



Inside this issue:

Fair U City.....1
 Councilmember's Corner.....2
 A Look Back at U City.....3
 Energy Ordinance.....4
 Public Library Events.....5
 New Businesses.....6
 Lit in the Lou Festival.....7
 Contact Information.....8

The Fourth Annual Fair U City Festival Will Have Something for Everyone!

Fair U City 2014 will be held **September 12 to 14** in Heman Park. The fair is free to attend and packed with activities and events for everyone to enjoy. Visit the fair and enjoy great food and fantastic music, spin on old-fashioned carnival rides, get active with a fun run, marvel at classic cars brought to the fair by the Just Us Street Rod Club and much more.

After the success it had last year, the University City Jazz Festival will once again take place in conjunction with Fair U City. The Jazz Festival will be held on Saturday, September 13, and will feature bands such as *Pieces of a Dream* and *Back to the Future*. For more details and to see the full lineup, visit: www.ucityjazzfestival.com.

When Just Us Street Rod Club brings its classic cars back to Fair U City, come admire the beautifully restored classic cars on Saturday, September 13. Learn about the club at www.justustrdclub.com.

Your dog can join in on the fun, too, at the Puppy Pool Party, sponsored by the University City Dog Park. All dogs are invited to the Heman Park Pool for a pool party on Saturday, September 13, and Sunday, September 14. Owners must present written proof of dogs' rabies shots at the entrance. You can find up-to-date admission information regarding the Puppy Pool Party on the U City People for Dogs Facebook page.

For more information about Fair U City, please visit the event's website: www.fairucity.com.

Want to Get Involved in the Community?

Learn how to get started at the Community Resource Fair and Yard Sale on Saturday, Sept. 13, from 8 a.m. to 2 p.m. at the Heman Park Pool parking lot!

Contact Information:

Main Phone: 314.862.6767
 ROARS: 314.505.8631
www.ucitymo.org

Follow us:

@UniversityCity
 City of University City

University City to Operate with Budget Surplus: No Tax Increases

This summer, the City Council unanimously adopted the city budget for University City's 2015 fiscal year, which runs from July 1, 2014, to June 30, 2015. This is the fourth consecutive year that University City will operate with a surplus budget.

The approved budget calls for increased funding for infrastructure improvements such as street and sidewalk repairs; no services reductions; and no increases in real estate taxes for either residential or commercial property. It is a true surplus budget that does not use any non-recurring resources or reserves to fund ongoing expenditures.

Unlike many other municipalities within the St. Louis region and across the county, University City has been able to avoid raising real estate taxes, despite revenue estimates being flat or below previous years. City Manager Lehman Walker cites fiscal discipline as the key to bucking the trend of raising taxes as

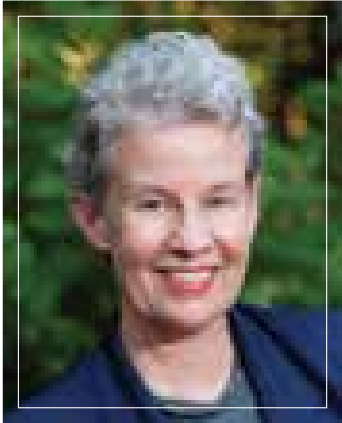
the community slowly recovers from the unprecedented recession.

"We are extremely judicious in our planning process and in our operations," said City Manager Walker. "The adopted budget recognizes the fiscal constraints faced by the city and its residents as the effects from the recent recession continue to impact the area. The objective of the budget for the upcoming year is to provide the high level of services that our residents and businesses appreciate, while implementing the city's long-term improvement plans. By being fiscally disciplined, we are accomplishing these objectives and maintaining a comfortable surplus, without having to increase taxes."

For detailed information about University City's budget for the 2015 fiscal year, visit www.ucitymo.org, then click "Budget Information" from the left navigation menu.

A Message From Your Mayor

People often ask me why I ran for public office. I had not studied political science—I was a history major—and had made a professional career in the news business. I have always believed that my



Mayor Shelley Welsch

desire to serve came from the way I was raised. I am one of nine children, raised in a Catholic family by two parents who believed that it is our duty to do something to make the world a better place, to work to build a better community.

As mayor, one of my goals has been to create an environment where more University City residents become actively involved in the life of

our community. I encourage them to apply for appointment to a city board or commission. But, I also support independent efforts to make U City a better place. For instance, new volunteers started Fair U City; others organized summertime movies in our parks.

In my second term as mayor, I am looking for volunteers to be part of my U City Mayor's Citizen Volunteer Corps (CVC), to bring together interested U City residents to work with neighbors on issues

of mutual concern. Some of these concerns and efforts are my "pet" interests and others have been brought to my attention by residents.

Some potential CVC focus areas include:

- Invasive plants in public spaces in U City;
- Making U City a Monarch Waystation;
- Reaching/supporting the unbanked and under-banked in our community;
- Gaining America in Bloom and/or an All-America City Awards for U City;
- Surveying/rebuilding "boulevard" trees in U City;
- Formalizing a U City Arts District;
- Outreach to veterans in U City;
- Crime Awareness and Prevention;
- Organizing a Food Day event in U City;
- Building more sustainable transportation in our community; and,
- A theater program for young people.

If you are interested in working on one or more of these Mayor's CVCs, or if you have an idea for another CVC, please contact me at mayor@ucitymo.org or **314.505.8606**.

I look forward to meeting you, if we have not already, and to working with you to make University City an even better place to live, work and play.

Mayor Shelley Welsch

The Midtown Farmers Market Is in Full Swing

The Midtown Farmers Market opened to great success this spring and is quickly becoming a Saturday morning destination for University City residents. Visitors to the Midtown Farmers Market enjoy local farm-fresh produce, artisan foods, and eclectic arts and crafts.

Our city has a long and proud tradition of offering progressive and diverse opportunities for our citizens, and we're pleased to support the Midtown Farmers Market as a place for the community to gather and enjoy the farm-to-table experience.

This fall, stop by the market to participate in an array of special events and activities co-sponsored by the city. Here is what market goers can look forward to this season:

September 6 - October 25	Yoga in the Loop (Every Saturday Morning)
September 13	Zucchini Car/Trolley Races
September 27	Recycling Truck Day/ Truck Farm Visit
October 18	Farm-to-Forest Bike Ride
October 25	Halloween Happening

All events take place at the farmers market, 6655 Delmar Blvd., in the public parking lot between Kingsland and Leland. The farmers market runs every Saturday through **November 1**, from 8 a.m. to 12:30 p.m. For descriptions of the above events or if you have questions about the farmers market, please call **314.913.6632** or visit the Midtown Farmers Market Facebook Page.

A Look Back at University City

The People's University and University City Pottery

From its earliest days, city founder Edward Gardner Lewis envisioned University City as a community of education and culture. He named his new city for its close proximity to Washington University, which had chosen an area just to the south for its new campus. Lewis was an amateur artist, and when he established the American Woman's League in late 1907, he made sure that one of the primary benefits of membership was educational opportunities for women through the League's People's University. The most successful division of the University was the People's Art Academy (now the Lewis Center, north of Delmar), which offered courses in painting, drawing, sculpture, textile arts and ceramics. The most enduring results came from the ceramics department, where Lewis employed world-renowned artists Taxile Doat, Adelaide Robineau and Frederick Rhead as instructors. Most of the school closed in 1911. The ceramics department closed in 1914.

Today, University City pottery is prized by collectors worldwide. When you visit the library, be sure to check out the ceramics exhibit on the main floor. Additionally,

the Saint Louis Art Museum's collection is on display in Gallery 332 and includes the rare Rhead ceramic tile fireplace.

This article was provided by The Historical Society of University City.

The University City Vase, created by Taxile Doat



UCB Bulb Sale Taking Pre-Orders

The annual U City in Bloom Bulb Sale will take place **Saturday, Oct. 11**, from 9 a.m. to 4 p.m. in The Loop. The tent will be located on the sidewalk on the west side of St. Louis Bread Company.

You can pre-order your bulbs to ensure you get exactly what you need. To reserve the number, color and unusual variety of bulbs

you want, visit our website, www.ucityinbloom.org, and complete your order by Oct. 6.

All are welcome to shop the bulbs in stock on the day of the Bulb Sale.

For more information, please contact us through the UCB website or call the events line at **314.973.6062**.

Property Nuisance Hotline Now Active

Now there is an even easier way to report property nuisances. You can still notify the city of any property nuisance complaints at inspections@ucitymo.org, or you can now call the Property Nuisance Hotline at **314.505.8725** and leave a message.

Callers can remain anonymous. Hotline messages are checked daily, but calls left on the hotline will not be returned.

A property nuisance is defined as a continuing or recurring act or physical condition which is made, permitted or allowed by any owner on any premises or public property which is injurious or detrimental to the health, safety, welfare or convenience of the inhabitants of University City; or any act or condition so designated by statute or ordinance.

If you want to speak directly to a staff member, please call the Department of Community Development's main line at **314.505.8500**. For more information on the hotline or to track a nuisance/issue, visit www.ucitymo.org.

University City Takes the Lead with Energy Ordinance

In May, your City Council and City Administration instituted a new energy ordinance, a major step toward making University City one of the most sustainable cities in the country. Going forward, when the city builds new buildings or renovates existing ones, it will require an investment in energy efficiency and renewable energy in the process. Buildings in the public sector should be built for long-term efficiency, to reduce future tax burdens to pay ever-increasing utility bills. The new ordinance directs the city to consider the costs of energy over the life of the building as it is being built or remodeled.

The city will make investments in new or improved technologies and operating systems on behalf of the citizens. Additional money needed to build efficiently – from design through final construction – will be financed such that the annual energy savings from these improvements will more than cover the costs of principal and interest payments for the funds needed to build properly. For instance, making investments in energy savings that pay back in 10 years are likely to be funded by 20-plus year bonds, so the energy costs saved could pay off the bond in half the time. After that, the city and its citizens will have the ongoing benefit of lower utility costs that help keep budgets under control, especially in the face of rising utility bills.

Because these investments in better equipment have the added effect of lasting longer than lower-cost equipment, the city will include the expected

value of the reduction in life cycle and maintenance costs over 20 years.

These are the types of sound decisions that we make for ourselves and our own homes when we have the funds. As a city with bonding capacity, University City has ready access to extra funds needed and the city can, and will, make these positive, sustainable investments on behalf of all residents. This is 21st century leadership that others in the region and across the country are likely to follow. University City demonstrates that it is fiscally responsible to invest in energy efficiency and renewable energy – measures that will pay for themselves with increasing savings.

Although this ordinance is predicated on economics, the city has also taken a noteworthy step to follow through on its Cool Cities Initiative commitments. It has placed an economic value on reducing greenhouse gases that drive climate change. It will credit systems that reduce carbon dioxide production, through electricity and burning natural gas, at the rate of \$20/ton of savings. Now, the challenge is how creative the citizens of University City can be in helping the city find ways to use this new tool to make our home one of the greenest places on the planet.

For the full text of the ordinance, please visit: www.ucitymo.org.

By: Tim Michels, Member of the University City Green Practices Commission

Centennial Commons' Annual Fall Fitness and Fun Buffet

Centennial Commons' annual fall Fitness and Fun Buffet week runs from **September 15 to 20**. The buffet provides participants a chance to sample our new and popular fitness/leisure education classes for free before signing up!

Classes that you can participate in as part of the buffet include:

- 6 a.m. Boot Camp
- Total Body Conditioning
- Slide and Line Dancing
- Core Fusion Fitness
- Golden Lions Low Impact Strengthening Exercise
- Senior Stretchercise

- Cardio Kickboxing
- Evening Yoga
- Beginner and Intermediate Pilates
- "Butts & Gutts"
- Little Tumblers
- Little Dancers
- Zumba
- And more!

You can sign up for the free week of fitness and fun in person at Centennial Commons, by mailing the registration form in the latest Recreation Guide or online at: ucitymo.org/resident/and select "Recreation."

For more information, call **314.505.8625** or Relay Missouri at **800.735.2966** (TDD).

University City Public Library Events

The University City Library will be closed on Monday, September 1 for Labor Day.

All events for adults are free and open to the public. Many of our youth services events require advanced registration. Please see the library's website, www.ucitylibrary.org, or call **314.727.3150** for up to date information, weekly story times and more programs/events.

Events and Programs for Adults:

September

- 3 Career Counseling:**
11 a.m.-1 p.m.
Women and the Civil War:
Lila the Slave: 7 p.m.
- 10 Career Counseling:**
11 a.m.-1 p.m.
- 13 Urban Thought Book Discussion Group:**
The Street by Ann Lane Petry;
3:30 p.m.

Events and Programs for Youth:

September

- 11 Teen Spot Gaming:**
Grades 7+; 7-8:30 p.m.
- 16 75th Anniversary Celebration Rally:** Heman Community Center; 6:30 p.m.
- 18 Movie Matinee:** *Muppets Most Wanted*: Lil's Treehouse; 4 p.m.
- 25 Teen Spot Gaming:**
Grades 7+; 7-8:30 p.m.

October

- 1 Treehouse Book Club:**
Grades 4-6; 7 p.m.
- 8 Show Me Reader Book Club:**
Grades 2-3; 7 p.m.
- 9 Teen Spot Gaming:**
Grades 7+; 7-8:30 p.m.
- 16 Movie Matinee:** *Toy Story of Terror*: Lil's Treehouse; 4 p.m.
- 18 Mother Goose fun for little ones:** Ages 6 mo.-1 yr.; 10:30 a.m.
- 23 Teen Spot Gaming:**
Grades 7+; 7-8:30 p.m.



Holiday Trash and Recycling Schedule

There will be no trash or recycling collection on Monday, **September 1**, in observance of the Labor Day holiday. City Hall will also be closed. Trash and recycling collection will resume on Tuesday, **September 2**.

Monday routes will be collected on Tuesday, 9/2.

Tuesday routes will be collected on Wednesday, 9/3.

Wednesday routes will be collected on Thursday, 9/4.

Thursday routes will be collected on Friday, 9/5.

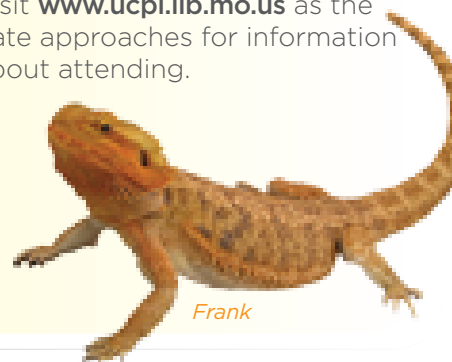
Friday routes will be collected on Saturday, 9/6.

U City Library 75th Anniversary Youth Celebration

This year, the University City Public Library is celebrating its 75th anniversary, and kids get to be part of the big celebration! There will be a rally on **Tuesday, September 16**, at the Heman Park Community Center at 6:30 p.m. At the rally, the library will be drawing the name of the lucky "dragon kisser." Frank, a bearded dragon, was the mascot for this year's summer reading program and for its 75th anniversary, the library is doing something rather unique. Thirteen educators (11 principals, the superintendent of U City Schools and the library's head of youth services) have taken the pledge to "kiss the dragon" if their name is drawn at the rally.

Children in the summer reading program have cast their ballots; there will also be future opportunities to cast your vote at school events during September, National Library Card Month.

For adults, remember that we would love for you to celebrate the anniversary with us at the gala on **Saturday, October 25**. Visit www.ucpl.lib.mo.us as the date approaches for information about attending.



Frank

Catch Up with the Commission on Senior Issues

The University City Senior Commission, established last year at the recommendation of the Mayor's Task Force on Seniors and Youth, has been meeting monthly since January 2014. The Commission has seven members, each appointed by a member of the City Council and a City Council Liaison, Councilmember Arthur Sharpe Jr.

This new commission is responsible for:

- Review, evaluation and recommendations to the City Council and City staff on matters affecting older residents (50 years and older)
- Soliciting feedback from University City older adults regarding programs and services that University City should/could provide to older residents
- Management and potential development of new initiatives for University City older residents
- Keeping the City Council informed as new issues or problems arise, in efforts to promote an aging-friendly community

Since January 2014, commission members have heard from several speakers who represent entities and programs around St. Louis that currently or potentially provide our seniors with services that positively impact quality of life for residents wishing to age-in-place in our community.

The Senior Commission plans to reach older adults and their families in our community through official publications, a presence on the official University City website, an active email address, a designated city phone line and other creative communication efforts.

The following University City residents have been appointed to the Senior Commission:

- First Ward**.....Margie Diekemper and Eleanor Mullin
- Second Ward**Mary Hart and William Thomas
- Third Ward**Abbie Carter and Evelyn Hollowell
- Mayoral Appointee**Sue Slater
- City Council Liaison**Councilmember Arthur Sharpe Jr.
- Staff Liaison**.....LaRette Reese

If you have input on where the Senior Commission should focus its energy, please contact the commission at seniorscommission@ucitymo.org. We welcome area residents to our meetings on the third Monday of every month at 6 p.m., at the Heman Park Community Center, 975 Pennsylvania Ave.

New Businesses in University City



Auto Services of U City

7255 Olive Blvd.
314.397.6568

B & C Designers

7382 Pershing Ave. 1E
314.315.7958

Helping Hand Me Downs

8671 Olive Blvd.
Stop By

Legacy Woodworks

314.599.2206

Little Sunshine Playhouse

Child Care
8351 Delcrest Dr.
314.995.7204

Monica Holy

Violin Lessons
8515 Delmar Blvd.,
Unit 225
314.814.0168

Natural Beauty Luxe

Beauty Salon
8133 Delmar Blvd.
314.473.0148

Natural M's, LLC

Beauty Salon
6267 Delmar Blvd.
314.859.8225

Pin Balls Hidden Treasures

Resale Shop
6826 A Olive Blvd.
Stop By

Polish Me

Manicurist
612 N McKnight
Unit M
Stop By

Private Home Care, LLC

6900 Delmar Blvd.
423.619.1232

St. Louis Black Repertory Co., LLC

Ticket Office
6662 Olive Blvd.
314.534.3807

The U-Bar

6714 Olive Blvd.
Stop By

Tierra Enterprises, LLC

Real Estate
314.643.8732

Big Book Bash Hits University City Loop

University City will host Lit in the Lou, an area-wide literary festival, this October! Lit in the Lou is organized by the Saint Louis Literary Consortium and will celebrate “all things literary.” The event will take place **Friday, October 10 to Sunday, October 12**, in the heart of the University City Loop. With author readings, book signings, writing workshops, vendor displays, family activities, music and food, Lit in the Lou promises a fun time for readers and writers of all ages.

Festivities will open with a Friday evening gala where Mayor Shelley Welsch will give a prominent local literary figure the Tradition of Literary Excellence Award. The award is funded by the University City Municipal Commission on Arts & Letters. Outdoor festival activities are slated for Saturday, October 11, in Ackert Park and along Ackert Walkway. The event will conclude with additional workshops and panel discussions on Sunday, October 12.

The Saint Louis Literary Consortium was founded by five



local literary organizations – the St. Louis Poetry Center, the St. Louis Writers Guild, PenUltimate Press, Blank Slate Press and Walrus Publishing – to celebrate and promote the literary arts in the St. Louis area.

To find out more about the Lit in the Lou Book Festival, visit <http://stllit.blogspot.com> or contact Kristina Blank Makansi at kbmakansi@blankslatepress.com or **314.363.4546**.

Website to Promote Commercial Areas

As a new economic development initiative and in keeping with the city's Comprehensive Plan Update of 2005, we plan to launch a website to support the revitalization of the city's commercial districts. The first focus area will be a significant piece of a marketing campaign for the Olive Boulevard Corridor. The website will provide a visually pleasing, user-friendly and comprehensive catalogue of available commercial properties for sale and lease, and will highlight marketable assets and relevant information for prospective tenants, property owners, visitors and business

patrons.

A stakeholder group has been formed to provide input during the website development process.

The launch of this new website, with a focus on the Olive Commercial Corridor, is anticipated before the end of this year. This website project is funded by the University City Economic Development Retail Sales Tax. A similar website, funded by Washington University, is in place for the U City Loop:

LeaseTheLoop.com. More information about the launch of the new website will be shared as it becomes available.



Small Business Workshop

Use Facebook to Promote Your Business and Understand Google Analytics

Learn how to create and use your Facebook account to support and expand your client base at our workshop on **Tuesday, September 23** from 9 a.m. to noon at the University City Public Library. Learn from several professionals how to boost your Facebook views, target your online advertising campaign and fully understand the data that Google and Facebook can provide.

For more details about this workshop, visit the Chamber's website at www.universitycitychamber.com. You can register for the workshop online, in person at the library or by calling **314.727.3150**.



THE VOICE OF UNIVERSITY CITY
 6801 Delmar Blvd.
 University City, MO 63130

Presorted STD
 U.S. Postage
PAID
 St. Louis, MO
 Permit #1091

University City Resident
 555 Delmar Avenue
 University City, MO 63130

University City Administration

<i>Main Phone:</i>	314.862.6767
<i>City Manager:</i>	Lehman Walker	314.505.8534
<i>City Clerk:</i>	Joyce Pumm	314.505.8605
<i>Director of Finance:</i>	Tina Charumilind	314.505.8547
<i>Director of Community Development:</i>	Andrea Riganti	314.505.8516
<i>Director of Public Works/Parks:</i>	Richard Wilson	314.505.8566
<i>Police Chief:</i>	Charles Adams	314.505.8650
<i>Fire Chief:</i>	Adam Long	314.505.8593

University City Councilmembers

<i>Mayor</i>	Shelley Welsch	314.505.8606
<i>First Ward</i>	Terry Crow	314.918.0045
	Stephen Kraft	314.863.1136
<i>Second Ward</i>	Paulette Carr	314.727.0919
	L. Michael Glickert	314.882.6432
<i>Third Ward</i>	Rod Jennings	314.480.2221
	Arthur Sharpe, Jr.	314.721.5954

City Services

Emergency Hotline	314.505.8550
<i>(Severe Weather, Natural Disaster)</i>	
Finance/Refuse Billing	314.505.8544
Library	314.727.3150
Recreation	314.505.8625
Permits/Inspections	314.505.8500
Public Works/Parks	314.505.8560

Fire and Police Departments

Emergency	911
Fire Department	314.505.8592
Police Department	314.725.2211