



Grove CID Marketing Committee
November 12, 2019 at 4:15 PM
At 4512 Manchester, St. Louis, MO 63110

Committee Members in Attendance: Billy Thompson, Sean Baltzel, Tatyana Telnikova, Maggie St. Geme (by phone), Kelly Spencer

Committee Members not in Attendance: Guy Slay, Sheryl Myers

Others in Attendance: Kyle Oberle, Alayna Graham (Park Central Development), Sara Graham (Engage Taste, by phone), Liz Harry, Jennifer Poindexter (Explore St. Louis), Mark Hermes (Explore St. Louis, by phone), Tim Lorson (Mardi Gras, Inc)

1. Call to Order:

- a. K. Oberle called the meeting to order at 4:22 PM.

2. Introductions

3. Approval of Meeting Minutes:

- a. T. Telnikova motioned to approve the October 8, 2019 meeting minutes. B. Thompson seconded. All approved – motion passed.

4. Social Media (Sara Graham):

- a. **Reports-** Sara Graham presented the reports and noted that engagements are up by 184.1%.
 - i. S. Baltzel would like to see the Story Highlights feature utilized on Instagram.
 - ii. T. Telnikova would like to see more decluttering from original content.
- b. **Content Calendar Review-** S. Graham pulled up the content calendar for review. T. Telnikova would like to add a Santa bar crawl with the Merchants Association and the Be Human STL initiative. T. Telnikova would also like to see a listing of business closings for the holiday- she will provide merchant contacts.
 - i. Murals- The committee would like to see more murals (one per month) with background on artist and when it was commissioned. There was a request for PCD to keep a catalogue of all murals with artist and background.
 - ii. Reminder- To submit content for social media, reach out to PCD, Sara Graham, or tag @thegrovestl #thegrovestl.
 - iii. It was requested that PCD send out another email to businesses to gather content.
- c. **Shares/Re-Posts Policy-** Sara Graham is working with PCD on social media content. She created a document about sharing and reposting that was shared with the Committee.

5. Website:

- a. **Events Page (Do314)-** To transfer the events page to a new website build out, the Grove CID would have to renew a contract with Do314 for \$3,500.00.
 - i. The committee would like to see a report on the traffic of the events page.

The Grove Community Improvement District

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

www.thegrovestl.com



- ii. K. Spencer motioned to have Sara Graham move forward with the SquareSpace website buildout for \$1000. S. Baltzel seconded the motion. B. Thompson abstained. Majority in favor—Approved.

6. Explore St. Louis:

- a. Liz Harry introduced the Partnership with Explore St. Louis. They work with businesses to promote the different areas of St. Louis to visitors.
- b. Jennifer Poindexter introduced Convention Services. They work to connect the Convention planners with the businesses.
- c. The Grove has had a Leisure Partnership in the past that is up for renewal. With the Leisure Partnership, the businesses within the Grove will get a reduced Partnership rate. As businesses partner with Explore St. Louis, the Grove will get more specific ads in the Explore St. Louis marketing material. It was recommended that the Grove businesses hold off until Spring to begin their Partnerships.

7. Mardi Gras:

- a. Tim Lorson would like to invite the Grove to join the annual Mardi Gras parade as a Krewe in Soulard. Mardi Gras Inc. will waive the fee for the Grove to participate. The parade is on February 22, 2020.
- b. There is no fee to join the parade, so it will be up to businesses/neighborhood representatives to organize a krewe for the parade. Contact Tim Lorson if interested.

8. Other Business:

- a. S. Baltzel is moving forward with a mural project for the Grove with funding from Chroma. He would like to re-introduce this project at the January meeting.
- b. T. Telnikova would like to have a bike themed art event in the Grove that will be added to the agenda for next meeting.
- c. A budget status was requested for the next meeting, as well as a review of the process for requesting more funding from the Board of Directors.

Adjournment: Meeting was adjourned at 5:33 PM.

The Grove Community Improvement District

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

www.thegrovestl.com