



Grove CID Marketing Committee
November 12, 2020 at 3:00 PM
At 4512 Manchester, St. Louis, MO 63110
Via Zoom Conference due to COVID-19

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

Committee Members not in Attendance: Maggie St. Geme

Others in Attendance: Alayna Graham (Park Central Development), Blake Hancock (KDGI)

1. Call to Order:

- a. T. Telnikova called the meeting to order at 3:05 PM.

2. Approval of Meeting Minutes:

- a. B. Thompson motioned to approve the September meeting minutes. G. Slay seconded. All in favor – motion passed.

3. Public Annual Report: A. Graham presented the Public Annual Report for approval. After some discussion, G. Slay motioned to approve the report. T. Telnikova seconded the motion. All in favor – motion passed.

4. Holiday Decorations: A. Graham opened discussion about adding additional holiday decorations.

- a. B. Hancock noted that Chroma and Hue will be adding decorations, so that corner will look very festive.
- b. B. Hancock and K. Spencer discussed the possibility of buying wreaths from floral designers who are hurting in the wedding industry.
- c. The Committee discussed the idea of a decoration contest, but ultimately decided with several businesses closed, it wouldn't be feasible.
- d. They discussed the idea of a hashtag showcasing those businesses that do decorate.
- e. After some discussion, the committee decided to look into new decorations for next year with a potential partnership with Green Street.

5. Banner RFP: T. Telnikova presented the final RFP draft. The Committee gave notes to A. Graham to include in the RFP.

- a. K. Spencer motioned to approve and send out the RFP once the edits they discussed were completed. S. Myers seconded the motion. All in favor – motion passed.

6. Website: T. Telnikova presented the website.

- a. T. Telnikova would like to get someone to write a history of the Grove for the website. G. Slay has a contact who could potentially write it.
- b. The Committee went through the website and discussed ideas.
- c. T. Telnikova brought up the map plug-in, which will be an extra \$40.

The Grove Community Improvement District

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www.thegrovestl.com



- i. K. Spencer motioned to approve the plug-in for \$40. G. Slay seconded the motion. All in favor—motion approved.

7. Other Business: None.

Adjournment: T. Telnikova adjourned the meeting at 4:20 PM.

APPROVED

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