



Grove CID Marketing Committee

**TO BE HELD**

Wednesday, December 14, 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: +13126266799,,86190253155# or +16469313860,,86190253155#**

**Meeting URL: <https://us06web.zoom.us/j/86190253155?from=addon>**

**Meeting ID: 861 9025 3155**

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on December 14, 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. Review Social Media Calendar and Analysis
  - a. Grove Video Series – Next Subjects
  - b. “Vetting” Posts?
4. Trick or Treat in the Grove
5. Naughty & Nice Festival, Billy Thompson
6. Marketing Committee Seat Available
7. Other
8. 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: 12/09/2022**

**TIME: 2:30 PM**

● **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, October 12, 2022 at 12:00 PM  
Via Zoom

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

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

**Others in Attendance:** Codi Holt (Park Central Development), Sara Graham (Engage Taste)

**1. Call to Order:**

- a. T Telnikova called the meeting to order at 12:15 PM.

**2. Approval of Meeting Minutes:**

- a. G Slay motioned to approve the previous meeting minutes. J Boldt seconded. All in favor – motion passed.

**3. Engage Taste and Photographer Contract Renewal – Approval**

- a. S Graham gave an overview of her contract and the services she provides, noting a small rate increase of \$150 per month for social media management and \$50 per month for photography. G Slay motioned to approve the new contract; T Telnikova seconded. All in favor – motion passed. T Telnikova asked if C Holt could have access to an online folder with all photos taken by the photographer. S Graham said that that would be feasible.

**4. Review of Social Media Calendar and Analysis**

- a. S Graham gave an overview of the calendar and social media analysis, highlighting the high engagement with the new Grove video series and engagement around GroveFest, WNBR, and new business such as Dog on It and Serendipity.

**5. Business Resource Welcome Packet**

- a. C Holt gave an updated on the changes made to the Business Resource Welcome Packet. S Graham recommended making it clear that businesses could share social media as much as they want with her and to change the heading name to “District Business Promotion.” Tatyana recommended changing the businesses in the Grove list to a bullet point structure and to add the websites for each business. G Slay motioned to approve the Business Resource Welcome Packet with the recommended changes; B Holzhueter seconded. All in favor – motion passed.

**6. Other**

- a. Sara Graham recommended to remove the Grove Twitter due to its low engagement rates. Tatyana shared that the committee should not get rid of services that are offered as part of the contract. G Slay motioned to deactivate the Twitter account; B Holzhueter seconded. T Telnikova abstained. All others in favor – motion passed.
- b. T Telnikova opened a discussion on a Halloween Trick or Treat event for kids in the Grove, where family’s could hop businesses in the Grove on Oct 30<sup>th</sup> from 4-6pm. T Telnikova asked if B Thompson could take lead on contacting businesses and she would

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put together marketing materials for the event. B Thompson shared that he was planning a Naughty or Nice Festival for the holiday season.

**Adjournment:** G Slay motioned to adjourn the meeting; B Thompson seconded. All in favor – meeting adjourned at 12:57 PM.

DRAFT

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## The Grove CID Marketing Committee Application

The Grove Community Improvement District Marketing Committee is charged with advising the Grove CID Board of Directors on ways to better market the Grove CID.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Business Owner \_\_\_\_\_ Resident \_\_\_\_\_

If yes to business owner, what business? \_\_\_\_\_

Briefly describe your marketing experience.

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What do you feel (if anything) has been lacking with the marketing of the Grove district in the past?

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Disclaimer: The submission of this application does not guarantee you will be selected to the Committee Board.

Why are you interested in the Grove CID joining the Marketing Committee?

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The committee membership term is one year. In addition, committee members agree to attend all committee meetings as they are called, unless they notify Administrator 24 hours in advance. In the absence of meeting attendance, committee members will familiarize themselves with minute notes to keep up-to-date on discussions from the meeting.

I understand the duties required and I am willing to abide by the conditions above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

YOUR COMPLETED APPLICATION MAY BE SUBMITTED BY EMAIL TO:

Codi Holt (District Administrator)

[codi@pcd-stl.org](mailto:codi@pcd-stl.org)

Or dropped off to Park Central development, 4512 Manchester Ave, St. Louis, MO 63110

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