



TENTATIVE AGENDA

City of Sikeston

REGULAR CITY COUNCIL MEETING
SIKESTON CITY HALL

Monday, March 2, 2015
5:00 P.M.

- I. CALL TO ORDER
- II. RECORD OF ATTENDANCE
- III. OPENING PRAYER
- IV. PLEDGE OF ALLEGIANCE
- V. APPROVAL OF CITY COUNCIL MINUTES
 - A. Regular Council Minutes February 2, 2015
 - B. Special Council Minutes February 19, 2015
 - C. Special Council Minutes, Public Hearing February 19, 2015
- VI. ACCEPTANCE OF BOARD AND COMMISSION MINUTES
 - A. Library Board January 5, 2015
- VII. ITEMS OF BUSINESS
 - A. 1st Reading, Bill #5982, Request for Rezoning Light Industrial "IL" to Commercial "C-3"
 - B. 1st Reading, Bill #5983, Approval of Subdivision, Cotton Ridge Subdivision, 1st Addition
 - C. 1st Reading & Consideration, Bill #5981, Amending City Code 620.080 Pawn Shop Limitations
 - D. Interim Appointment to SEMO University-Sikeston Campus Advisory Council & Strategic Plan Implementation Commission
 - E. Authorization to Purchase Skidsteer and Pickup Truck from State Contract and to Proceed with Bid Process for Purchase of Tractor
 - F. Consideration of Resolution 15-03-01, Declaration of Surplus Property
 - G. Briefing: FY-16 Budget Process
 - H. Other Items As May Be Determined During the Course of the Meeting
- VIII. ADJOURNMENT

Dated this 26th day of February 2015


Carroll Couch, City Clerk

The City of Sikeston complies with ADA guidelines. Notify Linda Lowes at 471-2512 (TDD Available) to notify the City any reasonable accommodation needed to participate in the City Council's Meeting.



CITY COUNCIL STUDY SESSION MEETING
FEBRUARY 19, 2015

CALL TO ORDER/RECORD OF ATTENDANCE

The special Sikeston City Council meeting of February 19, 2015 was called to order at 7:00 a.m., in the City Council Chambers, located at 105 East Center, Sikeston. Present at the meeting were: Mayor Jerry Pullen and Councilmen Steven Burch, Bob Depro, Jon Gilmore, and John Graham. Councilmen Maude Harris and Kathy Teachout were absent. Staff in attendance were: City Manager Jonathan Douglass, City Counselor Chuck Leible, City Clerk Carroll Couch, City Treasurer Karen Bailey, Governmental Services Director Linda Lowes, Public Works Director Jay Lancaster, Economic Development Director Ed Dust, Street Superintendent Brian Dial, Public Safety Captain Mike Williams, Parks Director Jiggs Moore, and Senior Building Official Collin Cecil.

ITEMS OF BUSINESS

Receipt of FY-14 Audit

City Clerk Carroll Couch reviewed the city's financial audit for FY-14 indicating there were no findings of misrepresentation or issues with internal controls.

Pawn Shop License Regulations

At the request of the City Council, staff provided research regarding pawn shop limitations in City Code, specifically, prohibition of a pawn shop within 300 feet of a school, church or residentially zoned property. Council directed staff to prepare an amendment to City Code reducing the residential distance to 150 feet.

Reed Ferguson, manager of a local pawn shop, expressed his opinion regarding the proposed change.

Rail to Trail Planning Process

Sample master plans from various communities were provided to the City Council. It was the consensus of the City Council for staff to obtain bids for the survey of the recently acquired trail rights and to determine the center line from end to end, marking it every 500 feet.

Other Items

Councilman Depro indicated the Sikeston School Board would like to hold a joint meeting with Council to discuss issues of mutual concern. The City Manager will contact the school superintendent and coordinate the meeting.

Councilman Depro relayed a request from the Cape Girardeau City Council to meet on the I-55 Corridor Initiative. City Manager Jonathan Douglass will contact the city manager of Cape Girardeau to follow up on the request.

ADJOURNMENT

There being no further business before the City Council, Councilman Gilmore moved to adjourn. The motion was seconded by Councilman Graham and the following roll call vote was recorded:

Burch Aye, Depro Aye, Gilmore Aye, Harris Aye,
and Pullen Aye, thereby being passed.

APPROVED:

JERRY PULLEN, MAYOR

ATTEST:

CARROLL L. COUCH, CITY CLERK

SEAL:

CITY COUNCIL MEETING
FEBRUARY 19, 2015

CALL TO ORDER/RECORD OF ATTENDANCE

The special Sikeston City Council meeting of February 19, 2015 was called to order at 8:00 a.m., in the City Council Chambers, located at 105 East Center, Sikeston. Present at the meeting were: Mayor Jerry Pullen and Councilmen Steven Burch, Bob Depro, Jon Gilmore, John Graham, and Kathy Teachout. Councilman Maude Harris was absent. Staff in attendance were: City Manager Jonathan Douglass, City Counselor Chuck Leible, City Clerk Carroll Couch, City Treasurer Karen Bailey, Governmental Services Director Linda Lowes, Public Works Director Jay Lancaster, Economic Development Director Ed Dust, Street Superintendent Brian Dial, Public Safety Captain Mike Williams, Parks Director Jiggs Moore, and Senior Building Official Collin Cecil.

PUBLIC HEARING

Enhanced Enterprise Zone Project

Councilman Gilmore moved to open the Public Hearing for discussions regarding the Enhanced Enterprise Zone Project. The motion was seconded by Councilman Graham and the following vote recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

No comments from the public were heard. Councilman Gilmore moved to close the Public Hearing. The motion was seconded by Councilman Graham and the following vote recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

ITEMS OF BUSINESS

Bill Number 5984, Authorizing Execution of Memorandum of Understanding with Orgill

Councilman Teachout moved for the first reading of Bill Number 5984. The motion was seconded by Councilman Graham and the following vote recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

Counselor Leible presented the bill for reading.

BILL NUMBER 5984

ORDINANCE NUMBER 5984

AN EMERGENCY ORDINANCE AUTHORIZING THE CITY OF SIKESTON, MISSOURI TO ENTER INTO A CERTAIN MEMORANDUM OF UNDERSTANDING AND TAKE CERTAIN OTHER ACTIONS IN CONNECTION WITH ENHANCED ENTERPRISE ZONE TAX ABATEMENT FOR ORGILL, INC.

WHEREAS, the City of Sikeston, a constitutionally chartered city and political subdivision of the State of Missouri adopted Ordinance No. 5691 which designated certain areas within the City as a Enhanced Enterprise Zone, and

WHEREAS, ORGILL, INC. has indicated its willingness to construct and operate an expansion to its distribution center in the Sikeston Business, Education and Technology Park which is located in the Enhanced Enterprise Zone, and

WHEREAS, the Enhanced Enterprise Zone Board met and recommended certain tax abatements if ORGILL, INC. constructed and operated an expansion to its distribution center located in the Sikeston Business, Education and Technology Park, and

WHEREAS, after due notice to all interested and necessary parties, a public hearing was held on February 19, 2015 to consider the proposed tax abatements to ORGILL, INC., and

WHEREAS, the City Council finds and determines that it is necessary and desirable to grant certain Enhanced Enterprise Zone tax abatements to ORGILL, INC. and approve the execution of certain documents herein.

NOW THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SIKESTON, MISSOURI, AS FOLLOWS:

SECTION I: Authorization of Documents. The City is hereby authorized to enter into the following documents (the "City Documents"), in substantially the form presented to the City Council and attached to this Ordinance, with such changes therein as are approved by the officials of the City executing the documents, such officials' signatures thereon being conclusive evidence of their approval thereof:

(a) Memorandum of Understanding.

SECTION II: Execution of Documents. The Mayor is hereby authorized to execute the City Documents and such other documents, certificates and instruments as may be necessary or desirable to carry out and comply with the intent of this Ordinance, for and on behalf of and as the act and deed of the City. The City Clerk is hereby authorized to attest to and affix the seal of the City to the City Documents and such other documents, certificates and instruments as may be necessary or desirable to carry out and comply with the intent of this Ordinance.

SECTION III. Further Authority. The City shall, and the officials, agents and employees of the City are hereby authorized to, take such further action, and execute such other documents, certificates and instruments as may be necessary or desirable to carry out and comply with the intent of this Ordinance and to carry out, comply with and perform the duties of the City with respect to the City Documents.

SECTION IV. Emergency Ordinance. The City Council finds that an emergency exists within the meaning of Article III, Section 312(f) of the City Charter, because ORGILL, INC. cannot proceed with its expansion until the City executes the City Documents, and delays could jeopardize the timing and market conditions for the proposed project.

SECTION V: Record of Passage:

A. Bill Number 5984 was introduced and read the first time this 19th day of February, 2015.

B. Councilman Depro moved for the second reading of Bill Number 5984. The motion was seconded by Councilman Gilmore and the following roll call vote recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

Counselor Leible presented Bill Number 5984 for a second reading and discussion on this 19th day of February, 2015. Councilman Gilmore moved to approve Bill Number 5984. The motion was seconded by Councilman Graham and the following roll call vote recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

C. Upon passage by the City Council, this bill shall become Ordinance 5984 and shall be in full force and effect from and after its passage.

ADJOURNMENT

There being no further business before the City Council, Councilman Graham moved to adjourn. The motion was seconded by Councilman Burch and the following roll call vote was recorded:

Burch Aye, Depro Aye, Gilmore Aye, Graham Aye,
Teachout Aye, and Pullen Aye, thereby being passed.

APPROVED:

JERRY PULLEN, MAYOR

ATTEST:

CARROLL L. COUCH, CITY CLERK

SEAL:

Board of Trustees Meeting
Monday January 5, 2014
4:30pm

The Board of Trustees of Sikeston Public Library met on Monday, January 5th at 4:30 pm. Present were Dr. Bohannon, Mrs. Brown, Mrs. Chitwood, Mr. Colwick, Mrs. Lawson, Mr. Leible, Mr. Polivick, Mrs. Tetley, Ms. Thompson, Mrs. Caskey, Project Coordinator, Mrs. Tangeman, Director, and Mr. Eifert, Assistant Director.

MINUTES

Mrs. Tetley made a motion to accept the Minutes from the December meeting. Mrs. Brown seconded and the motion carried.

PETTY CASH

Mrs. Chitwood made a motion to accept the Petty Cash Report for December. Ms. Thompson seconded and the motion carried.

BILLS

Dr. Bohannon made a motion to accept the Bills for December as presented. Ms. Thompson seconded and the motion carried.

CITY FINANCIAL STATEMENT-The City Financial Statement for November was reviewed.

COMMITTEES

FINANCE—Mrs. Tetley presented the members with a spreadsheet for the Basement Renovation expenses and income through the month of October.

PERSONNEL—Mrs. Chitwood made a motion that the Board go into Executive Session to discuss a personnel issue. Dr. Bohannon seconded the motion. All in favor, none opposed and the motion carried. Mrs. Tangeman and Mr. Eifert were excused at this time. Mr. Polivick made a motion that the Board comes out of Executive Session. Mrs. Chitwood seconded the motion. All in favor, none opposed and the motion carried.

OPERATIONS—None

None

LIBRARIAN

-We have hired a new shelve, Ashli Vaught. We will be losing both Michelle Anthuis and Deon Jones by the end of the month.

BASEMENT RENOVATION

Mrs. Caskey covered with the Board the 2 bids received concerning the projector, drop down screen, lighting and sound. The bids were from Hi-Tech and HD Media in Cape Girardeau. Cape Communications chose not to submit a bid. After reviewing the bids, several questions arose that Mrs. Caskey was asked to clarify. We need to have bids for 4500 Lumens for the projector and to know the size of the screens. It was decided to wait for clarification on these 2 matters before making a decision. Mrs. Caskey will contact both parties and forward the new information to the Board via email. Mr. Eifert discussed the Grant that we will pursue through

the Missouri State Library. The Grant is due the end on January and we will need all figures and product information by that time.

ADJOURNMENT

Mrs. Brown made a motion to adjourn and Mrs. Lawson seconded. All in favor, none opposed and the motion carried. The meeting adjourned at 5:30pm.

Council Letter

Date of Meeting: 15-03-02

Originating Department: Public Works Department

To the Mayor and City Council:

Subject: 1st Reading, Bill #5982, Rezoning Request

Attachment(s):

1. Bill #5982
2. Plat

Action Options:

1. 1st Reading and Briefing only. Council action will be requested on March 30, 2015.
2. Other action Council may deem appropriate

Background:

Staff received a request from Lambert Engineering on behalf of Sikeston Development Co., LLC to rezone a tract of land, which consists of approximately 36.18 acres and is located generally south of Stallcup Drive, west of Lawrence Street and north of Hennings Drive as extended from "IL" Light Industrial to "C-3" Highway Commercial in the City of Sikeston, New Madrid County, Missouri. The Planning and Zoning committee will meet on March 2, 2015 to discuss this request.

For background information, this rezoning involves the property that is a part of the proposed TIF project taking place behind Walmart. This rezoning would change the current zoning from Light Industrial to Commercial, so that a planned commercial subdivision could be developed accommodating businesses such as the new movie theater.

THIS BILL AS APPROVED SHALL BECOME ORDINANCE NUMBER 5982 PROVIDING FOR THE REZONING FROM LIGHT INDUSTRIAL “IL” TO HIGHWAY COMMERCIAL “C-3” THE FOLLOWING DESCRIBED REAL ESTATE TO-WIT: A TRACT OF LAND, WHICH CONSISTS OF APPROXIMATELY 36.18 ACRES AND IS LOCATED GENERALLY SOUTH OF STALLCUP DRIVE, WEST OF LAWRENCE STREET AND NORTH OF HENNINGS DRIVE AS EXTENDED, IN THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SIKESTON, MISSOURI AS FOLLOWS:

SECTION I: This Ordinance shall not be codified in the City Municipal Code.

SECTION II: The Planning and Zoning Commission met on March 2, 2015 and voted to approve the rezoning from Light Industrial “IL” to Highway Commercial “C-3” the following described real estate to-wit: A tract of land, which consists of approximately 36.18 acres and is located generally south of Stallcup Drive, west of Lawrence Street and north of Hennings Drive as extended, in the City of Sikeston, New Madrid County, Missouri.

SECTION III: A plat of said real estate is marked as Exhibit “A” attached hereto and incorporated by reference.

SECTION IV: The above tract of land is hereby rezoned from “IL” Light Industrial to “C-3” Highway Commercial.

SECTION V: General Repealer Section: Any other ordinance or parts thereof inconsistent herewith, are hereby repealed.

SECTION VI: Severability: Should any part or parts of this ordinance be found or held to be invalid by any court of competent jurisdiction, the remaining part or parts shall be severable and shall continue in full force and effect.

SECTION VII: Record of Passage

A. Bill Number 5982 was introduced and read the first time this 2nd day of March 2015.

B. Bill Number 5982 was read the second time and discussed this 30th day of March 2015, and was voted as follows:

Depro _____, Harris _____, Pullen _____, Graham _____,
Teachout _____, Burch _____, and Gilmore _____,
thereby being _____, and becoming ordinance 5982.

C. Ordinance 5982 shall be in full force and effect from and after April 29, 2015.

Jerry Pullen, Mayor

Approved as to form
Charles Leible, City Counselor

Seal / Attest:

Carroll Couch, City Clerk

TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI

[illegible]

JOHN H. JOHNSON, MANAGER

ON THIS DAY OF 2016, BEFORE ME APPEARED JOHN H. JOHNSON TO BE KNOWN TO BE THE PERSON DESCRIBED IN AND WHO EXECUTED THE ABOVE DECLARATION AND ACKNOWLEDGED THAT HE EXECUTED THE SAME AS HIS FREE, FULL AND SOLE ACT AND DEED, IN WITNESS WHEREOF, I HAVE HEREON SET MY HAND AND AFFIRMED MY BELIEF, IN THE COUNTY AND STATE AFORESAID, THE DAY, MONTH AND YEAR FIRST ABOVE WRITTEN.

PROPOSED ZONING APPROVED THIS _____ DAY OF _____, 2015

ZONING OFFICERS

APPROVED AND ACCEPTED THIS _____ DAY OF _____, 2015, BY THE PLANNING AND ZONING COMMISSION OF THE CITY OF SKESTON, NEW MADRID COUNTY, MISSOURI.

**CHAIRMAN
PLANNING AND ZONING COMMISSION**

APPROVED AND ACCEPTED THIS _____ DAY OF _____, 2010, BY THE CITY
COUNCIL OF THE CITY OF SEKESTON, NEW MADRID COUNTY, MISSOURI.

BY ORDINANCE NO. _____

MAYON

CITY CLERK

ALL LOTS ARE TO BE ZONED FOR C-3 HIGHWAY COMMERCIAL

NOTE: ALL BUILDING SETBACK LINES ARE A MINIMUM OF 80 FT FROM THE PROPERTY LINE UNLESS NOTED OTHERWISE.

125 North New Madrid Street
Sikeston, Missouri 63801

-Mail: numbers@bigfoot.net
 Phone: (573) 473-7442
 Fax: (573) 473-7402



CERTIFICATION

[illegible]

THIS IS TO CERTIFY THAT BY THE ORDER OF THE OWNER, I DID SUBDIVIDE THE ABOVE TRACT OF LAND AND THE ABOVE SHOWN PLAT IS IN ACCORDANCE WITH THE REQUIREMENTS OF THE STANDARDS FOR BOUNDARY PROPERTY SURVEYS ADOPTED BY THE MISSOURI BOARD FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS.

CHRISTOPHER WAYNE LAMBER
REG. #12026000163

Dedicated Subdivision Plat

Date:	02-02-2015	Drawn by:	CWL
Sheet No.	DP-1	Project No.	15-22

SCALE: 1"=200'



Graphic Scale:
RECORDED: (IN FEET)

FILED FOR RECORD THIS _____ DAY OF _____ 2015, AT _____ O'CLOCK
 _____ MINUTES AM / PM, AND RECORDED IN PLAT BOOK _____ ON PAGE _____
 _____ ON THE OFFICE OF THE RECORDER OF DEEDS FOR NEW MADRID COUNTY, MISSOURI.
 _____ DESTRUCTIVE COVENANTS RECORDED IN BOOK _____ ON PAGE _____ THEREOF.

RECORDED OF DEEDS
NEW MADRID COUNTY, MISSOURI

Council Letter

Date of Meeting: 15-03-02

Originating Department: Public Works Department

To the Mayor and City Council:

Subject: 1st Reading, Bill #5983, Subdivision Request

Attachment(s):

1. Bill #5983
2. Plat

Action Options:

1. 1st Reading and Briefing only. Council action will be requested on March 30, 2015.
2. Other action Council may deem appropriate

Background:

Staff received a request from Lambert Engineering on behalf of Sikeston Development Co., LLC. for the approval of a proposed subdivision (Cotton Ridge Development, 1st Addition) which consists of approximately 36.18 acres and is located generally south of Stallcup Drive, west of Lawrence Street and north of Hennings Drive as extended, in the City of Sikeston, New Madrid County, Missouri. The Planning and Zoning committee will meet on March 2, 2015 to discuss this request.

For background information, this subdivision request involves the property that is a part of the proposed TIF project located behind Walmart. This agenda item requests the approval of the proposed commercial subdivision plan and layout that would accommodate future businesses such as the new movie theater.

THIS BILL AS APPROVED SHALL BECOME ORDINANCE NUMBER 5983 PROVIDING FOR APPROVAL OF SUBDIVIDING AN 36.18 ACRE TRACT OR PARCEL OF LAND BEING KNOWN AS COTTON RIDGE DEVELOPMENT, 1ST ADDITION, CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI, AND WHICH GENERALLY LIES SOUTH OF STALLCUP DRIVE, WEST OF LAWRENCE STREET, AND NORTH OF HENNINGS DRIVE AS EXTENDED, IN THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SIKESTON, MISSOURI AS FOLLOWS:

SECTION I: This Ordinance shall not be codified in the City Municipal Code.

SECTION II: The Planning and Zoning Commission met on March 2, 2015 and passed a favorable recommendation to approve the subdividing of a tract or parcel of land the plat of which is attached hereto, marked Exhibit "A" and incorporated by reference and legally described as follows and known as Cotton Ridge Development, 1st Addition:

"A TRACT OR PARCEL OF LAND LYING IN AND BEING A PART OF LOT 4 OF STALLCUP SUBDIVISION IN U.S.P.S. NO. 635 AND U.S.P.S. NO. 689, TOWNSHIP 26 NORTH, RANGE 14 EAST, IN THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI AND BEING MORE FULLY DESCRIBED BY METES AND BOUNDS AS FOLLOWS: BEGINNING AT THE SOUTHWEST CORNER OF LOT 4 OF THE J.C. PENNEY'S REPLAT OF LOTS 6, 7, 8, 9, 10, 11, 12, 13 AND 14 OF HENNING'S SUBDIVISION TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI; THENCE S.09°50'23"E. ON AND ALONG THE WEST LINE OF SAID J.C. PENNEY'S REPLAT OF LOTS 6, 7, 8, 9, 10, 11, 12, 13 AND 14 OF HENNING'S SUBDIVISION A DISTANCE OF 60.00 FEET TO THE SOUTHWEST CORNER OF SAID REPLAT; THENCE N.80°08'53"E. ON AND ALONG THE SOUTH LINE OF SAID REPLAT A DISTANCE OF 345.15 FEET TO THE EAST LINE OF LOT 4 OF STALLCUP SUBDIVISION; THENCE S.09°51'24"E. ON AND ALONG THE SAID EAST LINE OF LOT 4 A DISTANCE OF 396.00 FEET; THENCE S.80°08'53"W. PARALLEL TO THE SOUTH R/W LINE OF HENNINGS DRIVE A DISTANCE OF 545.00 FEET; THENCE S.87°02'45"W. A DISTANCE OF 70.51 FEET; THENCE S.85°13'20"W. A DISTANCE OF 592.94 FEET; THENCE N.01°14'59"W. A DISTANCE OF 333.46 FEET; THENCE N.40°28'55"W. A DISTANCE OF 81.86 FEET; THENCE S.80°08'53"W. A DISTANCE OF 364.59 FEET; THENCE N.04°38'39"W. A DISTANCE OF 987.98 FEET; THENCE N.80°34'49"E. A DISTANCE OF 275.13 FEET; TEHNCE N.05°47'26"W. A DISTANCE OF 65.13 FEET TO THE SOUTHWEST CORNER OF LOT 9 OF THE STALLCUP ESTATE RE-SUBDIVISION, 1ST ADDITION TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI; THENCE N.80°34'49"E. ON AND ALONG THE SOUTH LINE OF SAID LOT 9 A DISTANCE OF 528.00 FEET TO THE SOUTHEAST CORNER OF SAID LOT 9; THENCE S.09°31'33"E. ON AND ALONG THE WEST R/W LINE OF SCHOOL STREET A DISTANCE OF 60.00 FEET TO THE SOUTH R/W LINE OF STALLCUP DRIVE; THENCE N.80°34'49"E. ON AND ALONG THE SOUTH R/W LINE OF STALLCUP DRIVE A DISTANCE OF 60.00 FEET TO THE NORTHWEST CORNER OF LOT 8 OF THE J.C. PENNEY'S REPLAT OF LOTS 6, 7, 8, 9, 10, 11, 12, 13 AND 14 OF HENNING'S SUBDIVISION TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI; THENCE S.09°31'33"E. ON AND ALONG THE WEST LINE OF SAID LOT 8 A DISTANCE OF 434.05 FEET TO THE SOUTHWEST CORNER OF SAID LOT 8; THENCE N.80°34'49"E. ON AND ALONG THE SOUTH LINE OF SAID LOT 8 A DISTANCE OF 265.08 FEET TO THE SOUTHEAST CORNER OF SAID LOT 8; THENCE S.09°50'23"E. ON AND ALONG THE WEST LINE OF LOTS 6, 5 AND 4 OF THE J.C. PENNEY'S REPLAT OF LOTS 6, 7, 8, 9, 10, 11, 12, 13 AND 14 OF HENNING'S SUBDIVISION TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI A DISTANCE OF 611.36 FEET TO THE POINT OF BEGINNING".

SECTION III: Said plat and subdivision is accepted and approved subject to full compliance with all applicable building and other codes and the stormwater management plan.

SECTION IV: General Repealer Section: Any other ordinance or parts thereof inconsistent herewith, are hereby repealed.

SECTION V: Severability: Should any part or parts of this ordinance be found or held to be invalid by any court of competent jurisdiction, the remaining part or parts shall be severable and shall continue in full force and effect.

SECTION VI: Record of Passage

A. Bill Number 5983 was introduced and read the first time this 2nd day of March, 2015.

B. Bill Number 5983 was read the second time and discussed this 30th day of March, 2015 and voted as follows:

Depro, _____ Harris, _____, Pullen, _____, Graham, _____,
Teachout, _____, Burch, _____, and Gilmore, _____
thereby being _____, and becoming ordinance 5983.

C. Ordinance 5983 shall be in full force and effect from and after April 29, 2015.

Jerry Pullen, Mayor

Approved as to form
Charles Leible, City Counselor

Seal / Attest

Carroll Couch, City Clerk

COTTON RIDGE DEVELOPMENT, 1ST ADDITION

TO THE CITY OF SIKESTON, NEW MADRID COUNTY, MISSOURI

ALL LOTS ARE SUBJECT TO THE CONDITIONS, RESTRICTIONS AND LIMITATIONS AS SET FORTH BY THE UNDERGROUND TANK OWNERS OF THE TRACT OR LAND DESCRIBED IN THE ABOVE CERTIFICATION. I HAVE CAUSED THE SAME TO BE SURVEYED AND PLATTED INTO LOTS AND BLOCKS AS SHOWN ON THE ADJOINING PLAT, AND SUBSEQUENT SAID RESEARCHER TO BE KNOWN AS "CONTROLLED DEVELOPMENT," 1ST ADDITION, TO THE CITY OF SEASCOCK, NEW MEXICO COUNTY. NO ALL OTHER RIGHT-OF-WAY SHOWNS ON THE ADJOINING PLAT IS HEREBYFORWARD DECLARED TO PRAISE USE FOREVER, UTILITY EASEMENTS WHERE SHOWN ON THE ADJOINING PLAT ARE HEREIN AFFIRMED AND NOT AVAILABLE FOR THE INSTALLATION AND MAINTENANCE OF UNDERGROUND PUBLIC UTILITIES PORTAGE.

IN WITNESS WHEREOF, I HEREBY SET MY HAND THIS _____ DAY OF _____ 2015.

7065 MISSOURI STATE
PARMA, MISSOURI 63656
PHONE: (573) 667-5277

JOHN H. JOHNSON, MANAGER

ON THIS DAY OF _____, 2015, BEFORE ME APPEARED JOHN H. JOHNSON TO ME KNOWN TO BE THE PERSON DESCRIBED IN AND WHO EXECUTED THE ABOVE DECLARATION AND ACKNOWLEDGED THAT HE EXECUTED THE SAME AS HIS FREE WILL ACT AND DEED, IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND AND AFFIXED MY SEAL, IN THE COUNTY AND STATE AFORESAID, THE DAY, MONTH AND YEAR FIRST ABOVE WRITTEN.

NOTARY PUBLIC

MY COMMISSION EXPIRES:

PROPOSED ZONING APPROVED THIS _____ DAY OF _____, 2011
BY ORDINANCE NO. _____

APPROVED AND ACCEPTED THIS _____ DAY OF _____, 2015, BY THE PLANNING AND ZONING COMMISSION OF THE CITY OF BRISTOL, NEW MARION COUNTY, MISSOURI.

OF THE CITY OF SINKSTON, NEW MADRID COUNTY, MISSOURI.

APPROVED AND ACCEPTED THIS _____ DAY OF _____, 2015, BY THE CITY COUNCIL OF THE CITY OF SKESTON, NEW MADRID COUNTY, MISSOURI.

MAYOR

ALL LOTS ARE TO BE ZONED FOR C-3 HIGHWAY COMMERCIAL

NOTE: ALL BUILDING SETBACK LINES ARE A MINIMUM OF 60 FT FROM THE PROPERTY LINE UNLESS OTHERWISE NOTED.

5. LISTS ARE A RECORD OF 99.71 FROM THE POSTAL LINE UNDER

LAMBERT ENGINEERING & SURVEYING

125 North New Madrid Street
Sikeston, Missouri 63801



CERTIFICATION:

THE EFFECT OF PRACTICE AND TIME ON THE NUMBER AND RATE OF ILLUSTRATED EXPRESSIONS IN EFL AS A FUNCTION OF L2 PROFICIENCY AND L2 ACQUISITION STAGE. In this study, the effect of practice and time on the number and rate of illustrated expressions in EFL as a function of L2 proficiency and L2 acquisition stage was investigated. The study was conducted with 120 EFL learners, divided into four groups of 30 learners each, based on their L2 proficiency and L2 acquisition stage. The groups were: High Proficiency/Advanced Stage, High Proficiency/Intermediate Stage, Low Proficiency/Advanced Stage, and Low Proficiency/Intermediate Stage. The groups were exposed to a 10-week practice program, during which they were required to produce and illustrate a set of 100 expressions. The number and rate of illustrated expressions were recorded for each group at the beginning and end of the practice program. The results of the study showed that the number and rate of illustrated expressions increased significantly for all groups over the 10-week period. The High Proficiency/Advanced Stage group showed the highest number and rate of illustrated expressions, while the Low Proficiency/Intermediate Stage group showed the lowest. The results also showed that the rate of illustrated expressions increased more rapidly for the High Proficiency/Advanced Stage group than for the other groups. The study suggests that practice and time have a positive effect on the number and rate of illustrated expressions in EFL, and that the effect is more pronounced for learners with higher L2 proficiency and at more advanced L2 acquisition stages.

CHRISTOPHER WAYNE LAMBERT
REG. P.B. #2009000169



RECORDS OF PROBATE
NEW MADRID COUNTY, MISSOURI

FILED FOR RECORD THIS _____ DAY OF _____ 2015, AT _____ O'CLOCK
 _____ MINUTES AM / PM, AND RECORDED IN PLAT BOOK _____ ON PAGE _____
 IN THE OFFICE OF THE RECORDER OF DEEDS FOR NEW MADRID COUNTY, MISSOURI.
 RESTRICTIVE COVENANTS RECORDED IN BOOK _____ ON PAGE _____ THEREOF.

RECORDED

Graphic Scale:

SCALE:
1"=200

E DEVELOPMENT, 1ST ADDITION
City of St. Louis, New Madrid County, Missouri

Issue No.	02-02-2015	Project No.	CWL
DP-1		15-999	

Council Letter

Date of Meeting: 15-03-02

Originating Department: Administrative Services

To the Mayor and City Council:

Subject: 1st Reading, Bill #5981, Amending City Code 620.080 Pawn Shop Limitations

Attachment:

1. Bill #5981

Action Options:

1. First Reading, Bill #5981
2. Other Action Council may deem appropriate

Background:

Bill #5981 amends Section 620.080(a) of the Municipal Code which pertains to distance limitations for location of pawnbrokers' premises. Specifically, it changes the distance from residentially zoned property from 300 feet to 150 feet.

Staff will ask for Council's approval to adopt Bill #5981 at the March 30th Council meeting.

THIS BILL AS APPROVED SHALL BECOME ORDINANCE NUMBER 5981 ESTABLISHING AMENDED REGULATIONS FOR THE LICENSING AND REGULATION OF PAWNBROKERS AND TRADERS OF PRECIOUS COMMODITIES WITHIN THE CITY OF SIKESTON.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SIKESTON, MISSOURI AS FOLLOWS:

SECTION I: This Ordinance shall be codified in Title VI – Business and Occupation of the Sikeston Municipal Code.

SECTION II: Title VI, Section 620.080 is amended to read as follows:

“SECTION 620.080: LIMITATIONS

- A. No license shall be issued for the operation of a pawnshop, as defined herein, when the pawnshop will be located within three hundred (300) feet of any church or school, or within one hundred fifty (150) feet of residentially zoned property.
- B. No license shall be issued for the operation of a pawnshop, as defined herein, when the pawnshop will be located within five hundred (500) feet of another pawnshop.
- C. Licensed pawnshop(s) in operation within the City Limits of the City of Sikeston on or before December 1, 2010 shall be exempted from Section 620.080(A)(B). Any subsequent relocation or change in ownership of the pawnshop may do so only within the prescribed requirements of this section.”

SECTION III: General Repealer Section: Any ordinance or parts thereof inconsistent herewith are hereby repealed.

SECTION IV: Severability: Should any part or parts of this ordinance be found or held to be invalid by any court of competent jurisdiction, then the remaining part or parts shall be severable and shall continue in full force and effect.

SECTION V: Record of Passage:

- A. Bill Number 5981 was introduced and read the first time this 2nd day of March 2015.
- B. Bill Number 5981 was read the second time and discussed this 30th day of March 2015, and voted as follows:

Burch, _____, Gilmore, _____, Depro, _____,
 Gilmore, _____, Teachout, _____, Harris, _____,
 Pullen, _____, thereby being
 _____, and
 becoming ordinance .

- C. Upon passage by the City Council, this bill shall become Ordinance 5981 and shall be in full force and effect from and after April 29, 2015.

 Jerry Pullen, Mayor

 Approved as to form
 Chuck Leible, City Counselor

Seal / Attest

 Carroll Couch, City Clerk

Council Letter

Council Letter: 15-03-02

Originating Department: Department of Governmental Services

To the Mayor and City Council:

Subject: Interim Appointment to SEMO University Sikeston Campus Advisory Council and Strategic Plan Implementation Commission

Attachment:
None

Action Options:

1. Make interim appointment to SEMO University Sikeston-Campus Advisory Council for a term ending December 31, 2017
2. Make interim appointment to Strategic Plan Implementation Commission for a term ending September 30, 2016
3. Other action as Council may deem appropriate

Background:

SEMO University Sikeston-Campus Advisory Council Appointment:

Steve Borgsmiller, Director, SEMO University – Sikeston Campus has notified the City of Advisory Council member Chad Crow's resignation. His term expires December 31, 2017. Staff is asking Council to make an interim appointment for this position.

Provided below is a listing of individuals expressing a desire to serve on the Advisory Council:

Mary Below, 721 N. West St.	Toni Dee, 107 Holmes
Holly Greene, 912 Stanford	Bill Odum, 513 Lindenwood
Freida Cardwell, 132 Greenbrier	

Council's appointees to the Advisory Council include:

Trish Bill	Jeffrey Hay	Bill Lawson
Michele Knickman	Julie Ann Palmer	David Ross
Jan Barkett	Libby Caskey	Michelle Williams
Mike Parker	Terry Williams	Carrie Lape
Patrick Douglas	James Miller	

Advisory Council terms are for 3 years beginning on January 1 and ending on December 31.

The Campus' Advisory Council meets at the Sikeston Campus on the last Wednesday of each quarter at 10:30 AM, in Room 112/113.

Strategic Plan Implementation Commission:

Due to a pending transfer, Rev. Geoff Posegate has resigned his position on the Strategic Plan Implementation Commission. His term ends in October 2016. Council is asked to make an interim appointment.

Resource Bank Applicants:

Freida Cardwell, 132 Greenbriar
Steve McPheeters, 146 Autumn Dr.
Jason Davis, 209 Sharp Ave.

Lisa Hicks, 205 Andrea Dr.
Rick Murray, 106 Holmes Dr.

Commission Members:

Michael Harris John Bob Wilson Jared Straton

Council Representatives:

Jerry Pullen John Graham Bob Depro

The Commission meets at 11:30 AM, the fourth Thursday of each month.

Council Letter

Date of Meeting: 15-03-02

Originating Department: Public Works Department

To the Mayor and City Council:

Subject: Capital Improvements and Equipment Replacements for Parks & Street Divisions

Action Options:

1. Authorize Purchase of Skid steer from State Contract
2. Authorize Purchase of Pickup Truck from State Contract
3. Authorize Solicitation of Bids for Tractor
4. Other action Council may deem appropriate

Background:

As we have just passed the midway point in this fiscal year, I took a moment to review the budgets of the divisions within the Public Works Department.

One subject that we need to go ahead and address before it is too late in the fiscal year is capital purchases. These include the following:

- Tractor for Street Division
- Bobcat/Skid steer for Parks Division
- Vehicle for Director (Administration Division)

Street Division

The concept to purchase a tractor for Street Division was a last minute change in plan. The original Capital Improvement Plan for equipment replacement for Street Division allowed for a sizeable lease purchase payment for the dump trucks, as well as, one for a street sweeper. We have not made a decision yet on a sweeper, and the way things worked out with the lease purchase for the dump trucks, in the first year the payment is only a fraction of what was expected, therefore, this left an amount remaining in this fiscal year that we had not planned to have. To compensate, we revised the CIP (See attached spreadsheet) and moved the next priorities forward.

For this year, our next priority is to replace an older, large tractor that we utilize for a multitude of uses. It is a John Deere 5410 that was purchased in 2000. It is beginning to show significant wear-and-tear, with the entire front end assembly having to be replaced last year. We wish to declare the old tractor as surplus for the purpose of having it auctioned. We estimate that the

tractor will have a cost of \$41,600, and we anticipate the old one could be auctioned for approximately \$10,000.

If budgets hold out, we may at a later time also seek to purchase a UTV and/or an attachment for a skid steer that would allow us to mill pavement.

For Street Division, in FY15, we have setup equipment replacement line items in the budget as follows:

- Transportation Sales Tax - \$100,000
- Capital Improvements - \$50,000

Park Division

Per the attached 5 year CIPs from Parks for the last two years, you can see that there are a number of things that need to be accomplished; however, we simply don't have the funding to accomplish them. We instead are trying to spread the funds to cover a variety of projects.

For FY15, we replaced backstops, and are seeking to replace our Bobcat/Skid steer piece of equipment. This will utilize the \$75,000 that is set up in the budget for Park CIP expenditures. This will also result in a request to seek to surplus our older Bobcat skid steer. We wish to replace this 2001 model with a new model that has tracks rather than wheels, and has the higher capacity hydraulic system. We believe that the track system (16" width) will allow us to work in many situations where we now cannot. The newer model will also allow us to utilize several new attachments that we hope to take advantage of including a pavement milling attachment, a slashbuster attachment, and a hydraulic jackhammer attachment. We wish for the 2001 model to be placed on surplus, so that it can be auctioned. We, then, hope to use the proceeds to reduce the impact to the budget. We anticipate purchasing the Bobcat/Skid steer using state contract bids for a total bid of \$45,101.70. We know that piece of equipment has a trade-in value of \$12,000; however, we feel that we will be able to get more using a local auction.

In the future years, we will continue to work on a variety of projects. One major change between the two years is the amount for renovating restrooms. You will see that it was reduced from \$90,000 to \$40,000. This is the result of us investigating the ability for us to reconstruct restrooms using our own city forces. We are confident we can move forward with this in-house, with minimal subcontracted labor. This decision alone will save the city approximately \$200,000 and get restrooms replaced faster.

The \$75,000 line item referenced above for Capital Improvements is a part of the Capital Improvement fund category. It has a specific line item established.

Director / Administrative Division

One final thing to mention is the need of vehicle for myself. Over the past 15 months, I have been switching back and forth between a Chevy Malibu, and a 2003 Jeep Cherokee. I regret that the Jeep is quickly becoming less reliable, and despite its being a nice vehicle, the Malibu is not practical for someone that drives ditch banks, compost sites, and snow covered airport runways.

I would like to propose that we trade in the Malibu for something that is more practical, which for my use would be something with four-doors (to transport people) and four-wheel drive. Originally, I looked at various used SUVs, but after some research, and seeing the state contract bids, I felt it was best to propose a new vehicle using the state contract bids. It made the most sense financially. Also, after further discussions, I settled on the proposal of a white ½ ton pickup truck, so that it could be passed on to the fleet at some later date. This would require that the Malibu be declared surplus and sold/traded.

Utilizing the state contract bids and trading in the Malibu would result in an approximate cost of \$11,900 to replace the Malibu with a truck. These funds would stem from the CIP/Equipment Replacement Plan line item in the Transportation Sales Tax mentioned above.

Capital Improvement Discussion
Public Works Department
Street Division

EXPENDITURES

Description	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
Dump Trucks - Lease Purchase	\$12,895	\$55,141	\$54,578	\$54,407	\$53,429	\$52,843	\$52,251	\$51,650	\$51,042	\$50,427
Sewer Truck Reconditioning	\$47,385									
Street Sweeper		\$180,000					\$180,000			
Lease Purchase #2 - Add'l Equipment										
Plow for Front End Loader	\$15,350									
Work Truck for Director w/Trade	\$11,761									
New Bed for Propatch Truck			\$72,000							
Large Tractor	\$41,600									
Small Tractor										
Dump Truck								\$15,000	\$15,000	
1/2 Ton Work Truck			\$24,500			\$160,000				
3/4 Ton Work Truck		\$28,218							\$24,500	
1 Ton Work Truck				\$31,500	\$31,500					
Used Bucket Truck			\$25,000							
Snow Plow for 3/4 Ton Work Truck		\$5,405								
UTV / Mule	\$10,000									
Backhoe (2)								\$80,000	\$80,000	
Front End Loader										\$150,000
Leaf Equipment/Truck										
Batwing Mower			\$17,000							
Storage Facility for Rock Salt			\$20,000							
Storage Facility for Salt Brine			\$6,000							
Trailer for Building Maintenance			\$8,000							
Milling Attachment for Bobcat	\$13,877									
Slashbuster Attachment for Bobcat			\$4,578							
Jackhammer Attachment for Bobcat		\$7,083								
Air Compressor						\$10,000				
Portable Welder							\$10,000			
SUBTOTAL	\$152,868	\$275,847	\$231,656	\$85,907	\$84,929	\$222,843	\$242,251	\$146,650	\$170,542	\$200,427
Minus Trade-In/Auctioned Items	\$10,000	\$20,000		\$10,000	\$30,000	\$10,000	\$20,000	\$20,000	\$20,000	\$30,000
TOTAL	\$142,868	\$255,847	\$231,656	\$75,907	\$54,929	\$212,843	\$222,251	\$126,650	\$150,542	\$170,427
REVENUE - Transportation Sales Tax	\$75,835	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
REVENUE - General Fund	\$54,795	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Revenue - Other										
TOTAL REVENUE	\$130,630	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Balance for FY	-\$12,238	-\$105,847	-\$81,656	\$74,093	\$95,071	-\$62,843	-\$72,251	\$23,350	-\$542	-\$20,427
Cumulative Balance	-\$12,238	-\$118,085	-\$199,741	-\$125,648	-\$30,577	-\$93,420	-\$165,671	-\$142,321	-\$142,863	-\$163,290

PARK DIVISION 5-YEAR CAPITAL IMPROVEMENT PLAN

(Revised 11-12-13)

FY-15 (2014-15)

Replace ballfield lights, poles on Complex fields 5 (757)	\$ 95,000
Complex restroom replacement – tennis courts (756)	90,000
Complex restroom renovation/replacement – High School soccer field (756)	90,000
Complex backstop replacement – JBR, HS softball (757)	27,425
Complex backstop replacement – Little League southeast, northwest (757)	16,990
Bobcat Skid Steer (625)	33,000
Supervisor's truck (607)	20,000
	<u>\$ 372,415</u>

FY-16 (2015-16)

Replace ballfield lights, poles on Complex field 6 (757)	\$ 95,000
Complex restroom replacement – t-ball field (756)	90,000
Complex backstop replacement – two south softball fields (757)	28,150
Complex backstop replacement – Little League northeast, southwest (757)	16,555
Fitness equipment replacement around Complex lake (753)	20,000
Replace small tractor w/loader (625)	20,000
Front-mounted mowers (646)	18,000
Playground equipment – south end of Complex (753)	15,000
	<u>\$ 302,705</u>

FY-17 (2016-17)

R.S. Matthews Park restroom (756)	\$ 90,000
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FY-18 (2017-18)

Replace large tractor (623)	45,000
Front-mounted mowers (646)	18,000
	<u>\$ 63,000</u>

FY-19 (2018-19)

No items budgeted at this time.

PARK DIVISION 5-YEAR CAPITAL IMPROVEMENT PLAN

(Revised 11-05-14)

FY-16 (2015-16)

Replace ballfield lights, poles on Complex fields 5 (757)	\$ 100,000
Various trail improvements (758)	100,000
Complex restroom replacement – tennis courts (756)	40,000
Complex restroom renovation/replacement – High School soccer field (756)	40,000
Lincoln Park parking lots (758)	35,000
Complex backstop replacement – South softball fields (757)	30,000
Supervisor's truck (607)	30,000
Complex backstop replacement – Little League southwest, northeast (757)	20,000
Front-mounted mowers (646)	18,000
	<u>18,000</u>
	\$ 413,000

FY-17 (2016-17)

Replace ballfield lights, poles on Complex field 6 (757)	\$ 100,000
Various trail improvements (758)	100,000
Complex restroom replacement – t-ball field (756)	40,000
Complex parking lots (758)	40,000
Fitness equipment replacement around Complex lake (753)	20,000
Replace small tractor w/loader (625)	20,000
Playground equipment – Armory Park (753)	15,000
	<u>15,000</u>
	\$ 335,000

FY-18(2017-18)

ADA accessible playground (753)	\$ 100,000
Replace ballfield lights Rotary Park (757)	100,000
Various trail improvements (758)	100,000
R.S. Matthews Park restroom (756)	40,000
Front-mounted mowers (646)	18,000
	<u>18,000</u>
	\$ 358,000

FY-19 (2018-19)

Various trail improvments (758)	\$ 100,000
Splash pad – Complex (753)	50,000
Splash pad – Lincoln Park (753)	50,000
St. John's Bayou improvments (760)	50,000
Replace large tractor (623)	45,000
	<u>45,000</u>
	\$ 295,000

FY-20 (2019-20)

Various trail improvments (758)	\$ 100,000
Complex parking lots (758)	70,000
Splash pad – Malone Park (753)	50,000
Splash pad – Central Park (753)	50,000
St. John's Bayou improvements (760)	50,000
Front-mounted mowers (646)	18,000
	<u>18,000</u>
	\$ 338,000

Council Letter

Date of Meeting: 15-03-02

Originating Department: Public Works Department

To the Mayor and City Council:

Subject: Resolution 15-03-01 – Declaration of Surplus Property – Bobcat Skid Steer

Attachments:

1. Resolution 15-03-01

Action Options:

1. Approve
2. Other action Council may deem appropriate

Background:

The Public Works Department has planned for the replacement of three pieces of equipment in the current fiscal year's capital improvement plan. To accommodate these new purchases, the Public Works Department seeks to remove three older pieces of equipment from its inventories. These would include the following items:

- Bobcat/Skidsteer (Parks Division)
- Tractor (Street Division)
- Chevy Malibu (Administration Division)

The Bobcat/skidsteer for the Parks Division is going to be replaced with a new model using state contract bidding.

The tractor for Street Division is going to be replaced with a new model using local bidding methods.

The Malibu will be traded in for a pickup truck using state contract bidding.

RESOLUTION 15-03-01

A RESOLUTION OF THE CITY OF SIKESTON, MISSOURI DECLARING CERTAIN EQUIPMENT, VEHICLES AND ITEMS IN THE CITY'S INVENTORY TO BE SURPLUS PROPERTY AND AUTHORIZING ITS DISPOSAL.

WHEREAS, Certain equipment, vehicles and items in the City's inventory, due to its age or state of disrepair can no longer adequately perform the day-to-day operations of the City; and

WHEREAS, the City of Sikeston seeks to remove such items from its inventories to maximize operations, and while providing a safe and efficient environment for its employees.

NOW THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SIKESTON, MISSOURI AS FOLLOWS:

All of the items enumerated below are hereby declared surplus and the City Manager is directed to proceed with the removal of these items from City inventories by sale at public auction, sale by sealed bid, or when the item is no longer usable, by disposal.

Equipment:

1. 2001 Bobcat Skid Steer 773H, Serial #517616462
2. 2000 John Deere Tractor Model: 5410, VIN #LV5410S441236

Vehicle:

1. 2014 Chevrolet Malibu, VIN #1G11B5SL5EF151562

Read this 2nd day of March, 2015, discussed and voted as follows:

Graham_____, Gilmore _____, Burch _____,
Depro _____, Teachout _____, Harris _____, and Pullen _____,
thereby being _____.

Jerry Pullen, Mayor

Approved as to Form:
Charles Leible, City Counselor

ATTEST:

Carroll Couch, City Clerk

Council Letter

Date of Meeting: 15-03-02

Originating Department: City Manager

To the Mayor and City Council:

Subject: FY2016 Budget Process Calendar

Attachment(s):

1. Tentative Budget Process Calendar

Action Options:

1. Briefing Only
2. Other Action Council May Deem Necessary

Background:

City staff is beginning to prepare a Fiscal Year 2016 Budget for City Council consideration. The attached calendar (subject to change) outlines the process staff anticipates following. The calendar includes numerous opportunities for the City Council and the public to review and comment on the proposed budget. Final adoption of the budget by the City Council is anticipated on June 15, 2015.

City of Sikeston

FY-2016 Budget Preparation and Approval Process Timeline

Final adoption date: 06/15/15

Sikeston's City Charter sets forth specific deadlines for the review and adoption of the budget and capital improvement plan. This information is detailed in Article VI (page 11) of the Charter. Provided below is the timeline for the FY-2015 budget process.

<u>Required Action</u>	<u>Charter Reference</u>	<u>Statutory Deadline</u>	<u>Proposed Date</u>
CIP Worksheets distributed to Dept. Heads			March 2
CIP Worksheets submitted to City Manager			March 16
City Manager/City Clerk prepare revenue projections	--	--	March 20
City Manager/City Clerk prepare year-end expense estimates	--	--	March 27
Budget worksheets distributed to Dept. Heads	--	--	April 3
City Council Budget Study Session	--	--	April 16
Dept. Heads submit budget request worksheets to City Manager	--	--	April 10
Submission of Proposed Budget & Budget Message to City Council (On or before 60 days prior to July 1, 2014)	6.2	May 2	April 27
Publish Notice of Public Hearing (Not less than 2 weeks prior to public hearing, notice must include budget summary/message)	6.5(a)2	May 2	April 30
Formal Public Hearing on FY-15 Budget (At least 30 days prior to budget adoption)	6.5(a)2	May 15	May 14
Amendment prior to Adoption: After the public hearing Council may adopt the budget with or without amendment. In amending the budget Council may add or increase programs, delete or decrease any programs or amounts except expenditures required by law for debt service or for estimated cash deficit.	6.5(b)		
Public Hearing & 1 st Reading Budget Ordinances (At least 1 week must lapse between introduction and passage)	3.12(e)	June 1	June 1
2 nd Reading & Passage of Budget Ordinances	6.5(c)2	June 15	June 15

MUNICIPAL DIVISION REPORTING FORM

I. COURT INFORMATION				Contact information same as last report			
				Municipality:SIKESTON		Period:January, 2015	
Mailing Address:105 E. CENTER ST.				Vendor: Tyler Technologies			
Physical Address:105 E. CENTER ST.				County:SCOTT COUNTY		Circuit:33RD	
Telephone Number: (573) 475-3705				Fax Number: (573) 471-1526			
Prepared by:PAT COX				E-mail:courtclerk@sikeston.org		Notes	
Municipal Judge(s):FRANKLIN MARSHALL				Prosecuting Attorney:CHARLES LEIBLE			
=====							
II. MONTHLY CASELOAD INFORMATION		A/D Traffic		Other		Non-Traffic	
A. Cases pending - 1st Month		109		1,275		3,006	
B. Cases filed		4		153		72	
C. Cases Disposed							
1. Jury Trial		0		0		0	
2. Court/Bench Trial -Guilty		0		0		0	
3. Court/Bench Trial -Not Guilty		0		0		0	
4. Plea of Guilty in Court		0		7		10	
5. BF and Viol. Bureau Citations		4		70		80	
6. Dismissed by Court		0		1		4	
7. Nolle Prosequi		1		3		1	
8. Certified for Jury Trial		0		0		0	
9. TOTAL CASE DISPOSITIONS		5		81		95	
D. Cases pending - End of Month		108		1,347		2,983	
E. Trial de Novo - Appeal filed		0		0		0	
=====							
III. WARRANT INFORMATION				IV. PARKING TICKETS			
1. Total Issued		29		Issued		1	
2. Total served/withdrawn EOM		50		[] No parking tickets			
3. Total Outstanding EOM		297					
=====							
V. NET REVENUE COLLECTED							
Fines	\$	14,088.09	Restitution	\$	3,240.63		
Clerk/Court Fee (Costs)	\$	1,336.13	Parking Ticket	\$	0.00		
Jud Ed Fund	\$	0.00	Bond Forf	\$	0.00		
[X] No JEF collection							
Peace Officer (POST)	\$	331.00	Bond refunds	\$	2,932.00-		
Crime Victims Comp (CVC)	\$	827.59	Other Disbursements				
Law Enf Training (LET)	\$	0.00	OCVC	\$	0.00		
Domestic Viol Shelter	\$	365.43	OILF	\$	0.00		
Inmate Sec Fund	\$	220.70	OCOURT COST	\$	0.00		
Sheriffs' Retirement Fund	\$	309.18	Tot Disbursements	\$	17,791.75		

Office of State Court Administrator, Statistics
 2112 Industrial Drive, P.O. Box 104480, Jefferson City, MO 65110
 OSCA Help Desk: 1-888-541-4894 Research Unit Fax: 573-526-0338
 E-mail: swjis.reports@courts.mo.gov

**CODE ENFORCEMENT
MONTHLY SUMMARY
JANUARY 2015**

During the month of January 2015, there were two new housing permit issued with a cost of construction of \$354,000. One duplex dwelling with a cost of construction of \$ 100,000. Additionally, there were two new commercial structure permits issued with a total cost of construction of \$ 2,138,990 and three Commercial Addition/Alteration permits issued with a total cost of construction of \$ 663,000.

Additional Code Enforcement action resulted in 202 violations of property maintenance (i.e. derelict vehicles, junk & trash, tall grass), 148 inspections and 90 calls for Animal Control.

CODE ENFORCEMENT
MONTHLY SUMMARY
FEBRUARY 2015

During the month of February 2015, there was one new housing permit issued with a cost of construction of \$114,100.

Additional Code Enforcement action resulted in 13 violations of property maintenance (i.e. derelict vehicles, junk & trash, tall grass), 99 inspections and 33 calls for Animal Control.



RODEO WEEK PROMOTIONS COMMITTEE MEETING NOTES OF TUESDAY, FEBRUARY 24, 2015

The Rodeo Week Promotions Committee met Tuesday, February 24 at 5:30 PM in the Council Chambers of Sikeston City Hall. Those in attendance were Zach Fayette, Dwight Bizzell, Justin Wibbenmeyer, and Ross Merideth of the Sikeston Jaycees; Kyla Evans, Sikeston Outlet Stores; Shari Bartyzel, Sikeston Depot Museum; Ed Cowan, Sikeston Little Theatre & Cotton Ramble Bike Ride; Jiggs Moore, Sikeston Parks & Recreation and Cotton Ramble Bike Ride; John Graham, Ward 2 Council representative; and Linda Lowes, Sikeston CVB.

Confirmed Rodeo Week (August 5-8) events:

- JC Bootheel Rodeo, August 5-8, Rodeo Grounds
- Behind-the-Chute Tours, 10 AM, August 7, Rodeo Grounds *(New)*
- 3rd Annual Lunch with Rodeo Clowns & Queens, Sikeston Outlet Stores, August 7, Outlet Stores
- Jaycee Rodeo Parade, 10 AM, August 8, Route: Rodeo Grounds to Downtown Sikeston
- Cowboy Up! Arts Festival, 10 AM-3 PM, August 8, Legion Park/Depot, Downtown Sikeston *(Expanded)*
- Cowboy Community Cook-off, August 8, Malone Park, Downtown Sikeston *(New)*
- Biennial Quilt Show, Bootheel Quilters Guild, August 8 & 9, Miner Convention Center

PENDING RODEO WEEK EVENTS:

Pancake Breakfast, Wednesday, August 5:

Jason Davis, Chairman, 573-620-5487, anchorchurch@gmail.com

Davis reported the location for the breakfast is being inspected by the Scott County Health Department. Once their approval is obtained, event details will be finalized.

Rodeo Vendor/Business Exposition:

Susan Lawrence, Sikeston Chamber of Commerce, Sponsor and Chairman, 573-471-2498, director@chamber.net

Ryan Lindsey, Jaycee rodeo vendor coordinator, 573-380-2937, ralindsey83@gmail.com

Neither Lawrence nor Lindsey were in attendance. Zach Fayette will contact Lawrence to see how the project is progressing. Should it not be a viable 2015 event, Shari Bartyzel of the Depot offered to contact the Rodeo vendors offering space at the Cowboy Up! Festival.

RODEO PROMOTION AND SUPPORT EFFORTS:

Community-wide Rodeo Retail Promotions:

Co-Chairmen: Kyla Evans, Sikeston Factory Outlet Stores, 472-2222, kyla.evans@sikestonoutlet.com ;

Susan Lawrence, Sikeston Chamber of Commerce, 573-471-2498, director@chamber.net;

Lynn Lancaster, Historic Downtown Sikeston, 573-380-3801, director@downtownsikeston.org

Neither Lancaster nor Lawrence were in attendance. Evans reported the national stores located at the Sikeston Outlet Stores are unable to offer special Rodeo promotions. Lowes will contact Lancaster, and Fayette will contact Lawrence on progress being made on this project. Lowes indicated a participating merchant listing could be placed on the back of the map being provided by the CVB. (See below.)

Map providing Rodeo Week event information:

Linda Lowes, chairman, Sikeston CVB, 573-471-2512, lllowes@sikeston.org

The CVB will provide a two-sided flyer. The front will have a map of the Sikeston-Miner area providing hospitality and event locations. The flip side would list Rodeo week events, and area retail merchants offering Rodeo sales or promotions. (Retail listings will also appear on the CVB's Facebook & web pages.) Jaycees need a mock-up by March 20, with the flyers available for distribution as soon as possible.

Rodeo Theme decorations throughout Sikeston/Miner

Kyla Evans, Chairman; Sikeston Factory Outlet Stores, 472-2222, kyla.evans@sikestonoutlet.com ;

Susan Lawrence, Sikeston Chamber of Commerce, Sponsor and Chairman, 573-471-2498, director@chamber.net;

Lynn Lancaster, Historic Downtown Sikeston, 573-380-3801, director@downtownsikeston.org;

Ryan Lindsey, Jaycees/Sikeston Public Schools, 573-380-2937, ralindsey83@gmail.com

Linda Lowes, Sikeston CVB, 573-471-2512, lhowes@sikeston.org

Evans provided a mock-up of two designs submitted by Buzz Ferrell for metal yard/window signs. Jaycee Rodeo Board approval is required before Ferrell can proceed with the manufacture and sale of the signs. No further action is planned at this time.

Zach Fayette, speaking on behalf of Ryan Lindsey, shared plans for the Jaycees to provide cowboy silhouettes that will be available to merchants for painting/decorating. At this time no details have been finalized. Should the Jaycees move forward with this project, the CVB offered to design and implement a decorating contest for the Sikeston-Miner area, and promote it to visitors/residents via their Facebook and web pages. Fayette or Lindsey will visit with CVB staff as details are confirmed.

Bus Shuttles:

Susan Lawrence, Sikeston Chamber of Commerce, 573-471-2498, director@chamber.net;

Lawrence was not in attendance. Lowes will contact Lawrence for an update. During group discussions, it was suggested Sikeston Public Schools would be an ideal vendor. Jaycee representatives noted the logistical problems associated with traffic should bus shuttles to the Rodeo Grounds be provided. As an alternative, the group proposed the shuttle be provided only on Rodeo Saturday. It would leave from a central location, Outlet Stores Parking lot, and make stops at Lambert's Café, Downtown Sikeston, and Miner Convention Center. Hours would be 9 AM to 5 PM. The shuttle provider would determine the cost of the shuttle, and work with event organizers on its schedule. Lowes will contact the Sikeston School System to determine if such participation is possible.

The next meeting of the Rodeo Week Promotions Committee will be held at 5:30 PM, Tuesday, March 24, 2015 in Council Chambers of Sikeston City Hall. The Jaycees will announce their Rodeo entertainment line-up during the Chamber of Commerce's March 26 Chamber Luncheon.



Operations Report

For Eight Months Ended February 10, 2016

FY-15 Marketing Campaign

A. FY-15 Fall/Winter Program:

1. State funding in place - \$11,965.00
2. Advertising reserved/placed:
 - a. Missouri Life, 3 issues:
 - 1) Summer, Dropped July 30, Rodeo theme
 - 2) Fall, Dropped August 30, Cotton theme
 - 3) Spring, May, 2015 pending
 - b. Show-Me Missouri, 4 issues:
 - 1) Fall, Dropped August 15, Fall events calendar
 - 2) Winter, Dropped November 1, Antiques, Shopping, Dining & Lodging
 - 3) Spring, February 2015, Submitted, Drops March 2016, Mar-May Events
 - 4) Summer, May 2015, pending
 - c. St. Louis Magazine, 3 issues:
 - 1) Fall, Dropped August 30, Fall events calendar
 - 2) Spring, March edition, Drops 2/26/15, Generic ad
 - 3) Summer, June edition, pending
 - d. Madden Fall Vacation Guide Insert,
 - 1) Fall, Dropped September 15, Theme: *Explore, Experience, Enjoy-Sikeston*, Campaign Complete
 - 2) Spring, , Submitted, Drops April 2015, Theme: *A Bit of the South*
 - e. Midwest Traveler
 - 1) Spring, May 2015, Submitted, drops April 2015; Theme: *Explore, Experience, Enjoy – Sikeston.*
 - f. Traveler Fun Insert
 - 1) Spring, April 2015, submitted, Drops 4/2015 in Great Plains and Great Lakes Regions, Theme: *Shopping, dining, festivals & events*
3. Other marketing:
 - a. 2015 Calendar of Events printed and being distributed;

- b. Staff is entering 2015 events on following state and local Internet calendars: MO Division of Tourism, Rust Publications (SEMO Missourian), KFVS-TV, Rural Electric Cooperative, River Heritage Assn., AAA – Events & Destinations, & TravelerFun.com.
 - c. Updated CVB I-Brochure & Mobile Application
 - d. Brink, Downtown Sikeston tabloid
 - 1) November-December activities
 - 2) February edition featured March-May activities
 - e. Facebook Initiative in-progress
 - g. New website design is complete. Went live last week.
 - h. *"55 Things to do in Sikeston"* promotion, in-progress
 - i. Assisted with 3 tour groups & provided hospitality bags to these and Depot tour groups
- j. Community Promotions Meetings held September 23, October 28, November 18 and January 20:
New Events, Confirmed:
- Pancake Breakfast: Wed., Aug. 5, Jason Davis, Anchor Church, Downtown
 - Behind-the-Scenes Chute Tour: Fri., Aug. 7, 10 AM, sponsored by Jaycees
- Potential Events:
- Rodeo/Business Expo: Susan Lawrence/Ryan Lindsey
 - BBQ Cook-off: John Graham
- Community promotion enhancements being pursued:
- Retail Events: Kyla Evans, Susan Lawrence & Linda Lowes
 - Rodeo theme decorations throughout community: Kyla, Susan & Linda
 - Brochure providing Rodeo Week event information, locations w/map: CVB
 - Stage Coach/Wagon rides: have been unable to locate vendor
 - Rodeo Event Map and retail listing: Work underway
 - Bus Shuttles: Susan Lawrence is exploring.

CALENDAR YEAR 2014 CAMPAIGN RESULTS

Total Impressions purchased, all publications:	3,522,400	
Midwest market impressions purchased	3,371,000	96%
In-state market impressions purchased	151,400	4%

TARGETED GEOGRAPHIC MARKET LEAD COUNT

Publication	Madden Fall Insert	TravelerFun Spring Insert	Midwest Traveler	Vacation Fun Sweepstakes	Madden Spring Insert	Totals	% of Total Leads
Date	Fall '14	Spring 14	Spring 14	Spring 14	Spring 14		

IN-STATE MARKET

MO	1,012	39	281	230	1,104	2,666	16%
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PRIMARY MARKET

AR	110	0	1	22	202	335	2%
IL	1092	17	36	210	919	2,274	14%
IN	277	17	23	198	290	805	5%
KS	289	36	7	22	327	681	4%
KY	134	12	0	27	105	278	2%
OH	226	9	0	172	200	607	4%
TN	209	10	0	43	137	399	2%
TX	418	56	1	58	334	867	5%

6,246 38%

SECONDARY MARKET

IA	224	23	1	20	328	596	4%
FL	226	0	0	35	263	524	3%
OK	199	4	0	23	171	397	2%
NE	98	19	1	6	218	342	2%

1,859 11%

COLLATERAL MARKET

MI	161	48		17	153	379	2%
MN	116	26		24	86	252	2%
WI	201	46		67	125	439	3%

1,070 7%

Total Leads	7,192	399	354	1,603	6,891	16,439	
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In-Market Leads	4,992	324	351	1,174	4,962	11,803	72%
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COST	\$2,635	\$5,640	\$2,411	\$5,000	\$5,742	\$21,428
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Cost per inquiry	\$0.37	\$14.14	\$6.81	\$3.12	\$0.83	\$1.30
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Cost per inquiry in-market leads	\$1.89	\$17.41	\$6.87	\$4.26	\$1.16	\$1.82
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MISSOURI MARKETS (Metro vs. Out-State)

	Madden Fall Insert	TravelerFun Spring Insert	Midwest Traveler Spring	VacationFun Sweepstakes	Madden Spring Insert	Total, all publications	Market Percentage
St. Louis	338	0	135	122	482	1077	40%
Kansas City	180	14	36	19	183	432	16%
Columbia	151	3	53	23	137	367	14%
Springfield	96	22	17	18	154	307	12%
Out-State	247	0	40	48	148	483	18%
	1,012	39	281	230	1,104	2,666	

TOP MUNICIPAL MARKETS

Tier 1

St. Louis, MO
Chicago, IL
Kansas City, MO
Indianapolis, IN

Tier 2

Springfield, IL
Memphis, TN
Tulsa, OK
Des Moines, IA
Wichita, KS
Cincinnati, OH
Cleveland, OH

Tier 3

Oklahoma City, OK
Ft. Worth, TX
Peoria, IL
Louisville, KY
Topeka, KS
Davenport, IA

WWW.VISITSIKESTON.COM PERFORMANCE

Source: Google Analytics

Period: January 1 through December 31, 2014

Total Sessions: 38,554

Total Users: 30,557

Pageviews: 83,027

Pages per Session: 2.15

Average Session Duration: 00:01:34

Origination of sessions:

City	Number of Sessions	Percentage of Total
Sikeston	2,703	7.01%
St. Louis	1,890	4.90%
Cape Girardeau	1,863	4.83%
Afton	1,220	3.16%
Wichita, KS	1,200	3.11%
Chicago, IL	1,186	3.08%
Memphis, TN	1,040	2.70%
Bowling Green, KY	872	2.26%
Topeka, KS	753	1.95%
Kansas City, MO/KS	483	1.26%

www.visitsikeston.com SEM Tracking Results (Google Ad Words)

Month	Clicks	Impressions	CTR	Most Popular Ad Groups	Most Popular Keywords
January	948	18,113	5.23%	Dining, Attractions, Shopping	Things to do, Outlet Shopping, Lamberts, Shopping
February	1,072	36,076	2.97%	Events, Shopping, Attractions	Visit Sikeston, things to do, places to eat, outlet shopping
March	1,745	52,153	3.35%	Attractions, Events, Shopping	Visit Sikeston, museums, things to do, Lamberts, outlet shopping
April	1,428	42,163	3.39%	Events, Attractions, Shopping, Fishing	Sikeston Attractions, Lamberts
May	1,343	35,866	3.74%	Events, Shopping, Attractions, Parks	Visit Sikeston, Outlet mall, events, Lamberts, museums
June	1,383	30,093	4.60%	Events, Shopping, Attractions, Parks	Parks, Sikeston events, Outlet shopping, Things-to-do, Visit Sikeston
July	1,641	34,828	4.71%	Events, Attractions, Shopping, Fishing	Outlet shopping, Lamberts, events, restaurants, things-to-do
August	1,699	39,699	4.27%	Events, Shopping, Attractions, Fishing	Outlet shopping, Lamberts, Visit Sikeston, Sikeston Tourism, things-to-do
September	1,456	38,035	3.83%	Events, Shopping Attractions, Dining	Lamberts, Outlet Shopping, Visit Sikeston, Events
October	1,141	34,773	3.28%	Events, Shopping, Attractions, Dining	Outlet Shopping, Sikeston Restaurants, Events, Lamberts
November	1,062	30,531	3.48%	Shopping, Events, Attractions, Dining	Sikeston Tourism, Lamberts, Outlet Shopping, things-to-do, Calendar
December	1,035	39,247	2.64%	Shopping, Attractions, Events, Dining,	Sikeston Tourism, Outlet Mall, Lamberts, things-to-do, Calendar

TOLL-FREE CALLING STATISTICS – CALENDAR YEAR 2014

		PRIMARY MARKET								SECONDARY				COLLATERAL				
	MO	AR	IL	IN	KS	KY	OH	TN	TX	IA	FL	OK	NE	MI	MN	WI	OTHER	TOTAL
JAN	3			5													6	14
FEB	6		1	3	1		1				1						6	19
MAR	16	0	7	1	0	0	0	2	1	0	0	0	0				5	32
APR	15																	15
MAY	4	1	4			1	1											11
JUNE	4		3		1	2					1						3	14
JUL	4		3		2	1					1		1				3	15
AUG	25		7			2	1	3	1		1		1				4	45
SEPT	35		5	1			2										7	50
OCT	69		1			1		3		2	4						5	85
NOV			1	1				1									3	6
DEC	2		2			1											4	9
	183	1	34	11	4	8	5	9	2	2	8	0	2				46	315

MO Market	183	58%
Primary Market	74	23%
Secondary Market	12	4%
Other	46	15%

TOLL-FREE NUMBER CALL STATISTICS - CALENDAR YEAR 2015

	PRIMARY MARKET									SECONDARY				COLLATERAL			OTHER	TOTAL
	MO	AR	IL	IN	KS	KY	OH	TN	TX	IA	FL	OK	NE	MI	MN	WI		
JAN	4				1				1		2						4	12
FEB																		0
MARCH																		0
APR																		0
MAY																		0
JUNE																		0
TOTALS	4	0	0	1	0	0	0	1	0	2							4	12

Travelgram – Email Promotion Fall 2015

Release Date	No. Released	Open Rate	Click Rate	Click-through Destinations in Order of Popularity
7/18/14	5,964	14.60% (835)	3.6% (30)	CVB Landing Page, Rodeo, CVB E-Brochure, Wine Trail, Depot Museum, Fishing Trail, Downtown Sikeston, Antique/Art Trail
7/24/14	876	28.5% (242)	3.3% (8)	CVB Landing Page, Wine Trail, Downtown Sikeston, Antique/Art Trail, Group Tours
8/14/14	170	16.5% (27)	3.7% (1)	CVB Landing Page
10/03/14	1,669	17% (278)	6.5% (18)	CVB Landing Page, Wine Trail, Fishing Trail, Beggs Family Farm, I-Brochure, Antiques Tour, Nature Tour, and Veterans' Memorial Tour
10/09/14	274	12.8% (34)	8.8% (3)	CVB Landing Page, and Beggs Family Farms
10/24/14	282	10% (26)	3.8%	Wine Trail
11/06/14	8,398	10% (823)	4.1% (34)	CVB Landing page, Wine Trail, Downtown Sikeston, E-Brochure, Depot Museum, Fishing Trail, Art & Antiques Trail, Nature Trail, Veterans Driving Tour
11/20/14	642	10% (59)	1.7% (1)	CVB Landing Page
12/18/14	335	16.5% (54)	0	
1/8/15	338	16.1% (53)	1.9% (1)	Website
1/15/15	435	14.4% (60)	3.3% (2)	Website
1/23/15	781	29.2% (215)	3.3% (7)	Website, I-Brochure, Arts & Antiques, Natural Trails
1/29/15	49	29.2% (14)	7.1% (1)	Website

E-MARKETING CAMPAIGN RESULTS:

Open and click rates are analyzed using the Travelgram's day of distribution. The Travelgram is released late Thursday or early Friday. (Research shows these distribution dates have the best results)

Travelgram subject matter and presentation are also examined to identify trends. Open rates are much higher when emphasis is placed on multiple events, rather than focusing on our 2 major events (rodeo and Cotton Ramble). Travelgram presentation will be changed to appeal to a greater audience with the goal of increasing the Click Rate.

Click-through-Rate (CTR) reflects level of reader engagement. Industry average CTR – 2.9

March 2015

Monthly Planner

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																													
1	2 Library Board Meets 4:30 p.m. Regular Council Meeting 5:00 p.m.	3	4	5	6	7																																																																													
8 Daylight Saving Time Starts	9 Housing Authority Board Meets 12:00 p.m. Park Board Meets 5:15 p.m.	10 BMU Board Meets 4:00 p.m. DED Board Meets 11:30 a.m.	11	12	13	14																																																																													
15	16 LCRA Meets 11:30 a.m. Public Safety Meets 6:00 p.m.	17	18	19 Council Study Session Meeting 7:00 a.m.	20	21																																																																													
22	23	24	25	26 Strategic Plan Implementation Commission Meets 11:30 a.m.	27	28																																																																													
29	30 Special Council Meeting 11:30 a.m.	31	<div>Feb 2015</div> <table> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> </table> <div>Apr 2015</div> <table> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> <tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td></tr> </table>				S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
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April 2015

Monthly Planner

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May 2015

Monthly Planner

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3	4 Library Board Meets 4:30 p.m. Regular Council Meeting 5:00 p.m.	5	6	7	8	9																																																																																			
10 Mother's Day	11 Housing Authority Board Meets 12:00 p.m. Park Board Meets 5:15 p.m.	12 BMU Board Meets 4:00 p.m. DED Board Meets 11:30 a.m.	13	14	15	16																																																																																			
17	18 LCRA Meets 11:30 a.m. Public Safety Meets 6:00 p.m.	19	20	21 Council Study Session Meeting 7:00 a.m.	22	23																																																																																			
24	25 Memorial Day - City Offices Closed Special Council Meeting 11:30 a.m.	26	27	28 Strategic Plan Implementation Commission Meets 11:30 a.m.	29	30																																																																																			
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