An Open Letter to University City Residents

The conclusion of each year offers the opportunity to reflect on all the experiences, changes and growth endured during the past twelve months. While cities often experience ups and downs, University City was distinct in how we came together this past year. When opportunities for strife, despair and animosity presented themselves, our community frequently chose peace, hope and camaraderie.

University City is best defined by residents who understand the importance of individuality and differences and continuously welcome it among their neighbors. The wonderful collection of religions, cultures, fashions, foods and beliefs are what make University City one-of-a-kind. It is humbling for us to constantly witness city residents, so committed to loving and respecting their fellow citizens, often choosing to support and help one another.

As we enter the traditional season of giving, we want to reiterate how appreciative we are for all the different and eclectic places that are essential to our city’s economy and personality. University City is a vibrant, unique and tolerant community, and we realize that our residents play a vital role in keeping it this way.

So as we look back on this year, let us remember how our community united for the greater good and elected to celebrate differences. This year has shown us the value University City places on diversity, acceptance and fellowship. Most of all, this year has once again shown us why we are so proud to be your councilmembers.

Sincerely,
Your City Council
As the newest member of City Council, it has been an honor to represent first ward residents. Working with the entire Council on issues that impact the City has been both challenging and rewarding. I’d like to share some exciting changes taking place in our city in which we can all be proud.

**Olive Development**
Olive has long needed revitalization. Thanks to work by Councilpersons Carr and Smotherson, the City is working on a commercial project that will bring real economic development. The proposed project will transform Olive Boulevard into a metro area destination. But even more important, Council is looking at ways this development can help re-invest and stabilize nearby neighborhoods, benefiting all of University City.

**Architectural Review Board**
The current influx of residential development is demolishing original University City homes with new build replacements that do not quite fit the neighborhood. New home building is beneficial, but it must be balanced with the aesthetic and the needs of the neighborhood. I have proposed that Council establish an Architectural Review Board. This new board will have the authority required to protect neighborhoods, offer specific guidance and allow the City to work with builders on a shared vision for growth.

**Revitalization**
A developer has purchased the former Nathaniel Hawthorn School and the Council approved a new housing project for that site. This project focuses on market rate housing as compared to low-income housing projects previously proposed. Market rate housing will stabilize the neighborhood, increase property values, and lead the way for new development.

WITH is a local group that has been instrumental in helping with the revitalization north of Olive. WITH has worked to ensure that market rate developments take priority and is working with U City In Bloom to reestablish curb appeal north of Olive and with community leaders to enforce code violations.

This new thinking and community activism is a welcome change offering a vision for the future.

**EMS Review**
Over two years ago, the responsibility for providing Emergency Medical Services was taken over by Gateway Ambulance. I received numerous complaints regarding that decision and the service, with a small amount of positive feedback. During the budgeting process it was revealed that there is no plan to provide EMS for residents should Gateway be unable to fulfill the agreement. There is no back-up plan.

We are moving forward with a review of Gateway’s service to ensure it meets the expectations of residents and the terms of the contract. We must develop a contingency plan should Gateway be unable to provide these necessary services. Outsourcing EMS does not allow us to ignore our responsibility for the safety of the community.

I am proud of the work Council is doing to bring positive change to University City. Please don’t hesitate to contact me with your feedback.

Respectfully yours,

Steve McMahon
Our “Fall 2017-Winter 2018 Recreation Guide” is now available online and in select locations. Whether you want to sit back and relax or get up and move, we have just the thing for you (and your loved ones)! Check out our Fall Into Fitness Wellness Campaign and annual Fitness Challenges, including “Walk to the Arch and Back” and “Super Bowl.” If you can’t decide which class to take, our annual Fitness and Fun Buffet offers one free week of classes! New events include Monday Evening Yoga, Zumba and Open Gym Pickleball. When you want to recover from all that movement, come to our Drive-In Movies, featuring “Cars 3” and more! Registration for these events and all classes is available at Centennial Commons or online at www.ucitymo.org/75/Recreation. Pick up our recreation guide at the following locations: Centennial Commons, Heman Park Community Center, City Hall, University City Library, and other area locations.

**Centennial Commons Holiday Hours**

- Thanksgiving Day (11/23) – Closed
- Day after Thanksgiving (11/24) – 5:30 a.m. - 6:00 p.m.
- Christmas Eve (12/24) – 5:30 a.m. - 4:00 p.m.
- Christmas Day (12/25) – Closed
- New Year’s Eve (12/31) – 5:30 a.m. - 4:00 p.m.
- New Year’s Day (1/1) – 5:30 a.m. - 6:00 p.m.

**University City Natatorium**

Remember, indoor swimming is available during the winter months at the University City Natatorium. The Natatorium is located on the University City High School campus, 7420 Shaftesbury Ave., and is available for lap swimming sessions throughout the school year from now to Friday, May 25, 2018.

**Hours:**

- Monday, Wednesday, Friday and Saturday – 6:00 a.m. - 8:00 a.m.
- Tuesday and Thursday – 7:00 a.m. - 9:00 a.m.

For more information, please contact Centennial Commons, 314.505.8625 or Relay Missouri 1.800.735.2966 TDD.
Holiday Schedule for Trash and Recycling Collection

No trash/recycling collection on Thursday, November 23, 2017 due to Thanksgiving Day. City Hall will be closed. Trash and recycling collection will resume on Friday, November 24, 2017. The Thursday routes will be collected on Friday. The Friday routes will be collected on Saturday. Regular trash and recycling collection will resume on Monday, November 27, 2017.

No trash/recycling collection on Monday, December 25, 2017 due to Christmas Day. City Hall will be closed. Monday routes will be collected Tuesday, Tuesday routes will be collected Wednesday, Wednesday routes will be collected Thursday, Thursday routes will be collected Friday, Friday routes will be collected Saturday.

No trash/recycling collection on Monday, January 1, 2018 due to New Year’s Day. City Hall will be closed. Monday routes will be collected Tuesday, Tuesday routes will be collected Wednesday, Wednesday routes will be collected Thursday, Thursday routes will be collected Friday, Friday routes will be collected Saturday. Regular trash and recycling collection will resume on Monday, January 8, 2018.

Holiday Tree Collection

City staff will collect holiday trees when placed at the front curb during the first two weeks of January on your regular collection day. Trees must be without decorations or lights. Please do not place holiday trees in trash or recycle carts or in City alleys. These trees are recycled as mulch and compost for future use!

Holiday Lights Collection

Bring your working or non-working holiday lights to City Hall to be recycled instead of throwing them away. Drop them off in the Green Cart in the basement of City Hall, 6801 Delmar Blvd.

2017 Fall Leaf Collection

<table>
<thead>
<tr>
<th>AREA</th>
<th>1ST COLLECTION WEEK</th>
<th>2ND COLLECTION WEEK</th>
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<tbody>
<tr>
<td>West Area</td>
<td>October 30</td>
<td>November 27</td>
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<tr>
<td>Central Area</td>
<td>November 6</td>
<td>December 7</td>
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<tr>
<td>East Area</td>
<td>November 13</td>
<td>December 11</td>
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Please do not mix other yard waste (gumballs, trash, small tree branches/limbs, brush and grass clippings) in with leaves. Yard waste should be placed in the biodegradable bags to be picked up by the City on your regular trash and recycling collection day. Yard waste bags do NOT need stickers from Sunday, October 15, 2017 to Sunday, December 31, 2017.
**Holiday Happenings**

Be on the lookout for all the great holiday events happening in the Delmar Loop, including National Ugly Sweater Day, the Great Gift Hunt and more! Dates are TBA. For updates, check out [www.visittheloop.com](http://www.visittheloop.com).

Also, mark your calendars for the upcoming 2018 Ice Carnival, Friday, January 12 to Sunday, January 14. Updates are available at [www.visittheloop.com/icecarnival/](http://www.visittheloop.com/icecarnival/).

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**Library Events**

This fall, the UCPL’s youth services department partnered with Mind Full of Words to bring Smarty Word Parties to the library. Based out of Webster University, Mind Full of Words works to support vocabulary development among young children. They ensure that all children begin kindergarten prepared and ready to learn through stories, song, conversation and play at stations designed to support early learning. The next Smarty Word Party will be held at 10:30 a.m. on Friday, November 3 in the auditorium.

To further support young readers, the UCPL youth services department also hosts regular storytimes for preschoolers, two monthly book clubs for kids and a monthly Read to a Dog program, through which kids can gain confidence in reading while cuddling up with a furry support dog. Visit [www.ucitylibrary.org/kids](http://www.ucitylibrary.org/kids) for more information on the library’s programs for children, or call 314.727.3150 and ask to speak to the youth services staff. All events are free and open to all, though registration is required. Register with youth services staff to reserve your spot.

**Keep up to date on our upcoming events for adults at**
[www.ucitylibrary.org/ucplevents](http://www.ucitylibrary.org/ucplevents).

Follow us on Twitter @UCPL_Librarians and like us on Facebook at [www.facebook.com/ucitylibrary](http://www.facebook.com/ucitylibrary). Call 314.727.3150 for more information.
Spend It Here to Keep It Here

Through engaging with local businesses and community members daily, the University City Chamber of Commerce is continuously impressed with the power of community. This town is defined by an interconnection of neighbors, friends, government and business owners supporting each other. One of our greatest strengths is the number and variety of small, locally owned businesses across the community. Whether you’re in the Olive Link, the Delmar Loop, or any business district in between, you’ll find businesses representing an array of industries and cultures.

As the holidays draw near, residents don’t need to go far for their holiday shopping. With more than 800 businesses to choose from, residents can find excellent gifts, services and food worthy of being gifted to loved ones. By shopping local, University City residents strengthen an already incomparable community by keeping their dollars within city limits.

The benefits of supporting local businesses go far beyond numbers and figures. Buying from friends and neighbors can also create a sense of connection and support. In a community as open, inclusive and diverse as University City, shopping small always creates an experience that is hard to find at chains and big box establishments.

In the spirit of shopping local, please find a **10% Local’s Discount Card** located on the Chamber’s advertising insert in this issue which can be used at participating businesses. The list of participating businesses can be found on the next page or at [www.ucitychamber.com](http://www.ucitychamber.com).

In addition to all our fantastic for-profit businesses, University City is home to a wealth of not-for-profit organizations dedicated to providing much needed services and support to those in our community, often with the limited means that accompany not-for-profit status. While the holidays are a time of shopping, they are more importantly a time of giving, which is why we encourage our residents to:

- Be aware of the not-for-profits that exist in our community
- Donate funds and goods, or volunteer time to not-for-profit organizations
- Keep not-for-profits in mind if you or anyone you know could benefit from the personal and often inexpensive goods and services they provide

The important work achieved by our not-for-profit businesses is only possible with the generous donations and volunteer time invested by businesses and private citizens. We at the Chamber call on all University City residents to support the local not-for-profit organizations aligned with your ideals and values so that they can continue to fulfill their missions.
Why should you

Shop Local?

Percentage of US Jobs Created Annually
Percentage of Income Going Back to the Community
Percentage of Population Working in Small Businesses

Small Businesses (66%)
Big Businesses (34%)

Small Business (63%)
Large Businesses (37%)

Reasons to shop local

#1 Local business owners have deeper product knowledge and are experts that consumers can rely on when shopping.

#2 Local small businesses raise property values and add character to a neighborhood.

#3 Community businesses typically consume less land, carry locally-made products, and create less traffic and air pollution.

#4 Small businesses donate 25.3% more to local not-for-profits.

10% OFF AT PARTICIPATING LOCAL BUSINESSES

Below you will find a list of the local businesses that opted in to provide our wonderful residents with a 10% off discount coupon. This coupon can be found in the Chamber of Commerce ad insert. We hope that this coupon will inspire you to spend locally this holiday season.

- A Cut Above the Rest
- American Transportation Company
- Asian Kitchen Korean Cuisine
- Authentic Chinese Herb & Acupuncture
- Blpo-Poke Greenwood & Associates LLC
- Clarity Salon and Spa
- Clayton Photos/1 At A Time Inc.
- Courage 2 Organize
- Craft Alliance
- Family Matters Home Health Care Services
- Global Village Language Center
- GoMusicSTL
- Icons of Art
- Irreco LLC
- KB Studios @ Klippers Barber Salon
- Main Stain Custom Auto Detailing
- Man and Woman’s World Salon
- Mirror Mirror Hair Gallery
- Naomi Silver Art
- Norge Village Laundry Center
- OSO
- Plowsharing Crafts
- Recycled Cycles & Service
- Revive Nail Studio
- Rich Tax Services
- RIC Nails & Spa
- Sudora
- Traffic Jams Complete Car Center
- Tutti Frutti Frozen Yogurt
- Vanishing Point Laser Tattoo Removal

BUY WHAT YOU WANT, NOT WHAT SOMEONE WANTS YOU TO BUY

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long term. A multitude of small businesses, each selecting products based on national sales plans but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Source: https://sustainableconnections.org/why-buy-local/
Let’s support local small businesses and shop small! Did you know that for every $100 you spend at a locally owned business, $68 stays in the community? The sales tax revenue generated at small businesses goes to local schools, roads, sidewalks, parks and more. Plus, small businesses create 60 to 80 percent of net new jobs annually! When you shop small, you help create jobs for your kids and your neighbors.

The following is a list of businesses that responded to a recently distributed survey and opted-in to being featured in this issue. This season, let’s choose to support all our local University City businesses.

**ARTS, CULTURE & ENTERTAINMENT**

Componere Gallery of Art
6509 Delmar Blvd
314.721.1181

**EDUCATION**

Global Village Language Center
8428 Delmar Blvd
314.989.9112

A Growing Place
Montessori School
7001 Forsyth Blvd
314.863.9493

Urban Sprouts Child Development Center
6757 Olive Blvd
314.997.2259 x102

**HEALTH CARE**

Family Matters Home Health Care Services
7700 Olive Blvd
314.322.1667

The Circle of Healing Arts, LLC
909 Purdue Ave
314.702.3770

Independent Home Care, Inc.
7584 Olive Blvd
314.863.5755

Priority One Healthcare Services
7819 Olive Blvd
314.776.9066

**NONPROFIT ORGANIZATIONS**

Craft Alliance
6640 Delmar Blvd
314.725.1177

Plowsharing Crafts
6271 Delmar Blvd
314.863.3723

Center for Educational Equity
8420 Delmar Blvd, Suite 500 A
314.997.6500

St. Louis Walk of Fame
6504 Delmar Blvd
314.727.7827

**PERSONAL SERVICES & CARE**

Enigma Tattoos & Body Piercing, LLC
6635 Delmar Blvd
314.863.8288

All Star Studios
8601 Olive Blvd
314.692.7827

Hollywood Beauty Supply
7733 Olive Blvd
314.379.5088

Poco Hair Co.
7353 Lindell Blvd
314.721.7626

A Cut Above the Rest
381 N. Big Bend
314.726.2004

Man and Woman's World Salon
7821 Olive Blvd
314.725.5887

Mirror Mirror Hair Gallery
7357-9 Lindell Blvd
314.489.2138

Clarity Salon and Spa
6267 Delmar Blvd
314.339.5059

KB Studios @ Klippers Barber Salon
8605 Olive Blvd
314.585.9823

RIC Nails & Spa
881 Kingsland Ave
314.379.5059

Vanishing Point Laser
8601 Olive Blvd
314.971.5297

PROFESSIONAL SERVICES
Sudora
8420 Delmar Blvd, Suite LL9
314.993.4555

Rich Tax Services LLC
7700 Olive Blvd
314.332.1667

Courage 2 Organize LLC
1554 N. Hanley Rd
314.308.5287

Clayton Photos/1 At a Time Inc.
222 S. Meramac Ave, Suite 304
314.814.8084

Marquard’s Cleaners
7480 Delmar Blvd
314.727.0830

Gamma Tree Experts
1564 North and South Rd
314.725.6159

RE对其广东美食 & BEVERAGES
Frida’s
622 North and South Rd
314.727.6500

China King
7848 Olive Blvd
314.725.6888

Meshuggah Café
6269 Delmar Blvd
314.726.5662

Tang Palace
8237 Olive Blvd
314.692.7877

Worldwide International Foods
8430 Olive Blvd
314.994.0229

Snow Factory Roll Ice Cream
6602 Delmar Blvd
314.972.4948

Corner 17 Noodles and Bubble Tea
6625 Delmar Blvd
314.727.2402

Susan’s Natural Spring Water
7035 Pershing Ave
314.220.7138

Asian Kitchen Korean Cuisine
8423 Olive Blvd
314.989.9377

Tutti Frutti Frozen Yogurt
7708 Delmar Blvd
314.863.5311

SHOPPING & SPECIALTY RETAIL
Blo-Poke Greenwood
& Associates LLC
7840 Greensfelder Ln
314.422.8469

Icons of Art
7578 Olive Blvd
314.354.8388

GoMusicStl
6505 Delmar Blvd
314.721.3944

OSO
6321 Delmar Blvd
314.467.0436

SPORTS & RECREATION
Recycled Cycles & Service
7375 Shaftsbury Ave
314.862.4041

Pedal Pedal
7634 Gannon Ave
314.379.8888

TRANSPORTATION & TRAVEL
American Transportation Company
8420 Delmar Blvd, Suite 502
314.872.7200
Nominations Include MLK Spirit Award

The University City Board of Education is accepting nominations for its 2018 Dr. Martin Luther King Jr. Spirit Award through 4 p.m. on Fri., Dec. 1, 2017.

The award honors University City residents (past or present, individuals and groups, living or deceased) who have worked toward racial unity and justice.

The 2018 award will be presented during the 31st Annual University City MLK Celebration in January.

MLK Spirit Award nominations may be emailed to dtolliver@ucityschools.org. More details including the nomination form, process and list of past recipients is available at www.ucityschools.org/MLKSpirit.

Nominations Open for District Awards

The School District of University City is accepting nominations for the following annual awards. More details including nomination forms, processes and lists of past recipients are available online:

- U. City Teacher of the Year: www.ucityschools.org/TOY
- U. City Educational Support Person of the Year: www.ucityschools.org/ESPOY
- PACEsetter: www.ucityschools.org/PACEsetter

Deadlines for TOY and ESPOY nominations are the first Friday in January. PACEsetter nomination deadline is third Friday in March. More information about all District-level awards, can be found online at www.ucityschools.org/Nominations.

Community members are welcome to serve on selection committees (excluding MLK, which is selected by the school board). If interested, please call (314) 290-4001 or email communications@ucityschools.org for more details.

U. City STEM Expo - Nov. 29

The School District of University City is hosting its first U. City STEM Expo on Wednesday, Nov. 29, 6-7:30 p.m. at Brittany Woods Middle School, 8125 Groby Road (63130).

The University City community is invited to join students, family and staff for an innovative and interactive exploration of science, technology, engineering and math (STEM).

The District is also interested in partnering with STEM organizations and businesses interested in participating in this event.

For more information, please contact Beverly Velloff, prek-12 curriculum coordinator for math and science, via email bvellof@ucityschools.org or call (314) 290-4013.

Opt-In to Keep Informed

As we continue to expand our communications with alumni, retirees and community partners, please consider opting into one or more of the following list opportunities:

- Alumni: www.ucityschools.org/AlumniOpt-In
- District Retirees: www.ucityschools.org/RetireesOpt-In
- Community Partners: www.ucityschools.org/PartnersOpt-In
As your American Family agent, I believe there's more to insurance than the policy itself. It's about providing dependable protection and service. That's why earning your trust is my policy. Let me handle all of your Insurance Needs.

Auto Insurance
Home Insurance
Life Insurance
Business Insurance
Health Insurance

KEN RICE AGENCY
American Family Insurance
8505 Delmar Suite A
University City, MO 63124

314-692-8023-Office

LAW OFFICE OF
MARK RUDDER LLC

314-862-6060
7477 Delmar, Suite 110 / U. City

Wills • Workers’ Compensation
Personal Injury • Wrongful Death
DWI • Traffic Matters

www.markrudderlaw.com

The choice of attorney is an important decision and should not be based solely upon advertisements.

Meeting with an attorney will be by appointment only.

Shop Local
Celebrate the Season with this 10% Local’s Discount Card
valid through 12/31/17
Show this card at participating businesses
visit ucitychamber.com for a list

Shop U City

It's a Great Time to BUY or SELL!

Check the value of YOUR HOME at
www.PamAndersonHomes.com

Pam Anderson
Your Real Estate Connection

Call or email me: 314.614.3767
pamanderson01@sbcglobal.net
(office 636-394-2424)
The University City location is now open for lunch on Saturdays and Sundays!

The Melting Pot
FONDUE RESTAURANT
6663 Delmar Blvd. | University City, MO 63130 | (314) 725-4141
294 Lamp & Lantern Vlg. | Town & Country, MO 63017 | (636) 207-6358
MELTINGPOT.COM

Jose Ruiz
Branch Manager
Vice President
124970 Olive Blvd
Creve Coeur, Missouri 63141
(314) 485.2912
Toll Free (314) 594.1925
Fax (314) 317.9931
jose.ruiz@regions.com

Coming Soon Delmar Location

Why ANIKA?
PERSONAL TRAINING
314.226.5985
612 North & South Rd
University City, MO

Fitness ANIKA.com

8431 Olive Blvd
St. Louis, MO 63132
(314) 325-5297

10 a.m. to 10 P.m.
7 Days a Week

After hours by appointment only

$35 PER HOUR
Free Tea & Coffee provided
Brittany Woods Middle School students use UCEF-funded Makey Makey kits to connect everyday objects to computer programs using a circuit board, clips and USB cable.

UCEF Grants Support Instruction

Thanks to our generous donors, the University City Education Foundation (UCEF) distributed more than $14,000 in grant funds last school year. Teachers and students across all grade levels used the funds to purchase cutting-edge products and technology that support the science, technology, engineering, art and mathematics programs (STEM and STEAM) and, at the early childhood level, materials in support of the Reggio Emilia approach to learning.

Businesses and individuals are invited to help support UCEF’s efforts in The School District of University City. For details, contact Lori Willis, director of Development, at lwillis@ucityschools.org or call (314) 290-4016.

Strategic Planning... We’re On The Move!

Thank you to those who attended recent Strategic Planning community meetings. The students and staff of The School District of University City are very fortunate to be part of a community of dedicated volunteers who are generous with their time and talents.

Please keep an eye out for future information regarding District Strategic Planning in upcoming issues of PRIDE.

If you have any questions, please call (314) 290-4001 or email communications@ucityschools.org.

Winter Music Concerts

This is the season for winter concerts across The School District of University City. Concerts begin at 6:30 p.m. and are free and open to the public (unless otherwise specified), so please come and join us! Details about these and other events are available at www.ucityschools.org/calendar.

- Tues., Nov. 7 ......................... Flynn Park Grade Level Concert
- Frl., Dec. 1 ........................... UCHS Choir and Jazz Band Concert
- Tues., Dec. 5 ........................... UCHS Band and Orchestra Concert
- Thurs., Dec. 7 ................. Barbara C. Jordan Winter Concert
- Tues., Dec. 12 ........................ Jackson Park Winter Concert
- Sat., Dec. 16 .............. UCHS Kinesis Dance Concert ($5 at door)
- Tues., Dec. 19 ......................... Jackson Park Strings Concert

Also mark your calendar for the follow spring concerts:

- Tues., March 27 ............... District Music in Our Schools Concert
  at University City High School
- Tues., April 3 .......................... District All String Concert
  at University City High School

Board Candidate Filing Opens Dec. 12

Two seats are to be filled on the University City Board of Education during the April 3 elections. Candidate filing opens at 8 a.m. on Dec. 12, 2017 and closes at 5 p.m. on Jan. 16, 2018. Candidate packets are available beginning Nov. 6.

School board members provide a critical service to public education. This elected, volunteer position gives community members the opportunity to make a difference in the lives and learning experiences of our students.

To be eligible to serve on the Board of Education for The School District of University City, candidate must be 24 years of age, a resident tax payer of the District, a citizen of the United States and a Missouri resident for at least one year preceding the election.

For more details, visit www.ucityschools.org/BOE, call (314) 290-4003 or email dtolliver@ucityschools.org.