

**ST. CHARLES COUNTY
MASTER PLAN STEERING COMMITTEE MEETING
JUNE 28, 2018**

The June 28, 2018, meeting of the St. Charles County Master Plan Steering Committee was held in the Briefing Room at the St. Charles County Police Department, 101 Sheriff Dierker Ct, O'Fallon, Missouri.

MEMBERS PRESENT:

Nancy Matheny, Keith Arbuckle, Mike Elam, Julie Feast, Marc Gottfried, Jennifer George, John Greifzu, Michael Bart Haberstroh, Hurlbert, Matthew Jaspering, Mike Klinghammer, Jeanette A. Koechner, John Lamping, David Leezer, Shelley Machens, Sandra Meranda, Keith Schneider and John A. Schulte

MEMBERS ABSENT:

Luanne Cundiff, David Gipson, and Daniel N. Kluesner

COUNTY STAFF PRESENT:

Joann Leykam, Robert Myers, Mark Price, and Jhima Brock

OTHERS PRESENT:

none

Chairperson Nancy Matheny called the meeting to order at 4:03 PM.

The Chairperson called for a motion to approve the minutes from the May 24, 2018 meeting. A motion was made by Marc Gottfried and seconded by Bart Haberstroh. The motion was carried by acclamation.

Administer Oaths

Robert Myers administered the oath of office on behalf of the County Registrar and had members sign their oaths.

Introductions

Everyone in the room briefly introduced themselves and mentioned their background.

Welcome and Project Overview

The Chairperson stated that the Master Plan Steering Committee members are a well represented geographically and as a multi-disciplinary team. She provided a brief review of the planning process approach and meeting schedule. St. Charles County is approximately 550 square miles. 300 square miles of St. Charles County is unincorporated that is either lightly developed or

undeveloped. She pointed to unincorporated area on the County map. She stated that the members do have some input on the different jurisdictions. She asked Jennifer George to address what the Steering Committee does not have control over.

Jennifer George referred to the County Charter that was established in the 1990s. The County Charter essentially states that the Master Plan should be established and updated every 5 years. She stated that the County only has authority over certain subjects of the Master Plan. She stated that the County has no role at all in Education and has very little role in direct Community Service provision. She stated that The County Charter requires that if the Steering Committee says anything about any areas that the County does not have jurisdiction or control over, the Steering committee has to have permission of the political subdivision that does. Therefore, they do not have much say about education.

Jennifer George stated that in the existing Master Plan, there is a higher level with very broad goals that the Steering Committee will work through each update with the School Districts. She stated that they will not spend a lot of time discussing the education challenges in St. Charles County and beyond but they will focus on some of the key points for the community as a whole.

Jennifer George stated that our main focus of the Master Plan and what they have authority over are transportation planning and land use planning. She stated, then bringing all of the partners together that are on the Steering Committee like Duckett Creek, Public Water Supply District or any others. The goal is to have input and comments about how to best develop that infrastructure without telling them how to do it.

The Chairperson suggested that the Steering Committee members consider the best way to handle being separated into small interest groups to further discuss the revisions to the Master Plan. She provided a brief historical timeline of the previous Master Plans.

- 1998: 2010 Master Plan
- 2003: 2015 Master Plan
 - David Leezer – Chairman
 - The major revision
 - Changed the formation
 - Divisions
- 2008: 2020 Master Plan
- 2013: 2025 Master Plan
 - Update
 - Review with minimal changes
 - The County was still at a downturn and hadn't fully recovered yet
- 2018: 2030 Master Plan

The Chairperson stated that the Steering Committee would be discussing Demographics. She stated that for the 2025 Master Plan it includes goals and objectives but she did not think it

should not necessarily have goals and objectives in the 2030 Plan because demographics just provide facts. She stated that with demographics today, most of the cities' and counties' plans that she reviewed had background information as a preface to their Master Plan. She stated that they will also be discussing the Economy.

The Chairperson explained the structure and expectations of the future Steering Committee meetings.

Overview of Plan Chapters

Michael Hurlbert provided a presentation with Power Point images on conditions and trends in Demographics and Economic Development. Mr. Hurlbert stated that the trends show what happened during and after the Recession and its impacts going forward. County staff has prepared a much more detailed analysis of which he was presenting simply an overview. St. Charles County is third-ranked county in population and economy in Missouri (following St. Louis County and Jackson County).

HOUSEHOLD INCOME: St. Charles County is the first in Median Household income at \$75,000. The Missouri average is \$55,000 and the national average is \$49,000. Mr. Hurlbert stated that it is interesting that the County is 1st in Median Household income yet the County ranks fifth in average wage.

POPULATION: Michael Hurlbert discussed the trends in population in St. Charles County and the estimated number for St. Charles County for 2030. He stated that the real population increases occurred through the 1990s, 2000s, and up to the recession. Even through the recession, it has been very steady. He stated that there are different ways to take that data and try to formulate it. It could be up to 580,000 plus in 2030, which is a staggering number. He stated that he thinks more realistic projections include looking at migration, natural increase, and other factors that can play into it. Then you start to look at the projected adjusted at 470,000, 518,000 range. Looking at over 470,000 by 2030 is still an impressive number from where we are at now. He told the Steering Committee to think about the projected number in regards to planning for 2030 land use. Natural increase only puts us at 451,000. So new migration and people coming into the county will add to the growth to have the adjusted rate to 470,000. In 2018 we are at 396,000.

AGE: How we are ageing is a part of growth. The large Baby Boomer population has been aging. From 2010-2030, it is expected that 65+ is going to nearly double in size. Therefore, the plans will need to reflect how to accommodate the ageing population in housing, transportation, and other needs.

EMPLOYMENT: Michael Hurlbert stated that employment trends in St. Charles County are steadily increasing. He discussed the number of government employees and non-government employees. He stated growth will be at about 28,000 jobs within the next 12 years. The top five job sectors in St. Charles County are:

1. Retail trade – biggest effect on wages
2. Healthcare
3. Accommodation and food service
4. Manufacturing
5. Government

Julie Feast asked Michael Hurlbert how IT jobs would be categorized.

Michael Hurlbert responded and provided research. Retail jobs as a percentage of total employment will fall within the next 12 years. He discussed growing sectors.

He discussed four sectors important to Economic Growth to St. Charles County.

Worker Commuting

120,000 St. Charles County worker residents leave the County to go to work

68,000 incoming workers enter into the County

64% of our residents work outside of the County.

Economic strategy—what do we want to be? Should we attract our residents to work in St. Charles County? The focus should be on the community.

Observations

- The County projects an increase of approximately 74,000 residents in St. Charles County in 2030. Can we accommodate that?
- Demand in housing for the aging population
- Affordable housing for St. Charles County residents who work in the County (all pay scales)
- Attract young, college graduates to live in St. Charles County
- Encourage growth with sectors identified.

Mr. Hurlbert referred to the Demographics and Economy handouts to discuss:

- Goals & Strategies
- Vision
- Issues

Questions & discussion

The Chairperson asked for follow up questions and discussion.

Keith Schneider explained how the Master Plan's implementation will have an effect on demographics.

Sandra Meranda commented on housing affordability and mentioned how people have to move far out to areas like Lake St. Louis or Wentzville, although they may desire St. Peters or St. Charles, because it is too expensive to live. She stated that it is especially expensive for the younger generation and recommends that affordable and local housing be addressed in the Master Plan.

Mike Klinghammer stated that his children perceive St. Charles as being antiquated and out-of-touch with what Millennials desire. He stated that Economic Development Center has research data on this. It is interesting that his children and their friends feel that St. Charles County is unappealing to their demographic.

Sandra Meranda mentioned that for entertainment, most Millennials will not go beyond the Streets of St. Charles or Main Street.

The Chairperson recommended that this be discussed in more details at the meeting discussing housing.

Bart Haberstroh commented on attracting Millennial demographic. He mentioned that he is interested in the “Future Cities” technology, and that college graduates are interested in tiny homes. He stated that skilled trades are what we need for economic growth and the enhancement of technology. He also stated there should be more affordable housing for seniors.

Mike Klinghammer commented on a Demographics strategy stating, “create a unified plan to provide essential services to match the demographics of the region.” He stated the goal to too reactive rather than proactive.

Nancy stated that the County may not have jurisdiction over that.

Marc Gottfried asked how we keep St. Charles County’s economy healthy while preserving undeveloped areas.

David Leezer noted that most undeveloped areas are in floodplains which limits development potential.

Michael stated that 45% of the County is in the floodplain. He stated instead of building new places, doing revitalization, refurbish areas within established neighborhoods like in St. Charles should also be considered.

Michael Hurlbert emphasized the problems that post World War II housing will face.

Mike Elam mentioned how his family migrated. Multi-family housing includes senior housing. He then asked what actions we are going to take with this discussion.

The Chairperson stated that the purpose of the current discussion is more idea sharing. Staff will then use everyone’s input.

Mike Elam stated that we have to find some way to do mixed-use development and bringing in new attraction in areas like Wentzville that are similar to Streets of St. Charles.

Michael Hurlbert responded that he went on a tour with the Economic Development Center to Johnson County, Kansas. They looked at three mixed-use developments that were similar to the Streets of St. Charles. He commented that that they were all far from downtown Kansas City and within close proximity of each other.

David Leezer commented that he wants to change the demographics in the City of St. Charles and make it more attractive and exciting to young adults.

Michael Hurlbert stated that we want to shape the demographics towards better results.

Julie Feast mentioned different trends and compared her generation to Millennials.

Keith Schneider suggests adding a proactive vision to plan and attract younger generation.

The Chairperson recommended moving on to the Economics handout.

A comment was made on the concerns with majority of the County budget being based on retail and recommends that the County has another economic source such as property tax.

John Lamping recommended online sales tax and the effects it will have on a slow economy.

David Leezer asked John Lamping about "Use Tax".

John Lamping gave a brief overview about Johnson County, Kansas.

Mike Elam asked how can use some ideas of Johnson County, Kansas and incorporate it to St. Charles County?

Michael Hurlbert commented on sales tax and use tax.

Michael Hurlbert stated that 2 or 3 goals are little redundant and can be advised.

The Chairperson asked Michael Hurlbert to redline or show the changes made when revising.

David Leezer suggested updating the phrase "high tech" with something like "science and technology". Mike Elam suggested focusing on skill, technology, and manufacturing.

Next Steps

The Chairperson stated that at next month's meeting we will discuss Community Facilities & Services and Natural Resources.

Meeting Adjournment:

Chairperson Nancy Matheny made a motion to adjourn the meeting. The motion was so moved by Keith Schneider and was seconded by Bart Haberstroh. The meeting adjourned at 5:18 PM.

Note: The next meeting of the Master Plan Steering Committee will take place on Thursday July 26, 2018, at 4:00 PM.

Respectfully submitted by:

Nancy Matheny, Chairperson

Date