



Grove CID Marketing Committee
Thursday, April 22nd, 2021 at 3:00 PM
At 4512 Manchester, St. Louis, MO 63110
Via Zoom Conference due to COVID-19

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

Committee Members not in Attendance: Kelly Spencer, Kurt Bellon, Sheryl Myers

Others in Attendance: Alayna Graham, Ashley Johnson (Park Central Development)

1. Call to Order:

- a. T. Telnikova called the meeting to order at 3:03 PM.

2. Approval of Meeting Minutes:

- a. B. Thompson motioned to approve the March 30th meeting minutes. B. Holzhueter seconded. All in favor – motion passed.

3. Grove Banners- Guidelines

- a. T. Telnikova gave an overview of the banner project and the guidelines for future projects that was requested by the Board.
- b. The Committee reviewed guideline suggested that K. Spencer had sent by email.
- c. They agree to review periodically to make sure wear and tear isn't too damaging
- d. They all agree to no hate speech.
- e. B. Holzhueter clarified that the banners could be left up to 2 years, but they should have the flexibility to be able to change them.
- f. A. Johnson wanted to clarify what "promote and celebrate" means more specifically.
 - i. G. Slay suggested adding "promote identity and events".
- g. A. Johnson also suggested adding an approval process through the Marketing Committee.

4. Green Dining District

- a. A. Graham shared that the Green Dining Alliance will consider The Grove as a Green Dining District. They have asked for a statement and a logo. At the last meeting, the Committee said they wanted a logo that is just a green Grove sign. M. St. Geme sent a draft out. The Committee liked her design.

5. Sign Installation

- a. A. Graham gave an update for the estimated time that the signs will be installed if the Committee wanted to advertise or host an event.
- b. A. Graham mentioned STL From Above responded to the social media post saying they could take drone photography and time lapses. Half a day will cost \$650.
- c. B. Holzhueter would like to reach out to a friend that does drone photography to see if they can get it for free before they decide to spend that much.
- d. T. Telnikova volunteered to write a press release in case there is a media interest.

The Grove Community Improvement District

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

www.thegrovestl.com



6. Digital Media

- a. T. Telnikova suggested restarting the contract with Engage Taste and gave an overview of the previous contract that was paused. B. Thompson motioned to restart the contract with Engage Taste. G. Slay seconded the motion. All in favor—motion approved.
- b. A. Graham noted that the budget for FY 21-22 does not have enough for a full year of Engage Taste. T. Telnikova suggested requesting a larger budget from the Board of Directors. B. Thompson suggested doing just 6 months or just complete the contract in place. Then they will revisit the digital media after a few months.

7. Winter Holiday Event

- a. B. Thompson wanted to clarify that the Committee hasn't typically hosted an event. A. Graham confirmed that.
- b. T. Telnikova noted that she has tried to put together a Merchants Association, but there hasn't been enough engagement.
- c. B. Thompson suggested incorporating questions about winter holiday event with the survey from Wash U Olin School project.

8. Strategy for Grove Marketing

- a. B. Thompson mentioned that he would like to do some strategic planning for the Grove Marketing. T. Telnikova agreed and suggested that could be the next meeting. She also suggested everyone bring ideas to the next meeting.
- b. T. Telnikova suggested meeting every month and asked A. Graham how many meetings they have allocated in the contract. A. Graham stated there was one meeting left for the Fiscal Year, but the new Fiscal Year starts in July. They suggested having a meeting in May to meet with Engage Taste and discuss digital media.

9. Other Business:

- a. None.

Adjournment: T. Telnikova adjourned the meeting at 4:05 PM.