

# NEWSLETTER

**S P R I N G 2 0 1 6**

a drive down McKnight Road.

Dear Friends and Neighbors,  
Spring in Ladue means it is time for our annual Dogwood Parade and Festival on Saturday, April 30th. The parade kicks off at 9:30 am from Ladue High School and continues east on Clayton Road to Ladue Middle School. All you need to participate is a sense of fun! It doesn't matter if your entry is a float, a decorated car, a horse drawn carriage, a school group or a group of neighbors walking—it's all in good fun and a day to celebrate our Ladue community. There are trophies for the best neighborhood and the most creative entry to name a few, but the best reward of all is laughing and enjoying your day with neighbors

The Festival begins as the parade winds down and features your favorite Ladue restaurants offering their best fare. While everyone enjoys music by the Three Pedros, the kids will love our festival games, a chance to climb aboard Ladue Fire trucks and our ambulance, and meeting our friendly Ladue police officers.

Back by popular demand is the Ladue Dog Contest which takes place during the Festival. Is your dog best dressed or the cutest dog? We want to see them on April 30th! Prizes and treats for our special four legged friends will be handed out. Bring your dog to the parade and enter the Dog contest that day!

Watch for the special Dogwood edition newsletter coming to you mid-April.

I wish I had a dime for every time someone tells me that when it snows, you know when you cross in to Ladue because our streets are always clear. Many thanks and mountains of gratitude to our Public Works crews who keep our streets safe from snow and ice and who always make sure our leaves are picked up and our streets are clean.

Thanks to all for your patience as we continue to improve our roads and add sidewalks where appropriate. We know that road projects can be messy and frustrating, but the end result is well worth it as you can see by taking

We are on schedule to begin the construction of Firehouse Number 1. A rendering is displayed in the lobby of City Hall. Our new house will be built on the existing land which means a relocation of our Firehouse 1 personnel. For the duration of construction, they will be housed behind the Public Works building on the City campus. Our ambulance will move to Firehouse 2. Chief Steve Lynn and his crews are planning for every contingency to keep our response times low. Your safety comes first, as always. I appreciate all the efforts of the Fire Oversight Committee, notably our chairmen Councilman John Fox and Fire and Police Commission Chair Bill Francis. Look for a ground breaking ceremony in late July.



Our Ladue Storm Water Initiative continues to make progress. Thanks for attending our public meetings and entering data on our storm water website page. We identified many, many points of concern and now it's time to look at solutions. The City Council approved my appointments to the Storm Water Committee at our February council meeting. The committee, while advisory in nature, is charged with prioritizing projects, recommending funding options and creating stricter development standards. Our consultants, HR Green, will be facilitating the committee meetings so that we stay on track and move forward with solutions.

I am happy to announce several new personnel and some organizational changes at City Hall as we continue to strive to provide the highest level of customer service to our residents and businesses.

Our longtime Court Clerk, Stephanie Davenport, has taken the position of Building Department Coordinator. Stephanie is a valued employee and we are excited for her to bring her Ladue level of personal service to our building department. Stephanie looks forward to meeting you when you have building projects in the City. We are also hiring a part time code compliance inspector to respond to property maintenance concerns. Please access our website before beginning your projects to learn about the permitting process and what permits are required.

We welcome Sam Zes as our Finance Director. Sam was in our accounts receivable position several years ago and we are thrilled to have someone of his caliber return to Ladue. Sam, as Finance Director is responsible for the annual budget, overseeing financial transactions, insurance and health benefits for employees and our employee pension benefits.

Please continue to consider Ladue businesses first before you shop! Be sure to consult your new Ladue Community Directory that you received in December. If you can't find yours, pick one up in just about any local business. Our businesses provide a higher level of personal service than anywhere else you might choose to shop. I find that I can get just about anything I need within the city limits! Stop in to some of our newer shops as you visit your favorites. You will find antiques, clothing and new spots to grab a drink or a bite to eat nestled in our main shopping areas.

If you are new to town, our new resident brochure is available on our website. Alarm permits are available at City Hall. I hope you will stop in and introduce yourself. We love meeting our neighbors and my door is always open.

*Mayor Nancy Spewak*



## Fire Department

With the spring season and warmer weather just around the corner, now is a great time to remind our residents of several issues the Fire Department runs into during the warmer weather.

**Please remember to remind your landscapers and lawn care services that emergency vehicles need to be able to access the streets for emergencies.** Many times we find their vehicles/trailers parked on the street in a manner that can delay the response of one of our emergency vehicles.

With spring just about here, the trees and bushes will be blooming and growing. If you live down a long driveway make sure the brush and tree limbs are trimmed back to allow access for emergency vehicles. Remember, our fire trucks are wide and tall and require clear roads and lanes to prevent delays when responding to an emergency.

If there is a fire hydrant located near your residence please remember that it needs to be visible. Please keep shrubs, tree limbs and plants trimmed so that the

fire hydrants can be located in an emergency and we can access it without delay. Fire hydrants need a three (3) foot clearance around the entire circumference of the hydrant. **Never stack limbs or yard waste in front of a fire hydrant.**

As the weather warms up our emergency personnel will be out inspecting all of the fire hydrants within the City. This is very important as it not only familiarizes our personnel with the various locations but it also ensures that they are visible and in good working order. Our personnel always try to limit washing away mulched areas and new plantings however water does need to be flowed from EVERY hydrant to flush out rocks, dirt and debris. Each year, the Fire Department finds fire hydrants that are in need of some sort of repair or need limbs trimmed back. Please remember that this benefits our residents so that we can be assured that the fire hydrants are ready when needed.

My last reminder is that as we move our clocks forward, it is strongly recommended that you change the batteries in your smoke detectors. Smoke detectors do save lives and we want to see you and your family safe.

As always, please feel free to stop by either of YOUR fire stations to meet the professional Firefighters/Paramedics of Ladue. We are always happy to answer questions or give a fire station tour.

Assistant Chief Jeff Johnson

## Business Profile

**Joe Olivastro Exercise. Inc. (Ladue PT)** located at 9751 Clayton Road in The Ladue Market Place is a One-on-One and Small Group Exercise business that offers Exercise Experiences suitable to a variety of individuals. I am especially committed to those with special needs who sometimes fall through the cracks in other fitness venues. Over the years I found that a lot of clients were not only wanting to get in better shape but were seeking solutions for various aches and pains. To better meet their needs I have added Physical Therapy, Massage Therapy as well as an affiliation with our neighbor, Karen Prechtel of **The Pilates & Yoga Center.**

J.O.E. Ladue strives to be the best vehicle by which individuals can increase performance, maintain balance within the body, relieve pain, improve movement and reduce the risk of injury.

For more information 314-616-BODY (2639)

## Email Notification Service

We are proud to announce that the City's website now offers "Email Notification" service. This service allows you to receive an email for the following categories:

1. City Council and Committee/Commission Meeting Agendas
2. Crime Alerts
3. Ladue Current Events

We encourage you to sign up for this service.

**The sign up bar is located at the bottom right side of the homepage at [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov).**

## National Flood Insurance Program — Who's Eligible?

JEFFERSON CITY, Mo. – Missouri homeowners, renters and business owners are eligible and encouraged to purchase National Flood Insurance Program (NFIP) policies even if their home or business isn't located in a flood plain or high-risk zone.

The NFIP aims to reduce the impact of flooding on private and public structures. It does so by providing affordable flood insurance and encouraging communities to adopt and enforce floodplain management regulations.

NFIP insurance is available to homeowners, renters, condo owners/renters, and commercial owners/renters. But in order to purchase a policy the residence or business must be in a community that participates in the NFIP. Missouri communities in the program are listed here — <http://www.fema.gov/cis/MO.html>. Other communities can request to be added if they meet certain criteria.

More than 70 private insurance agents or agencies in Missouri are certified to sell and service NFIP policies, including all of those listed on this link — [http://www.fema.gov/wyo\\_company](http://www.fema.gov/wyo_company)

Residents can also contact their own insurance agent or company to find out more about federal flood insurance or find an agent serving their area by filling out the One-Step Flood Risk Profile on the FloodSmart.gov home page ([www.floodsmart.gov](http://www.floodsmart.gov)).

Costs vary depending on how much insurance is purchased, what is covered and the property's level of flood risk. Those in moderate- to low-risk areas can purchase a special Preferred Risk Policy (PRP) that provides building and contents coverage for one low-price. Typically, there's a 30-day waiting period from date of purchase before your policy goes into effect.

Why is an NFIP policy necessary if federal aid is available after a flood? Federal disaster assistance typically comes in the form of small grants or low-interest loans to help cover flood damage, not to fully compensate for losses. Even then, those grants and loans are only available if the president formally declares a disaster. NFIP policies are not dependent on a federal disaster declaration.

Flooding occurs in moderate- to low-risk areas as well as in high-risk areas due to factors like poor drainage systems, rapid accumulation of rainfall, snowmelt, and broken water mains. In addition to floods, NFIP policies also cover damage from mudflows. In fact, over 20-percent of all flood insurance claims come from areas outside of mapped high-risk flood zones.

NFIP policyholders who have questions about their flood insurance policy or the claims process, as well as disaster survivors who have general questions about the program, can contact the support hotline by calling toll-free 800-621-3362. For individuals who are deaf, hard of hearing or have a speech disability using 711 or VRS, please call 866-337-4262. For individuals using a TTY, please call 800-462-7585.

---

## Archives Committee

THANK YOU! In 2015 the City of Ladue archives collection was significantly increased thanks to many donations from a wide range of current and former Ladue residents. These donations truly help preserve the rich history of the City of Ladue for current and future generations to enjoy.

If you, or someone you know, has City of Ladue related memorabilia that could be added to the City archives collection, please contact:

Charlie Hiemenz  
991-9176  
[achiemenz@aol.com](mailto:achiemenz@aol.com)

LADUE TRIVIA: When the City of Ladue was formed on November 17, 1936 by the merger of three villages (the villages of Ladue, McKnight and Deer Creek) the first order of business of the new Ladue city government was to select an individual to develop a Master Comprehensive Plan for the new city. The Mayor and the City Council selected Harland Bartholomew, a City Planner who had introduced City Zoning as an element in City planning to protect property values, public safety and public health. Bartholomew, often referred to as The Father of American City Planning, developed a Master Comprehensive Plan for the new City of Ladue that was presented to the citizens of the City of Ladue in March, 1939. This plan is still followed by the City of Ladue today, some 77 years after it was first presented to the citizens of the City of Ladue!



## Police Department

During 2015 we continued to see three reoccurring scams targeting residents in our city and neighboring communities. I have no reason to believe these scams will slow down in 2016. The best way to prevent you from becoming a victim is to be aware of the tactics used in these scams. Although, the tactics used in these scams will continue to evolve, all have consistent and basic elements. The major three scams are identified below and their elements will help educate you.

### MISSOURI AMERICAN WATER SCAM:

In all of the cases, the perpetrator gained access to the home posing as a water company employee, clad in a hard hat, and a green or yellow reflective vest. The individual who enters the home will begin to engage the resident in talk about water quality issues, equipment, or that their water may be contaminated. There may be two individuals and they separate the resident taking them to the basement or another part of the house while the second steals property from inside the residence. Recently, the criminals target older victims and may identify them and follow them home from area stores.

If a representative of Missouri American Water Company arrives at your home he/she will have proper identification, their vehicles will be marked, and prior to allowing entry you can always contact Missouri American Water at 1. 866.430.0820 to inquire if the visit is legitimate.

### AMEREN SCAM:

Additionally, Ameren Missouri encourages all customers to be on alert for phone calls from scam artists who threaten disconnection of utility service unless a payment is made immediately. If you receive a suspicious call, please call Ameren Missouri and your local police department.

Ameren Missouri offers these tips to protect against scammers:

- Ameren never demands personal, account or financial information for immediate payment. Never give your credit card, debit card, Social Security, ATM, checking or saving account numbers to anyone who comes to your home, calls or sends an email requesting this information.

- Never let anyone into your home claiming to be from the utility company unless they show proper Ameren badge identification. Our employees are not allowed to take payments in the field.

- Ameren never sends emails that include attachments, unless you've contacted us to specifically request information. Never open attachments unless you've contacted Ameren for the information.

If you suspect someone is impersonating an Ameren employee, end the conversation and immediately call Ameren Missouri at 1.800.552.7583.

### IRS SCAM:

Residents reported receiving calls from an unknown individual identifying themselves as an IRS agent attempting to collect "back" taxes.

These callers attempted to get the resident to pay over the phone via credit card or prepaid debit cards for the taxes owed.

The IRS will not:

- Call you to demand immediate payment.
- The IRS will not call you if you owe taxes without first sending you a bill in the mail.
- Demand that you pay taxes and not allow you to question or appeal the amount you owe.
- Require that you pay your taxes a certain way. For instance, require that you pay with a prepaid debit card.
- Ask for your credit or debit card numbers over the phone.
- Threaten to bring in police or other agencies to arrest you for not paying.
- Do not give out any information. Hang up immediately.

For more information on this scam you may access the following link:

<https://www.irs.gov/uac/IRS-Urges-Public-to-Stay-Alert-for-Scam-Phone-Calls>

[www.treasury.gov/tigta/contact\\_report\\_scam.shtml](http://www.treasury.gov/tigta/contact_report_scam.shtml)

If you need any additional information please call the department at 993-1214.

Chief Wooten

## Public Works Department

**Construction Updates:** Price Roadway and Sidewalk improvements are progressing! The City of Ladue contracted with Gershenson Construction to remove asphalt sidewalks and curbs and install new concrete curb and sidewalk on the west side of Price from Clayton to Delmar. Other improvements include storm sewer installation and curb on the west side of Price in critical locations. The roadway will be resurfaced later this Spring. Thank you for your patience during this project on one of Ladue's major arterials!

**Brush & Leaf Collection, and Maintenance Update:** The Public Works Department maintenance crews have been very busy with the annual Fall leaf collection, January Christmas tree pick-up, and general roadway maintenance that includes pothole patching, sealing cracks on asphalt pavement, and repairing roadside storm water swales. In March – September, Public Works crews will pick-up brush on a monthly basis. Please see the schedule in this newsletter for specific collection weeks. More information is also available on the Public Works page on the City's website: [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov)

### **Stormwater Program Update:**

In 2015, the City embarked on the first phase of the stormwater program; a Citywide Stormwater needs assessment which consisted of performing stream assessments, obtaining complaint data from multiple sources, modeling the existing storm water system, then creating a comprehensive database of all of the information obtained which enabled mapping of the 1000 storm water problem points. The summary of the findings are located on the Public Works page on the City's website: [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov)

The City is ready to take the next step which is to determine what type of storm water projects the City will fund, the amount of funding to be allocated, the timing for implementation, and prepare a master plan to guide the implementation. A citizen's stormwater committee is being appointed by the Mayor to set up the framework for the stormwater program.

**Contact us:** Please call the Public Works Department if you have any questions at (314) 993-5665.

Anne Lamitola, Director of Public Works  
Scot Bollinger, Public Works Superintendent  
Suzanne Torpea, Public Works Administrative Secretary

## Attention Trustees

Are you a Trustee for your neighborhood association? Does the City have your current contact information? Please contact Shelly Benson at City Hall with updated information at 314-993-3439 or [sbenson@cityofladue-mo.gov](mailto:sbenson@cityofladue-mo.gov).

## Building Department

### **Tree Removal**

As spring arrives please be on the lookout for diseased, dead or hazardous trees. These trees can pose a danger to your property or those around you during severe storms. Dead trees are required to be removed, and the removal of any live tree over 6" in caliper requires a permit.

### **Required Permits**

Did you know many outdoor projects require building permits? Fences, patios, retaining walls, and play-sets are just a few examples of small projects that require permits. A simple phone call in advance of your project can answer any questions you may have regarding zoning requirements and whether or not a permit will be required.

Inside your residence, the removal of plaster or drywall requires a permit. Obtaining permits will ensure your project is done right and help protect your investment. Call 997-6308 today to discuss your spring project.



City of Ladue  
**Brush Pick-up Schedule 2016**

<b>SECTION 1</b>	<b>2B, 4A, 4B</b>		
March 7 July 5	April 4 Aug. 1	May 2 Sept. 6	June 6
<b>SECTION 2</b>	<b>1B, 3B, 3C</b>		
March 14 July 11	April 11 Aug. 8	May 9 Sept. 12	June 13
<b>SECTION 3</b>	<b>1A, 2A, 3A</b>		
March 21 July 18	April 18 Aug. 15	May 16 Sept. 19	June 20
<b>SECTION 4</b>	<b>5A, 5B, 5C</b>		
March 28 July 25	April 25 Aug. 22	May 24 Sept. 26	June 27

\*\*\*\*\*

Note: The City will provide a leaf pickup during the month of April using the leaf schedule from fall 2015. All brush and leaves should be set out by 7 A.M. Monday morning of the scheduled week.

**APRIL 2016 LEAF PICK-UP (SCHEDULE FROM 2015)**

Week of

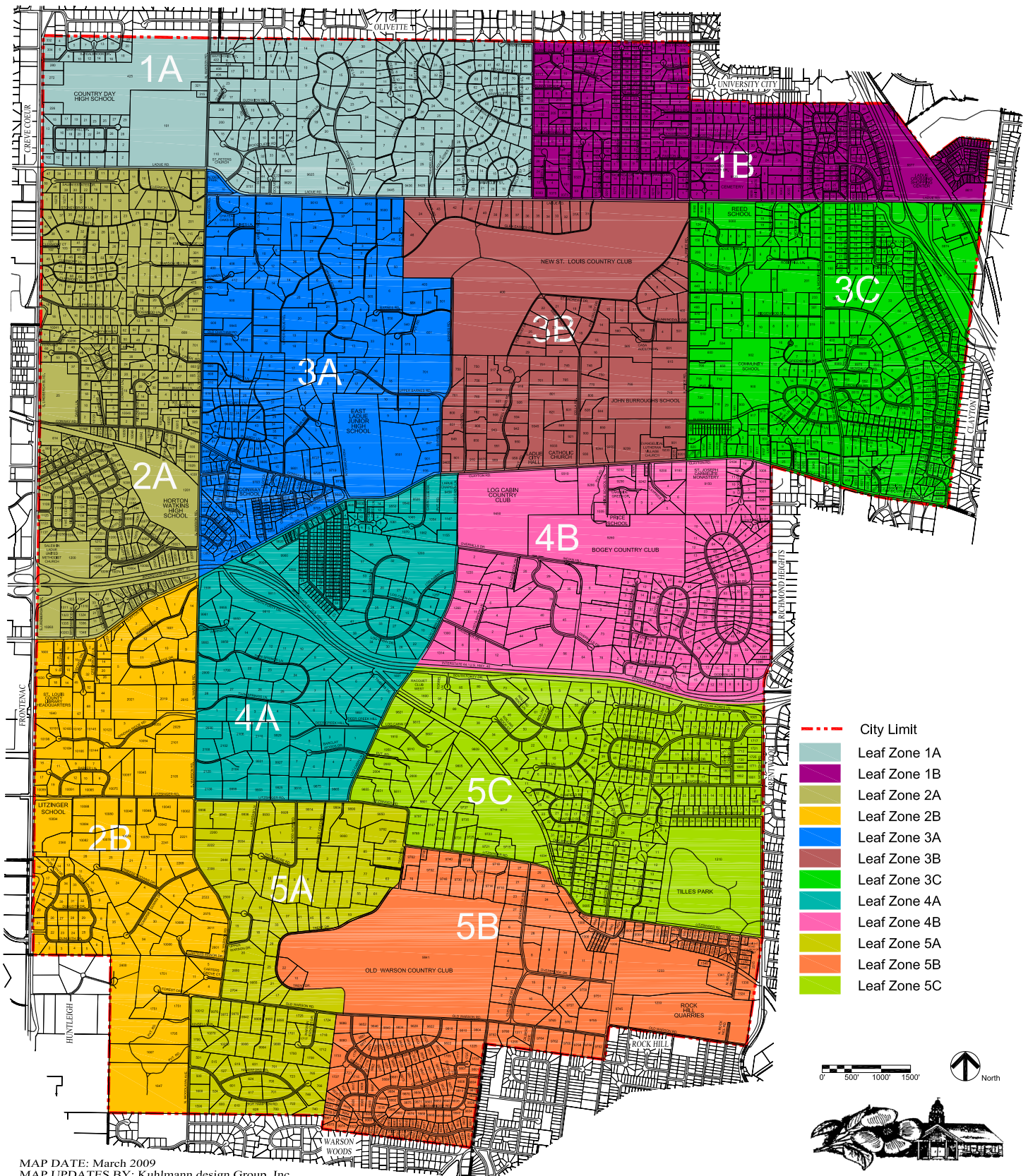
<b>04</b>	<b>Section</b>	<b>5A</b>	<b>3B</b>	<b>5C</b>
<b>11</b>	<b>Section</b>	<b>4B</b>	<b>1A</b>	<b>3A</b>
<b>18</b>	<b>Section</b>	<b>1B</b>	<b>4A</b>	<b>2A</b>
<b>25</b>	<b>Section</b>	<b>5B</b>	<b>3C</b>	<b>2B</b>





# City of Ladue Leaf Map

**KdG**  
Kuhlmann *design* Group



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

PRSRT STD  
U.S. POSTAGE  
**PAID**  
ST. LOUIS, MO  
PERMIT #3832

## City Council Members

WARD 1 A. CHARLES HIEMENZ 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](http://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
POLICE (non-emergency)	314-993-1214
FIRE (non-emergency)	314-993-0181
FIRE – FAX	314-993-0412
FAX (all other departments)	314-993-5652
Website	<a href="http://www.cityofladue-mo.gov">www.cityofladue-mo.gov</a>
E-MAIL	<a href="mailto:lrider@cityofladue-mo.gov">lrider@cityofladue-mo.gov</a> <a href="mailto:nspewak@cityofladue-mo.gov">nspewak@cityofladue-mo.gov</a>





## PARADE ENTRY FORM

**Contact Name, Address, Phone, & E-mail:**

---



---



---



---

**Type of Entry:** Entries can be as simple as kids in wagons, scooters, or strollers, groups of walkers or bikers, or dogs on leashes.

**Vehicle Type:** \_\_\_\_\_ **Length:** \_\_\_\_\_ **Animal Type:** \_\_\_\_\_ **Number:** \_\_\_\_\_

Ecology equipment is available for the parade. Entries with an animal unit will be responsible for reserving equipment with the City for your use.

**Marching Type:** \_\_\_\_\_ **Number:** \_\_\_\_\_ **Music Type:** \_\_\_\_\_ **Number:** \_\_\_\_\_

**Classic Cars:** \_\_\_\_\_ **Number:** \_\_\_\_\_

**All Classic Cars in the Parade will have a designated area at the Festival for viewing.  
The cars will be in a secure area away from the festival.**

**Music on the entries would be great. Boom Boxes, I-Phones with speakers, anything you think would enhance your entry. Music always makes for a better parade!**

**Please send to Mimi Baer by April 14<sup>th</sup> - [Mimib93@att.net](mailto:Mimib93@att.net)  
3 Clermont Lane, St. Louis, MO 63124 – 314-993-3515**

**Participants are responsible for insurance covering their activity.**

### **HOLD HARMLESS AGREEMENT (2016)**

By this agreement entered into on \_\_\_\_\_ by \_\_\_\_\_  
(date) (name of organization, if applicable, or individual)

agrees to indemnify and hold harmless the City of Ladue, its elected and appointed officials, its agents, its employees, the Ladue Dogwood Parade & Festival Committee and the parade sponsors from any and all liability, actions, causes of actions, claims, suits and demands whatsoever resulting from or arising out of or in connection with the undersigned's participation in the Ladue Dogwood Parade & Festival in Ladue, Missouri.

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

Printed Name: \_\_\_\_\_ Representing: \_\_\_\_\_

Complete Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_



## *Dear Dogwood Parade Participants:*

Thank you for joining our parade! Not to mention, thank you for all of your time, effort, enthusiasm and pride in our community. This is what makes the entire day so much fun! Also, thank you in advance for arriving **ON TIME**. Timeliness is a critical factor to the success of our parade.

This year the parade will start at Horton Watkins High School, 1201 South Warson Rd. run south on Warson Rd. and east on Clayton Rd. and will end at Ladue Middle School, at the intersection of Clayton and

Conway Roads. The parade will start at 9:30 a.m. sharp and last approximately 1 hour.

## *Additional Details:*

- Rain or shine the parade will proceed as scheduled. So whatever you do to insure good weather, please do it early and often!
- **PROMPTNESS IS GOOD!** Arrival and line up starts at 8:30 a.m. Please arrive no later than 9:00 a.m.
- Rule of Thumb: the bigger or more complicated your unit is, the more time you will need for set-up; the larger your group is, the more time you will need to get everyone situated in place.
- After you arrive in your designated parade assembly area, you need to check in at the **PARADE START** sign. When you check in, your parade unit number and line-up location will be confirmed. **REFER TO THE MAP AT HORTON WATKINS HIGH SCHOOL TO IDENTIFY WHERE YOU MUST ENTER THE ASSEMBLY AREA.**
- Parking for support vehicles will be provided at the Middle School. A shuttle bus will run between Horton Watkins High School and the Ladue Middle School locations. Refer to the maps for shuttle bus stops.
- All set-up preparations must be completed by 9:15 a.m. Please do not leave anything behind. We cannot be responsible for your belongings.
- **DON'T THROW OR HAND ANYTHING OUT FROM YOUR UNIT ON THE PARADE ROUTE.** We do not want anyone injured when rushing onto the street trying to retrieve a thrown object. You may have a member of your party walk along the parade route and **HAND** out items.
- **NO HAND BILLS!** Absolutely no literature may be handed out during the parade or festival.
- Once the parade starts, it will last approximately one hour. The enclosed maps show the Assembly and Dispersal areas. Immediately following the parade prizes will be awarded at the Festival stage in front of the Ladue Middle School.

Thank you again for joining the Festival. If you have any questions, please call me or e-mail me at **993-3515** or **mimib93@att.net**. Good luck, have fun, and please **BE PROMPT!**

*Sincerely,*

*Mimi Baer*