

Monsanto

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Date: October 12, 1994

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Subj: J. F. Queeny 1995 Community
Plan

To: M. A. Hartnett - B2NC
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The Queeny Plant has been a shrinking plant since the mid-1980's. During the last twelve months, approval has been received to fundamentally restructure the plant. This restructuring provides the potential of a longer term focus for the plant. With the downsizing that has occurred, Queeny is now one of the smaller operations (the smallest Chemical Group site) in the St. Louis area. Consistent with this smaller size the community strategy has been reevaluated. 1995 will mark some initial change in direction and focus on:

- 1) Continued Right-to-Operate
- 2) Worst Case Scenario Communications
- 3) Culture changes in the plant and the hiring of new employees and skills over the next three years.

The focus of the effort is the south St. Louis neighborhoods in which we operate. These include zip code 63104 and the 7th Aldermanic Ward of the City of St. Louis. Our neighbors include a number of businesses and manufacturers east of Seventh Street and the Souldard neighborhood west of Seventh. In support of the plan, the plant would sustain regional memberships in organizations focused on Right-to-Operate issues and the development of personnel. Actions in the local community are directed toward Right-to-Operate, being a good industrial citizen, and emerging manpower needs. Communication and education will be important aspects of community involvement.

Unfortunately, several organizations which have been supported by Queeny and greater Monsanto for a number of years will be missing or phased out of the Queeny Monsanto Fund support. These include the regional scouting programs and the South Side YMCA. The former has been supported through both donations and involvement in fund drives. It is recommended that this be dropped as not instrumental to our focus. Queeny along with Carondelet has supported the Southside YMCA for a number of years. This YMCA is moving to a new facility in the next few years which will be further away from the plant. Queeny will be withdrawing from the Board of the Southside YMCA consistent with this relocation and

DSW 135908

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our smaller size. Due to the long term relationship with the YMCA it is recommended that a significant Monsanto Fund contribution be given jointly by Carondelet and Queeny during the 1995-1996 building fund drive for this new facility.

The revised community plan for Queeny includes communications, education and community involvement.

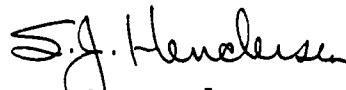
(1) Pursue the formation of a community Advisory Panel. Consistent with Worst Case Scenario communications education in the neighborhood is a priority. We would look to our Alderperson (Phyllis Young) and potential joint efforts with other businesses (Rhone-Poulenc, Inc.) to provide assistance in this effort.

(2) Enhance communications through regulatory and city agencies. This will involve continued work with several groups including: (a) St. Louis Fire Department and LEPC (R. Aquadro); (b) MSD and environmental regulators (C. Dorow); and (c) regional groups such as RCGA, Mo. Chemical Council, and CMA (Plant Manager and Staff).

(3) Support and communication with various local community groups: (a) Soulard Business Men's Association; (b) Soulard Restoration Society; and (c) Near South Side Economic Coalition.

(4) Expanded efforts with local education. This effort is directed toward educating the community as to what is happening at Queeny and providing a pool of talent for future hiring.

Details of this plan are attached in the Community Plan and Monsanto Fund Budget for 1995.


S. J. Henderson

John F. Queeny Plant 1995 Community Relations Plan

Goal #1: Increase two-way communication with the community emphasizing the outreach concerning worst case scenarios.

Objective A: Organize a Community Advisory Panel during 1995.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Residential neighbors Commercial neighbors Community leaders	The Queeny Plant wants to be an open and honest neighbor that seeks to improve communications with the community	1. Identify and gain commitment of a diverse panel of community members community.	Plant personnel / Outside resource	1st Qtr. 1995	Formation of Citizen Advisory Panel	\$1500 (P)
		2. The advisory members will define a group charter.	Personnel Time	2nd Qtr. 1995	Charter in-hand	
		3. Create an atmosphere that facilitates open communication.	\$	3rd Qtr. 1995	Feedback and level of dialogue.	
		4. Plant meetings and tours as appropriate.	Time of personnel	2nd Qtr. 1995	Feedback	\$500 (P)

Objective B: Maintain and enhance relationships with local governmental agencies.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
St. Louis LEPC	1. Plant's proactive approach to improving environmental, safety, and health conditions. 2. Queeny plant is trained and is prepared to address worst case scenarios.	1. Active participation on the LEPC 2. Invite LEPC members to plant for presentation and tour.	Personnel Time	On-Going 2nd Qtr. 1995	Feedback from Fire Dept. and LEPC. Feedback and cooperation on response	
Local Legislators	1. Plant's proactive approach to improving environmental, safety, and health conditions. 2. Queeny plant is trained and is prepared to address worst case scenarios.	1. Invite legislators to plant for presentation and tour. 2. Meetings with individual legislators.	Personnel Time	2nd Qtr 1995 On-going	Acceptance of invitation. Feed back from Legislators.	
St. Louis Fire Department	1. Plant's proactive approach to improving environmental, safety, and health conditions. 2. Queeny plant is trained and is prepared to address worst case scenarios.	1. Joint training with local emergency response personnel.	Personnel Time	3rd Qtr. 1995	Participation in joint training/exercises Feedback and publicity	\$1000 (P)
MSD	1. Plant's proactive approach to improving environmental, safety, and health conditions. 2. Queeny plant is trained and is prepared to address worst case scenarios.	1. Invite key contacts o plant for presentation and tour. 2. Meetings with key contacts.	Personnel Time	2nd Qtr. 1995 On-going	See above visits. Would expect to combine some tours. Feedback from regulators and results of inspections/ audits.	

DSW 135911

STLCOPCB4035880

Goal #2: Increase the Queeny Plant's identity as a resource for science and environmental information in the local community.

Objective A: Establish a network of science educators for the exchange of information.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Elementary Schools	Science and Environmental education is important to the Queeny Plant , Monsanto, and community.	1. Send three science teachers to TIE seminars. 2. Meetings at the plant with guest speakers.	Tuition Personnel Time	3rd Qtr. '95	Feedback from teachers and Mo. Chemical Council survey .	\$600 (F)
High Schools / Colleges		1. Speakers bureau that would visit classrooms. 2. Science exchange between teachers and plant 3. Donations of surplus equipment. 4. Scholarship program for minority student (St. Louis Public Schools) interested in Science/Engineering.	Personnel Time Personnel Time / \$ Supplies Personnel Personnel \$	4th Qtr. '95 4th Qtr. '95 4th Qtr. '94 1st Qtr. '95	Feedback and positive response from students Positive feedback from schools Feedback from schools and hiring of minority technical person.	\$3000 (F) \$10,000 per student (F)

Community Non-Profit Agencies	1. Provide seed money to initiate science is fun programs in the local community.	Personnel \$	4th Qtr. '95	Volunteers working at local schools	\$2500 (F)
	2. Develop a community project around environmental awareness and Earth Day.	Personnel \$	2nd Qtr. '96	Positive publicity and feedback in community	\$2000 (F)
	3. Support Queeny Plant personnel in thier volunteer efforts with charatilbe organizations.	Personnel \$	1st Qtr. '95	Improved employee morale and positive feedback from the community.	\$2000 (P)

DSW 135913

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Goal #3: Enhance the community's positive view of the Queeny Plant as a responsible and good neighbor.
 Objective A: Communicate the plant's interest in improving the environment in the local community.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Community/ Neighbors in the 63104 Zip Code Area Media	Queeny Plant is a leader in improving the community and the environment.	1. Funding of local youth organizations. - Boy's Club of St. Louis - Youth Education Health in Soulard - Near Southside Employment	Monsanto Fund	1st Qtr. '95	Feedback from community groups	\$12,500 (F) \$2000 (F) \$2000 (F)
		2. Participating on Boards of Local Organizations. - Boy's Club of St. Louis - Near Southside Employment	Personnel Time	On-going	Political and business contacts and positive press.	\$2000 (P)
		3. Actively participating in the Soulard Business Association.	Dues and membership	On-going	Community contacts and work on new project	\$500 (P)
		4. Promote Monsanto and the Plant by participating in community activities. (Mardis Gras, Bastille Days, and Soulard Improvement Organization) - Compton Heights Band	Monsanto Fund	On-going	Positive publicity	\$2000 (F)
		5. Active participation in the Soulard Restoration Group and recycling projects.	Personnel Time	2nd Qtr. '95	Document savings and participation	
		6. Develop a communication package highlighting Queeny Plant.	Plant Funding	2nd Qtr. '95	Feedback from internal external audiences	\$1000 (P)
					Total Plant Costs	\$8500
					Monsanto Fund	\$36,600

DSW 135914

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