



Grove CID Marketing Committee  
**TO BE HELD**  
Wednesday, October 12, 2022 at 12 Noon

***Please Note: Due to COVID-19, physical access to the Marketing Committee meeting will be closed and replaced by Zoom Conference.***

***Mobile: US: +13017158592,,81871249980# or +13092053325,,81871249980#***

***Meeting URL: <https://us06web.zoom.us/j/81871249980?from=addon>***

***Meeting ID: 818 7124 9980***

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on October 12, 2022 at 12 Noon, the Grove Community Improvement District (the "District") will hold a **Marketing Committee** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. Call to Order
2. Approval of Previous Meeting Minutes
3. Engage Taste and Photographer Contract Renewal – Approval
4. Review Social Media Calendar and Analysis
  - a. Grove Video Series – Next Subjects
5. Business Resource Welcome Packet – Approval
6. Other
7. Adjournment

**This meeting is open to the public;** provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

**DATE POSTED: 10/10/2022**

**TIME: 12:00 Noon**

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

**[www.thegrovestl.com](http://www.thegrovestl.com)**



Grove CID Marketing Committee  
Wednesday, August 10, 2022 at 12:00 PM  
The Dogwood 4308 Manchester Ave, St. Louis, MO 63110

**Committee Members in Attendance:** G. Slay, J. Boldt, T. Telnikova, S. Myers, K. Harris, B. Holzhueter, B. Thompson, K. Spencer

**Committee Members not in Attendance:** Ben Grupe, Maggie St. Geme, Paul Byrne

**Others in Attendance:** Codi Holt (Park Central Development)

**1. Call to Order:**

- a. T. Telnikova called the meeting to order at 12:02 PM.

**2. Approval of Meeting Minutes:**

- a. S. Myers motioned to approve the previous meeting minutes. B. Holzhueter seconded. All in favor – motion passed.

**3. Review of Social Media Calendar**

- a. T. Telnikova gave an overview of the social media calendar for the month of August. C. Holt shared that the Social Media contractor recommended to discontinue the Twitter platform due to low engagement. G. Slay motioned to continue to do outreach on the platform; J. Boldt seconded. All in favor – motion passes.

**4. Annual Report (web-embedded version)**

- a. C. Holt presented the webpage version of the annual report for the committee's review. B. Thompson motioned to approve the report; B. Holzhueter seconded. All in favor – motion passes.

**5. History of the Grove Update**

- a. T. Telnikova shared her approval of the series and suggested adding the videos to the Grove CID's website. G. Slay recommended sending the videos to community stakeholders to help spread the new content. S. Myers shared that the videos should also be shared as reels, as they tend to gain more traction. S. Myers also recommended tagging the businesses in the video so that it makes it easier for them to share as well.

**6. Business Resource Welcome Packet**

- a. K. Spencer directed C. Holt to update the SLMPD information for the district. B. Thompson recommended adding a current Grove CID businesses list to the packet to encourage engagement.

**7. Other**

- a. World Naked Bike Ride: T. Telnikova gave an update on the WNBR, sharing the success of the event and noting that the event may block off to Boyle next year to add additional space for the event. K. Spencer recommended requesting the photographer to come to events for posts to be made the next day.
- b. Upcoming Event: B. Thompson shared that Tropical Liqueurs will be hosting a leather pageant the last weekend in September. G. Slay shared that this event will be a great thing for diversity in the Grove. K. Spencer asked how we could advertise for the event.

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- B. Thompson mentioned that he would discuss with the event planners to figure out the best way to share about the event.
- c. GroveFest: S. Myers asked if the committee would be assisting with GroveFest. T. Telnikova shared that Park Central takes lead on GroveFest for the district.

**Adjournment:** B. Thompson motioned to adjourn the meeting; T. Telnikova seconded. All in favor – meeting adjourned at 12:40 PM.

DRAFT

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