstrating the comprehensive training and preparedness that enables our crews to save lives in critical moments. Assistant Fire Chief Matt

Wilcox expressed pride in the department's achievement and the outstanding performance of the honored crews.

### **Business Fire Response**

On August 30 at approximately 9:30 pm, emergency crews responded to a second-alarm structure fire at Asador del Sur restaurant located at 7322 Manchester. The fire originated in the kitchen area, with preliminary reports suggesting it may have been caused by recently replaced cooking oil. Six workers were present when the fire started, with the last customers having just settled their bill before evacuation became necessary.

The fire caused extensive damage, with both first and second floors experiencing internal collapse and fire extending into the attic space. Due to structural compromises and floor collapses with personnel inside, all units were immediately ordered to evacuate the building and switch to defensive exterior operations. Crews cut multiple holes in the roof to extinguish remaining fire in the attic area, and the interior of 7322 Manchester sustained extensive damage.

Multiple agencies provided crucial mutual aid, including Webster Groves, St. Louis City, Brentwood, Richmond Heights, Clayton, Olivette, University City, Frontenac, and Mehlville. This coordinated response successfully contained the fire to the building of origin and prevented spread to adjacent structures. The Maplewood Police Department provided critical traffic control support for nearly 4.5 hours, and the city's drone was deployed to assist fire department operations.

Fortunately, no injuries occurred to civilians or firefighters despite the dangerous conditions and structural collapses. Adjacent buildings sustained no structural damage.

In response to this devastating fire, there is a coordinated community effort underway to support Asador Del Sur. On Saturday, September 13, local businesses will host a Block Party, with each contributing either a portion of their proceeds, a flat donation, or another form of support. Community members can help by shopping, dining, or visiting any of the participating businesses on that day. More information is available at <https://midcountychamber.org/asador-2/>

### **April 7, 2026, Municipal Election Filing Information**

The City of Maplewood will hold a general municipal election on Tuesday, April 7, 2026, for Council Member positions in Wards 1, 2, and 3, with one seat in each ward elected for a three-year term.

To be eligible for candidacy, individuals must be at least 21 years of age before taking office, registered to vote, have lived in Maplewood for at least one year prior to the election, and currently reside in the ward they seek to represent. Prospective candidates must collect signatures from at least 50 registered voters residing in their respective ward and file in person with the Deputy City Clerk at City Hall during the designated filing period.

The candidate filing period opens on Tuesday, October 7, 2025, at 8:30 am and closes on Tuesday, October 28, 2025, at 5:00 pm, excluding holidays or when City Hall is officially closed. Candidate petition forms for collecting signatures will be available at City Hall beginning Tuesday, September 16, 2025, at 8:30 am. At the time of filing, candidates must submit signature petition

forms, Declarations of Candidacy, and any required Missouri Ethics Commission forms, along with proof of identity. Candidate names will appear on the ballot in order of filing.

Maplewood's filing period opens earlier than dates published by the St. Louis County Board of Elections due to City Charter requirements. If three or more candidates file for the same ward seat, a primary election will be held on Tuesday, February 3, 2026. If only two candidates or fewer file for a position, no primary election will be held for that seat. The filing packet includes comprehensive documentation regarding signature petitions, ward maps, declaration of candidacy forms, Missouri Department of Revenue candidate affidavit, eligibility requirements, and Missouri Ethics Commission forms regarding financial disclosure obligations.

For additional information, contact Deputy City Clerk Tanya Bohlken at 314-646-3602 or [tbohlken@maplewoodmo.gov](mailto:tbohlken@maplewoodmo.gov), or visit City Hall in person.

### **Human Services Commission Community Survey**

The Human Services Commission has submitted a proposal for a community-wide survey to better understand how Maplewood residents access city services, information, and community resources.

The Commission plans to partner with a Maplewood VISTA volunteer to conduct the 13-question survey both digitally and through in-person stations at community locations including local retailers, the library, and community centers. The volunteer-led effort will be conducted free-of-charge and will use City resources to produce an online version of the survey through the City's Revize platform and also to produce paper survey copies.

The eight-week survey period proposes to provide insights into communication preferences, barriers to accessing city programs, financial challenges residents face, and awareness of existing resources, particularly among moderate- and low-income residents. The Commission has provided research documentation supporting their mixed-method approach, emphasizing that in-person outreach at community gathering places increases participation among underrepresented groups.

Council feedback is requested on the proposed survey methodology, questions, and timeline. The complete survey instrument and supporting research documentation are attached for review. The commission's initiative represents an opportunity to gather data-driven insights that could inform future policy decisions and service delivery improvements while simultaneously increasing public awareness of existing city resources.

#### Attached

CALEA Accreditation Letter

Human Services Commission Memo, Survey, and Rationale



13575 Heathcote Boulevard  
Suite 160  
Gainesville, VA 20155-6693

703-352-4225  
[www.calea.org](http://www.calea.org)

August 9, 2025

Chief Matthew Nighbor  
Chief Executive Officer  
Maplewood Police Department  
7601 Manchester Avenue  
Maplewood, MO 63143

Chief Nighbor:

CALEA® Accreditation serves as the *International Gold Standard for Public Safety Agencies*. This correspondence serves to recognize the Maplewood Police Department has been awarded Law Enforcement Accreditation effective August 9, 2025, for the Fourth time. This award remains in effect for four years and the agency retains all privileges associated with this status during that period.

The process of CALEA Accreditation begins with a rigorous self-assessment, requiring a review of policies, practices, and processes against internationally accepted public safety standards. This is followed with an assessment by independent assessors with significant public safety experience. Additionally, public feedback is received to promote community trust and engagement. Structured interviews are conducted with select agency personnel and others with knowledge to assess the agency's effectiveness and overall service delivery capacities. The decision to accredit is rendered by a governing body of twenty-one Commissioners following a public hearing and review of all reporting documentation.

CALEA Accreditation is a continuous process and serves as the foundation for a successful, well managed, transparent, community-focused public safety agency. To this end, an agency must maintain its accredited status by remaining in compliance with CALEA standards at all times.

CALEA congratulates the Maplewood Police Department for demonstrating a commitment to professional excellence through accreditation. CALEA Accreditation is the *Mark of Professional Excellence* and should be displayed proudly by those who have earned this honor.

Sincerely,

A handwritten signature in black ink that reads "W. Craig Hartley, Jr." The signature is written in a cursive style.

W. Craig Hartley, Jr.  
Executive Director



13575 Heathcote Boulevard  
Suite 160  
Gainesville, VA 20155-6693

703-352-4225  
[www.calea.org](http://www.calea.org)

August 9, 2025

Again, congratulations on your most recent CALEA® Accreditation. As you move into the next four years, we are providing you with anticipated dates for your web-based and site-based assessments.

The Maplewood Police Department's Law Enforcement Accreditation Year 1, 2, 3 and 4 web-based assessments are predicted to occur during the following weeks:

Year 1: June 26 - July 4, 2026  
Year 2: July 16 - 24, 2027  
Year 3: July 14 - 22, 2028  
Year 4: January 19 - 27, 2029

The Maplewood Police Department site-based review is anticipated for the week of March 5<sup>th</sup>. CALEA reserves the right to modify assessment dates based on scheduling and/or staffing needs.

Agencies are required to follow CALEA's best practices for continued compliance, located on the CALEA website under [tools and tutorials](#).

As a reminder, you should log into the CALEA Information Management and Reporting System (CIMRS) and complete or update agency information as needed. You are required to remit annual status reports for the next three years, through CIMRS, to document progression of continuous organizational improvement. The report is due not later than 30 days after your award anniversary date of July 26.

If you should have any questions or need additional information, please contact your Regional Program Manager.

Sincerely,

A handwritten signature in black ink that reads "W. Craig Hartley, Jr." in a cursive style.

W. Craig Hartley, Jr.  
Executive Director



# Memorandum

**To:** Mayor and City Council  
**CC:** Amber Withycombe, City Manager  
**From:** Maplewood Human Services Commission  
**Date:** September 5, 2025  
**Re:** Planned Community-Wide Human Services Survey

---

The Human Services Commission (HSC) will conduct a ‘Human Services Survey’ to better understand how Maplewood residents access city services, information, community resources, and which areas of need might be most pressing to address. We are providing this memo and the proposed survey to notify the City Council of our plans and seek your feedback.

## Survey Administration Plan

The HSC proposes to partner with a Maplewood VISTA site to conduct the survey both digitally and in person. The survey is a total of 13 questions and fits on one page of standard print paper front and back.

### Digital Distribution

The survey will be accessible via a link and QR code distributed through various communication channels, including the City’s website, social media platforms, Maplewood Richmond Heights Schools, the Library, and other public outlets.

### In-Person Distribution

Survey stations will be set up at key community locations. HSC and VISTA will contact the following locations to get approval for on site surveying:

- Maplewood Washhouse
- Walmart
- Schnucks
- Dollar Tree
- Aldi

Each site will be staffed by one volunteer from the HSC or Plan & Zoning Commission. The Maplewood VISTA volunteer will set up, assist during, and break down each survey station. Each in-person survey session will run for one hour.

### Language Accessibility

Based on census data of Maplewood foreign born residents, the HSC would like to offer this survey, both in-person and digitally in the following languages:

Spanish	Hindi/Urdu	Polish
Mandarin/Cantonese	Arabic	Russian
Vietnamese	Swahili	Bosnian
Korean	French	German

### Timeline and Scheduling

A final schedule of in-person survey sessions is currently in development. Once complete, it will be submitted to the City for review and public posting.

The total survey period will run for **eight weeks** from the launch date.



### **Resource Distribution**

In addition to collecting responses, each survey station will provide printed information on Maplewood resources. Examples include:

- Ward maps and Ward meeting information
- Details on Maplewood's Block Leader Program
- Police Department's Building Bridges Program
- Local pantry locations and operating hours
- Additional resources drawn from the City's official resource page

The resulting data will provide actionable insights for Council and City staff while simultaneously increasing public awareness of existing City resources.

Please see the survey attached. Following the survey text, the HSC has provided a short rationale for the survey, should the Council like to seek data-driven materials in order to understand more about this approach.

Thank you for your support for this initiative.



## City of Maplewood 2025 Human Services Survey

Dear Maplewood Resident,

We invite you to take our anonymous community survey. Your input will help the Human Services Commission shape programs and policies—especially for low- and moderate-income residents. All Maplewood residents are welcome to participate. The survey is voluntary, and you may skip any question. Responses are confidential and used only to improve how the City communicates and delivers services.

---

### 1. How would you prefer to hear about Maplewood city events, programs, and resources?

(Mark your top 3)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Block Leader or neighborhood representative | <input type="checkbox"/> town                         | <input type="checkbox"/> Social Media (Facebook, Nextdoor, etc.) |
| <input type="checkbox"/> City of Maplewood website                   | <input type="checkbox"/> Maple Leaf (print or online) | <input type="checkbox"/> Text messages                           |
| <input type="checkbox"/> Community centers/churches                  | <input type="checkbox"/> Maplewood Public Library     | <input type="checkbox"/> Other: _____                            |
| <input type="checkbox"/> Email                                       | <input type="checkbox"/> Mail to my house             |  |
| <input type="checkbox"/> Flyers or posters around                    | <input type="checkbox"/> Phone call/voicemail         |  |

---

### 2. Are any of the following barriers limiting your access to city programs or services?

(Check all that apply)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Accessibility                         | <input type="checkbox"/> I don't have transportation      | <input type="checkbox"/> Locations & times are outside my availability |
| <input type="checkbox"/> I don't feel welcome, heard or safe   | <input type="checkbox"/> I don't know what's available    | <input type="checkbox"/> The website is hard to use or confusing       |
| <input type="checkbox"/> I don't have a computer or smartphone | <input type="checkbox"/> I don't know who to ask          | <input type="checkbox"/> Other: _____                                  |
| <input type="checkbox"/> I don't have internet access          | <input type="checkbox"/> I'm getting information too late |  |
|  | <input type="checkbox"/> Language                         |  |

---

### 3. Do you feel connected to what's happening in the City of Maplewood?

- Yes                       No                       Somewhat                       Not sure

---

### 4. Have you had financial difficulty affording any of the following expenses? (Mark your top 3)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Building permit   | <input type="checkbox"/> Occupancy permit    | <input type="checkbox"/> Rent                 |
| <input type="checkbox"/> Metro pass  | <input type="checkbox"/> Parking tickets     | <input type="checkbox"/> Trash/recycling fees |
| <input type="checkbox"/> Municipal court fines (traffic tickets, misdemeanors, ordinance violations) | <input type="checkbox"/> Recreational center | <input type="checkbox"/> Utilities            |
|  | <input type="checkbox"/> Property taxes      | <input type="checkbox"/> Other: _____         |

---

### 5. Where would you turn if you needed help with things like paying bills, finding food, home repairs, or social services? (Mark your top 3)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> A church or faith group          | <input type="checkbox"/> Google or internet search                 | <input type="checkbox"/> Maplewood Police and Fire services |
| <input type="checkbox"/> A family member or friend        | <input type="checkbox"/> Library staff                             | <input type="checkbox"/> I'm not sure                       |
| <input type="checkbox"/> A local nonprofit or food pantry | <input type="checkbox"/> Maplewood City Hall (building or website) | <input type="checkbox"/> Other: _____                       |

---

### 6. Are you aware of Maplewood resources or programs that help with the following?

(Check any you know about — even if you haven't used them)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Children's services                    | <input type="checkbox"/> Immigration                        | <input type="checkbox"/> Transportation                        |
| <input type="checkbox"/> Disability assistance                  | <input type="checkbox"/> Medical equipment                  | <input type="checkbox"/> Utility or bill assistance            |
| <input type="checkbox"/> Domestic violence                      | <input type="checkbox"/> Mental health or emotional support | <input type="checkbox"/> I don't know about any local programs |
| <input type="checkbox"/> Food assistance (pantries, SNAP, etc.) | <input type="checkbox"/> Programs for seniors               | <input type="checkbox"/> Other: _____                          |
| <input type="checkbox"/> Home repair/safety programs            | <input type="checkbox"/> Rent or housing assistance         |  |



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**7. Do you rent or own your home?**

- Rent       Own       Other: \_\_\_\_\_
- 

**8. Which statement best reflects your household's current financial situation?**

- |  |  |
|--|--|
| <input type="checkbox"/> I often struggle to pay monthly bills.  | <input type="checkbox"/> I can cover my bills, have some money left over, and a small savings (1 - 6 month).           |
| <input type="checkbox"/> Most bills are paid, but some months are harder than others.                  | <input type="checkbox"/> I can cover my bills, have some money left over, and a moderate savings (6 months - 5 years). |
| <input type="checkbox"/> I can cover my bills, but I often can't afford groceries or daily essentials. | <input type="checkbox"/> I can cover my bills, have some money left over, and long-term savings (5+ years).            |
| <input type="checkbox"/> I can cover my bills and usually have a little money left over.               | <input type="checkbox"/> Prefer not to answer  |
- I can cover my bills, have some money left over,
- 

**9. What is your age group?**

- |                                   |                                |  |
|-----------------------------------|--------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 30-49 | <input type="checkbox"/> 65 or older       |
| <input type="checkbox"/> 18-29    | <input type="checkbox"/> 50-64 | <input type="checkbox"/> Prefer not to say |
- 

**10. What is your race and/or ethnicity? (Check all that apply)**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Alaskan Native or American Indian | <input type="checkbox"/> Hispanic, Latino or Spanish Origin  | <input type="checkbox"/> North African     |
| <input type="checkbox"/> Asian                             | <input type="checkbox"/> Middle Eastern                      | <input type="checkbox"/> White             |
| <input type="checkbox"/> Black or African American         | <input type="checkbox"/> Native Hawaiian or Pacific Islander | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Eastern European                  |  | <input type="checkbox"/> Other: _____      |
- 

**11. What ward do you live in?**

- Ward 1       Ward 2       Ward 3       Not sure
- 

**12. What could the City of Maplewood do to help you feel more connected, supported, and resourced? (Open-ended)**

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**13. Is there anything else you'd like to share? (Open-ended)**

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**Thank you for sharing your voice.** Your responses will be kept confidential and analyzed only as part of group data. This information will guide recommendations to the City Council on how they can improve how the City shares information and offers services and resources to our community. By completing this survey, you consent to your responses being used for this process.



## Rationale

### Why this survey design?

Known gaps from 2021 ETC Community and Business Survey work: The 2021 city survey offered useful baseline data but under-sampled renters and low-income residents. A mixed approach (citywide + place-based in-person) fills that gap and gives Council a more representative evidence base.

VISTA AmeriCorps partnership supplies community credibility, reducing staff burdens and cost. Each in-person interaction can both collect data and distribute resource information (flyers, referral cards).

Questions are designed to identify awareness gaps, access barriers, and concrete services residents need — exactly the information the HSC needs to make informed recommendations to Council, and ultimately the data Council needs to prioritize limited resources equitably.

The majority of these studies pull data from medical surveys, however, we believe that they hold valuable insight into the art and science of surveying people groups, especially those often under-represented in city engagement events and projects. Please review this data if it will help the council to understand more completely the survey, its questions, approach and application.

1. **Place-based, in-person outreach reaches under-represented groups.** Studies and guidance for age-friendly and community health work emphasize that surveying people where they already gather (libraries, pantries, apartment complexes, grocery stores) increases participation among older adults, renters, and low-income residents who are less likely to respond to mail/online surveys.
  - Findings that suggest that face-to-face surveying in public facilities is a valuable method for assessing health disparities in rural communities. <sup>1</sup> <https://pubmed.ncbi.nlm.nih.gov/40599170/>
  - In-person interactions reinforce trust between researchers & participants—crucial in CBPR where community ownership & equitable collaboration are key. <sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/29355352/>
  - One study shows a higher response rate for in person surveys (F2F: 43.1%) vs those administered online (Web: 18.0%); particularly higher differences in older, lower-educated, immigrants and other minority groups, and those with lower digital literacy or internet access). <sup>3</sup> <https://pubmed.ncbi.nlm.nih.gov/34994701/>
  - Small grocery store surveys can yield a diverse pool of respondents, and in this case a higher percentage of minority/marginalized participation. <sup>4</sup> <https://rdcu.be/eDQaI>
  - Oral communication accessible to older people is preferred, for instance through public meetings, community. <sup>5</sup> <https://extranet.who.int/agefriendlyworld/wp-content/uploads/2014/06/WHO-Global-Age-friendly-Cities-Guide.pdf>



- This study recommends using targeted in person surveys where digital access is limited or trust barriers are high, for best engagement.

<sup>6</sup> <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2799014>

2. **Community-led/inclusive methods improve survey relevance and completion.** Integrating community perspectives into survey design and using community-based participatory approaches increases response rates and yields data that better reflect the lived experiences of underserved populations.

- Incorporating Community-Based Participatory Research (CBPR) into our HSC survey means shifting from “city asks residents questions” to “city and residents design, run, and use the survey together.” This increases trust, participation, and the chance that findings will actually improve conditions. <sup>7</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC6054913/>

- NORC emphasized the importance of community collaboration, including working with ethnic communities to facilitate both access and culturally appropriate engagement. Implementing these strategies can enhance the effectiveness of in-person surveys targeting low-income populations, leading to more accurate and representative data.

<sup>8</sup> <https://nap.nationalacademies.org/read/10206/chapter/5>

- Many traditional research approaches systematically reinforce power imbalances, often emphasizing academic knowledge while overlooking community contexts and priorities. Effective public health research must be rooted in community partnership.

<sup>9</sup> <https://pubmed.ncbi.nlm.nih.gov/20147663/>

- Directly involving participants and community stakeholders in refining survey elements can (1) improve question clarity, relevance, and cultural safety (2) reduce cognitive burden and survey fatigue, and (3) enhance trust and willingness to participate among marginalized groups. This study also reinforces the need to address issues such as confusing language or cultural discomfort, as they can enhance survey completion rates, particularly among underrepresented populations. Strategic placement of survey items and minimizing language barriers (e.g., appropriate translations) can further optimize survey effectiveness.

<sup>1</sup> <https://pubmed.ncbi.nlm.nih.gov/40599170/>

- Offering paper surveys as a follow up to non-responders who didn't complete the web version, overall response rates improved significantly.

<sup>10</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC5791202/>

3. **In-person surveying doubles as resource outreach** — an evidence-backed two-for-one. Field survey interactions are effective opportunities to connect residents with services and information; public health and local government surveys have used in-person outreach successfully to both collect data and link people to resources.

- Outreach isn't optional—it's essential to shift from expecting communities to come to you, to meeting them where they are. “In order to serve the ‘hard-to-reach,’ it will help to change your thinking. Your goal is to reach the ‘yet-to-be-reached.’”

<sup>11</sup> <https://ctb.ku.edu/en/table-of-contents/implement/access-barriers-opportunities/outreach-to-increase-access/main>

- “Valued everywhere is information that reaches older people in their daily lives and activities, through direct personal delivery, telephone and distribution in key locations: community centers and bulletin boards, public services, libraries, stores, doctors' offices and health clinics.”

<sup>5</sup> <https://extranet.who.int/agefriendlyworld/wp-content/uploads/2014/06/WHO-Global-Age-friendly-Cities-Guide.pdf>



- Volunteers/field staff successfully connected almost half of referred people to services — clear evidence that in-person interactions can generate resource and information connection opportunities. <sup>12</sup> <https://ijic.org/articles/10.5334/ijic.5501>

4. **Local government–nonprofit partnerships increase capacity and trust.** Collaborations between cities and nonprofits (including AmeriCorps/VISTA) expand reach, build credibility in marginalized communities, and reduce costs while improving service delivery. Peer-review and practitioner literature document positive outcomes from these partnerships.

- By fostering collaborations with nonprofit organizations, local governments can leverage the services, advocacy, and social capital provided by these entities to improve the subjective well-being of their communities. This research highlights the importance of nonprofit organizations as a public policy tool for promoting community well-being. It suggests that local governments should consider supporting and partnering with nonprofits to enhance the quality of life for their residents. <sup>13</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC8482971/>

- This study underscores the importance of fostering strong partnerships between local governments and nonprofit organizations. Such collaborations can enhance the capacity of nonprofits to serve their communities effectively and build trust among various stakeholders. Additionally, nonprofits with robust network ties can leverage these relationships to maximize the benefits of government collaborations. <sup>14</sup> <https://doi.org/10.1093/jopart/muaa059>

5. **Stronger community engagement correlates with greater trust, wellbeing, and reductions in some community harms.** Research links meaningful local engagement and place-based civic activity to higher civic trust and community wellbeing, and shows community participation can contribute to crime-reduction strategies (especially when paired with improvements to local public space and services).

- Implementing programs that encourage active participation and collaboration among community members can lead to more resilient and healthier communities. This study suggests that fostering community engagement can

Increased Trust: Communities with higher levels of engagement report greater trust among residents and between residents and local institutions.

Enhanced Well-Being: Active participation in community activities is associated with improved mental and physical health outcomes for individuals.

Reduction in Community Harms: Engaged communities experience lower rates of crime, substance abuse, and other social issues.

<sup>15</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC12068641/>

- “Across every region surveyed, people consistently expressed high levels of trust in local institutions, such as schools, churches, and community businesses” — while trust in national institutions remained low. Familiar, everyday institutions are powerful sources of trust. City staff and volunteers embedded in those places prove to be a successful way to establish credibility. This source also states that, “civic action was tied to feelings of trust, agency and belonging, regardless of whether the participation was formal or informal.” Successful engagement doesn’t always require official programs. Even casual involvement—like local cleanups, community gatherings, or public surveys —driven by staff and volunteers can be just as impactful. <sup>16</sup> [trustforcivicle.org](http://trustforcivicle.org)

- Outdoor spaces and buildings, transportation, and housing have a strong influence on personal mobility, safety from injury, security from crime, health behavior and social participation.



<sup>5</sup> <https://extranet.who.int/agefriendlyworld/wp-content/uploads/2014/06/WHO-Global-Age-friendly-Cities-Guide.pdf>

- This study underscores the importance of fostering local partnerships and ensuring that health initiatives are tailored to the unique needs of the population. Emphasizing trust-building and resource allocation can enhance the impact of place-based health promotion efforts.

<sup>17</sup> <https://doi.org/10.1016/j.healthplace.2023.103026>

- This study underscores the importance of community-driven urban interventions in enhancing public safety and well-being. By encouraging resident participation, municipalities can create environments that promote trust, reduce crime, and improve overall community health.

<sup>18</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC10893845/>

## What we learned from previous surveys

### 1. 2021 Community and Business Survey - Who Is Being Missed?

**Renters:** While they make up a significant portion of Maplewood, they are:

Less engaged in setting priorities

Less satisfied with communication

More likely to perceive bias or safety concerns

Slightly less likely to rate quality of life as “excellent”

**Marginalized groups (BIPOC):** While the data does not provide racial breakdowns, renters reporting racial bias (5.4%) is a key indicator of under-addressed concerns.

**Younger and lower-income residents:** While not broken out in this survey, these demographics often correlate with renting status and may share similar under-engagement patterns.

### 2. Aging in Place Survey - Where is engagement?

**Renters** (apartment dwellers) are **underrepresented** 3.6% vs. ~50% renter population.

Tax bracket distribution shows **Middle** as the dominant tier.

Ward representation is **highest in Ward 3**.

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