



Grove CID Marketing Committee  
Thursday, September 28, 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, S. Myers, J. Boldt (in-person),

**Committee members not in Attendance:** G. Slay, K. Spencer, K. Ponzar

THERE WAS NOT QUORUM SO NOTHING COULD BE VOTED ON IN THIS MEETING

**Others in attendance:** Brian James and David Wright (Park Central Development; in-person), Sara Graham (EngageTaste)

**1. Call to Order**

- a. T. Telnikova called the meeting to order at 1:05pm

**2. Approval of Previous Meeting Minutes**

- a. J Boldt made a motion to approve the minutes from last meeting; S Myers the motion; but no quorum so there could not be a vote.

**3. New Business Grant Proposal Review**

- a. T Telnikova reflected that there was some excess money from two other grant programs, providing an opportunity to allocate funds to businesses. One idea might be for trying to attract businesses into the Grove, while another might be for painting murals on specific buildings.
- b. B James presented a potential framework for the grant, turning over scope and specifics to the committee. B James suggested that having the committee identify top priorities for attracting businesses and how a grant might assist different businesses.
- c. J Boldt reflected that it might be nice to see more retail options in the Grove, wondering what makes the most sense to fill specific spaces in the corridor. T Telnikova noted that more daytime options for the area would be great.
- d. T Telnikova suggested that the committee think about how exactly the money might be spent as well as something potentially as marketing for new and existing businesses in the Grove. It could help businesses that already exist, supplementing their existing marketing budget to attract more visitors to the District. In this way, the CID can support who is already in the District.

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#### 4. Halloween Event

- a. T Telnikova confirmed that the flyer is completed and suggested the CID send out communications soon. She requested that Park Central make a list of participating businesses to help market the event. She noted that it would make sense to buy a large amount of candy and then pass it out to businesses rather than having businesses buy it themselves.
- b. T Telnikova requested that EngageTaste have a photographer at the event. S Graham said it may work, but to follow-up to confirm scheduling and to confirm that the scheduling will work.

#### 5. October Social Media Calendar Review

- a. T Telnikova reflected that the Grove CID's feed does not always look great and is concerned about how some of the photos do not reflect well on the District and still end up in the calendar. B James noted that Park Central can engage with the committee more to make sure that the committee is engaging with the content before anything goes live. Graham did reflect that the contract is slightly limited to what a photographer might share as well as what businesses are sharing.

#### 6. Website Review

- a. B James reviewed two options that S Graham suggested using either Storepoint or Map Box in place of the current plug-in that shows the businesses in the Grove. S Graham confirmed those two options as preferred options and B James noted that Storepoint may be a better fit for pricing and needs.
- b. T Telnikova also reflected on how the Gallery page is not well organized and would like to see more attention given to that page to make sure that the content is up-to-date and organized. It could also mean changing the tab names and how it functions. T Telnikova also mentioned updating the Green Dining Alliance page.

#### 7. Sponsorships

- a. B James noted that in the past, there has been an agreement with Explore St. Louis for \$450 and the committee could have an opportunity to renew that contract.
- b. T Telnikova inquired about the deliverables from their end of the contract to see how the copy of the brochure and the video identified. B James confirmed that he can look into those deliverables.

#### 8. Other

- a. S Graham presented a new proposal for EngageTaste's contract with the CID. She presented on new objectives for this contract, including pushing content more creatively and aligned to identity and opened up comments for objectives. B James and T Telnikova noted that they will follow-up with more objectives and feedback.

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- b. S Graham reflected on the closing out of her current photographer's contract, with a new photographer lined up for next year. She reviewed the current communications and suggested new methods of communication as a part of her proposal.
- c. T Telnikova voiced serious concerns about the quality of photography recently and thought that it was challenging to see an increase in pricing for it (even if it is a new photographer).
- d. T Telnikova asked about hiring a marketing intern and if it is possible to have a marketing student be involved in managing content creation and posting. B James noted that Park Central could draft a job posting for the committee to look at.

**9. Adjournment**

- a. T. Telnikova adjourned the meeting at 2:12pm.

DRAFT

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