



AGENDA
PARKS, RECREATION AND ARTS COMMITTEE
OF COUNCIL MEETING
City Hall, 690 Chesterfield Parkway West, Room
101
Tuesday, November 4, 2025
4:00 PM

I. APPROVAL OF MEETING SUMMARY

- A. Approval of the September 22, 2025 PRACC Meeting Summary

II. NEW BUSINESS

- A. 250th Celebration Proposed Budget - Vote Required
- B. Street Pole Banners - Vote Required

III. UNFINISHED BUSINESS

IV. ADJOURNMENT

NOTE: The Parks, Recreation & Arts Committee of Council will consider and act upon the matters listed above and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

PERSONS REQUIRING AN ACCOMMODATION TO ATTEND AND PARTICIPATE IN THE PARKS, RECREATION & ARTS COMMITTEE OF COUNCIL MEETING SHOULD CONTACT ANN-MARIE STAGOSKI AT (636)812-9501 AT LEAST TWO (2) BUSINESS DAYS PRIOR TO THE MEETING.



I.A.

RECORD OF PROCEEDING

**MEETING OF THE
PARKS, RECREATION & ARTS COMMITTEE OF COUNCIL
CHESTERFIELD CITY HALL
690 CHESTERFIELD PARKWAY WEST
CONFERENCE ROOM 101**

September 22, 2025

Chairperson Mastorakos called the meeting to order at 4:00 p.m.

PRESENT

ABSENT

Chairperson Mastorakos, Ward II
Council Committee Member McGuinness, Ward I
Council Committee Member Moore, Ward III
Council Committee Member Hansen, Ward IV
Councilmember Monachella
Parks, Recreation & Arts Director, Wayne Dunker
Parks, Recreation & Arts Superintendent of Recreation, Kari Johnson,
Ann-Marie Stagoski

APPROVAL OF MINUTES

Councilmember Hansen made a motion, seconded by Councilmember McGuinness, to approve the August 19, 2025 Parks, Recreation and Arts Committee Meeting Minutes. A vote was taken with a unanimous affirmative result (3,0) with Councilmember Moore abstaining due to his previous absence, and the motion was declared passed.

Storybook Walk in Eberwein Park

Storybook walks are a popular amenity in both Logan and Central Park. Staff recommends the installation of a storybook Walk in Eberwein Park. The department would need to purchase the cases that the books are displayed in, while the library donates the books at no cost to the City. Books are changed every two months. Staff can recommend themes and approve all books that go

on display. Committee members recommend books about trees, gardening and dogs.

Councilmember Moore made a motion, seconded by Councilmember McGuinness, to recommend approval of a storybook walk in the 2026 budget. A vote was taken with a unanimous affirmative result (4,0), and the motion was declared passed.

Dog Park Amenities

Staff recommends the addition of dog park amenities or features (rather than agility-oriented equipment) in Eberwein Dog Park. The new features could be in both the large and small dog areas. Dog park members have expressed a desire for amenities or features in past surveys. Councilmembers were generally in favor of adding amenities but desired more details.

Councilmember McGuinness made a motion, seconded by Councilmember Hansen, to postpone the decision on dog park amenities until more photos are brought to the committee prior to the City Council Budget Workshop Meeting on September 30. A vote was taken with a unanimous affirmative result (4,0), and the motion was declared passed.

250th Anniversary Celebration

July 4, 2026 marks the 250th Anniversary of the United States of America. Suggestions have been made to expand the celebration beyond our annual 4th of July festivities. Staff recommends the PRA Committee authorize an ad hoc committee to work with staff in developing programming and budgetary recommendations for a wide range of patriotic and community-oriented events that will both enhance existing programs and introduce special commemorations throughout the year.

The committee's role would be to brainstorm types of activities that could be incorporated and bring those ideas back to the Parks, Recreation & Arts Committee of Council for approval. Suggestions and points raised during deliberation included enhanced 4th of July celebrations, enhanced activities throughout the year, historical reenactments, historical displays at City Hall, and an anniversary cake, among other ideas.

It was recommended that the committee be limited to no more than 10 members to facilitate scheduling and address the immediate urgency of planning. With the anniversary event commencing in approximately three months and budget approvals imminent, a streamlined group will enable timely development and integration of the plan into the budgeting process. Further discussion suggested included having one councilmember on the committee and searching for committee members that aren't currently engaged or active on existing committees. Each councilmember agreed to submit a name or two from their ward to Director Dunker by Friday, September 26.

Councilmember Moore made a motion, seconded by Councilmember Hansen, to form a committee to work alongside staff and the Council Liaison in development of programming that would come back to PRACC for approval. Councilmember Hansen made an amendment to the motion, seconded by Councilmember Moore to clarify that the committee has a clear understanding of its role. A vote was taken on the amendment with a unanimous affirmative result (4,0), and a vote was taken on the amended motion with a unanimous affirmative result (4,0) and the motion was declared passed.

Native Tree List for Yards

The CCEAC committee developed an informational native tree document that residents could use as a resource if they desire to plant a tree in their yard. This list is different than the City's Residential Street Tree Program list. The City Arborist has reviewed the native tree list and deemed the native trees appropriate for residential yards.

Discussion centered around the possible confusion of multiple tree lists located on the City's website. Residents may not understand the differences between the proposed native tree list, the Residential Street Tree Program List and the Developer's Tree list. While the committee is in favor of encouraging residents to plant native trees, they are concerned about how to implement the native tree list idea.

Councilmember McGuinness made a motion, seconded by Councilmember Moore, to postpone the decision on the native tree list until the next meeting to possibly incorporate the native tree list into the Residential Street Program List. A vote was taken with a unanimous affirmative result (4,0), and the motion was declared passed.

UNFINISHED BUSINESS

Street Pole Banner Update – Councilmembers Hansen and Koch are preparing materials outlining the City's overall branding strategy. Once finalized, they will present proposed designs for street pole banners to the committee for review. Councilmember Koch would prefer tweaking the proposed designs and Councilmember Hansen would like to redesign the banners in their entirety. They will bring back a stronger recommendation at the next committee meeting.

ANNOUNCEMENTS

Fall Festival is scheduled for October 18 in Central Park. Veterans Event is scheduled for November 12.

ADJOURNMENT

Meeting adjourned at 5:27 p.m.

Respectfully submitted:

Wayne Dunker
Director of Parks, Recreation & Arts

Ann-Marie Stagoski
Office Coordinator

Approved: _____

DRAFT



Memorandum

TO: Mike Geisel, City Administrator

FROM: Wayne Dunker, Director of Parks, Recreation and Arts *Wayne Dunker*

DATE: October 31, 2025

RE: 250th Anniversary of America Celebration–Proposed Activities and Cost

The Parks, Recreation and Arts Department was tasked with establishing a 250th Anniversary Committee to develop programs and events celebrating the 250th Anniversary of America. Following several committee meetings, a variety of initiatives were proposed.

Highlights include enhancements to the City’s 4th of July Celebration, with an estimated additional cost of \$40,000 beyond the current budget. Proposed enhanced features include a B-2 Bomber flyover, carnival-style attractions such as a large amusement slide, rock-climbing wall, and expanded entertainment offerings. A drone show is also recommended for inclusion at another major event, such as the Sounds of Summer Concert Series (potentially featuring a Toby Keith tribute to his *Made in America* album) or the Fall Festival. More than 30 programs and events throughout the year will incorporate patriotic themes, activities, and giveaways. The celebration will culminate with the Veteran’s Day event in November.

The committee recommends the creation of an **Honor Banner Program**, allowing individuals to sponsor a street pole banner along Veterans Place Drive in honor of a loved one who served in the military. In addition, an **American Flag Program** is proposed to recognize loved ones, with flags displayed along Veterans Place Drive near Veterans Honor Park, each accompanied by a personalized placard. The goal is to secure 250 sponsored flags for display. Both programs are intended to generate revenue to help offset associated costs. The American Flag Program could generate over \$12,000 if each flag is sponsored at \$50. The Honor Banner Program could generate \$5,700 if each banner is sponsored at \$150.

Additionally, the committee recommends selling **250th commemorative t-shirts**. Projected sales of 500 shirts at \$15 each could generate \$7,500. Further details regarding the proposed programs and events are provided in the attached document.

The committee's goal is to obtain sponsorships for the 250th Anniversary celebrations to help offset costs; however, funding is required in advance to secure necessary elements for the events. For example, 4th of July attractions in the amount of \$40,000, the drone show in the amount of \$30,000 and Toby Keith tribute in the amount of \$6,000.

I recommend approving funds for the 250th Anniversary in the amount of \$97,600 to be forwarded to the full City Council for approval.

Action Recommended

Staff recommends that this action item be forwarded to the PRA Committee of Council for their review and recommendation. Should the PRA Committee of Council concur with staff's recommendations the proposal would be forwarded to the full City Council at their next meeting.

PLEASE FORWARD TO PR&A COMMITTEE OF COUNCIL FOR THEIR REVIEW AND CONSIDERATION.



2025-10-31 Elliot Brown, Assistant City Administrator

July 4th - 250th Celebration-Proposed

Staff have been researching ways to upgrade the annual July 4th event for the 250th Celebration.

Proposed ideas for this day are as follows:

Current Activities

- Fireworks show with America Flag \$55,000
- Circus Kaput – Circus, airbrush tattoo \$ 7,000
- Petting Zoo \$ 1,500
- Pony Rides \$ 2,000
- Swag – increased budget \$ 1,500
- Band \$ 7,500
- Supplies \$ 2,000
- Porta Potties \$ 1,200
- Food Trucks (no cost)

Proposed Activities

- B2 Bomber flyer over - \$ 5,000
- Ferris Wheel/carnival rides \$20,000
- Amusement style Large Slide \$ 5,000
- Rock Wall \$ 2,400
- 2 Bungee/trampolines \$ 3,750
- Active Inflatables (basketball, baseball) \$ 650
- Bus \$ 1,500
- Golf carts for transportation \$ 1,000
- VIP area \$ 1,000

Total **\$118,000**

Current 4th of July Budget: **\$ 78,000**

Additional Proposed Funding: **\$ 40,000 (to enhance 4th of July activities)**

*All amounts are estimates based on 2025 pricing structure. Activities are proposals and subject to change based on availability and cost.

2026 Special Events and Programs

Date	Program	250 Involvement	Comments	Cost
March 13	Puzzle Party	Patriotic Theme	add logo - no additional cost	
2nd & 4th Wednesday of June and July	Older Adult Bingo	June/July patriotic theme	add logo - no additional cost	
March 14	Shamrock Run		add logo - a little additional cost	
March 28	Eggstravaganza		add logo - no additional cost	
April 18	Earth Day		add logo - no additional cost	
End of June	Summer Camp	Patriotic Theme - USA - week	add logo - No additional cost	
TBD	Charcuterie Board Class	Patriotic Theme	add logo - No additional cost	
June 20	Youth Triathlon	Patriotic Theme	add logo - enhance with decorations and medals	\$ 250.00
TBD	SOS - Toby Keith Tribute	Made in America	funding	\$ 6,000.00
June/July	Storybook Walk	Partiotic Theme	Central Park/Logan Park / adult - did you know? Concept	\$ 100.00
4th of July	4th of July Celebration	increase presence	develop a larger celebration - addittion to existing budget	\$ 40,000.00
4th of July	Stars n Stripes Run	Increase patriotic presence	additional funds	\$ 1,000.00
4th of July	Aquatic Center	Special Pricing		
June/July	Dive in Movies	Patriotic theme	add logo - decorations/activities	\$ 200.00
June/July	Movies Under the Stars		add logo - additional cost - decorations/giveaways/activities	\$ 750.00
July 3	Tot Time at aquatic center	patriotic theme	add logo - little additional cost - decorations/swag/activity	\$ 250.00
August 7	Ice Cream Social		add logo - r.w.b ice cream	
August 8	Movie in the Park	Patriotic family theme	add logo - additional cost - decorations/giveaways/activities	\$ 250.00
August 22	Backstoppalooza		add logo	
September 24	Senior BBQ Bash	Partiotic theme	add logo - add small element to event - RWB decorations/themed	\$ 250.00
September	Family Bingo		add logo - additional cost - decorations/giveaways/activities	\$ 250.00
October 3	Trucks n Treats	Add patriotic theme, military branches, car show	develop additional elements	\$ 250.00
October 8	Trunk or Treat Senior Sampler	Patriotic theme	add logo - no additional cost	
October 17	Fall Festival		add logo -	
November 12	Veteran's Day Event	Veteran's Event - Enhance	develop a larger celebration - committee - decorations/swag	\$ 500.00
TBD	Dog Park events		add logo - RWB themed	\$ 200.00
NEW EVENT				

3rd quarter	Historical Exhibit at City Hall	Patriotic / Veteran Theme		\$ 500.00
3rd quarter	Historical/Veteran Educational Program	Veteran Theme		
Drone Show	add to existing event			\$ 30,000.00
NON EVENT				
Street Pole Banners - 250th			Currently there are funds in 2025 budget for replacement	
Partiotic Bunting at City Hall along planter beds				\$ 1,000.00
Landscaping beds: red/white/blue flowers				
250th T-shirts for sale		purchase price of \$10 each	revenue generating - sell 500 shirts at \$15 each	\$ 5,000.00
Honor a Veteran Banner on Veteran's Place Drive		250 flags (donated) funds for placards	revenue generating- \$50 ea	\$ 500.00
Honor Flags at Central Park -VHP -honor a loved one		\$75 each x 38	revenue generating - sell for \$150 each	\$ 2,850.00
Independence Display in Logan Park, Central Park, Eberwein				\$ 1,500.00
Independence Day Storybook walk			Books from Library or Amazon	
Amp Scrim/decorations				\$ 1,000.00
Advertising				\$ 5,000.00
Total March - November 2026				\$ 97,600.00



Memorandum

To: Mike Geisel, City Administrator

From: Wayne Dunker, Director of Parks, Recreation and Arts *Wayne Dunker*

Date: October 31, 2025

Subject: Street Pole Banner Sponsorship Analysis

Following the request to explore a Street Pole Banner Sponsorship Program, staff conducted research on similar programs in other cities, potential revenue opportunities, and staffing implications for implementation and ongoing maintenance.

Street pole banners are designed to enhance a streetscape and/or promote community events. The sponsorship initiative would invite local businesses and organizations to sponsor banners displayed on street poles throughout the city, offering them high-visibility advertising.

Program Objectives

- **Enhance Aesthetic Appeal:** Beautify key corridors and public spaces with vibrant, seasonal, and event-themed banners.
- **Promote Community Engagement:** Highlight local organizations and businesses.
- **Support Local Businesses:** Provide affordable advertising opportunities for Chesterfield-based companies.

Research Summary of Comparable Cities

City of St. Louis, MO: Greater St. Louis, Inc. manages a banner program that enriches the downtown aesthetic and provides opportunities for sponsors to promote significant events and institutions [Greater St. Louis, Inc.](#).

Traverse City, MI: Implemented a nonprofit model where local organizations sponsor banners, with the city collecting revenue to fund other community projects [bannersaver.com](#).

City of Xenia, OH: Developed a program to promote community events and the city through the installation of properly designed and installed banners on street poles [City of Xenia](#).

O’Fallon, MO – “Path of Heroes” - A **City-funded** initiative recognizing residents who lost their lives in military service. Managed by the City’s Veterans Commission; no sponsorships or private funding solicited. Shows an example of a municipally supported program without sponsorship involvement.

St. Peters, MO – “Hometown Heroes Program”

Family members or veterans submit applications and pay a \$150 fee per banner. The Veterans Commission may provide financial assistance to those unable to afford the fee. Illustrates a community-supported model that includes flexibility and local engagement.

Proposed Sponsorship Revenue Opportunities

- **Standard Business Sponsor Banner:** \$200 – \$300 per banner per display period (e.g., one seasonal or event cycle)
- **Premium Banner Location** (higher visibility poles along major arterials/interstates): \$350 – \$450 per banner
- **Multi-Banner Package** (if business sponsors 3 or more banners across location set): discount (e.g., \$175 each)

Staffing and Operational Considerations

- **Manpower Impact:**
 - Each banner installation requires at least 2–3 staff members for safety and proper placement.
 - Maintenance inspections are required regularly to replace damaged banners and address weather-related wear.
 - Design review, sponsor coordination, billing, and renewal tracking could require 1–2 staff dedicated hours per week.
 - Manpower and banner replacement costs would also need to be factored in for a sponsor’s banner that is damaged by the weather. This is a current issue for our existing banners.

Resource Impact:

- Current staffing levels are already committed to other seasonal and operational priorities. Long-term sustainability would require ongoing staff oversight or potentially additional staff members.

Cost Factor:

- Each double-sided banner costs approximately \$155 to produce. The City has 73 double banner poles, accommodating 146 banners, and 32 single banner poles, for a total of 178 banners. The estimated cost for initial banner production is approximately \$27,590, not including replacement banners that may be required due to weather-related damage. Additional staff time would also be necessary to manage the ordering and installation of replacement sponsor banners.
- Currently, Street Pole Banners are typically replaced every five years with a new design. Throughout the year, banners are only replaced if damaged or during the holiday season, when select locations—such as in front of City Hall, along Wildhorse Creek Road to Lydia Hill Drive, and on Veteran’s Place Drive—are updated with seasonal banners. The only ongoing expense is maintaining an inventory of existing banner designs for replacements and the necessary staff time. Replacing all banners along Chesterfield Parkway requires four staff members working five days. Holiday banners require the same crew two days for installation and two days for removal.

Comparison of street pole banners to highway advertising signs from an advertising perspective:

- Street Pole Banners are community-driven, aesthetic, and city-controlled tools for promoting local pride and events. The street poles themselves can only hold a specific size banner due to wind loads. The Parkway banners are manufactured to the recommended size of 23.5” x 75”.
- Highway Advertising Signs are commercial, regulated, and privately operated, often restricted due to zoning, aesthetics, or community image concerns.

In short, Street Pole Banners are about community identity and limited sponsorship recognition; highway advertising signs are about commercial advertising and high visibility marketing.

While a Street Pole Banner sponsorship program offers community and aesthetic benefits, current research and staff evaluations indicate it would place significant demands on limited staff resources. When factoring in installation and maintenance, anticipated revenue may not fully offset all program costs. Other cities with successful programs either dedicate substantial staff time or utilize contracted services to manage these responsibilities effectively.

PLEASE FORWARD TO PR&A COMMITTEE OF COUNCIL FOR THEIR REVIEW AND CONSIDERATION.



2025-10-31 Elliot Brown, Assistant City Administrator