



February 17 League Meeting in St. John

The next League meeting will be held at 7:30 p.m. on Thursday, February 17 at the St. John City Hall, 8944 St. Charles Rock Road. The City Hall is located about one mile west of I-170, just west of the traffic light at Brown Road.

The meeting is being moved to the 3rd Thursday to avoid a conflict with the MML Legislative Conference in Jefferson City.

Any agenda items will be forwarded to mayors, board chairmen and chief administrative officers prior to the meeting.

Program: The St. Louis region has been the host to a number of prominent sporting events

over the last several years, including the



Women's Final Four in College Basketball, the NCAA Wrestling Championships, the Olympic Diving Trials and the Women's Olympic marathon Trials. Coming up in April will be the Men's Final Four and the region will host a number of other major events in future years.

These events help showcase St. Louis as a

great place to live and work. The regional economy also benefits from the tourists who travel here to attend events.

The planning and arrangements for these events are handled by the St. Louis Sports Commission, under the direction of its President Frank Viverito. Mr. Viverito will discuss how the Commission works to attract these events and how the entire region benefits.



Upcoming League Meetings

- Thursday, February 17 (3rd Thursday due to MML Conference), St. John City Hall
- Wednesday, February 23, Legislative Luncheon, Jefferson City
- Thursday, March 24, St. Ann City Hall
- Thursday, April 7, League Conference, Sheraton Westport
- Thursday, April 28, Glendale City Hall
- Annual Installation Dinner, Friday, May 20, Junior League

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League to Host Legislative Luncheon

League members planning to attend the MML Legislative Conference in Jefferson City are also invited to attend a Legislative Luncheon for St. Louis County cities prior to the start of the MML Conference on Wednesday, February 23 at the Capitol Plaza Hotel in Jefferson City. The luncheon will begin at

11:30 a.m. The cost is \$20.

The focus of the program will be to provide an overview of legislative issues affecting cities in St. Louis County that typically would not be covered by the MML program.

Senator Mike Gibbons, President Pro-tem of the Missouri Senate,

will be the guest speaker.

Registration materials were sent to all members in late January.

Copies of the forms are also available on the League's website at www.stlmuni.org under the "Current Events" link.

We hope that you will be able to attend and that we can make this an annual event.

League Plans First Annual Conference - April 7

The League's Membership and Programs Committee is completing the preparations for our first ever Conference, which will be held on Thursday, April 7 at the Sheraton Hotel at Westport.

This program will feature 3 tracks of concurrent sessions beginning at 1:00 p.m. and running until 5:00 p.m. The first of these tracks will focus on municipal finance, including an overview of local government finances, and separate sessions for large and small cities.

The second track will be devoted to economic and community development, and will have speakers address such issues as new and infill housing, and job attraction and retention.

The third track will feature sev-

eral programs on best practices that your city can use to become more efficient and provide better services to your citizens.

Following the concurrent sessions will be roundtable discussions, which are designed to help local officials ask specific questions of experts on a variety of subjects.

To cap off the evening, there will be a complimentary cocktail reception and dinner. The invited after dinner speaker is Governor Matt Blunt.

The cost of the conference is \$65 per person. Several League associate members and friends of local governments have generously agreed to contribute to the cost of the conference and help keep the cost reasonable.

Registration materials were mailed to mayors, city managers/administrators, and city clerks in early February. It is also available on our website under the "Current Events" link.

Like our Legislative Luncheon, we hope you find this conference beneficial so that it can become an annual event.



Personnel Files - What to Include and Not Include

(The following article was printed in the Missouri Municipal Attorneys Newsletter.)

Federal and state laws require employers to keep files on their employees. But in doing so, the employer needs to be careful to protect employee privacy and avoid things appearing in the file that would give the appearance of discrimination. So, some information needs to be kept out of the personnel file. This is what Attorney Amy Hackney Blackwell writes in a recent issue of the *HR Compliance Law Bulletin*.

She suggests that a personnel file should contain the following documents: 1) the employee's application; 2) letters offering or accepting a job; 3) the job description; 4) W-4 forms; 5) copies of resume or credentials; 6) details about the hours worked; 7) information about pay rates and payments made; 8) training records; 9) performance reviews and awards; 10) disciplinary letters; 11) emergency contacts information; 12) electronic documents, calendars relating to employment; and 13) anything else related to employment.

However, you should be careful not to put in the personnel file any of the following: 1) medical records; 2) I-9 forms; 3) affirmative action information; 4) references; 5) credit reports; 6) grievances and formal complaints; 7) information that identifies employees by categories such as race, sex, religion, age or national origin; 8) drug screening records; and 9) criminal records. These should be a separate file.

Ms. Blackwell suggests that there should be a third file that has only medical information.

Workshops Planned to Help Implement Stormwater Requirements

In 2003, 61 municipalities in St. Louis County, along with County government and MSD, signed a joint permit to comply with EPA Phase II stormwater regulations. The entities pledged to complete certain best practices over a five year period, including improving operation and maintenance practices which will be covered in DNR workshops. All workshops are designed to help cities continue to meet

the goals that were submitted in the 2003 permit.

The dates and locations are:

- March 1, 1:30 – 4:30 p.m., Powder Valley Nature Center, 11715 Cragwood in Kirkwood.
- March 2, 3:00 - 6:00 pm, Chesterfield City Hall, 690 Chesterfield Parkway West.
- March 3, 3:00 - 6:00 pm, Maryland Heights Community Center, 2344

McKelvey Rd.

To register on-line, please visit the DNR Resource Management Institute at www.dnr.mo.gov/oac/rmicatalog.htm. Scroll to the Storm Water track and select Pollution Prevention in Municipal Operations. You can also register by phone at 800-361-4827. Ask for the Government Assistance Unit.

Legislative Update

As the legislature enters its second month, few bills have come out of their respective committees. As most of the League's priorities are defensive, the longer bills are held in committee, the better the chances of defeat. The League sends weekly e-mails or faxes to our members with legislative updates. For additional information on any legislation or to be added to the update list, please contact our office at 314-726-4747 or by e-mail at staff@stlmuni.org.

Some of the major issues the League is tracking include:

Sales Tax Holiday - Several bills have been addressed to renew the holiday or make it permanent. SB 47 (Crowell) would establish a permanent holiday with no repayment of lost revenue by the state or opt out by cities. SB 207 (Graham) would extend the holiday until 2010, but would allow an opt out. HB 64 (Sutherland) is similar to SB 47. The sales tax on August 2004 dropped by 10%. Analyzing just three days of one month is difficult, but a portion of the 10% drop is likely to be due to lost tax revenue during the sales tax holiday. The

League opposes all bills that do not allow an opt out.

Telcom Taxes - HB 209 (Cooper) is a very damaging bill for local governments. It would repeal all local gross receipts taxes on telephone service and allow cities to adopt a simplified tax ordinance that would reduce the rate to 1% by 2010. An MML committee is meeting with industry representatives. OPPOSE.

TIF - HB 45 (Johnson) would limit TIF to 25% of redevelopment costs of a retail project and prohibits TIF if 25% of the land is vacant. HB 91 (Johnson) would require a public vote for a TIF project if 5% of voters sign a petition. SB 80 (Bartle) would authorize 10% of incremental TIF revenue to go to the school district.

Disease for Public Safety Workers - Several bills have been filed which would grant automatic benefits for certain diseases by declaring them job related. The bills are: HB 98 (Brown), HB 148 (Hunter), and HB 195 (Wildberger). OPPOSE

School District Sales Tax - HB 54 (Dixon) would allow school district to levy a sales tax with voter ap-

proval. OPPOSE.

Flood Plain Development - SB 200 (Gross) would prohibit more than 50% of any flood plain to be developed.

Eminent Domain - HB 159 (Harris) would prohibit condemnation for private development.

Collective Bargaining - HB 273 (George) would authorize collective bargaining with binding arbitration for public employees. OPPOSE.

Fire Protection Districts - HB 127 (Bivins) would prohibit fire board members from being paid for more than one meeting in any week. SUPPORT. HB 380 (Walton) would require the establishment of wards fire districts in St. Louis County surrounding counties. The bill also prohibits employees of districts or departments from electioneering for or against any ballot issue or candidates for fire district board or municipal office. In addition, it prohibits firefighter contributions from being expended on ballot issues, but does not restrict contributions to committees for or against candidates or proposals.

Schuster Names Media & Community Relations Committee

League President John Schuster has appointed a Media and Community Relations Committee to help the League develop a greater level of public awareness of our organization and municipal issues and to enhance our communications to our members.

In 2003, the Board authorized a communications audit of the organization and hired a consultant who reviewed our current types of communication and made recommendations to enhance them for the benefit of our members. This

committee will help flesh out those suggestions.

In addition, the Board wanted to develop a lasting League tribute to former County Executive Westfall and has established the "Buzz Westfall Good Government Award" that will be awarded to one of our members each year at our Installation Dinner. The Committee will help develop the award guidelines.

The Committee members are:

- Mayor Mark Langston, Maplewood, Chairman,
- Councilmember Sandy Muller,

Black Jack,

- Alderman Chandra Coughley, Greendale,
- Claire Budd, Public Information Officer, Kirkwood,
- Paul Thompson, Public Relations Supervisor, Maryland Heights,
- Councilmember Ann Purzner, Overland,
- Irene Johnson, Public Information Officer, Richmond Heights.

Your suggestions are always welcome!

St. Louis County Municipal League
121 S. Meramec Ave.
Clayton, MO 63105

**February 17 Meeting in St. John. Mark
your calendar.**

*Serving Municipalities in St. Louis County
since 1918.*

*See our website at
stlmuni.org*

January Meeting Synopsis

The January League meeting program focused on helping cities grow their retail sector. Tim Root, Territory Business Manager for the Buxton Corporation, discussed how cities can target specific stores that will enhance retail sales in their area. Mr. Root said that his company is presenting new ideas regarding retail sector analysis. They specialize in retail site selection for both cities and retailers.

The company is able to use purchase information that is available from credit card companies and other sources that show consumer preferences for products by focusing on lifestyles, purchase behavior and media habits. In addition, demographic information such as age and income are a part of the formula. Buxton can use this data

to develop psychographic profiles of communities to show which stores would be more likely to succeed. He noted that the cities need to know their entire retail trade area, which may extend beyond municipal boundaries, rather than just the demographics of their particular city. The drive time is an important determinant of this trade area.

Mr. Root suggested that in the next few years there would be more electronic purchasing in stores, allowing retailers to sell items that are not in stock. He also noted that shorter term leases could become more commonplace, which can be a positive. Why? Because if a store with a long term lease closes, that building could be vacant for the lifetime of the lease if the building

owner is continuing to receive rent.

Lastly, he indicated that cities should be proactive in the recruitment of not only retail, but primary employers such as industrial, service and other industries. New jobs and housing will help make an area more attractive to retailers.

The Buxton Corporation will contract with cities for a fee to determine the specific stores likely to succeed in their community and contact dozens of companies that appear to meet the profile of such cities.

We appreciate the warm welcome from Mayor Harold Dielmann and the officials and employees of the City of Creve Coeur, who hosted the meeting.