



Grove CID Marketing Committee
TO BE HELD
Wednesday, June 1, 2022 at 10am
At The Dogwood in the Grove 4308 Manchester Ave, St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on **June 1, 2022 at 10am**, 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. Budget Overview of FY22
4. Strategic Planning for FY23
 - a. SWOO Analysis
 - b. Goals and Capacity
 - c. Priorities and Timelines
 - d. Next Steps
5. Other
6. 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: 5/26/2022
TIME: 10:00 am

• **The Grove Community Improvement District** •

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

www.thegrovestl.com



Grove CID Marketing Committee
Tuesday, April 27, 2022 at 12:00 PM
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Tatyana Telnikova, Guy Slay, Billy Thompson, Brandon Holzhueter, Kelly Spencer, Sheryl Myers

Committee Members not in Attendance: Paul Byrne, Jordan Foster, Maggie St. Geme

Others in Attendance: Barry Draper (Explore STL), Codi Holt, Ashley Johnson (Park Central Development)

1. Call to Order:

- a. T. Telnikova called the meeting to order at 12:06 PM.

2. Approval of Meeting Minutes:

- a. K. Spencer motioned to approve the November 2nd meeting minutes. B. Thompson seconded. All in favor – motion passed.

3. Explore St. Louis

- a. T. Telnikova introduced B. Draper who reviewed packaging options for members, explain that the CID would pay full price for membership and each business within our district could join at a discounted rate.
- b. Q&A followed leading to support of a leisure package.
- c. K. Spencer motioned in favor of purchasing the Leisure Package (\$450); S. Myers seconded. All in favor—motion passed.

4. Social Media Calendar

- a. C. Holt went over the social media calendar for May, reminding the committee that businesses that would like to share an upcoming event on the page should reach out to Sara Graham a month in advance.

5. Other Business:

- a. Events
 - i. T. Telnikova asked what the options are of event planning. A. Ekiss expressed that PCD does not have the capacity to take on new events.
 - ii. T. Telnikova asked for an RFP draft for an Event Planner/Coordinator and B. Thompson suggested a more in depth meeting specifically to discuss creating new events.
 - iii. C. Holt suggested combining the two remaining meeting hours for this fiscal year to have an in depth discussing surrounding a marketing strategy and event planning.
 - iv. Committee was in favor of next meeting being two hours long to further discuss options.

Adjournment: T. Telnikova adjourned the meeting at 1:00 PM.

The Grove Community Improvement District

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

www.thegrovestl.com

Grove CID Marketing Actual Expenses compared to Budget FY 2022

60200 · Marketing	* YTD Actual	YTD Budget	
60210 · Advertising	0.00	4,000.00	
60215 · Promotional Materials	7,319.00	1,500.00	
60220 · Website & Design Services	9,143.88	4,670.00	
Total 60200 · Marketing	<u>16,462.88</u>	<u>10,170.00</u>	(6,292.88) Over budget

Grove CID Marketing Budget for FY 2023 will be the same as last year

60200 · Marketing	YTD Budget
60210 · Advertising	4,000.00
60215 · Promotional Materials	1,500.00
60220 · Website & Design Services	4,670.00
Total 60200 · Marketing	<u>10,170.00</u>

* YTD Actual is what was spent this year as of May 18, 2022
There will be more invoices to pay, Engagetaste before year is out

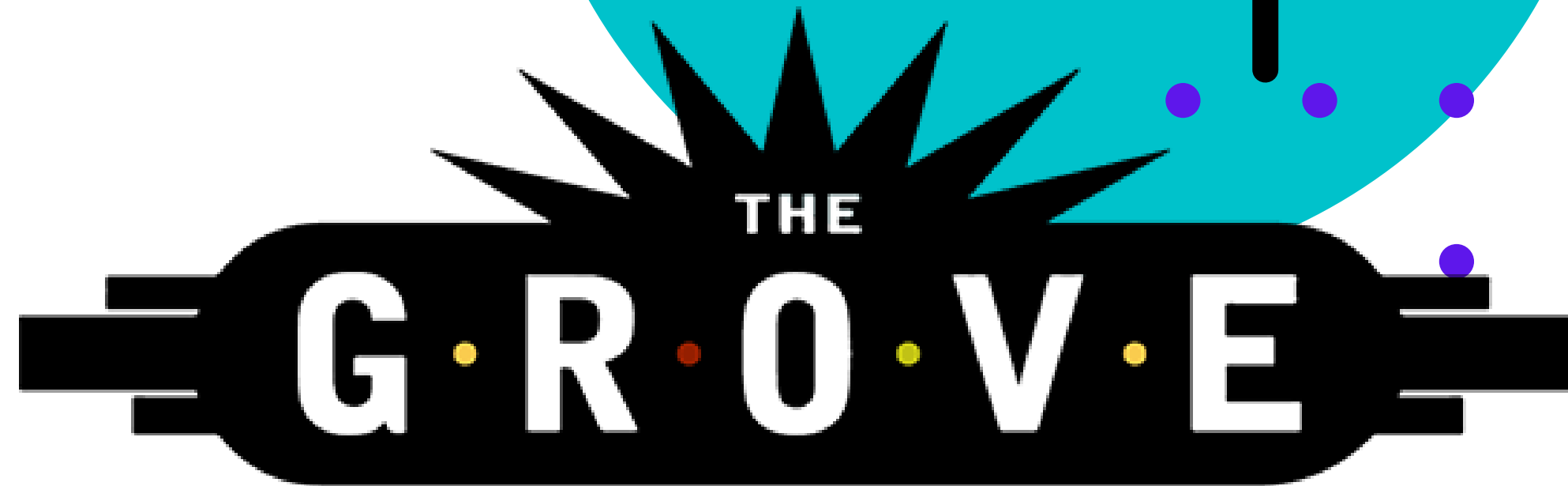
The Grove Community Improvement District
 Transaction Detail By Account
 July 2021 through June 2022

Type	Date	Num	Name	Memo	Amount	
60200 - Marketing						
60215 - Promotional Materials						
Bill	10/01/2021	048719	Zane Williams, Inc	Grove Fest Banners	5,314.00	
Bill	12/11/2021	10/11/21-Permit	Park Central Development	Reimburse for STL City Permit to hang Grove Bann	360.00	
Bill	12/13/2021	20211213	Gordon Connaghan	Photographer for social media	1,050.00	
Bill	01/27/2022	January 2022	Gordon Connaghan	Photographer for social media	150.00	
Bill	02/17/2022	049441	Zane Williams, Inc	Grove Fest Banners	65.00	
Bill	02/25/2022	2.25.22	Gordon Connaghan	Photographer for social media	150.00	
Bill	03/03/2022	049510	Zane Williams, Inc	Grove Banners	80.00	
Bill	04/04/2022	March 2022	Gordon Connaghan	Photographer for social media	150.00	
Total 60215 - Promotional Materials					7,319.00	
Explore St. Louis					Membership Dues	450.00
					7,769.00	
60220 - Website & Design Services						
Bill	09/01/2021	13	Engagetaste	Website - Social Media- August 2021	1,000.00	
Bill	10/01/2021	14	Engagetaste	Website - Social Media- September 2021	1,000.00	
Check	10/14/2021	DD	GODADDY	Website Renewal	143.88	
Bill	11/01/2021	15	Engagetaste	Website - Social Media- October 2021	1,000.00	
Bill	12/01/2021	16	Engagetaste	Website - Social Media- November 2021	1,000.00	
Bill	01/01/2022	17	Engagetaste	Website - Social Media- December 2021	1,000.00	
Bill	02/01/2022	18	Engagetaste	Website - Social Media- January 2022	1,000.00	
Bill	03/01/2022	19	Engagetaste	Website - Social Media- February 2022	1,000.00	
Bill	05/02/2022	21	Engagetaste	Website - Social Media- April 2022	1,000.00	
Bill	05/02/2022	20	Engagetaste	Website - Social Media- March 2022	1,000.00	
Total 60220 - Website & Design Services					9,143.88	
Total 60200 - Marketing					16,462.88	
Expected Expenses before end of fiscal year						
Engagetaste					May and June 2022	2,000.00
Photographer					?? Photograhper quit I think maybe expenses before year end	
Total Marketing FY 22					18,912.88	



MARKETING COMMITTEE

Strategic Planning





Why are we here?

Marketing
Committee vision
& goals for the
district.

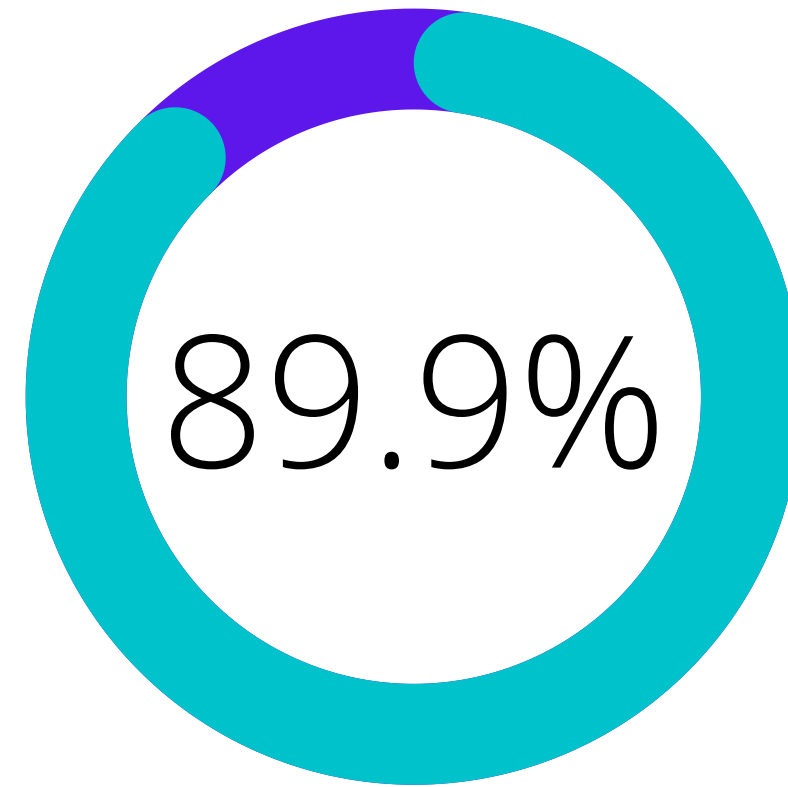
District events &
promotions.

BUDGET

The numbers.

10,170


Total budget - only 10% of the CID budget



Goes to site + social media

6,293

Over budget for fiscal year 2022



BUD GET

What's realistic?

What is the Budget?

What is the budget being spent on?

What can we afford?

How is the budget decided; can we get more?



Assessing the situation + our capacity

Objectively consider the committee's strengths (individual/group), weaknesses, opportunities, and obstacles.

Summarize our situation.

Based on this, what goals/objectives can we set for the committee?



Let's make a list!

-
-
-
-



How to Rank New Goals

What should be
prioritized?

How many are achievable?

What are our short-, mid-,
and long-term goals?

What is our
timeline/deadlines?



NEXT STEPS

How much time & commitment will these take from committee members?

What role can PCD play in the facilitation of these goals?

