

NEWSLETTER

S U M M E R 2 0 2 1

Summer is finally here, and I am so grateful for the wonderful people who live and work in our Ladue community. Thank you for working together to help your city and our neighbors successfully navigate an unprecedented pandemic. While our community wasn't unscathed, the fallout could have been so much worse. Our community is strong, and I believe we are headed towards brighter days.

This year, we are delighted to celebrate our City's 85th anniversary. More than eight decades ago, three small villages joined together to create the City of Ladue. We are a proud community with a rich history and an inclusive future. Young families are moving in, and I continue to hear about how welcoming our neighbors have been to new residents. Details about the 85th anniversary celebration this fall are summarized in this newsletter.

With the input of hundreds of Ladue residents and business owners, we are close to finalizing our Ladue Comprehensive Planning process. A final draft will be available online for community review in September. Thanks to everyone who provided feedback and participated in this important visioning and planning process.

A key factor to our City's charm and heritage, is the

incredible public services we deliver to residents that help support a safe and beautiful community. I would like to take a moment and highlight some of our recent successes.

The Ladue Police Department is now fully equipped with body worn and in-car cameras. This technology is critical to increasing transparency and accountability of our police officer's actions, hold offenders more accountable and also capture the great service our officers provide on a daily basis. Not all police departments have cameras, so we are very grateful for the police and community support it took to secure these tools.

We implemented a community policing program in 2019, and I am pleased to say that this collaboration between residents and our police officers is critical to our ability to keep crime low in our community.

Thanks to the Public Works Department team for the amazing job they did cleaning up the debris from the July 2021 storms. With the vast number of mature trees in our community, we have been awarded Tree City USA for 2019 and 2020. With this honorable distinction



comes a lot of responsibility when a major storm with high winds hit our community. The Public Works Department worked day and night to remove the debris from the roadways to allow safe travel for those who live and visit our community.

We have all come to both appreciate and expect prompt and professional service from city employees. The personnel costs for our police, fire, EMS and public works department are the largest operating costs in the City's budget. This high-level of service has a growing price tag. Despite the budget-saving efforts over the last several years to keep costs down, these efforts can't keep pace with the rising costs of goods and services. Please join me in thanking them for always being there for us when we need them.

Finally, our Ladue businesses are an important part of the fabric of our community. Please continue to frequent these businesses and restaurants whenever possible. I know they really appreciate the ongoing support of the Ladue community.

Mayor Nancy Spewak



Fire Department News

Moments and Memories shadowed by tragedy: A story of a young boy's journey!



It was a normal summer evening; several friends have joined Johnny to celebrate his 8th birthday. The family is near as they cook on the grill preparing a birthday feast for the energetic boys. Noise in the background is flooded with laughter and chatter between the children. As the father of Johnny turns from the grill to check on the pool goers, he notices something at the bottom of the pool in the deep end. As he gets closer, he notices a silhouette resembling a body. He screams in fear as he yells for his wife, diving into the deep end to find a young boy at the bottom of the pool. The father pulls the young boy to the edge and with the instructions rendered by the emergency dispatch center, he begins Cardiopulmonary Resuscitation (CPR).

This story above is one that many parents have faced some with favorable outcomes and some with tragic endings. The summer is upon us, and drownings have significantly increased for 2021. As of May 1st, first responders in the St. Louis region have seen 11 drownings compared to 12 drownings for the entire 2020, 14 in 2019, and 11 in 2018. Per the National Safety Council, most drownings occur in residential locations and are under the age of 15. Additionally, drownings continue to be the second leading cause of preventable death through age 15.

Teens and young adults often do not think about water safety. Through this article and a strong campaign throughout the summer, The Ladue Fire

Department will be providing safety tips that will help save lives and prevent Moments and Memories turning tragic. Below are several tips and precautions:

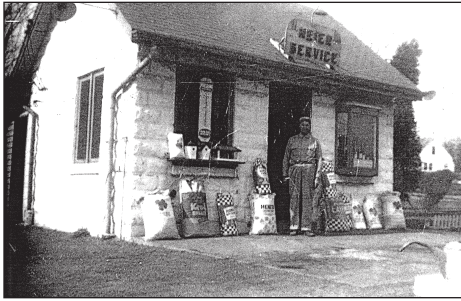
- Don't go in the water unless you know how to swim; swim lessons are available for all ages.
- Never swim alone.
- Learn CPR and rescue techniques.
- Make sure the body of water matches your skill level; swimming in a pool is much different than swimming in a lake or river, where more strength is needed to handle currents.
- If you do get caught in a current, don't try to fight it; stay calm and float with it, or swim parallel to the shore until you can swim free.
- Swim in areas supervised by a lifeguard.
- Don't push or jump on others.
- Don't dive in unfamiliar areas.
- Never Drink alcohol when swimming; alcohol is involved in about half of all male teen drownings, according to KidsHealth.org.

Tragedies happen within seconds. If you are accompanying a small child, do not look away for a second. Some children may not be swimming but may get too close to the pool and fall in. Children are never too young to start swim lessons. Every pool, every lake and every warm summer day holds the possibility of new, fun summer experiences. All you need to add is your undivided attention.

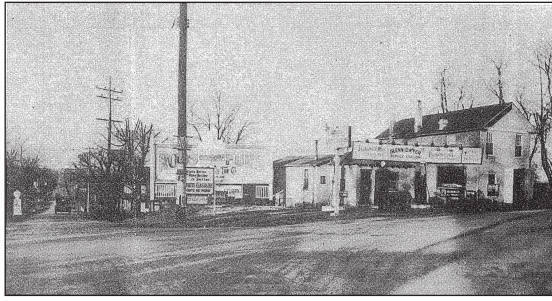
The City of Ladue Fire Department has responded to 7 drowning incidents since 2011. It is our hope to reduce this over the next five years with the help of this campaign! As always, we are here to answer questions as well as provide the highest level of care when needed. Have fun and be safe!



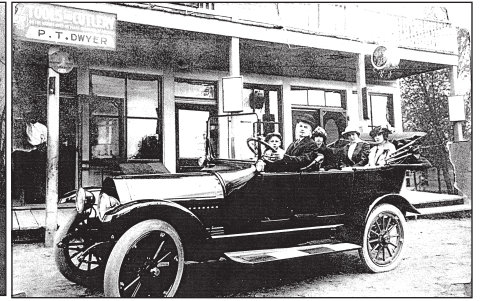
Happy 85th Anniversary Ladue!



9905 Clayton Road circa 1918,
current location of Sportsman's Park



10289 Clayton Road circa 1929, current location
of Schnucks (Clayton and Lindbergh)



Clayton and Conway circa 1912,
current location of Central Bank

On December 1, 1936 the Villages of McKnight, Deer Creek and Ladue joined together to form the current City of Ladue. Two Trustees from each of the three villages were elected as the first members of the Ladue City Council, as was Ladue's first Mayor, Boyle Owsley Rodes.

On December 1, 2021, the City of Ladue will mark the 85th anniversary of its formation. In 1936:

- The average cost of a new home was \$3,925.00 (2021: \$408,800.00)
- The average annual wage was \$1,713.00 (2021: \$94,700.00)
- A gallon of gas cost \$.10/gallon (2021: \$2.42)
- A loaf of bread cost \$.12/loaf (2021: \$1.51)
- A pound of hamburger meat cost \$.12/pound (2021: \$3.95)

To celebrate the 85th anniversary of the founding of the City of Ladue, planning is in the works for a number of fall events (more details and information to follow). Events being discussed include:

- Then & Now photo exhibits displayed at Ladue City Hall
- Dedication of an 85th anniversary time capsule
- Limited edition 85th anniversary memorabilia available for purchase
- A favorite Ladue memory contest (please submit your favorite Ladue memory to Ladue archivist Charlie Hiemenz at: achiemenz@aol.com or mail or drop it off to Charlie's attention at Ladue City Hall
- A dedicated one-day Ladue merchant passport day with 85th anniversary specials on that day

Comprehensive Plan Update

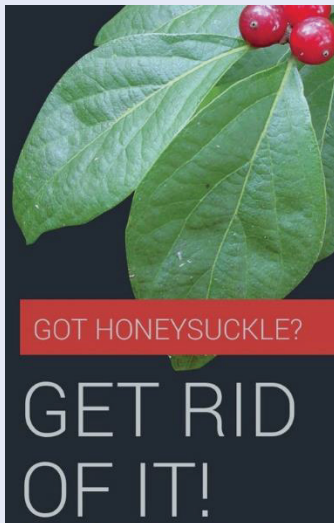
Ladue is starting the final review and approval process for the City's new Comprehensive Plan. The final draft of the plan will be presented to the Zoning and Planning Commission in early to mid-August for their review. Shortly thereafter, the plan will be posted on the City's website for public review. The Zoning and Planning Commission will then schedule a public hearing in September and will take any final public comment regarding the plan. Final adoption of the plan is anticipated to take place this fall. Updates and additional information will be posted on the Ladue Comprehensive Plan website at www.laduecompplan.com.

Cell Service Advisory Committee

Due to concerns from residents about the quality of cell service in many of Ladue's neighborhoods, the City of Ladue created a Cell Service Advisory Committee in August of 2020. This committee included seven Ladue residents who met (remotely) in the fall of 2020 through the spring of 2021. Former Council Member, Charlie Hiemenz, chaired the Committee and initiated a deep dive into the issues surrounding cell service in the Ladue community. The Committee determined that Ladue has some challenges when it comes to cell coverage – Ladue is more spread out than most residential communities and has a mature tree canopy and rolling topography, all of which make it difficult for radio signals to make the needed connections that make cell phones work. In addition, Ladue's zoning code was designed to protect residential areas from uses and structures that might be considered undesirable. This has led to high-quality residential neighborhoods, but the downside has been scant options and strict height limits for communication antennas. The Committee also found that, due to challenging regulations and resistant residents, Ladue has been pegged by some cellular carriers as a community where it is difficult to place new communications antennas, and carriers have prioritized

communities where there are fewer roadblocks. The unfortunate catch is that as more and more people depend on cellular technology for communications, a high-quality neighborhood is expected to have excellent cellular coverage.

To address the issues that are preventing good cell coverage in Ladue, the Committee presented several recommendations. These include making changes to the zoning regulations to soften or eliminate the restrictions that are making it hard for cellular signals to fully cover the City. The recommendations also included simplifying and streamlining the application process wherever possible. In addition, the City was advised to engage residents through surveys and other means to determine what types of communication facilities they find acceptable. Fundamentally, Ladue will need additional antennas and/or taller antennas to improve coverage. The challenge will be to increase the number and height of antennas in Ladue while also attempting to minimize concerns about the potential location and appearance of those additional antennas. The full report and recommendations of the Cellular Service Advisory Committee is available on the City's website.



The City of Ladue Public Works Department regularly receives calls from residents asking about honeysuckle removal. As many of you know, invasive bush honeysuckle poses a threat to our community woodlands, birds, and insects by choking out habitats that provide native plants that supply berries and leaves to butterflies and birds.

Honeysuckle removal efforts can take place anytime of year, but early spring and late fall are ideal times for identifying them since they have leaves when native shrubs and trees do not. Because landscaping was the primary source of invasion, bush honeysuckles are most concentrated near urban areas.

The City encourages residents and private property owners to eradicate honeysuckle from their properties and replace/replant with native plantings and trees. If you are planning to remove honeysuckle from your property, the Public

Works Department will haul the debris away with your regularly scheduled brush collections. For the brush collection schedule visit: <https://www.cityofladue-mo.gov/departments/public-works-department/brush-program-227>

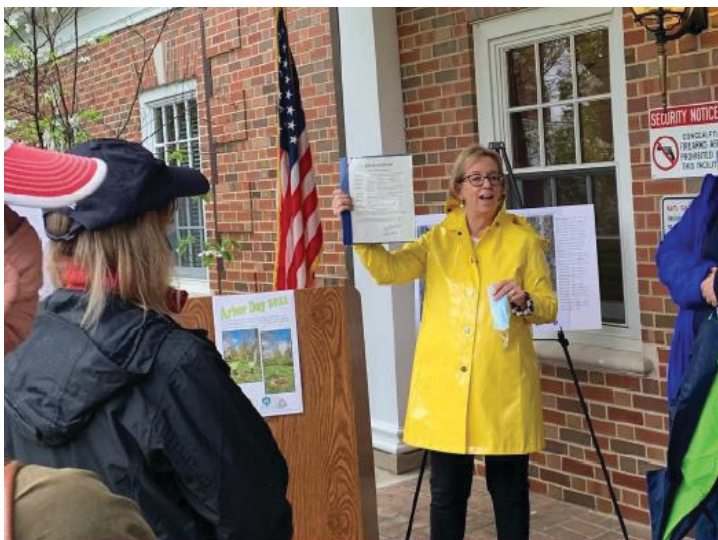
For resources and guidance on removal and replanting check out the following links:

mdc.mo.gov/community
mobot.org/invasives

Public Works Update

- Clayton Road ADA *sidewalk improvements* between Eversdale and Lindbergh were completed in Spring 2021. The City is now designing sidewalk replacement from Louwen to McKnight to be constructed in 2022.
- Two *Stormwater projects* are now in the construction phase: Robin Hill/McKnight Lane/Brookside Stream-bank Stabilization project and Willow Hill Stormwater Improvements which involves installation of storm sewer inlets and pipe. These two projects will be completed in 2022.
- The City held a Public Information meeting for the *Dielman Road sidewalk improvements and pavement rehabilitation* project on 7/13/21. The project, scheduled for construction in 2023, is 80% Federally Funded and includes installation of a sidewalk on the west side of Dielman from Ladue Road to Tamarack.
- City Council adopted the *Rodes Park Master Plan* at their April 26, 2021 meeting. Improvements will be implemented over the next several years and include a pedestrian bridge and walking paths.
- The City will apply for a *Municipal Park Construction Grant*, administered by the Municipal League to begin implementation of the Master Plan for Edie's "Mulch Site" which will be converted into a public open space including a walking trail.

Arbor Day was successfully celebrated amongst rain-drops on April 24th:



Mayor Nancy Spewak reading the
Arbor Day Proclamation

Public Works crews aided at the Deer Creek clean-up event held at Ladue High School on June 5th. This was a successful community event planned by the Deer Creek Stream Team with over 50 volunteers who removed trash and honeysuckle from Deer Creek. Be on the look-out for future creek clean-up events.



For additional information about the City's Public Works Department, please visit the Public Works page of the website at: <http://www.cityofladue-mo.gov/> or call us at (314) 993-5665.

Ladue Garden Club

We invite you to visit the city's website at <http://www.cityofladue-mo.gov/residents/garden-club-314> for conservation news and tips provided by the Ladue Garden Club.





Falling victim to scammers is easier than one may think and unfortunately, scammers continue to develop new tricks to prey on their victims. Spoofing telephone numbers, pretending to be someone else on social media, and sending fraudulent emails are a few common scamming practices. It is more important than ever to protect yourself against these types of crimes by limiting your exposure and understanding who you are dealing with.

The Better Business Bureau (BBB) shared the following “ten tips” to help avoid most scams:

- 1. Never send money via gift card or wire transfer to someone you have never met face-to-face.** Seriously, just don't ever do it. If they ask you to use wire transfer, a prepaid debit card, or a gift card, those cannot be traced and are as good as cash. Chances are, you won't see your money again. If someone is trying to convince you to pay this way, stop, get off the phone or the computer, and file a complaint with the Federal Trade Commission (FTC). Report the activity to BBB Scam Tracker.
- 2. Avoid clicking on links or opening attachments in unsolicited emails.** Links, if clicked, will download malware onto your computer, smart phone, tablet, or whatever electronic device you are using at the time allowing cyberthieves to steal your identity. Be cautious even with email that looks familiar; it could be fake. Instead, delete it if looks unfamiliar and block the sender.
- 3. Don't believe everything you see.** Scammers are great at mimicking official seals, fonts, and other details. Just because a website or email looks official does not mean that it is. Caller ID is commonly faked.
- 4. Double check your online purchase is secure before checking out.** Look for the “https” in the URL (the extra s is for “secure”) and a small lock icon on the address bar. Better yet, before shopping on the website, make certain you are on the site you intended to visit. Check

out the company first at BBB.org. Read reviews about the quality of the merchandise, and make sure you are not buying cheap and/or counterfeit goods. Look for a brick-and-mortar address listing on the website itself and a working phone number. Take an extra step and call the number if it is a business you are not familiar with.

5. Use extreme caution when dealing with anyone you've met online. Scammers use dating websites, Craigslist, social media, and many other sites to reach potential targets. They can quickly feel like a friend or even a romantic partner, but that is part of the con for you to trust them.

6. Never share personally identifiable information with someone who has contacted you unsolicited, whether it's over the phone, by email, on social media, even at your front door. This includes banking and credit card information, your birthdate, and Social Security/Social Insurance numbers.

7. Resist the pressure to act immediately. Shady actors typically try to make you think something is scarce or a limited time offer. They want to push victims to make a decision right now before even thinking through, asking family members, friends, or a financial advisor. Sometimes, they will advise to avoid contacting anyone and to just trust them. While high-pressure sales tactics are also used by some legitimate businesses, it typically is not a good idea to make an important decision quickly.

8. Use secure and traceable transactions. Do not pay by wire transfer, prepaid money card, gift card, or other non-traditional payment method (see number one above). Say no to cash-only deals, high pressure sales tactics, high upfront payments, overpayments, and handshake deals without a contract. Read all the small print on the contract and make sure to understand what the terms are.

9. Whenever possible, work with local businesses. Ask that they have proper identification, licensing, and insurance, especially contractors who will be coming into your home or anyone dealing with your money or sensitive information. Review Business Profiles at BBB.org to see what other people have experienced.

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10. Be cautious about what you share on social media. Consider only connecting with people you already know. Check the privacy settings on all social media and online accounts. Imposters often get information about their targets from their online interactions and can make themselves sound like a friend or family member because they know so much about you. Then, update and change passwords to passphrases on a regular basis on all online accounts.

If you believe you are a victim of a scam or suspect someone attempted to scam you, please notify the Ladue Police Department's dispatch center at (314) 737-4600 to request to speak to an officer. Additionally, the Federal Bureau of Investigation (FBI) created the Internet Crime Complaint Center (IC3) to provide the public with a reliable and convenient reporting mechanism if you believe you have been the victim of an internet crime or scam.

Sincerely,
Ken Andreski, Jr.
Chief of Police

Attention Neighborhood Trustees

Are you a Trustee for your neighborhood association? Does the City have your current contact information?

Please contact City Hall with updated information at 314-993-3439 or lwrobel@cityofladue-mo.gov.

Email Notification Service

We encourage you to subscribe to the City's "Email Notification" service. This service allows you to receive an email notification for the following categories:

- City Council and Committee/Commission Meeting Agendas
- Crime Alerts
- Ladue Current Events
- Lane Trustee Notifications

The sign-up bar is located on the home page at the center left and lower right side at www.cityofladue-mo.gov.



The City contracts with **CodeRED** for emergency notification service. Participants have the choice of registering for one or all categories which include emergency alerts, general alerts and weather warnings.

To learn more about the service and register use the following link

<https://public.coderedweb.com/CNE/en-US/BF69D855F643>

Crime Prevention Tips

1. LOCK DOORS AND WINDOWS –unlocked doors and windows lead to crimes of opportunity

2. REMOVE KEYS/FOBS FROM VEHICLES – thieves know it is common practice to leave these in vehicles and they target areas where they've had success

3. HIDE VALUABLES FROM PLAIN VIEW – utilize safes, remove valuables from vehicles, think outside the box

4. SET ALARMS & TIMERS FOR INDOOR AND OUTDOOR LIGHTS – thieves do not want to be seen, and these attract attention

5. NOTIFY NEIGHBORS & THE POLICE DEPARTMENT WHEN YOU LEAVE FOR VACATION – more eyes on your home while you are away, PD will perform random vacation checks

6. CALL THE POLICE WHENEVER YOU HEAR OR SEE ANYTHING SUSPICIOUS – we would rather respond to false alarms than miss the opportunity to deter or solve a crime!



Ladue Police Department
9345 Clayton Road
Ladue MO 63124

Emergency: 911
24 hour Non-Emergency: 314-737-4600
E-mail: crimetips@cityofladue-mo.gov

City of Ladue
9345 Clayton Road
St. Louis County, MO 63124

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City Council Members

WARD 1 STACEY KAMPS AND JOHN HOWELL

WARD 2 JOHN FOX AND PATRICK HENSLEY

WARD 3 HAL BURROUGHS AND BILL BRENNAN

(CONTACT INFORMATION IS AVAILABLE ON THE CITY
WEBSITE, www.cityofladue-mo.gov)



City Directory

MAYOR 314-993-3439 ext. 245

ADMINISTRATION 314-993-3439

BUILDING 314-997-6308

MUNICIPAL COURT 314-993-3919

PUBLIC WORKS 314-993-5665

PUBLIC WORKS – FAX 314-994-3195

EMERGENCY 911

POLICE (non-emergency) 314-737-4600

POLICE (administration) 314-993-1214

FIRE (non-emergency) 314-993-0181

FIRE – FAX 314-993-0412

FAX (all other departments) 314-993-5652

Website www.cityofladue-mo.gov

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nspewak@cityofladue-mo.gov