



Grove CID Marketing Committee
July 1, 2020 at 11:00 AM
At 4512 Manchester, St. Louis, MO 63110
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Tatyana Telnikova, Maggie St. Geme, Sheryl Myers, Guy Slay, Billy Thomson, Kelly Spencer

Committee Members not in Attendance: Sean Baltzell

Others in Attendance: Alayna Graham (Park Central Development), Helen Petty (Chop Shop), Jessie Mueller (Rise Coffee), Kurt Bellon (Chao Baan)

1. **Call to Order:**
 - a. G. Slay called the meeting to order at 11:02 AM.
2. **Approval of Meeting Minutes:**
 - a. B. Thompson motioned to approve the April meeting minutes. T. Telnikova seconded. All approved – motion passed.
3. **Budget Review:** A. Graham presented the total budget for marketing in FY 20-21. There is \$18,910 with the rollover dollars from previous years.
4. **Inclusive Branding (BLM):** The committee discussed several ideas to promote inclusivity and support a safe environment for the Grove.
 - a. B. Thompson and T. Telnikova suggested a statement of overall goals and core values.
 - b. T. Telnikova suggested rainbow and trans flags for the light posts. J. Mueller suggested have one logo that was inclusive of BLM and LGBTQIA+. There was a discussion about how to get that artwork, including a possible contest and reaching out to different communities of artists.
 - c. B. Thompson recommended reaching out to Washington University business school about having a practicum student create a Marketing Plan for the Grove. He will do the inquiry.
5. **Sexual Assault Allegations:** The Board had discussed over email putting out a statement denouncing sexual assault. G. Slay reminded the committee that as stewards of public tax dollars, they need to err on the side of caution to avoid spending that money on litigation. T. Telnikova presented the statement she wrote that has already been approved by an attorney in the chat on Zoom. The committee decided to write a statement that could be used as a Values statement for the Grove not only now, but for the future as well.
6. **Social Media:** The committee agreed that they would like to keep Engage Taste on hold to be conservative about the budget during the pandemic since many businesses are still not open.
7. **Other Business:** B. Thompson motions to suggest the Board remove Sean Baltzell with consultation of an attorney. S. Myers seconds the motion. All in favor—motion approved.

The Grove Community Improvement District

4512 Manchester Avenue, 1st Floor: Saint Louis, MO 63110: (314) 535-5311

www.thegrovestl.com



Adjournment: G. Slay adjourned the meeting at 12:21 PM.

APPROVED

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