



Grove CID Marketing Committee
Friday, March 5th, 2021 at 11:00 AM
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, Kurt Bellon, Brandon Holzhueter, Paul Byrne

Committee Members not in Attendance: Tatyana Telnikova, Billy Thompson

Others in Attendance: Alayna Graham (Park Central Development), Colin Bell (Riverfront Times)

1. **Call to Order:**
 - a. G. Slay called the meeting to order at 11:05 AM.
2. **Introductions:** As the newest member, B. Holzhueter introduced himself to the Committee.
3. **Approval of Meeting Minutes:**
 - a. K. Bellon motioned to approve the November meeting minutes. S. Myers seconded. All in favor – motion passed.
4. **RFT:** C. Bell presented the weekly partnership opportunity with Riverfront Times for \$200 a week, running for 3 months. This includes 2 social media posts per week, ½ page ad each week, and an exclusive eblast monthly.
 - a. RFT would create the content, not pull just from the Grove social media.
5. **Website Launch:** A. Graham announced the launch of the new website.
 - a. M. St. Geme asked about sorting the businesses by category. A. Graham said she will relay the message to Sara Graham of Engage Taste.
6. **Holiday Decorations 2021:** A. Graham informed the Committee that the CID budget will be voted on at the next Board meeting, so if they want to buy new decorations, this is the time to do it.
 - a. The Committee discussed the wreaths, which were not noticeable in 2020.
 - b. G. Slay said he was interested in increasing the budget to pay for more decorations.
 - c. K. Spencer and P. Byrne discussed having a tree lighting festival. S. Myers suggested a Winter Wonderland. B. Holzhueter suggested a holiday decoration contest between businesses and speakers throughout the area to enhance the holiday experience.
 - d. A. Graham shared the projected budget for the Grove Marketing. They will have \$10,000 for FY 21-22.
 - e. S. Myers motioned to ask the Board of Directors to increase the Marketing budget to \$21,000 to match the previous year. K. Spencer seconded the motion. All in favor— motion approved.
7. **Banner RFP:** A. Graham presented the two proposals from Zane Williams and FASTSIGNS.
 - a. G. Slay went through the pricing for each one.

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- b. K. Spencer motioned to suggest Zane Williams to the Board of Directors. K. Bellon seconded the motion. All in favor—motion approved.

8. Other Business:

- a. S. Myers asked if there will be a Grovesfest. A. Graham let them know that PCD plans that event and it will be happening.
- b. K. Spencer asked to discuss the RFT proposal. They tabled it until they hear back from the Board about the budget.
- c. P. Byrne asked about the Grove signs. A. Graham let them know that the signs will be back soon. K. Bellon suggested hosting an event once there is a specific timeline.
- d. M. St. Geme had asked about the cost of a tree and Chroma had an estimate of \$24,000. They discussed possibly a cost-share between Chroma and the Grove CID.

Adjournment: G. Slay adjourned the meeting at 12:02 PM.

APPROVED

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