



**BOARD OF ALDERMEN STRATEGIC
PLANNING SESSION
Meeting Minutes**

SEPTEMBER 14, 2026

5:45 PM 333 HOLLOWAY ROAD, BALLWIN, MO 63011

THE MINUTES ARE PREPARED IN SUMMARY TO REFLECT THE OVERALL DISCUSSIONS, NOT VERBATIM QUOTES.

The meeting was called to order by Mayor Mark Stallmann at 5:50 p.m.

ROLL CALL

Committee Members Present

Alderman Janet Rodriguez Judd
Alderman Michael Finley
Alderman Pamela Haug
Alderman Tequila Gray
Alderman Frank Fleming
Alderman Mark Weaver
Alderman David Siegel
Alderman Jim Lehmkuhl
Mayor Mark R. Stallmann

Absent

Staff Present:

City Administrator Eric Serman
City Attorney Kyle Cronin
Public Works Director Jim Link
Finance Officer Denise Keller
City Planner Lynn Sprick
Chief of Police John Bergfeld
Director of Parks & Recreation Chris Conway
City Clerk/Marketing & Communications Specialist Megan Freeman

AGENDA ITEMS

Mayor Mark Stallmann noted this past year has been a good year for the City with new businesses and a record investment in road spending.



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North Pointe Facility Audit

Parks & Recreation Director Chris Conway noted the City hired an outside firm to conduct a Facility Audit at North Pointe. Overall, the report found the pool is in decent condition considering the fact that it is 23 years old. He noted the report found there are some improvements and projects that can prolong the life of the facility that will cost around \$2 million to complete.

City Administrator Eric Serman noted staff would like input from the Board as to whether those projects should all be put into the budget using Capital Improvement funds for 2027. The Board was in agreement to include that in the 2027 budget, noting they want to see the pool closed for as little as possible and the repairs/projects completed during the off season.

Economic Development Incentives

Mayor Mark Stallmann asked about economic development incentives and whether the City would support economic development incentives.

City Administrator Eric Serman noted there are a number of incentive tools the state gives municipalities to use when it comes to economic incentives. He noted they generally will involve a sales tax incentive, CID, TIF, or TID. He noted the City has only done that a handful of times in the past. He noted there are many cities that are seeing more incentives for multi-family housing, offices, etc. The Board discussed several potential sites, like the former government building, the Hobby Lobby property, etc. They also noted there are things that the City does not currently allow, like storage facilities and another option would be to remove that restriction.

City Administrator Serman noted the City is not in discussions with any development right now that is looking for economic development incentives, and if there was one, it would have to come before the Board.

Stormwater, Use Tax, and Recognition of Deceased Elected Officials were not discussed.

The meeting adjourned at 6:55 p.m.

MARK R. STALLMANN, MAYOR

ATTEST:

MEGAN FREEMAN, CITY CLERK