



Grove CID Marketing Committee
Tuesday, September 14th, 2021 at 3:00 PM
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Tatyana Telnikova, Guy Slay, Brandon Holzhueter, Kelly Spencer, Jordan Foster, Sheryl Myers, Billy Thompson

Committee Members not in Attendance: Paul Byrne, Maggie St. Geme

Others in Attendance: Alayna Graham (Park Central Development), Kimberly Smith-Drake (WUMCRC), Sara Graham (Engage Taste)

1. Call to Order:

- a. T. Telnikova called the meeting to order at 3:04 PM.

2. Approval of Meeting Minutes:

- a. K. Spencer motioned to approve the August 24th meeting minutes. G. Slay seconded. All in favor – motion passed.

3. Engage Taste

- a. S. Graham reviewed goals and objectives for the Marketing Committee.
- b. Marketing Committee requested:
 - i. fewer “flat” images- more with people in them
 - ii. more communication with EngageTaste
 - iii. invitation for businesses on website
- c. S. Graham suggested:
 - i. contests for photos in the Grove
 - ii. banner filter once or twice a month

4. Other Business:

- a. Committee would like to meet soon to discuss holidays. A. Graham committed to scheduling a meeting for October.

Adjournment: T. Telnikova adjourned the meeting at 3:53 PM.

The Grove Community Improvement District

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

www.thegrovestl.com