



Grove CID Marketing Committee
September 10, 2019 at 4:15 PM
At 4512 Manchester, St. Louis, MO 63110

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

Committee Members not in Attendance: Brian Pratt, Sean Baltzel

Others in Attendance: Kyle Oberle and Alayna Graham (Park Central Development), Sara Graham (EngageTaste)

1. Call to Order

- a. G. Slay called the meeting to order at 4:17 PM.

2. Approval of Meeting Minutes: T. Telnikova motioned to approve the August 9, 2019 meeting minutes. K. Spencer seconded. All approved – motion passes.

3. Sara Graham

- a. Reports: S. Graham gave an overview of all the different reports she uses to track social media engagement. There is a way to compare The Grove social media with other neighborhoods. It was suggested that The Grove should compare to Central West End and Grand Center as a benchmark for growth. S. Graham requests a list of hashtags that are frequently used in the Grove. It's suggested to make a few new hashtags that speak to the retail and daytime activities in the Grove.
- b. Recommendations: Add hashtags to the website, add a page to the website that talks about the social media efforts and has a place for businesses to submit special events and news to PCD and EngageTaste.
- c. Topic Mapping: S. Graham will share the Marketing Calendar that she has created. This is where she maps out the topics that will be covered on social media. She asked for specific events the Grove Marketing Committee would like to have promoted in the next 30 days. K. Spencer shared that the Dogwood will be breaking ground. Seoul Taco will be opening this Fall. S. Myers will be running City Tours and Shuttles. There will be a Trick or Treat Event put on by the Merchants Association on October 31.
- d. PCD will be available to post on pop-up events when they occur unexpectedly and will be able to answer questions and follow-up on comments about the neighborhood.
- e. S. Graham would like to have resources for historical photos with the background. She would like to make posts that tell the story of the neighborhood.
- f. Video: The committee discussed possible use of videos, such as archived Grove Fest footage.

4. Website

- a. PCD to change Reliance to Simmons bank.
- b. Coordinate social media and website.
- c. Committee will submit website suggestions to PCD. M. St. Geme offered to help with website efforts.
- d. The Committee agreed to move the Website discussion to the next meeting due to a time constraint.

The Grove Community Improvement District

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

www.thegrovestl.com



5. Evaluation Criteria

- a. The Committee agrees that the month-to-month contract allows for flexibility on evaluation.

6. Where Magazine Advertising:

- a. Opportunity: ~\$1500 for the Grove to be featured in the annual publication of Where Magazine.
- b. The Committee asks PCD to negotiate the price and it must include a web feature.

7. Annual Report for the Public:

- a. PCD showed the Committee the Draft of the Annual Report for the Public, a report of all the events of the Fiscal Year to post online for the public.
- b. The Committee made recommendations for edits—PCD will make the edits.

8. Committee Seats

- a. Resignation: Andy Printy
- b. Application: Billy Thompson (Tropical Liqueurs)
T. Telnikova motioned to recommend Billy Thompson for nomination to the Marketing Committee. S. Myers seconded. All approved – motion passes.

9. Schedule Next Meeting

- a. Committee agrees to have a meeting every month for the time being on the second Tuesday of the month at 4:15pm.

10. Other Business

- a. Merchants Association Events: T. Telnikova had a Merchants Association meeting in which they discussed events for the Grove. They would like to have a Trick or Treat night on October 31, a “Give Back Wednesday” to launch in January, an “Ugly Sweater Scavenger Hunt” on December 14, and a Community Thanksgiving Potluck for next year.
 - i. The Merchants Association asks if there is a way for the Marketing Committee to use funds to pay for the flyers and notices for the Trick or Treat event.
- b. Green Dining Alliance: PCD received confirmation from the Green Dining Alliance (GDA) that the Grove has the required amount of GDA certified restaurants to be a Green Dining District. There are ten restaurants and bars that are certified, and the district needs 25% of restaurants and bars to remain a Green Dining District.
 - i. There should be publicity on the website and social media of this distinction.
 - ii. There needs to be outreach to bar and restaurant owners to get more certified.
As new restaurants open, the Grove risks losing status as a Green Dining District.

Adjournment: G. Slay motioned to adjourn the meeting. M. St. Geme seconded the motion. All approved – motion passes. Meeting adjourned at 5:30 PM.