



Grove CID Marketing Committee
TO BE HELD
Wednesday, August 10, 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: +19294362866,,81196774973# or +13017158592,,81196774973#

Meeting URL: <https://us06web.zoom.us/j/81196774973?from=addon>

Meeting ID: 811 9677 4973

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on August 10, 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
 - a. Twitter engagement level
4. Annual Report – (web-embedded version)
5. History of the Grove Update
6. Business Resource Welcome Packet
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: 8/8/2022

TIME: 12:00 Noon

• **The Grove Community Improvement District** •

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

www.thegrovestl.com



Grove CID Marketing Committee
Wednesday, June 1, 2022 at 12:00 PM
The Dogwood 4308 Manchester Ave, St. Louis, MO 63110

Committee Members in Attendance: Tatyana Telnikova, Guy Slay, Billy Thompson, Brandon Holzhueter, Kelly Spencer, Maggie St. Geme

Committee Members not in Attendance: Paul Byrne, Jordan Foster, Sheryl Myer

Others in Attendance: Codi Holt, Ashley Johnson (Park Central Development)

1. Call to Order:

- a. G. Slay called the meeting to order at 10:14 AM.

2. Approval of Meeting Minutes:

- a. K. Spencer motioned to approve the April 26th meeting minutes. B. Thompson seconded. All in favor – motion passed.

3. Budget Overview of FY22

- a. C. Holt went over the Marketing Committee's budget for the past fiscal year, explaining that the committee went overbudget. C. Holt also explained that the next fiscal year's budget will be used to pay for the Grove CID's Social Media Content Developer and the photographer, but beyond that, the committee will not have additional funds to host events.
- b. B. Thompson stated that it was not this committee's goal to make events; rather, the committee should be focused on identifying its purpose and strategizing marketing efforts.
- c. K. Spencer suggested working with other Grove CID committees, such as the Public Service Committee, to make sure that their efforts with winter holiday décor match Grove branding strategies. G. Slay remarked that the committee would be open to suggestions for holiday décor.

4. Strategic Planning for FY23

- a. C. Holt reiterated that the purpose of this extended committee meeting was to identify the vision and goals that the committee has for the upcoming year. C. Holt then introduced the SWOO Analysis exercise, during which committee members discussed the strengths, weaknesses, opportunities and challenges that the Marketing Committee will face in the upcoming fiscal year (see Addendum A).
- b. When identifying goals, B. Holzhueter suggested creating a Business Resource Welcome Packet for new Grove businesses to help them better market their business. M. St. Geme suggested making the Annual Report more interactive on the Grove website so that people can better understand how the Grove CID support the district. G. Slay and B. Thompson suggested communicating the history of the Grove with patrons, to which C. Holt suggested a "History of the Grove" series on social media. Lastly, A. Johnson recommended reaching back out to business, making sure they are aware that they can advertise upcoming events, specials, etc. via the Grove social media.

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- c. C. Holt lead a discussion on creating a timeline and planning next steps for the suggestions made. The committee agreed to send C. Holt suggestions for the “History of the Grove” series and business resources for the new “Welcome Packet”, K. Spencer and M. St. Geme agreed to developing a business submission form for Grove Businesses to eventually be added to the website. The committee also agreed to send in holiday décor suggestions before July, to be recommended to the Public Service Committee at their next meeting on July 13th.

Adjournment: K. Spencer motioned to adjourn the meeting; T. Telnikova seconded. All in favor – meeting adjourned at 12:03 PM.

DRAFT

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Addendum A
SWOO Analysis


<p>Strengths</p> <ul style="list-style-type: none"> -Branding -Social Media presence -Commitment to action -Location central in the city -Visually inclusive committee (banners, etc.) -Our history and future 	<p>Weaknesses</p> <ul style="list-style-type: none"> -Communication with the community on what the CID does and who we are -Lack of direct engagement with businesses -Time constraints
<p>Opportunities</p> <ul style="list-style-type: none"> -Holiday Décor -Business Resources, promotion and engagement - “The History of the Grove” series 	<p>Obstacles</p> <ul style="list-style-type: none"> -Budget constraints -People taking down inclusive signage -Low engagement on website

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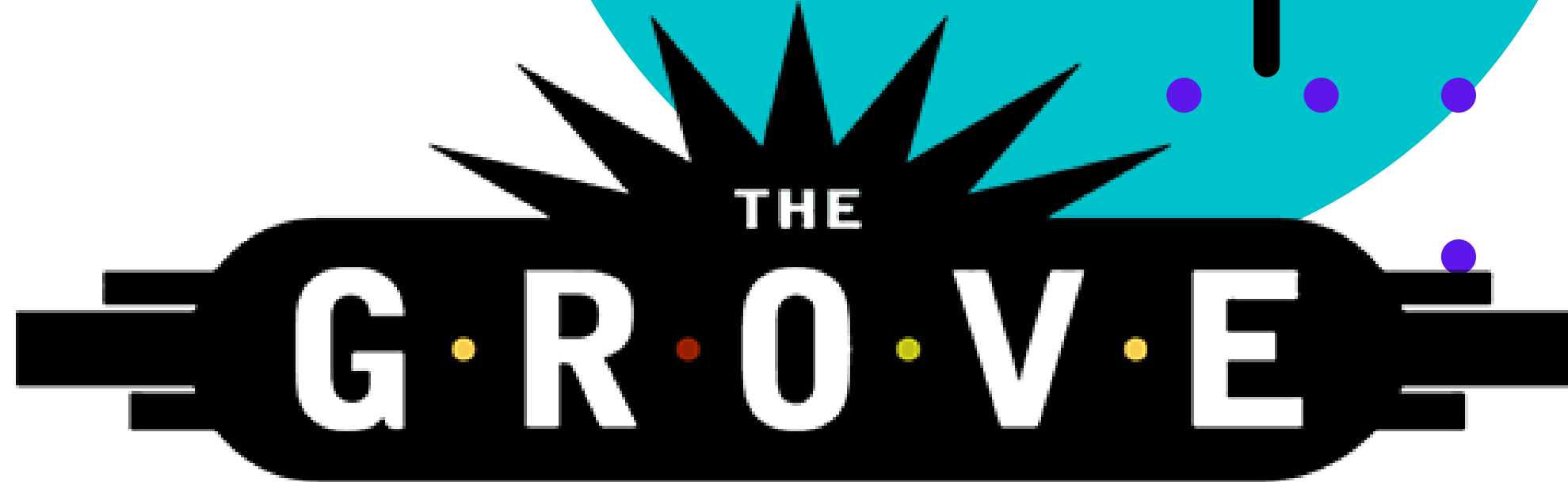
	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
8/2	<p>The Moonlight Ramble returns to the Grove Saturday, August 13th for its 58th edition! This is the longest running nighttime bike ride in the US and a great source of pride for St. Louis. The ride that began with one rider has grown into an annual tradition with thousands of riders taking to the streets of St. Louis at night under the light of the moon. The event includes live music and food from many Grove favorites! More information: moonlightramble.com</p> <p>@MoonlightRamble</p>		<p>#stlmade #stlcycling #stlbiking #stlbikelife #stloutdoors #rambleon #moonlightramble #moonlightramble2022 #rideordie #thegrovestl #grovestl</p>	11:00 AM
8/4	<p>Introducing HUMANS OF THE GROVE!</p> <p>In our debut interview, we speak with Guy Slay, one of the founders of the Grove CID who has been instrumental to the changes that we've seen in the district. The history of the Grove is a special one. One that brought together a broad range of the community to create a place that welcomes all of St. Louis to live, work and play. Today we aim to continue that legacy of inclusion in the Grove and work hard to make sure everyone is welcome in our little corner the city.</p>	<p>Video</p>	<p>#humansofthegrove #myhome #myneighborhood #community #thegrovestl #grovestl</p>	2:00 PM
8/6	<p>It's HERE! @serendipityicecream is finally OPEN! Stop by and enjoy a cone, sundae, cookie sandwich and shake or float (with spirits or beer, if you fancy!).</p> <p>@creaturetype via @saucemag</p>		<p>#serendipityicecream #serendipity19thanniversary #stldesserts #stlsupportlocal #madeinstl #thegrovestl #thegrove</p>	4:00 PM
8/8	<p>The @stlshakesfest is coming to the Grove 8/23!</p> <p>This free, family-friendly regional tour of "A Midsummer Night's Dream" is put on by an all-Black company of local actors as a 90-minute production in 24 locations throughout August. "Shakespeare in the park has always been free, and always will be." says producing artistic director Tom Ridgely. "But we knew that for these plays to truly belong to everyone they had to be seen and enjoyed not only in St. Louis's biggest and most beautiful park, but in the smaller neighborhood parks that are the heart and hub of so many of our communities." The production includes a "Living Study Guide", a helpful 10-minute introduction to the cast and themes of the play. All ages are welcome. Guests are encouraged to bring their own chairs and blankets. Visit www.stlshakes.org for more information.</p>		<p>#ShakeFestSTL #FreeEvents #OutdoorEvents #STLTheatre #ShakespeareFestivalofSTL #midsummersnightdream #thegrovestl #thegrove</p>	9:00 AM

	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
8/10	Thank you, St. Louis, for baring your, ahem, souls with us again this year! The weather was incredible and so were you! Tag us in your photos! Matt Middeke		#worldnakedbikeride #VisitSTL #stlmade #stlcycling #stlbiking #stlbikelife #stloutdoors #grovestl	3:00 PM
8/12	Summer and sausage just seem to go perfectly together, right? Chao Baan kicks it up a notch with lemongrass, chili, lime, cilantro, ginger and jalapeno! @chaobaanstl		#chaobaan #stl #stlfoodie #stlouisgram #stlouis #thaifood #thai #regionalthai #authenticthai #stl #thegrovestl #grovestl	11:00 AM
8/14	Some cuteness spotted in the Grove! @bentonparkprints		#familyfriendly #familyfunday #kidfriendly #chickenandwaffles #explorestlouis #thegrovestl #grovestl	1:00 PM
8/16	The countdown continues to our flagship event on October 1st! Check out all of our family-friendly events at thegrovestl.com/grovestl @groveststl		#grovestl #grovestl2022 #thegrovestl #thegrove	9:00 AM
8/18	Who's up for a summer patio hang with some cold drafts at @urbanchestnut? We'll save you a spot. Matt Middeke		#ucbc #urbanchestnut #biergarten #stlmade #grovestl #thegrovestl	2:00 PM

	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
8/20	An outstanding summer menu from @tempusstl @eat.stay.play.do		#tempusstl #goeatstl #supportstlrestaurants #tempusstl #saverestaurants #eatdrinkstl #stlouisfoodie stlfoodscene #stleats #stlgram #thegrovestl #grovestl	11:00 AM
8/22	Need to unwind? Stretch? Melt your day/week/month away? Drop in to a class at @urbanbreathyoga... @urbanbreathyoga		#newmoonyoga #yoga #yogastudios #newmoon #intentionsetting #yogainspiration #weeklyplanning #sundayplanning #sundayvibes #maplewoodmo #maplewoodmoms #restorativeyoga #kundaliniyoga #vinyasa #yinmeditation #thegrovestl #grovestl	9:00 AM
8/24	You have to venture no further than the Grove for some serious quality meats from the Butchery at @beastbbqstl. Everything from this butchery is carefully sourced, humanely raised, hormone free and local when possible. @jemastl		#jema #jemastl #thegrovebutcher #butchershop #stl #saintlouis #stlfoodscene #thegrove #thegrovestl	1:00 PM
8/26	The party is just getting started at @HandleBarStl... Matt Middeke		#handlebar #handlebarstl #dragmetohandlebar #cocktails #summercocktails #happyhour #partytime #grovestl #thegrovestl	9:00 PM
8/28	These are just the sides at @gracemeatthree ! @the_foodie_susie		#stlrestaurant #stlfood #stlfoodscene #shoploca #eatlocal #supportlocalbusiness #comfortfood #friedchicken #mashedpotatoes #collardgreens #chickenliver #corbread #grovestl #thegrovestl	6:00 PM

MARKETING COMMITTEE

AUGUST 10





Annual Report

<https://drive.google.com/file/d/1m-b0y4rqTUuLLpWT9xMJ4OVnYwXry8D1/view?usp=sharing>

Grove Video Project

Guy Slay - How the Grove Started

<https://drive.google.com/file/d/1r5Q.9b-CCMIcQZKk7cHrgMvrdrViP3QMK/view?usp=sharing>

Tatyana Telnikova - The Grove Banners

https://drive.google.com/file/d/1Imw_5HgDwTEzhxmpSWS7XKTONAV5kCMV/view?usp=sharing

WELCOME TO THE DISTRICT

NEW BUSINESS
RESOURCE GUIDE



The Grove Community Improvement District (CID)

Codi Holt, MSW
Email: codi@pcd-stl.org
Phone: (314) 535-5311 ext. 2008
Address:
4512 Manchester Avenue
St. Louis, MO 63110

Aldersperson

Tina (Sweet-T) Pihl – Ward 17
Email: pihlt@stlouis-mo.gov
Phone: (314) 622-3770
Fax: (314) 622-4273
Address:
1200 Market Street
Room 230
St. Louis, Missouri 63103

Neighborhood Improvement Specialist

Ron Coleman (Ward 17)
Email:
ColemanRon@stlouis-mo.gov
Phone: (314) 657-1361
Fax: (314) 613-3120
Address:
1520 Market Street Room 4000
St. Louis, Missouri 63103

Neighborhood Security Initiative (NSI)

Jim Whyte
Email: jwhyte@cwensi.com
Phone: (314) 454-5808
Fax: (314) 361-0496
Address:
447 N. Euclid
St. Louis, MO 63108

St. Louis Metropolitan Police Department

Fifth District
Captain Michael Mueller
Phone: 314-444-0001
Address:
North Patrol Division
4014 Union
St. Louis, MO 63115

Citizen Services Bureau (CSB)

Phone: (314) 622-4800
Fax: (314) 622-4310
Address:
1520 Market St. Room 4087
St. Louis, Missouri 63103

*The Citizens' Service Bureau's (CSB) purpose is to effectively and efficiently register and route city service requests, answer citizen requests for information, and provide City departments with statistics as needed.

Riverfront Times

danny.wicentowski@riverfronttimes.com
sarah.fenske@riverfronttimes.com

Post Dispatch

<https://www.stltoday.com/pr/>

St. Louis American

https://www.stlamerican.com/site/forms/online_services/submit_news/?submitted_page=1

The Current (UMSL)

thecurrenttips@umsl.edu

St. Louis Public Radio

news@stlpublicradio.org

Belleville News Democrat

newsroom@bnd.com

Republic Times

news@republictimes.net

KDHX

<https://881kdhx.wufoo.com/forms/m1i3k9oq18w9e3e/>

KMOX

knox@knox.com

KSDK

<https://www.ksdk.com/contact-us>

KMOV

pressrelease@kmov.com

KTVI

<https://fox2now.com/2012/02/16/submit-a-press-release/>

KPLR

<https://kplr11.com/contact/>

105.7 The Point?

rizzshow@1057thepoint.com

**HOSTING AN EVENT OR
DOING SOMETHING COOL?**

MEDIA & PRESS
CONTACTS

FREE SOCIAL MEDIA MARKETING

Want to have your business highlighted on Grove CID social media? Submit a photo of your business/products/event/etc. to Codi Holt at codi@pcd-stl.org and we can post for our **39.3K+ followers** to see. Please submit post requests a month in advance for our social media designer to schedule your post into the Social Media Calendar.

WANT TO GET PLUGGED IN?

For more information, visit www.thegrovestl.com to find out more about what the district has to offer and how you can engage!

HAVE MORE QUESTIONS?

Contact the Grove CID administer for any questions.

Codi Holt, MSW

(314) 535-5311 ext. 2008

4512 Manchester Avenue

St. Louis, MO 63110



THE GROVE COMMUNITY IMPROVEMENT DISTRICT
GOOD NEIGHBOR AGREEMENT

(As Amended by the Grove – December 11, 2017)

RECITALS

1. The following Good Neighbor Agreement (the “Agreement”) was developed between _____ (Owner) of _____ (Establishment), and The Grove Community Improvement District.
2. This Agreement is founded on the belief than a successful and sustainable business relies, in part, in the strength, cooperation, and support of the neighborhood around it, and that the strength of the neighborhood relies, in part, on the responsibility, vitality and strength of the businesses operating within it. The issues addressed in the Agreement were negotiated and agreed upon by the Owner & Neighborhood Group.
3. This Agreement shall begin on _____ (today’s date) and shall remain in effect as long as the Establishment is in business or until all parties to this Agreement agree in writing to terminate it. This Agreement is designed to apply to any Establishment operating within the boundaries of the Grove Community Improvement District.

AGREEMENT

A. Establishment Patrons

- 1) Checking ID: Owner *of any establishment serving liquor* agrees to check identification of any patron who appears to be 30 years of age or younger.

B. Liquor Dispensing

- 1) Owner *of any establishment serving liquor* agrees to adhere to all existing City of St. Louis ordinances and conditions pertaining to Establishment’s liquor license.

C. Physical Condition of Establishment Exterior

- 1) Facade Condition: Owner is responsible for upkeep and will maintain the façade of the building of their Establishment and the adjacent sidewalk in an attractive and appropriate condition. If pursuant to Owner’s lease the landlord is responsible for such upkeep, Owner will take all responsible steps to ensure that the facades for the building for their Establishment and the adjacent sidewalk are in an attractive and appropriate condition.
- 2) Litter Patrol: Owner agrees to engage in a litter patrol on the sidewalk and alleyway adjacent to the Establishment. This litter patrol shall occur just prior to or just after the Establishment closing for the night. This means

that Owner's employees or representatives shall pick up all trash within these boundaries whether or not the Establishment produced the subject trash. This litter patrol area includes side streets where the Establishment's patrons may park, any alleys behind the Establishment, the area adjacent to the Establishment's trash dumpster, and the area around the Establishment's loading dock.

- 3) Sidewalk Waste: Owner agrees that in the event any liquid waste of any type, whether vomit, urine, blood or other, soils the sidewalk fronting any portion of the Establishment, that the Owner will cause its removal by hosing the sidewalk down or otherwise washing the liquid waste away.
- 4) Graffiti: Owner agrees that they are responsible for processing the removal of any graffiti that occurs on the building housing the Establishment. If graffiti appears, Owner agrees that they will have the graffiti removed or will contact the Citizen's Service Bureau and coordinate the removal of the graffiti as quickly as possible.

D. Noise

- 1) Excessive Noise: Owner will make all reasonable effort to manage and control noise levels and will not tolerate any excessive creation of noise by patrons, employees or bands of the Establishment, in adherence with all existing City ordinances pertaining to excessive noise.
- 2) Noise Complaints: Owner *of any establishment serving liquor* will post signs near the Establishment's doors, requesting patrons to respect neighbors by keeping voices, motor operated vehicles and other noise down. Owner agrees to communicate with residents living and businesses working near the Establishment that are disturbed by noise caused by the Establishment or the patrons of the Establishment.

E. Communications

- 1) Contact Information: Owner agrees to provide the Neighborhood Group with the name, telephone number and email address of a representative that can be reached outside of business hours to address any situation of concern.

Name: _____

Telephone Number: _____

Email address: _____

F. Safe Environment

- 1) Owner of any establishment serving liquor agrees to maintain an orderly establishment on licensed premise at all times and immediately suppress or report any violent quarrels, brawl, fights or other improper or unlawful conduct of any person upon the licensed premise to the St. Louis Metropolitan Police and Excise Division.
- 2) Owner of any establishment serving liquor agrees to maintain a safe environment on the premises of the liquor establishment by providing the proper training of staff to handle conflict resolution (only applies to establishments serving liquor).
- 3) In-house security should encourage patrons of establishments serving liquor to disperse from sidewalks adjacent to their establishment after closing.
- 4) Owner understands that if the Establishment becomes a nuisance property (CITY ORDINANCE #68535) the Excise Commissioner reserves the right to require two (2) secondary, uniformed St. Louis Metropolitan Police Department officers between the hours of 11PM to 30 minutes after close.
- 5) The hiring of “security” such as off-duty, licensed, police officers to provide a visible security presence and response has proven to be an effective strategy among 3 a.m. liquor establishments. It is **suggested** that establishments serving liquor coordinate with other neighboring venues to coordinate the hiring, staffing and supervision of these off-duty police officers and staff these security assets during the hours of 10pm – 3:30am, on Thursday, Friday and Saturday evenings, year-round and during special events.

G. Miscellaneous

1. Owner acknowledges that the compliance with the terms of this Agreement does not by itself constitute fulfillment of Establishment’s responsibility to be a good neighbor and its duty to comply with all state and local laws.
2. This Agreement is not intended to disadvantage Establishment or Owner in relation to other similar establishments in the Neighborhood. If Owner has reason to believe that one or more provisions in this Agreement is resulting in a continuous economic disadvantage in comparison to other similar establishments, the parties agree to meet and discuss the issues and methods to counter such disadvantage
3. Owner hereby acknowledges and agrees that Owner and Establishment shall have no claim, cause of action, demand, injury, suit or liability of any kind against the Grove Community Improvement District (including its employees, board members, volunteers, agents, and representatives) resulting from the negotiation, execution, or enforcement of this Agreement.

Owner of Establishment

Grove Community Improvement District

_____ (Name)

_____ (Name)

_____ (Title)

_____ (Title)

_____ **Signatures** _____