



Grove CID Marketing Committee
Tuesday, August 24th, 2021 at 12:00 Noon
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Tatyana Telnikova, Guy Slay, Brandon Holzhueter, Paul Byrne, Kelly Spencer, Jordan Foster

Committee Members not in Attendance: Sheryl Myers, Paul Byrne, Maggie St. Geme, Billy Thompson

Others in Attendance: Alayna Graham, Camryn Bright (Park Central Development), Kimberly Smith-Drake

1. Call to Order:

- a. T. Telnikova called the meeting to order at 12:03 PM.

2. Approval of Meeting Minutes:

- a. G. Slay motioned to approve the April 22nd meeting minutes. K. Spencer seconded. All in favor – motion passed.

3. Engage Taste Contract

- a. A. Graham went over the background of the relationship with Engage Taste and listed the options for the Committee to discuss.
- b. K. Spencer noted that the Instagram had been looking great. G. Slay would like to renew with Engage Taste. T. Telnikova would like to re-establish consistent communication. A. Graham noted that Engage Taste would like to have a meeting with the Committee if they choose to renew to talk about goals again. B. Holzhueter motioned to proceed with renewing the contract. K. Spencer seconded the motion. All in favor, motion approved.

4. Green Dining District

- a. The Green Dining Alliance would like to do a Green Curbside Hop on October 23rd, which will be planned and executed by the Green Dining Alliance. The Committee is on board with this event.

5. Grove Banners

- a. A. Graham gave an update about the banners. There is no timeline, but PCD received the permitting from the City.

6. Website

- a. A. Graham asked if there are any updates the Committee would like for her to add to the website.
 - i. G. Slay noted that someone approached him about the high crime. He was wondering if there was a way for the Marketing Committee to add a friendly reminder to not leave valuables in their car. B. Holzhueter recommended sharing the items that the Grove CID has already implemented for safety. A. Graham gave an overview of the safety and security tools in the Grove. The committee talked about adding the tools to the “About the Grove” section with

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some general safety tips for parking in the city. The committee would like to see parking information on the website.

- ii. K. Spencer asked about the map and filling it out. A. Graham committed to filling it out or having an intern fill it out.
- iii. T. Telnikova mentioned that the calendar isn't very filled out. It links to Do314 and organizations haven't been posting their events there.

7. Other Business:

- a. A. Graham introduced the newest member, Jordan Foster. She also announced that Kurt Bellon gave his resignation.
- b. K. Smith-Drake gave an overview of the Wash U Commercial Corridor studies.
- c. A. Graham talked about the negative comments on some of the event posts. She asked if the committee wanted to address it at all or ignore it. They agreed to just ignore it for now. The even coordinators are doing the best they can and there's not much to do from a marketing perspective.

Adjournment: T. Telnikova adjourned the meeting at 12:47 PM.

APPROVED

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