



Grove CID Marketing Committee
Tuesday, March 30th, 2021 at 1:00 PM
At 4512 Manchester, St. Louis, MO 63110
Via Zoom Conference due to COVID-19

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

Committee Members not in Attendance: Tatyana Telnikova, Kurt Bellon, Paul Byrne

Others in Attendance: Alayna Graham (Park Central Development)

1. Call to Order:

- a. G. Slay called the meeting to order at 1:08 PM.

2. Introductions: G. Slay reviewed the participants to ensure everyone knew each other.

3. Approval of Meeting Minutes:

- a. K. Spencer motioned to approve the March 5th meeting minutes. S. Myers seconded. All in favor – motion passed.

4. Zane Williams Contract:

- a. A. Graham presented the Zane Williams contract.
- b. G. Slay asked for discussion. He informed the committee that they could send comments to A. Graham before she submits the contract to the attorney. A. Graham noted that she would like to have all comments by Tuesday, April 6th, 2021.
- c. A. Graham shared the negative comment about the banners from Jack Baumstark and relayed Kelly Kenter's suggestion for creating educational material.
- d. K. Spencer suggested adding some educational material about the process and why this banner is important to the website. B. Thompson suggested getting the artist to write material about why they designed it the way they did. G. Slay emphasized that this is not a political statement and that this neighborhood is inclusive of all.

5. Riverfront Times:

- a. B. Holzhueter proposed working on a marketing strategy before committing to the RFT.
- b. The Committee agreed to keep the RFT conversation on the agenda for next time and work on a marketing strategy in the meantime.

6. Green Dining District:

- a. A. Graham discussed the meeting she had with the Green Dining Alliance. The Grove has the required number of restaurants certified to become a Green Dining District. They will need to create a logo and a statement committing to sustainability. M. St. Geme volunteered to create a logo based off suggestions from the committee. A. Graham will send her the Grove logo and the GDA logo.

The Grove Community Improvement District

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

www.thegrovestl.com



7. Holiday Decorations 2021:

- a. K. Spencer mentioned they spoke last time about gathering quotes for trees and possibly doing a lighting ceremony. After some discussion, they decided to create a survey for the community to fill out to guide decisions. The next meeting will be mostly devoted to that discussion. B. Thompson agreed to send questions to A. Graham by next week and she will put it in survey form to send out to the larger business community for input.

8. Other Business:

- a. None.

Adjournment: G. Slay adjourned the meeting at 1:47 PM.

APPROVED