



## AGENDA

1. **Call to Order**
  - a. Meeting Brief
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Approval of Minutes**
  - a. August 14, 2023 Board of Aldermen Meeting Minutes
  - b. August 14, 2023 Board of Aldermen Closed Session Meeting Minutes
5. **Citizen Comments**
6. **Presentations**
  - a. Promotion of Officer Michael Burgoyne to Sergeant
7. **Legislation**
  - a. Bill 4174 – Dynamic Signs
8. **Consent Items**
  - a. Administration – Little Hi Liquor License, Witches Night Out Liquor License, Stuttgart Sister Cities Liquor License
9. **Mayor’s Report**
10. **City Administrator’s Report**
11. **City Attorney’s Report**
  - a. Daylighting Drain Pipes Ordinance
12. **Staff Reports**
  - a. Parks & Recreation – Golf Now
13. **Aldermanic Comments**
14. **Closed Session**
15. **Adjourn**

***NOTE:** Due to ongoing City business, all meeting agendas should be considered tentative. Additional issues may be introduced during the course of the meeting.*

***CLOSED SESSION:** Pursuant to Section 610.022 RSMo., The Board of Aldermen could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss legal matters, personnel/employee matters, and/or real estate, as provided under Sections 610.021(1) RSMo., 610.021(2) RSMo., 610.021(3) RSMo.*

***ADA NOTICE:** Residents of Ballwin are afforded an equal opportunity to participate in the programs and services of the City of Ballwin regardless of race, color, religion, sex, age, disability, familial status, national origin or political affiliation. If one requires an accommodation, please call (636) 227-8580 V or (636) 527-9200 TDD or 1-800-735-2466 (Relay Missouri) no later than 5:00 p.m. on the third business day preceding the hearing. Offices are open between 8:00 a.m. and 5:00 p.m. Monday through Friday.*



## MINUTES

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Enclosed, please find the Minutes from the August 14, 2023 Board of Aldermen Meeting and the August 14, 2023 Board of Aldermen Closed Session Meeting.

## EMPLOYEE RECOGNITION

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Ballwin Police Chief Doug Schaeffler will officially recognize Officer Michael Burgoyne and promote him to Sergeant.

## LEGISLATION

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### Bill 4174 - AN ORDINANCE AMENDING THE SETBACK DIMENSIONS FOR DYNAMIC SIGNS IN THE CITY OF BALLWIN.

This ordinance creates laws for dynamic (moving) lit display signs at churches, schools, and non-profit organizations in residential areas. It lowers the minimum amount of feet needed between the sign and residences from 250 feet to 85 feet.

## CONSENT ITEMS

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### Administration – Liquor Licenses for Little Hi and Witches Night Out

The liquor license for Little Hi is the same as approved in October 2022, just under a different managing officer.

The West County Chamber of Commerce is applying for a liquor license for their event “Witches Night Out” on October 21, 2023.

## MAYOR’S REPORT

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## CITY ADMINISTRATOR’S REPORT

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## CITY ATTORNEY’S REPORT

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### Daylighting Drain Pipes Ordinance

The City Attorney will bring up a draft bill regarding daylighting drain pipes (where storm water runoff is released) in the City’s right of way. Currently, there is no ordinance prohibiting it.



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## STAFF REPORTS

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### **Parks & Recreation – Golf Now**

Staff recommends approving a contract with GolfNow to help free up unused/no show tee times at the Ballwin Golf Course. This would also increase the potential for revenue as more golfers will be able to see the course on the popular app.

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## ALDERMANIC COMMENTS

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## CLOSED SESSION

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**BOARD OF ALDERMEN  
Meeting Minutes**

AUGUST 14, 2023

7:00 PM 1 GOVERNMENT CTR. BALLWIN, MO 63011

THE MINUTES ARE PREPARED IN SUMMARY TO REFLECT THE OVERALL DISCUSSIONS, NOT VERBATIM QUOTES.

The meeting was called to order by Mayor Pogue at 7:00 p.m.

**ROLL CALL**

Present

Absent

- Mayor Tim Pogue
- Alderman Mike Utt
- Alderman Michael Finley
- Alderman Kevin M. Roach
- Alderman Mark Stallmann
- Alderman Frank Fleming
- Alderman Mark Weaver
- Alderman Ross Bullington
- Alderman David Siegel
- City Administrator Eric Sterman
- City Attorney Robert Jones

The Pledge of Allegiance was recited.

**MINUTES**

The minutes from the July 10, 2023 Board of Aldermen meeting were submitted for approval. A motion to approve the minutes as submitted was made by Alderman Frank Fleming and seconded by Alderman Michael Finley. The motion was approved unanimously.

**CITIZEN COMMENTS**

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None.



**BOARD OF ALDERMEN  
Meeting Minutes**

AUGUST 14, 2023

7:00 PM 1 GOVERNMENT CTR. BALLWIN, MO 63011

**PRESENTATIONS**

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Metro West Firefighters and Ballwin Police presented Debra Belobraydich with an award, the City of Ballwin presented her with a proclamation. Debra saved the life of an 11-year-old girl who was at the bottom of a pool along Kehrs Mill Trail by jumping in and rescuing her. She also helped call 911. The Board, Metro West Fire, and the Ballwin Police Department all thanked Debra for her heroic actions.

**CONSENT ITEMS**

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**Administration – Destruction of Records**

*Staff requests the Board’s approval to destroy these records which have been kept per the Missouri Secretary of State - State Archives - Local Records Retention Schedule (August 2021).*

A motion was made by Alderman Mark Stallmann and seconded by Alderman Frank Fleming for approval of Staff’s recommendation. The motion was approved unanimously and staff’s recommendation was accepted.

**Administration -- Semi-Annual Revenue/Expenditure Statement**

*Staff recommends that the Board approve the semi-annual statement of revenues and expenditures.*

A motion was made by Alderman Mark Stallmann and seconded by Alderman Frank Fleming for approval of Staff’s recommendation. The motion was approved unanimously and staff’s recommendation was accepted.

**MAYOR’S REPORT**

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Mayor Tim Pogue noted there are still problems occurring with contractor i3. The City has halted their right of way permit and they are bringing in a new subcontractor and closing out open issues.

Mayor Pogue also invited everyone out to Ballwin Days happening this week.

**CITY ADMINISTRATOR’S REPORT**

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**CALEA Accreditation Update**

City Administrator Eric Sterman had Chief of Police Doug Schaeffler update the Board of Aldermen on the CALEA Accreditation process. The City of Ballwin has been awarded CALEA accreditation in July. Only 11% of all police agencies have this accreditation, Chief Schaeffler noted. He also noted this shows the City’s commitment to professional excellence in policing.

City Administrator Sterman also announced to the Board the need for an emergency repair of the lower boom on one of Public Works bucket trucks. This cost the City around \$30,000, and was authorized under the emergency purchasing policy.



**BOARD OF ALDERMEN**  
**Meeting Minutes**

AUGUST 14, 2023

7:00 PM 1 GOVERNMENT CTR. BALLWIN, MO 63011

**2024 Budget Calendar**

City Administrator Sterman also proposed two work sessions for the 2024 budget. Both would occur at 6 p.m. before the scheduled Board meeting on September 25th and October 9th.

Alderman Frank Fleming noted that he did speak with City Administrator Sterman regarding some of the numbers for Golf Now that were brought up at the last meeting. Alderman Fleming noted some of the numbers were incorrect after they were looked into. City Administrator Sterman noted the change in numbers was because of how tee times and no shows were tracked and manually written in. Alderman Fleming noted the number of no shows dropped, but it is still a significant number.

**CITY ATTORNEY’S REPORT**

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**Lighting Ordinance**

City Attorney Bob Jones brought to the Board of Alderman a lighting ordinance that would create lighting standards and requirements regarding brightness, direction, and timing of lights throughout Ballwin. City Attorney Jones noted this bill would end up being part of the zoning ordinance.

The Board discussed the language of the bill, ultimately deciding to remove section (e) from the current draft and adding language about the potential fines that could be faced if the ordinance is not followed.

City Administrator Sterman noted the biggest problem the City is trying to address with this ordinance is nuisance lighting.

The Board of Aldermen decided to send the bill to Planning & Zoning after the above changes are made. The bill will be discussed during the October Planning & Zoning Commission meeting.

**Dynamic Signs Ordinance**

City Attorney Bob Jones brought forward an ordinance regarding how far dynamic signs should be set back from other properties in the City of Ballwin and when they can be operational. He noted that currently, they’re allowed no less than 250 feet from residences. This new change would allow them to be no less than 85 feet from residences and allow them to be operational from 6 a.m. - 9 p.m.

The Board discussed whether the signs should be off completely after 9 p.m. or if they should be allowed to remain static. There was also discussion on whether the hours should be changed in the bill.

City Administrator Sterman noted this change would only affect residential areas in places such as churches, schools and non-profit organizations only.

After more discussion, the Board of Aldermen called for a vote for non-illumination at night versus illumination. It was a tie vote, which meant that the bill as written would not be changed.

The Board ultimately decided not to change any of the wording in the bill, but will put it on the agenda for the next meeting.



**BOARD OF ALDERMEN**  
**Meeting Minutes**

AUGUST 14, 2023

7:00 PM 1 GOVERNMENT CTR. BALLWIN, MO 63011

**STAFF REPORTS**

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**Administration – Payroll Software**

*Staff recommends engaging with ADP for payroll services. Services will commence in 2024.*

City Finance Officer Denise Keller informed the Board that the goal of new payroll software was to modernize the process currently in place regarding hiring and payroll. It would also allow for improvements to data security and better access for employees to clock in and out. It would cost the City \$35,000 a year.

Alderman David Siegel brought up a concern with how and where people can clock in and out.

City Finance Officer Keller noted there will be an iPad set up for seasonal/part-time workers to clock in and out at in place of the current time clock. She also noted there is an option to set GPS boundaries on phones so employees cannot clock in and out at home, they would need to be at their place of work.

City Administrator Sterman noted there is a four to six month implementation process before this will be up and running.

Alderman Kevin Roach made a motion to accept staff’s recommendation. It was seconded by Alderman Frank Fleming. Staff’s recommendation was approved.

**Parks & Recreation – New Ballwin & Holloway Park Lot Seal & Stripe**

*Staff recommends awarding McConnell & Associates Corp. the Sealing Striping contract for New Ballwin and Holloway Park lots.*

Parks & Recreation Superintendent John Hoffman noted the budget for this project was \$15,000. There were three bidders and the winning bid, which was the lowest, was \$5,500 over budget. There are funds available in the Parks & Recreation budget to cover the overages.

Alderman David Siegel made a motion that was seconded by Alderman Kevin Roach to accept staff’s recommendation. Staff’s recommendation was accepted.

**ALDERMANIC COMMENTS**

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Alderman Michael Finley brought up a private property dispute in Ward 1. City Administrator Eric Sterman noted the concern was over drainage off their property, and code currently permits homeowners to discharge stormwater wherever they want. He noted some cities have limitations, and asked the Board whether that was something they wanted the City to look into.

The Board directed staff to draft an ordinance looking into stormwater runoff and daylighting.

Alderman Michael Finley also brought up the Ries Road project, and noted the rutting at Ries and Manchester has gotten bad.

City Administrator Sterman noted the project is slated for 2024 with an 80/20 federal grant. Public Works Director Jim Link noted the rutting will be addressed with asphalt and superpave when the time comes.



**BOARD OF ALDERMEN  
Meeting Minutes**

AUGUST 14, 2023

7:00 PM 1 GOVERNMENT CTR. BALLWIN, MO 63011

**CLOSED SESSION**

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A motion was made by Alderman Mike Utt and seconded by Alderman Michael Finley to move to closed session. The motion was passed by unanimous affirmative voice vote and the meeting moved to closed session at 8:39 p.m.

A motion was made by Alderman Frank Fleming and seconded by Alderman Ross Bullington to reconvene back into open session at 9:55 p.m. The motion passed unanimously.

A motion was made by Alderman Frank Fleming and seconded by Alderman Michael Finley to adjourn. The motion was passed by unanimous affirmative voice vote and the meeting adjourned at 9:56 p.m.

\_\_\_\_\_ TIM POGUE, MAYOR

ATTEST:

\_\_\_\_\_ MEGAN FREEMAN, CITY CLERK





Bill No. 4174

Ordinance No. \_\_\_\_\_

INTRODUCED BY  
ALDERMEN UTT, FINLEY, STALLMANN, ROACH, FLEMING, WEAVER, SIEGEL, BULLINGTON

AN ORDINANCE AMENDING THE SETBACK DIMENSIONS FOR DYNAMIC SIGNS IN THE CITY OF BALLWIN.

WHEREAS, the Board of Aldermen has determined that the Code of Ordinances is overly restrictive with regard to the required setback dimensions for dynamic signs in the City of Ballwin.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF BALLWIN, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:

Section 1: Section 22-6 (2) of the Code of Ordinances of the City of Ballwin shall be amended as follows:

(2) Dynamic display signs may be made a part of or used as ground signs that comply with Section 22-52 and the lighting standards in Appendix A, Article XVI, Section 31 in single-family residential zoning districts in conjunction with and on the premises of elementary and secondary public schools and private schools offering curricula similar to that offered by such public schools, churches, philanthropic and fraternal order not-for-profit institutions and governmental buildings and facilities provided the signs are at least 85 feet from a residential dwelling unit. Such sign may only be operational (dynamic) between the hours of 6:00am and 9:00pm.

Section 2: This ordinance shall be in full force and effect from after the date of its passage and approval and shall remain in effect until amended or repealed by the Board of Aldermen.

PASSED this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
*TIM POGUE, MAYOR*

APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
*TIM POGUE, MAYOR*

ATTEST: \_\_\_\_\_  
*ERIC STERMAN, CITY ADMINISTRATOR*



## **Consent Item**

**RE:** Little Hi/Witches Night Out/St. Louis Stuttgart Sister Cities Inc. Liquor Licenses

**Department/Program:** Administration

**Recommendation:** Staff recommends approval of the Little Hi Liquor License and the Witches Night Out Liquor License.

**Explanation:** Little Hi is changing managing officers, so they need a new liquor license issued to them under a different managing officer. Nothing else is changing.

The West St. Louis County Chamber of Commerce is hosting their Witches Night Out in Vlasik Park on October 21, 2023. They have requested a liquor license to be able to serve liquor at their event.

The St. Louis Stuttgart Sister Cities is hosting a fundraiser in Vlasik Park on Sunday, September 24<sup>th</sup>. They have requested a liquor license to be able to sell liquor at their event.

**Submitted By:** Megan Freeman

**Date:** 9/11/2023



# Staff Report

**RE:** Ballwin Golf Course Online Tee Time Booking

**Department/Program:** Parks and Recreation

**Explanation:**

In July I presented you with an online solution to booking tee times. Figures available to me via our software were called into question. After further research into the data it was determined that those numbers were inflated due to a procedural error when checking in large groups or leagues. Since then, staff manually sifted through the data and provided me with updated information. Additionally there was confusion about credit card fees being transferred to the golfer. I am not recommending the city do that - the City will absorb those costs.

Staff looked at the months of April through October and days the course was operating normally. Days excluded were inclement weather days and days in which the course hosted a special event. In 2022 April to October we counted more than 3,300 no shows and in 2023 April to mid July we have more than 2,600 no shows. These numbers account for approximately 10% of tee times which is in line with what courses are experiencing before making the decision to charge for no shows.

What we're proposing is shifting online tee time bookings to an organization called Golf Now. GolfNow is a solution that is familiar to golfers around the country and also well known locally. There are more than 1100 municipal courses in the country that partner with GolfNow. Locally Creve Coeur, Bridgeton, University City, Florissant, St. Peters and soon to be Saint Ann all partner with Golf Now. I spoke with Directors from Creve Coeur, Bridgeton, Florissant and Saint Ann and all had positive things to say about the partnership. Regionally Columbia, MO, Springfield IL, Granite City Park District and Shiloh partner with GolfNow.

GolfNow not only provides a well known platform for marketing the Golf Course but also is a solution to fix a growing problem in not only Ballwin but courses around the country. No shows and short shows are problematic for courses who experience high demand and growing costs and are unable to recover lost revenues from no shows. Holding golfers who book more tee times than they plan to utilize accountable is more of a recent movement to capture lost revenue. Operational costs at Ballwin have increased across the board in recent years and the course routinely operates at a deficit. With an increase in demand to play Ballwin Golf Course it's reasonable for the city to consider bridging the deficit and meeting the demand with a solution that allows for more customers to play the course.

We do not anticipate paid online bookings will create an issue of overcrowding due to the fact that we're not creating more tee times, we're just filling tee times that our schedule currently holds with paying customers. Filling vacant tee times doesn't impact pace of play as pace of play is determined by the tee sheet schedule. At Ballwin Golf Course tee times are scheduled every 10 minutes with an anticipated 2.25 to 2.5 hours per round. Finally, and arguably more importantly, staff receive many calls each day and turn golfers away when they know it is very likely that there will be tee times available due to no shows.

The agreement with GolfNow would be for an online solution for the city to accept online bookings for a trade of one tee time per day. We estimate the value of the trade will result in 20 to 30% of the total number of tee times traded to be converted. That is to say that we project 20 to 30% of the traded tee times with GolfNow will be paid for and used by golfers. This equates to approximately \$7,000.

**Submitted By:** Chris Conway, CPRP, Director of Parks and Recreation

**Date:** September 11, 2023



This Order Form, subject the terms and conditions of the Agreement (as defined below), is entered into between GolfNow, LLC ("GolfNow") and City of Ballwin ("Client") (individually, a "Party" and collectively, the "Parties"), effective as of the Effective Date set forth below, and shall govern GolfNow's provision of software, marketing, and/or technology services for Client's golf courses listed below.

<b>GolfNow:</b>  7580 Golf Channel Drive Orlando, FL 32819	<b>Client (Legal Entity Name):</b>	City of Ballwin
	<b>Client's Mailing Address:</b>	333 Holloway Rd Ballwin, MO 63011 USA
	<b>Client's Golf Course List:</b>	Ballwin Golf Club

<b>Prepared By:</b>	Daniel Regan	<b>Client's Contact Name:</b>	Chris Conway
<b>Phone:</b>	(314) 750-8899	<b>Client's Contact Phone:</b>	(636) 227-8950
<b>Email:</b>	daniel.regan@nbcuni.com	<b>Client's Email:</b>	cconway@ballwin.mo.us

**TERM AND RENEWALS:** The Initial Term of this Agreement shall be effective as of the last date of the last signature written below (the "Effective Date") and shall expire One (1) Year thereafter and shall be non-cancellable, except as provided herein. **UPON EXPIRATION OF THE INITIAL TERM, THIS AGREEMENT SHALL AUTOMATICALLY RENEW FOR SUCCESSIVE ONE (1) YEAR TERMS UNLESS OTHERWISE TERMINATED BY EITHER PARTY IN WRITING AT LEAST THIRTY (30) DAYS PRIOR TO ANY RENEWAL TERM.**

#### PRODUCT(S) & SERVICE(S)

Golf Course	Product	Program
Ballwin Golf Club	Platform	GolfNow
Ballwin Golf Club	Other	Booking Engine

#### TOTAL PAYMENT(S)

#### Trade Payment Terms

Payment Number: PD2-57603 Ballwin Golf Club Trade Provided: All Days Trade Load Time: 10:30 AM 9 Holes Cart Included Bookable for 1 to 4 Players	Days In Advance to Load: 7
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GOLFNOW BOOKING ENGINE	ACKNOWLEDGED
Client shall be required to use a booking engine powered by GolfNow.	Yes
ONLINE MARKETING	ACKNOWLEDGED
Does Client agree to grant GolfNow permission to purchase keywords in search engine marketing that include Client's name, or any other trade name, trademark or other intellectual property belonging to Client?	Yes
MILITARY TEE TIMES	ACKNOWLEDGED
Does Client agree to grant GolfNow permission to add Client inventory to MilitaryTeeTimes.com at a fifteen percent (15%) discount relative to all inventory released and posted on golfnow.com?	No

**AGREED TO AND ACCEPTED**

This Order Form is subject to all the Standard Terms and Conditions and applicable Additional Terms located on the website: <https://golf.nbcsportsnext.com/about/terms-and-conditions/> (the "Terms and Conditions"), subject to change by GolfNow from time to time, and any attached addenda (collectively, the "Agreement"). The Agreement shall constitute a legally binding agreement between Client and GolfNow, and Client accepts and agrees to the terms of the Agreement by signing below.

\_\_\_\_\_ Initial Here to confirm you have read the Terms and Conditions

*Client Signature:* \_\_\_\_\_ *Printed Name:* Chris Conway *Date:* \_\_\_\_\_

*GolfNow Signature:* \_\_\_\_\_ *Printed Name:* \_\_\_\_\_ *Date:* \_\_\_\_\_

If you are a Tax Exempt organization, please check box and click button below to upload a current copy of your tax exemption certification.

Tax Exempt



This Order Form, subject the terms and conditions of the Agreement (as defined below), is entered into between GolfNow, LLC ("GolfNow") and City of Ballwin ("Client") (individually, a "Party" and collectively, the "Parties"), effective as of the Effective Date set forth below, and shall govern GolfNow's provision payment processing services for Client's golf courses listed below.

<b>GolfNow:</b>  7580 Golf Channel Drive Orlando, FL 32819	<b>Client (Legal Entity Name):</b>	City of Ballwin
	<b>Client's Mailing Address:</b>	333 Holloway Rd., Ballwin, MO 63011
	<b>Client's Golf Course List:</b>	Ballwin Golf Club

<b>Prepared By:</b>	Daniel Regan	<b>Client's Contact Name:</b>	Chris Conway
<b>Phone:</b>	(314) 750-8899	<b>Client's Contact Phone:</b>	(636) 227-1750
<b>Email:</b>	daniel.regan@nbcuni.com	<b>Client's Email:</b>	cconway@ballwin.mo.us

**TERM:** The Term of this Agreement shall be effective as of the last date of the last signature written below (the "Effective Date") and shall continue on a month-to-month basis thereafter. Either Party may terminate this Agreement at any time upon providing thirty (30) days written notice to the other Party, or as set forth otherwise herein.

#### PRODUCT(S) & SERVICE(S)

Golf Course	Product	Program
Ballwin Golf Club	Payments	No Show

#### Merchant Processing Fees

Golf Course	Card Not Present Rate	ACH Rate	Chargeback Fee
Ballwin Golf Club	2.90 % + 0.30 per transaction	\$1.00 per transaction	\$10.00 per representation

#### AGREED TO AND ACCEPTED

This Order Form is subject to the terms and conditions located on the website <https://golf.nbcsportsnext.com/about/terms-and-conditions/> applicable to the product and services listed above. (the "Terms and Conditions") and any attached addenda (collectively, the "Agreement"). The Agreement shall constitute a legally binding agreement between Client and GolfNow, and Client accepts and agrees to the terms of the Agreement by signing below.

\_\_\_\_\_ Initial Here to confirm you have read the Terms and Conditions:

Client Signature: \_\_\_\_\_ Printed Name: Chris Conway Date: \_\_\_\_\_

GolfNow Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_