



**JOINT WORK SESSION MEETING
AGENDA
CITY OF CREVE COEUR
CITY COUNCIL & VENABLE PARK TASK FORCE
300 NORTH NEW BALLAS RD
NOVEMBER 9, 2020
6:00 PM**

As a precautionary measure to help prevent exposure and spread of COVID-19, the City Council Work Session meeting scheduled for Monday, November 9th, 2020, at 6:00 p.m. will be livestreamed online.

The Council Chambers will be closed to the public; however, citizens are encouraged to participate and submit public comments in the following ways:

1. **Video Livestream** — Watch a live video broadcast of the City Council meeting here <https://us02web.zoom.us/j/85153205998>.
The public will be required to provide a name and email address to enter the meeting. The email address will not be saved or used to contact you. Citizens will have the opportunity to make public comments live during the meeting using the video livestream program ([How to Participate in Online Public Meetings](#)).
2. **Teleconference** — Call in to the meeting by dialing 1 646 876 9923/// webinar id: 851 5320 5998
3. **Email** — Public comment may also be emailed to the city clerk no later than 5:00 p.m. on the day of the meeting. Submit public comments to Deborah Ryan, City Clerk, at dryan@crevecoeurmo.gov.
4. **Live Audio** — Listen to a live audio broadcast of the City Council meeting by visiting the [Agendas & Minutes](#) page and clicking on the "Audio" link at the start of the meeting (audio only).

CALL TO ORDER

ROLL CALL

DISCUSSION ITEMS

1. Approval of October 26, 2020 City Council Work Session Meeting Minutes

2. Venable Park Task Force Update

Summary: The Venable Park Task Force will provide an update on plans for the rededication of the park and establishing a memorial. The Task Force will also seek Council input and direction with regard to planning efforts to date and going forward.

Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Posted: _____ posted 11/5/2020
Deborah Ryan, MPCC
City Clerk



**WORK SESSION MEETING
MINUTES
CITY OF CREVE COEUR
CITY COUNCIL
300 NORTH NEW BALLAS RD
OCTOBER 26, 2020
6:00 PM**

CALL TO ORDER

A regular meeting of the City Council of the City of Creve Coeur was called to order by Mayor Glantz at the City Council Chamber, 300 North New Ballas Rd, City of Creve Coeur Government Center, Creve Coeur, MO 63141 on Monday, October 26, 2020 at 6:00 PM.

Council Member, Ward 2 Ellen Lawrence
Council Member, Ward 3 Robert Hoffman
Council Member, Ward 3 Charlotte D'Alfonso
Council Member, Ward 4 Scott Saunders
Council Member Ward 4 Dan Tierney
Council Member, Ward 1 Alexis Travers
Council Member, Ward 1 Heather Silverman
Council Member Ward 2 Nicole Greer

ROLL CALL

DISCUSSION ITEMS

1. Approval of October 12, 2020 City Council Work Session Meeting Minutes

The vote on the motion being 8 ayes and 0 nays, motion carried.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Robert Hoffman, Council Member, Ward 3
SECONDER:	Dan Tierney, Council Member Ward 4
AYES:	Lawrence, Hoffman, D'Alfonso, Saunders, Tierney, Travers, Silverman, Greer

2. Annual Discussion with Council and Chairs/Vice-Chairs

Mayor Glantz thanked all Committee Chairs for participating tonight and the opportunity for Council to hear from each. On Tuesday, October 27, 2020 is a Zoom Town Hall meeting regarding Prop C on the upcoming November ballot. Wednesday, October 28, 2020 there is a controlled bow hunt in Millennium Park and that will be from 5 to 9 am. Tuesday, November 3 is election day and encourage everyone to vote and Prop C is the last item on the ballot. Thursday, November 5, 2020 is Zoom with the Mayor at 9 am. Due to COVID pandemic, this year the city has cancelled the annual Holiday Appreciation Reception.

Hal Harris, Chair of the Energy and Environment Committee stated the Committee reviews the city's trash and recycling contract with Republic Services and recommended renewing the contract. The Sustainability Coordinator had a wonderful beginning last year and



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continuing this year, contacting hundreds of businesses. The Committee applied for and received a St. Louis County Waste Reduction Grant. The Committee had partnered with the EDC for the 2020 Business Awards and giving our Green Business Awards and recommended the Mayor support the 100% Mayors Clean Energy Endorsement of renewable energy by 2050. Recommended the City partner with RoSolar St. Louis to provide education and benefits of solar energy to residents and businesses. This is a program that is no cost to the city. Members had a brain storming session thinking of things to work towards in the coming year, still very enthusiastic in supporting the Sustainability Coordinator and beginning to discuss a community composting pilot program. Also discussed connecting city parks with bicycle transportation and making it more feasible to go from one park to another.

Don Perrin, Chair of the Building Code Board of Appeals stated we have a five member board. The board has the task of reviewing an appeal, if filed by a business or resident after a denial from Planning and Zoning. No appeals have been filed this past year.

Lisa Hilton, Chair of the Arts Committee stated it has been a quiet year and the largest program the Arts Committee handles is Sculpture on the Move. The committee receives a donation allowing for the placement of rotating sculptures and rent for a two year period and there are three spots in the city where these sculptures appear. The sculpture at the recreational complex was replaced this spring. Have been discussing ideas to get the city residents engaged in the arts, while social distancing. Silver Screen series had to be cancelled due to COVID. Members are in initial talks with Mercy to collaborate with a mural project for their construction fencing that would face 270, honoring the health care workers and bring art into Creve Coeur.

Mark Manlin, Chair of the Economic Development Committee stated this past month the committee held the Business Awards and despite COVID, they were very well attended. Already beginning the process for 2021. Discussion at recent meetings was how to support local businesses during the COVID crisis. An emphasis was put on assisting the hardest hit businesses that includes numerous restaurants in the city. Members formed a subcommittee and have had some preliminary discussions. The hope is to continue the conversations and to have some further meetings. Basic focus is letting the public know that businesses are open for business and what steps they are taking during these challenging times.

Beth Kistner, Chair of the Planning and Zoning Commission stated the Commission has a constantly changing applications, hearings reviews and approvals. There are no large projects in front of the Commission currently but as time allows, members are working with staff on enactment of the Comprehensive Plan with zoning changes that are needed. Recently have spent a lot of time on the east corridor of the city as suggested by the Comp Plan and developing supporting ordinances to align with the plan.

James Gerst, Chair of the Police and Safety Committee stated the members attend the Quarterly Awards ceremonies and meet with the Chief of Police reviewing what issues the



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police department is attending to. Currently in the process of drafting some bylaws for the committee and just extended the membership to nine members. Since COVID, all meetings have taken place through Zoom.

David McCoy, Chair of the Parks and Historic Preservation Committee stated the recent primary focus of the members has been Prop C and educating the public on what it about. Working with the Storm Water Committee and staff, especially Melissa has worked to pull together a lot of information that has been shared with the public. Hopefully, everyone has seen the information in the newsletter and recently the post cards that were mailed out. Getting close to the finish line with the upcoming election day. Another topic the committee has been working hard at is Venable Park Task Force, have been working together with a committee comprised of outside individuals, representing different areas of the community to put together a plan memorializing Dr. Philip Venable with a rededication ceremony to take place in 2021. Also working on the Park Master Plan and coming up with a better way to prioritize all the different projects and one of the outcomes assisted with where the committee wanted to apply some possible grants. Applied for a recent grant, and if awarded, it will be used for trails in Conway Park. Participated in a historical preservation survey, looking at the log cabins and Lake School Park House and came up with a recommendation that the city should not keep the cabins. Participated in an assessment of different trail options for Millennium Park and will probably implement next year with the findings. Many of the normal events of the PHP have been cancelled due to COVID. The Farmers Market is still going strong and been successful. There is a lot of potential overlaps of the committees and encourage other committees to begin thinking of how to work together on projects.

Richard Kutta, Chair of the Finance Committee stated the committee is tasked with reviewing the operating and capital budgets and reviewing the quarterly statements. Activities over the last year have primarily related to reducing expenditures. Two very lengthy process with the support of staff to examine every expenditure the city made and try and figure out how to reduce. Then COVID hit and the process began again to reduce more, including capital program. Been successful in creating a balance budget and many things have been deferred. Members of the Finance Committee are also members of the Pension Board and Audit Committee.

Judy Campbell, Chair of the Stormwater Committee stated the budget for stormwater projects is \$125,000 to \$150,000; however, the five year plan is only \$50,000. The committee makes recommendations to Council regarding stormwater regulations. Due to COVID, the meetings have been moved to the Rec Center which allows for public attendance. The committee has reviewed and resolved some issues at Ridgemore Forest, Middlebrook, bridge on Ladue Rd (MoDOT) and Ladue Rd/Spoeede drainage.

Jim Graham, Chair of the Horticulture, Environmental and Beautification stated the plan this year was to inform and educate the residents regarding the deer problem in the city and used newsletter articles that were prepared with Melissa Orscheln. Members want to continue this effort in 2021 as it will take several years to reduce the population. The



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committee has been meeting with Public Works staff to have a voice in landscape design different areas of the city. Members are going to continue to educate residents about invasive plants and plantings and encourage removal. Arbor Day had to be cancelled this year due to COVID and hoping to reschedule at some point in 2021. Continue to cooperate across committees and would like to see more trees in the parks and city property.

Mayor Glantz asked if anyone had any questions or comments they would like to share with Council.

David McCoy asked if the Council feels the citizen committees are doing a good job and would they like to see anything else.

Council Member Tierney stated the committees are doing a great job on keep the staff and Council informed of issues and stated it is getting hard to find good, qualified volunteers.

David McCoy stated in the last appointment go around, there were some very qualified candidates, but history has shown it has had its challenges.

Mayor Glantz stated committees are doing a great job. Some years it has been a challenge and some it has not.

Lisa Hilton stated the Arts Committee has had a difficult time in finding members and this past year, put a push to looking at their online presence and how the website could help get that information on the main page.

Mark Perkins stated this was a good year for the nominating process and those improvements made a difference. Mark Perkins asked the Chairs how have meetings been going during this COVID time and the use of Zoom and whether or not the meetings have been productive and well attended.

Beth Kistner stated Planning and Zoning Commission has to have large, interactive meetings and Zoom meetings began right at the time one of the largest projects came before the Commission. There was a lot of community interaction and was very impressed by the technical support that the staff provided, in helping Commission Members navigate and getting information out to the public on how to participate. Feels it has worked really well. The city has done a very good job in keeping everyone engaged and allowing all to participate.

Mark Manlin stated EDC has had good membership over the past few years and ran into some issues with new ideas and understanding their mission was. A lot of committees are very specific in what they do and would ask Council or staff would like to see EDC or what they would like to see in the community, to please share ideas.

Council Member Travers stated she is very pleased with going virtual for meetings and the lack of issues.



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Mayor Glantz suggested this joint meeting should take place quarterly, instead of annually and thanked everyone for participating and encouraged committees to continue communicating.

Adjourned at 6:59 pm

RESULT:	ITEM DISCUSSED
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City Council
300 North New Ballas Rd
Creve Coeur, MO 63141

Debbie Ryan
City Clerk
(314) 872-2517
www.creve-coeur.org/

Meeting: 11/09/20 06:00 PM

DOC ID: 3906

DISCUSSION ITEM (ID # 3906)

Venable Park Task Force Update

CITY OF CREVE COEUR

**MEMORANDUM**

Date: November 3, 2020
To: Mark Perkins, City Administrator
From: Jason Valvero, Director of Recreation
CC: Venable Park Task Force
Subject: Park Dedication Event and Memorial

This memo is intended to provide information on what the Venable Park Task Force has been asked to do at the direction of City Council, what the task force has been working on since the first meeting and to solicit direction from City Council on the rededication weekend and park memorial.

Background

On December 9, 2019 City Council approved Resolution #1467 which authorized the park's name to be changed to honor Dr. Venable, consider amendments to the recently approved Parks Master Plan to reflect the name change and incorporate suitable signage, memorial, educational and esthetic features in and around the park. City Council then adopted Resolution #1470 on January 27, 2020 authorizing the creation of the Venable Park Task Force. The task force consists of eight citizen members, plus a council member and staff liaison, that are charged with making recommendations to City Council regarding the directives from Resolution #1467, plus planning a rededication event. The task force has met a total of eight times since the first meeting that was held on Wednesday, March 11, 2020. In addition, the Venable family has taken an active role in participating in the Task Force meetings as well.

Story Narrative

After meeting for a few months, it was decided that a short narrative needed to be created so task force members had the accurate and important story of Dr. Venable when sharing the story to others. The narrative includes information on the past injustice, correcting the wrong and honoring Dr. Venable. It also includes an invitation to individuals and organizations to take an active role in sponsoring the various events planned in the future.

Goals, Aspirations and Vision

The members worked on setting goals to try and agree on a vision that will help provide clarity on the direction and shared mission. It is still a work in progress but here are some of the initial thoughts:

- Stakeholders:
 - The Venable family, citizens of Creve Coeur, City Council, our task force, CC Parks and Historical Preservation Committee, CC Public Works, local schools -- our task force represents many of these stakeholders and so it is important to decide if all our internal and external stakeholders are represented.
- Aspirations: (from stakeholder's perspective)
 - Educate the public on what Dr. Venable experienced, educate the public about racism in our community, create lasting memory of Dr. Venable.
 - Vindication of the justice of the Venable family's attempt to own property in Creve Coeur. Atonement is necessary on part of the city.
- Fears and Concerns: (from stakeholder's perspective)
 - Lack of funding, pushback from neighbors around the park, COVID impact on rededication ceremony.

Rededication Weekend Agenda and Budget

The Task Force is also responsible for making recommendations regarding the rededication ceremony. The rededication ceremony originally planned for this year had to be postponed due to the uncertainty revolving around the COVID-19 pandemic, and the ceremony has since been rescheduled for June 19, 2021. The date of June 19 was selected as it is an African American holiday, Juneteenth. The members have been working hard to make the weekend centered around the Venable family and to honor Dr. Venable himself. The members have created the following agenda for the weekend:

- Friday, June 18, 2021 – Family Meet and Greet at Venable Park
 - 6 PM – Welcome and drinks
 - 6:30 PM – Food and mingling
 - 7 PM – Stories from the Family
 - 8 PM - End
- Saturday, June 19, 2021 – Education Sessions* and Rededication Ceremony
 - 1 PM - Story Teller & Craft Project
 - 2 PM - History Professor
 - 3 PM - History of Homer G. Phillips Hospital
 - 4 PM - Family Roundtable
 - 5 PM - Rededication Ceremony

*Each session would contain 30-minute presentation and a 15-minute Q & A. This will allow a 15-minute transition between speakers.

The budget estimate was created to include any and all expenses the group could foresee that were needed for the family and weekend event. The budget is broken down into four (4) sections; overall items needed for the entire weekend, the meet and greet, education event and family travel expenses. Family members will be traveling to the event from locations across the country; Michigan, South Carolina, Washington, Texas and Wisconsin. The budget is attached for review and will be discussed at the work session section by section. The goal is to have as many line items sponsored as possible.

Park Memorial

Task Force members have begun to research memorials across the country to help narrow down what type of memorial would best educate park visitors on the history of the park and to honor Dr. Venable. The question that comes up frequently is what story do we want visitors to take away from the park after seeing the memorial? Is it just the local story of Dr. Venable or is the bigger picture of what was happening nationally at that time?

After several meetings of discussion, the members were no closer in deciding on the direction for the memorial for the park. It was decided to look into hiring a consultant and/or reach out to the Creve Coeur Arts Committee to see what experience either could bring to the table to help provide the needed direction and how best to commission a piece(s) of art to depict Dr. Venable's story.

After further research and discussion, the Creve Coeur Arts Committee has completed other public art projects for the parks and for the bus shelter along Olive Blvd. and has the necessary resources to complete the process from start to finish. The two committees will be working on a joint meeting to get the ball rolling. There are other resources that may be used if needed, as the local community has a strong commitment in supporting the arts.

Partnerships/Sponsorships

During the coming months, the Task Force plans to identify and engage with community stakeholders to act as partners or sponsors for the rededication event and park memorial. A sponsorship packet is being created, but without knowing what the memorial funds will be makes it tough. A decision will have to be made before going out to have the art project commissioned.

Summary

In summary, the task force is eager to meet with City Council and will be looking for feedback and direction from what the members have drafted and planned regarding:

- The rededication weekend events planned
- The rededication weekend proposed budget
- City Council's agreement to fund the rededication weekend events
- Extension of Resolution No. 1470 beyond January 27, 2021

The task force has been working hard in getting to this point and really appreciates the thought and attention in moving the ultimate goal of honoring Dr. Venable forward.

Honoring DR. HOWARD PHILLIP VENABLE

Take an active role in this important part of history.

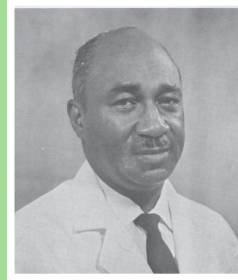
Join us in honoring Dr. H. Phillip Venable.

A PAST INJUSTICE

Dr. Howard Phillip Venable was known for many *firsts* in his professional life and civic achievements. Unfortunately, there is one *first* in his personal life that he was unable to achieve as a result of housing discrimination—an overt and prevalent practice during this time.

In 1956, Dr. Venable and his wife, Katie W. Venable, purchased land in a new development located in Creve Coeur, Missouri, with the desire to build a new home for his family. This home was never to be lived in as his property was taken by eminent domain when the Venables refused to sell it first to their white neighbors and later to the City. The Venables fought a three-year battle in the Missouri courts, all to no avail. Their land and home were used for the creation of a park, Beirne Park, named after the Mayor who led the neighbors and the City to take the Venables' property.

Dr. Venable's words continue to provide inspiration in our current times. In late 1959, within a few weeks before losing his court battle, Dr. Venable wrote to a supporter in



BACKGROUND

Dr. Howard Phillip Venable, an accomplished ophthalmologist, was chief of the ophthalmology department at Homer

G. Phillips Hospital, which had been the only hospital in St. Louis, Missouri, for African Americans.

In the late 1950s, Dr. Venable was the first African American to join the faculty of Washington University School of Medicine, as well as the faculty of St. Louis University School of Medicine. In addition to his numerous medical achievements in ophthalmology, he mentored and assisted numerous young medical students of color in fulfilling their dreams and aspirations.

Creve Coeur: "It is the knowledge that there are many others like you in Creve Coeur which gives me the courage to fight the discriminatory tactics of the Administration."

In 1987, in an oral history interview with the Missouri Historical Society, Dr. Venable stated: "Unless you stand up and fight, you don't have a case ... My point was that I wanted the freedom of choice. I wanted to be able to move anywhere that I had the money and I felt I could move to, just like a white doctor with comparable financial savings could move anywhere he wanted."



CORRECTING THE WRONG

Dr. Howard Phillip Venable passed away in 1998, yet today, a coalition of concerned citizens working with Dr. Venable's family continue to keep his contributions to medicine and civic achievements alive and cherished, and the wrongdoing to him rectified with honor and tribute.

In December 2019, the City of Creve Coeur passed a resolution to rename the park the Dr. H. Phillip Venable Memorial Park. Additionally, a task force was formed to make recommendations for honoring Dr. Venable and his family with a rededication ceremony and promoting further understanding of the park's history. Upon completion, the park will include signage, a memorial and educational experiences.

HONORING DR. HOWARD PHILLIP VENABLE

The dedication of the Dr. H. Phillip Venable Memorial Park will be held over a weekend in spring 2021 and include an official ceremony, educational opportunities and reception.

Attendees will include the Venable family and friends, residents, St. Louis City and County officials and corporate representatives.

We invite you and your organization to be an important part of history by taking an active corporate citizen role—sponsoring a portion of the dedication weekend, providing in-kind donations or funding one of the limited in-park sponsorships.

To become a sponsor or learn more about the opportunities, contact Jason Valvero at: jvalvero@crevecoeurmo.gov

More information on the life of Dr. Venable and the City of Creve Coeur can be found in the article, "Reckoning in Creve Coeur: Venable Park" which was published in the Spring 2020 Gateway publication of the Missouri Historical Society and is available at: <https://api.mohistory.org/files/files/gateway-singer.pdf>

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I've been segregated against all my life—school, housing, church, country club ... I got used to it and just let it roll off my back ... Segregation, it kind of pounds on your heart ... I realized that if I lived long enough, I'd run into people who were nice. And I have.

– Dr. Howard Phillip Venable, during an interview with the Post-Dispatch upon receiving the Outstanding Humanitarian Award from the American Academy of Ophthalmology in 1994

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Budget Estimate for Venable Park Rededication Weekend

Section 1 - Items needed & used all weekend			
Tent	30 x 30	pls labor	\$800
Chairs	100	pls del/setup	\$255
Speakers/PA	4	pls setup	\$650
Stage	12x16x16		\$540
Fans	4	on pedestal	\$100
Banquet Tables	8	8	\$64
Music	2 days		\$1,500
Portable Bathrooms	4		\$1,000
Water	300 bottles		\$100
Snacks	chips/fruit		\$350
SECTION TOTAL			\$5,359
Section 2 - Meet and Greet at Park on June 18, 2021			
Food	75ppl	catered	\$2,500
Table Cloths			\$65
Napkins			\$50
Beer/Wine			\$750
SECTION TOTAL			\$3,365
Section 3 - Educational Event/Dedication Ceremony on June 19, 2021			
Story Teller			\$1,000
Art Supplies for Kids			\$500
Misc...			\$500
Ice Cream Truck		1 per guest	\$350
Any speaker fees			\$500
SECTION 3 TOTAL			\$2,850
Section 4 - Airline/Hotel/Transportation			
Airline	14 people		\$4,300
Transportation		4 cars	\$1,600
Hotel	9 rooms	3 nights	\$4,500
SECTION 4 TOTAL			\$10,400
GRAND TOTAL			\$21,974

Memorials Researched

1. Forest Park Golf Course, St. Louis MO



2. Mann-Simons Ghost Structure, Columbia SC



3. On the Threshold, Philadelphia PA



4. 1908 Pogrom, Springfield IL



4. Ivers Square, Cape Girardeau MO



5. Joe Delaney, Monroe LA



6. Golden Pond, Land Between the Lakes KY





VENABLE PARK SPONSORSHIP PROGRAM

INVOLVEMENT OPPORTUNITIES

Dielmann Recreation Complex / 11400 Olde Cabin Road / Creve Coeur MO 63141
(314) 432-3960 V / (314) 801-8152 F
www.creve-coeur.org

HONORING DR. HOWARD PHILLIP VENABLE

BACKGROUND



Dr. Howard Phillip Venable, an accomplished ophthalmologist, was chief of the ophthalmology department at Homer G. Phillips Hospital, which had been the only hospital in St. Louis, Missouri, for African Americans. In the late 1950s, Dr. Venable was the first African American to join the faculty of Washington University School of Medicine, as well as the faculty of St. Louis University School of Medicine. In addition to his numerous medical achievements in ophthalmology, he mentored and assisted numerous young medical students of color in fulfilling their dreams and aspirations.

A PAST INJUSTICE

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CORRECTING THE WRONG

Dr. Howard Phillip Venable passed away in 1998, yet today, a coalition of concerned citizens working with Dr. Venable's family continue to keep his contributions to medicine and civic achievements alive and cherished, and the wrongdoing to him rectified with honor and tribute. In December 2019, the City of Creve Coeur passed a resolution to rename the park the Dr. H. Phillip Venable Memorial Park. Additionally, a task force was formed to make recommendations for honoring Dr. Venable and his family with a rededication ceremony and promoting further understanding of the park's history. Upon completion, the park will include signage, a memorial and educational experiences.

PARK REDEDICATION & MEMORIAL

The dedication of the Dr. H. Phillip Venable Memorial Park will be held June 18 and 19, 2021 and include an official ceremony, educational opportunities and reception. Rededication attendees will include the Venable family and friends, residents, St. Louis City and County officials, Venable Park Task Force members and event sponsors.

ACT TODAY TO STRENGTHEN TOMORROW

We invite you and your organization to be an important part of history by taking an active corporate citizen role - sponsoring a portion of the dedication weekend, providing in-kind donations or contributing to a memorial in honor of Dr. Venable.

HONORING DR. HOWARD PHILLIP VENABLE

SPONSORSHIP LEVELS

Presenting Sponsor - Cash or in kind donation with a value of \$5,000+

- Signage at event with logo
- Logo on all promotions about the event
- Logo in the Creve Coeur Newsletter reaching 8,000 households
- Signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021 with logo
- Name on a plaque at the park.

Champion Sponsor - Cash or in kind donation with a values of \$2,500- \$5,000

- Signage at event with logo
- Logo on all promotions about the event
- Logo in the Creve Coeur Newsletter reaching 8,000 households
- Signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021 with logo

Standard Bearer Sponsor - Cash or in kind donations with values of \$1,000 to \$2,500

- Listing on signage at the event
- Listing on all promotions about the event
- Listing on signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021
- Acknowledgement in the Creve Coeur Newsletter reaching 8,000 households

Supporting Sponsor - Cash or in kind donations with values of \$500 to \$1,000

- Listing on signage at the event
- Listing on all promotions about the event
- Signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021

Community Sponsor - Creve Coeur Residents/Businesses under 10 employees, Nonprofits/Religious Institutions/Schools who donate \$250 in cash or goods and services

- Logo on all promotions about the event
- Listing on signage at the event
- Acknowledgement in the Creve Coeur Newsletter reaching 8,000 households

HONORING DR. HOWARD PHILLIP VENABLE

PARK REDEDICATION WEEKEND

Sponsorship of the weekend events will include; a family reception, an educational and learning opportunity and the park dedication ceremony.

Family Travel

Items will include airline tickets, rental cars and hotel rooms for the family coming in from out of town.

Projected number of members: 14

Budget: \$10,400

Family Reception

Items needed are large tent and chairs, food and drink for the evening, background music and general supplies to make the evening special for the family.

Projected event attendance: 75

Event budget: \$3,400

Educational Opportunity

Items needed include a storyteller, art project and general supplies.

Projected event attendance: 200

Event budget: \$2,900

Park Dedication Ceremony

Items needed are large tent and chairs, food and drink, background music, PA system and general supplies.

Projected event attendance: 200

Event budget: \$5,400

PARK MEMORIAL

Sponsorship of the memorial will include all aspects involved with the commission and installation of the memorial that will be placed in the park honoring Dr. Venable.

Project Budget: Undetermined, but anticipated to be in excess of \$xx,xxx.

HONORING DR. HOWARD PHILLIP VENABLE

Sponsorship Program Guidelines

Creve Coeur Parks & Recreation (CCPR) has designed a sponsor program that will enhance our ability to deliver parks and recreation services by seeking partners whose products and businesses are consistent with and appropriate to CCPR mission and lines of business.

These guidelines are designed for individuals or businesses entering into sponsor agreements. Sponsorships are not to be confused with corporate donations or gifts for which there is no recognition or compensation. These guidelines are not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists. These guidelines are designed to provide a benefit to everyone in our community without diminishing the public image of CCPR facilities and programs.

In addition to supplementing City Ordinance Section 130.070, the purposes of this guideline is to:

- (1) Clearly state that these partnerships do not constitute a public forum for communication and debate. The rights granted by the partnerships are established and retained at CCPR discretion. CCPR reserves the right to amend these policies and standards at any time. Any revisions or amendments to this policy will be in writing and supplied to all advertising contractors;
- (2) To outline the guidelines and procedures for entering into partnership agreements consistent with CCPR's mission;
- (3) To recognize that partnerships provide an effective means of generating new revenues and alternative resources to support CCPR facilities and programs.

DEFINITIONS

- A. "City" means City of Creve Coeur, a political subdivision of the State of Missouri.
- B. "Director" is the Director of the Creve Coeur Parks and Recreation Department, or his or her designee.
- C. "Partnership Packages" Partnership packages have been created for purposes of providing guidance and direction for potential sponsors and the City. It is understood and expected that minor adjustments may be made as necessary to meet City's and Sponsor's specifics needs subject to conformity with restrictions, standards and guidelines set forth in this policy.

POLICY

- A. **Intent.** It is the intent of CCPR to encourage sponsorships that foster a family friendly image/environment. It is the policy of CCPR that sponsorship agreements will exist in accordance with guidelines, criteria and procedures set forth in this policy.
- B. **Sponsorship Restrictions, Standards and Guidelines.** Sponsorships are accepted on a first-come, first-served basis. In addition to the terms and conditions set forth in each Sponsorship Package, the following restrictions, standards and guidelines shall apply:

HONORING DR. HOWARD PHILLIP VENABLE

- a. **Prohibited Industries and Products.** In general, the following industries and products are not eligible for sponsorships with CCPR: Police-regulated businesses; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; adult night club sponsors; political organizations;
- b. **Message Content.** Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint. Advertisers and advertising agencies are liable for all contents of advertisements including copy, representation and illustrations.
- C. **Sponsorship Criteria.** At a minimum, City Ordinance Section 130.070, Subsection(C)(3) and the following criteria will be taken into consideration when evaluating compatibility of a sponsorship proposal; in all cases, the Director, City Administrator and/or the City Council as outlined herein will have the prerogative to accept or reject a proposal:
 - a. The compatibility of the corporation's products, customers and promotional goals with CCPR Mission;
 - b. The desirability of association with the image;
 - c. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
 - d. Community support for, or opposition to, the proposal;
 - e. The operating and maintenance costs associated with the proposal.
- D. **Process of Selling Sponsorships.** The following process shall be followed in selling sponsorships:
 - a. All solicitations will occur in accordance with City Ordinance Section 130.070, Subsection (C)(4);
 - b. The cost of each Sponsorship Package will be based on the value of the exposure and the amount of benefits that are received by the potential sponsor for each sponsorship (see proposed sponsorship packages);
 - c. All details involved with a Sponsorship Package will be approved by the Director and others as outlined herein;
 - d. The City reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written Sponsorship agreements. All Sponsorship placed without a signed agreement is subject to rates that apply at the time of publication.
 - e. All billing for the sponsorship fees will be processed through CCPR.
- E. **Sponsorship Program and Administration.**
 - a. **Administration.** CCPR Director shall be responsible for the daily administration of CCPR sponsorship program, in a manner consistent with these guidelines.

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- b. **Procedure.** The Director shall review each potential sponsor to determine whether the Sponsor falls within the adopted standards and guidelines. Depending upon the annual value of the sponsorship, the following steps shall then commence:
- i. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of not more than \$1,500 shall commence as follows in accordance with City Ordinance Section 130.070, Subsection (C)(1):
 1. The Director shall make recommendation to the City Administrator for approval based on compatibility with the adopted restrictions, standards and guidelines set forth in this policy.
 2. The City Administrator will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.
 3. Ultimately, both the Director and the City Administrator shall each render a final decision to deny or approve the sponsor providing a brief statement of finding(s) in support of decision rendered. The Sponsorship shall not commence in the event that either the Director or the City Administrator deny the sponsorship.
 - ii. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of \$1,501 or greater shall commence as outlined in above Section E (2) and are subject to approval of the City Council as outlined in Section F **Approval, City Council** as follows in accordance with City Ordinance Section 130.070, Subsection (C)(2):
- F. **Approval, City Council.** Upon joint review and compatibility approval of both the Director and the City Administrator, the Director shall prepare and present said findings in the form of a recommendation to the City Council for consideration. Specifically, the Director shall seek authorization/approval by resolution of the City Council to enter into said sponsorship agreement on behalf of the City. Upon the approval of the City Council, the Director shall commence with entering into a formal agreement with the sponsor, consistent with the Sponsorship Program, Creve Coeur City Ordinances as specified, on behalf of City of Creve Coeur.



Creve Coeur Parks & Recreation SPONSOR AGREEMENT

 Contact Person

 Title

 Sponsor Name (as you would like it displayed)

 Address

 City

 State

 ZIP

 Phone #

 Email

 Website Address

 Facebook Page

Event	Sponsor Level

The advertiser represents that they are fully authorized & licensed to use:

- a. The names, portraits and/or pictures of persons;
- b. Any copyrighted or trademarked materials;
- c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any City publications and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party.

Hold Harmless. The advertiser agrees to indemnify and hold harmless the City, its Parks and Recreation Department, its elected and appointed officials, employees and volunteers from and

against all claims, losses, liability, damage and/or expenses arising from sponsorship agreements and advertising except to the extent arising from the City's breach of contract or negligence.

This Agreement is subject to the terms and conditions of the Creve Coeur Parks Sponsor Program, receipt of which is hereby acknowledged. This Agreement is not valid unless signed by both the Sponsor and the City. This Agreement shall be void unless funds are received by the due date indicated below. Sponsor solely responsible for delivery of all materials in a timely manner.

Sponsor Name

Title

Sponsor Signature

Date

Approved for the City subject to receipt of applicable funds by _____ (due date).

City of Creve Coeur

Title

City of Creve Coeur Signature

Date

RESOLUTION NO. 1470

A RESOLUTION OF THE CITY OF CREVE COEUR, MISSOURI, REVISING THE NAME AND ESTABLISHING A TASK FORCE TO MAKE RECOMMENDATIONS FOR MEMORIALIZING THE HISTORY OF VENABLE PARK.

WHEREAS, the City adopted Resolution 1467 on December 9, 2019, renaming the first City park to the H. Phillip Venable Memorial Park, and

WHEREAS, the City Council wants to slightly revise the name of the park based on requests from the Venable family and other interested parties, and

WHEREAS, Resolution 1467 calls for the City to memorialize the history of Venable Park, and

WHEREAS, the City Council desires community input on how to best memorialize this history and identify potential resources in doing so,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR, MISSOURI THAT:

SECTION 1 - The name of the park is hereby revised to be the "Dr. H. Phillip Venable Memorial Park".

SECTION 2 - There is hereby established a Venable Park Task Force to make recommendations to the City Council for implementing Section 2 of Resolution 1467, which states:

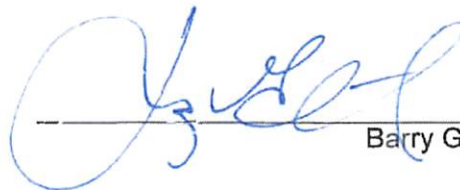
The City shall duly consider amendments to the recently approved Parks Master Plan to incorporate suitable signage, memorial, educational and esthetic features in and around the park consistent with the intent of this resolution. At an appropriate time, the City shall conduct a ceremony to rededicate the park, honor the Venables, and promote further understanding of the history behind the park and the City's ongoing dedication to promote the welfare of all people.

SECTION 3 - The Task Force shall be comprised of up to nine members, a majority of which shall be Creve Coeur residents. The Task Force shall include up to two representatives from the City's Parks and Historic Preservation Committee (PHP). The Mayor and City Council shall submit initial nominations to a nominating committee, consisting of the Mayor, Council President, and a third Council member selected by the City Council. Such nominations shall be submitted no later than Monday, February 17, 2020. PHP's nominees(s) shall be designated to the nominating committee by the PHP as soon as possible. The City Council shall select one of its members to serve as Chairperson of the Task Force. The Task Force Members shall elect a Vice Chairperson, and the City Administrator shall designate a staff liaison.

SECTION 4 - The Task Force shall make regular reports to the City Council and shall make its recommendations and otherwise conclude its work no later than one year from the date of adoption of this Resolution, at which time the Task Force shall be deemed dissolved unless otherwise determined by the Council.

THIS RESOLUTION SHALL BECOME EFFECTIVE UPON ITS PASSAGE.

ADOPTED THIS 27th DAY OF January, 2020.



Barry Glantz, Mayor

Attest:


Deborah Ryan, MPCC
City Clerk