



Grove CID Marketing Committee
Thursday, August 31, 2023 at 1:00pm

At Park Central Development Corporation, 4512 Manchester Ave. Suite 100, St. Louis, MO 63110

Zoom Meeting URL: <https://us06web.zoom.us/j/89306649588?from=addon>

Committee Members in Attendance: T. Telnikova, G. Slay, K. Spencer, S. Myers, K. Ponzar, J. Boldt

Committee members not in Attendance:

Others in attendance: Brian James, A Abdullah, and David Wright (Park Central Development)

1. Call to Order

- a. T. Telnikova called the meeting to order at 1:03pm

2. New Committee Member: K Ponzar

- a. New branch manager at Midland Bank at the Grove and is excited to join the committee. The Team welcomed her.

3. Review Social Media Calendar and Analysis

- a. B James introduced some of the material on the EngageTaste spreadsheet that shows each month's draft posts. He also brought up that this contract is up for renewal in October.
- b. K. Spencer noted that there are some challenges with this calendar coming up against more timely things that need to happen.
- c. S. Myers asked whether or not the CID is engaged in Reels and the committee talked about wanting to add more. The committee talked more about a need to have more consistency and quality photos. Members also talked about the Grove video series.
- d. T. Boldt suggested scheduling some time to talk with EngageTaste to bring some new ideas to them. B. James noted that Park Central will reach out to them to check-in on this process and will try to include her in future meetings.
- e. T. Telnikova also mentioned that it might better serve future conversations to have a strategic vision for marketing the Grove before going into a new contract. It might be a partly different portion of the social media contract, reflecting branding.

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4. Website Review

- a. One topic of conversation was to make sure businesses and residents know where to submit events and make sure people are able to access it.
- b. Park Central will work on accessibility for the Grove map as well as listing businesses on the page.
- c. The suggestion was to take some time digging through the website and all of its components and bring notes to the next meeting for what the committee would like to see.

5. GroveFest 2023

- a. A Abdullah presented that there will be 130 vendors and Big Freedia (as requested by the LGBTQ community). There will also be a kids zone, dark park, and other all-day activities.

6. Other

- a. T. Telnikova brought up that it is important to communicate with businesses about upcoming events and ensuring people know what is happening (maybe once a month).
- b. T. Telnikova also mentioned wanting to communicate with the neighborhood more as well, since there are a lot of opportunities in the CID that are available for residents. It might work well to do something like a neighborhood night out. G Slay also offered a lot to host potential events for the neighborhood. K Spencer noted that she wants the Grove to continue coming up as community-focused.
- c. T. Telnikova asked about capacity for hosting events and executing events. B James said that Park Central can help with some of the facilitating. G Slay and T Telnikova asked about how the committee can move forward, as right now the businesses are leading it.
- d. A Abdullah noted that there is a funding piece and there could be opportunities to step in and administer adding features to different events. He also noted that Park Central can come up with some of the initial work on events that will support events, but that the administrator will need help finalizing participation with businesses. He also mentioned that the committee could have a point person for events and elect to pay a contractor to help produce an event.
- e. T. Telnikova said that she could make a flyer for the Halloween event (4-6) and will distribute the information to Park Central to pass out.
- f. T. Telnikova requested to add a funding piece for supporting Halloween with the board at the next meeting.
- g. A Abdullah also said that he would reach out to the neighborhood association for promoting.

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- h. G Slay also brought up the demolition proposal of 4100 Manchester and encouraged the committee to think about the community's branding and what it would mean to lose the building.
- i. There was conversation about objective and subjective perspectives on the future of the building and what the community wants. G Slay wanted to emphasize that this committee could take a perspective on this matter to represent the Grove CID.

7. Adjournment

- a. T. Telnikova adjourned the meeting at 2:25pm.

DRAFT

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