



Grove CID Marketing Committee
April 22, 2020 at 3:00 PM
At 4512 Manchester, St. Louis, MO 63110
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Sean Baltzel, Tatyana Telnikova, Maggie St. Geme, Sheryl Myers, Guy Slay

Committee Members not in Attendance: Billy Thompson, Kelly Spencer

Others in Attendance: Alayna Graham (Park Central Development)

1. **Call to Order:**
 - a. G. Slay called the meeting to order at 3:02 PM.
2. **Approval of Meeting Minutes:**
 - a. T. Telnikova motioned to approve the November meeting minutes. S. Myers seconded. All approved – motion passed.
3. **Budget:** The committee reviewed the budget and they are aware that the full Board still needs to vote to approve the carry-over budget from last year.
4. **Engage Taste:** The committee discussed what they've seen on social media and gave opinions about direction for the future. They requested PCD resend the link to the website so they can individually give feedback to Engage Taste.
5. **COVID-19:** The committee discussed several options about how to proceed during the pandemic. G. Slay motioned to enact a spending freeze with Engage Taste beginning May 1st and request that PCD post one social media post per week. T. Telnikova seconded the motion. All in favor- approved. The committee requests PCD to inquire about photography payment for April.
6. **Other Business:** S. Baltzell would like to work on a creative strategy to bring to the next meeting. S. Myers would like PCD to email the businesses to ask for videos explaining what they are doing during the pandemic to post online.

Adjournment: G. Slay adjourned the meeting at 4:12 PM.

The Grove Community Improvement District

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www.thegrovestl.com