



Grove CID Marketing Committee
TO BE HELD
Tuesday, April 26, 2022 at 12 Noon

Please Note: Due to COVID-19, physical access to the Marketing Committee meeting will be closed and replaced by Zoom Conference.

Please sign in online at <https://us06web.zoom.us/j/81996490732?from=addon> (Meeting ID: 819 9649 0732) or call by phone at 1-312-626-6799.

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on **April 26, 2022 at 12 Noon**, the Grove Community Improvement District (the "District") will hold a **Marketing Committee** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. Call to Order
2. Approval of Previous Meeting Minutes
3. Review Social Media Calendar
4. Explore St. Louis Renewal
 - a. Director of Partnership Services Barry Draper will explain packages
5. Other
6. Adjournment

This meeting is open to the public; provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

DATE POSTED: 4/21/2021
TIME: 12:00 Noon

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



Grove CID Marketing Committee
Tuesday, November 2nd, 2021 at 12:00 PM
Via Zoom Conference due to COVID-19

Committee Members in Attendance: Tatyana Telnikova, Guy Slay, Billy Thompson, Brandon Holzhueter, Maggie St. Geme

Committee Members not in Attendance: Paul Byrne, Kelly Spencer, Jordan Foster, Sheryl Myers

Others in Attendance: Alayna Graham, Ashley Johnson (Park Central Development)

1. Call to Order:

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

2. Approval of Meeting Minutes:

- a. G. Slay motioned to approve the September 14th meeting minutes. B. Holzhueter seconded. All in favor – motion passed.

3. Social Media Calendar

- a. T. Telnikova went over the content calendar created by Engage Taste. The Committee had no comments for the content calendar.
- b. T. Telnikova would like Engage Taste to repost tagged images to the Stories.

4. Explore St. Louis

- a. T. Telnikova went through the information shared with PCD in an email from Explore St. Louis. She would like to know more about what is offered in the package.
- b. A. Johnson will get more information to share with the Committee on different packages and what's included in the package.

5. Annual Report

- a. A. Graham presented the Annual Report for the public that PCD creates yearly.
- b. B. Thompson motioned to approve the public Annual Report as is. G. Slay seconded the motion. All in favor, motion approved.

6. Other Business:

- a. Events
 - i. T. Telnikova asked what the options are of event planning. A. Graham stated that PCD does not have the capacity to do any extra event planning and announced her departure from PCD.
 - ii. B. Thompson and T. Telnikova discussed a holiday event that they could do in the community. A. Graham suggested they get with other merchants in the neighborhood to plan something and ask the CID for a sponsorship.
 - iii. B. Thompson brought up a tree lighting. T. Telnikova and A. Johnson discussed how renting a tree can be costly and take some planning. This might be an idea for next year.


Adjournment: T. Telnikova adjourned the meeting at 12:39 PM.

The Grove Community Improvement District

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

www.thegrovestl.com

	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
	We're doing a TooGoodToWaste# feature on Confluence Kombucha for the month of June, so I thought that would be a good GDA member to highlight in the last week of May or in June. details coming			
5/2	Springtime in the Grove is one of our favorite times of year Jack Connaugh		#spring #stl #explorestlouis #stlouisgram #stlphotographer #stlphotography #STLMade #stlouisonly #urban #urbanvibes #urbanphotography #grovestl #thegrovestl	10:00 AM
5/4	@tropsgrove hosted Pride Idol last month and we were SPELLBOUND. Come out to the finals tomorrow at @rehabstl! Mark Moore		#pride #prideidol #pridestl #burlesquedancer #burlesque #burlesqueshow #stlburlesque #stldrag #stlburlesquedancer #stockings #StLouis #grovestl #thegrovestl	2:00 PM
5/6	Have you tried the Rip Bread at @handlebarstl? According to @eatmeinstlouispodcast it's "pure deliciousness served with a side of marinara!" @eatmeinstlouispodcast		#ripbread #stleats #onlyinstlouis #stlfoodscene #handlebarstl #foodinthelou #stlbars #grovestl #thegrovestl	4:00 PM
5/8	The grilled vegetable kebab is one of the standout dishes on the menu at @sultanmediterraneanrestaurant with beautiful char from the grill in each bite. @mylavenderblues via @saucemag		#goeatstl #supportstlrestaurants #sultanmediterraneanrestaurant #eatdrinkstl #stlfoodscene #stleats #eatthis #grovestl #thegrovestl	12:00 PM

	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
5/10	Our newest venue, @drinkplatypus is comin' in hot Check out TB playing guitar at the Open Mic Night last month! Jack Connaugh		#nightout #openmic #openmicnight #livemusic #acoustic #stl #explorestlouis #cocktails #mixeddrinks #platypus #duckbill #grovestl #thegrovestl	4:00 PM
5/12				
5/14	Live work space. @chromastl's got you. @chromastl		#ChromaSTL #LiveInspired #myhome #workathome #homeoffice #stl #explorestl #stlouis #saintlouis #STL #MO #missouri #STLgram #Neighborhood #grovestl #thegrovestl	10:00 AM
5/16	@prismaticstl, St. Louis' newest LGBTQ+ bar, puts on drag shows six nights a week. Who's been? Vu Phong via @riverfronttimes		#thingstodoinstl #stlouisevents #stldrag #weekend #weekendvibes #explorestlouis #stlouis #stl #314 #supportlocalstl #stlbars #stlrestaurants #stlfoodies #riverfronttimes #thingstodo #weekendplans #grovestl #thegrovestl	2:00 PM
5/18	How beautiful are these Turkish coffee cups snapped by @ghadi_hindi on a recent trip to The Grove? @ghadi_hindi		#saintlouis #medditeraneanfood #saintlouisfoodie #turkishfood #turkishcoffee #travelgram #travel #daytrip #daytrips #grovestl #thegrovestl	10:00 AM

	POST TEXT <i>(to be shortened for Twitter)</i>	GRAPHIC THUMBNAIL	HASHTAGS <i>(IG + Twitter only)</i>	Time
5/20	We love the way this mural sits against the blue skies of spring! Jack Connaugh		#localstl #local314 #mural #murals #muralsofinstagram #muralsofstlouis #streetart #streetmurals #grovestl #thegrovestl	2:00 PM
5/22	How amazing does this look? @spacearchitects will be giving the @urbanchestnut a new front entrance and patio. The existing space had already become such an iconic part of the neighborhood that they didn't want to reinvent the wheel on something that worked! They've simply given the Biergarten a bit of polish and even more *space* to grow! And if you ask us, it looks perfect! @spacearchitects		#ucbc #urbanchestnut #biergarten #stlmade #stlconstruction #stlarchitecture #stl_from_above #constructionstl #grovestl #thegrovestl	4:00 PM
5/24	Visit the Grove for that vacation vibe at @tahaatiki Jack Connaugh		#tahaatikibar #tikitime #springvibes #tropical #blueskies #stl #stlouis #prettydrinks #cocktails #cocktailhour #grovestl #thegrovestl	10:00 AM
5/26	Waking up to views like this! @chromastl		#ChromaSTL #LiveInspired #myhome #poolview #bestview #balconyview #stl #explorestl #stlouis #saintlouis #STL #MO #missouri #STLgram #Neighborhood #grovestl #thegrovestl	2:00 PM
5/28	Big Bowl of Seoul from @seoultaco @foodinmylou		#stl #stleats #stlouis #stlouisfoodtrucks #stlouisgram #stlgram #foodies #seoultaco #koreanfood #koreanbbq #downtownstl #downtownstlouis #stlnightlife #stlfoodiescene #stlfoodie #stlfoodies #stlbloggers #314day #stlcity #grovestl #thegrovestl	

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Partnership Packages

Explore St. Louis is the driving force behind St. Louis' \$5 billion convention and tourism industry, the official destination marketing organization of St. Louis City and County and operator of the America's Center Convention Complex.

Neighborhood Business Partner – \$150

Connecting your business to leisure travelers

- Enhanced website listing on explorestlouis.com (more than 5 million yearly visits) including two photos (780 pixels x 520 pixels)
- Listing in the *Official St. Louis Visitors Guide* in the applicable category under a neighborhood specific area (300,000 produced and distributed yearly)
- Listing in the *Official St. Louis Visitors Map* (125,000 produced and distributed yearly)
- Brochure distribution at our Visitor Centers: St. Louis Lambert International Airport (Terminals 1 & 2), America's Center, Forest Park, Old Courthouse/The Gateway Arch (Summer 2018)
- Display restaurant menus at the Washington Avenue Concierge Desk
- Invitations to network at Partnership Events (14 per year)
- Receive the weekly 5-in-5 industry e-newsletter and the quarterly partnership e-newsletter
- Access to the cloud-based Hospitality Training program (additional fee applies)

Modules include:

- St. Lou is...Hospitality
- These Guests are Everywhere
- Referring and Recommending Things to Do in St. Louis
- Recovering from Difficult Situations

This opportunity is available to visitor service providers, such as specialty shops, restaurants, barber and beauty shops, etc. only.

(Minimum number of merchants for a Neighborhood Partnership: 10)

Please note: The Neighborhood Partnership must have a parent organization that has at minimum a leisure partnership with Explore St. Louis. The partnership does not provide merchants a listing in the online Partnership Services Directory, access to leads or convention information. The Neighborhood Partnership is for one (1) listing only. No other listings are available under this agreement. Any current Explore St. Louis partners who are in the neighborhood would be able to pay the reduced partnership investment if they elect not to have access to the items listed in the leisure or meeting & convention packages. Current Explore St. Louis partners would NOT count toward the minimum number needed to join.



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Partnership Packages

Explore St. Louis is the driving force behind St. Louis' \$5 billion convention and tourism industry, the official destination marketing organization of St. Louis City and County and operator of the America's Center Convention Complex.

Leisure Partner – \$450

Connecting your business to leisure travelers

- Enhanced website listing on explorestlouis.com (more than 5 million yearly visits) including two photos (780 pixels x 520 pixels)
- Listing in the *Official St. Louis Visitors Guide* (300,000 produced and distributed yearly)
- Listing in the *Official St. Louis Visitors Map* (Attractions, Dining, Shopping and Accommodations partners; 125,000 produced and distributed yearly)
- Listing in the online Partner Services Directory
- Receive partnership leads to sell your services to incoming groups
- Brochure distribution at our Visitor Centers (five throughout St. Louis)
- Reach the motor coach market with access to the Explore St. Louis Group Travel Sales Contacts Reports
- Present to the Explore St. Louis staff at an Information Sharing Session
- Invitations to network at Partnership Events (14 per year)
- Display restaurant menus at the Washington Avenue Concierge Desk
- Receive the weekly 5-in-5 industry e-newsletter and the quarterly partnership e-newsletter

Additional Opportunities

- Cross-reference your listing by adding categories: \$100 each
- Enhance your listing with additional photos (above the two provided): \$100 each
- Participate in the cloud-based Hospitality Training program: \$10/person
Modules include:
 - St. Lou is...Hospitality
 - These Guests are Everywhere
 - Referring and Recommending Things to Do in St. Louis
 - Recovering from Difficult Situations



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Partnership Packages

Explore St. Louis is the driving force behind St. Louis' \$5 billion convention and tourism industry, the official destination marketing organization of St. Louis City and County and operator of the America's Center Convention Complex.

Comprehensive Partner – \$875

Provides your business full exposure to both the leisure and convention markets

- Enhanced website listing on explorestlouis.com (more than 5 million yearly visits) including four photos (780 pixels x 520 pixels)
- Listing in the *Official St. Louis Visitors Guide* (300,000 produced and distributed yearly)
- Listing in the *Official St. Louis Visitors Map* (Attractions, Dining, Shopping and Accommodations partners; 125,000 produced and distributed yearly)
- Listing in the online Partner Services Directory
- Brochure distribution at our Visitor Centers (five throughout St. Louis)
- Reach the motor coach market with access to the Explore St. Louis Group Travel Sales Contacts Reports
- Receive partnership leads to sell your services to meeting and group tour planners
- Access to the Convention Calendar to learn what meetings are coming to St. Louis and to promote your business
- Receive detailed information on conventions and meetings taking place in St. Louis with the Event Specification Guide (ESG) to assist in staffing and purchasing decisions at your property
- Present to the Explore St. Louis staff at an Information Sharing Session
- Invitations to network at Partnership Events (14 per year)
- Display restaurant menus at the Washington Avenue Concierge Desk
- Receive the weekly 5-in-5 industry e-newsletter and the quarterly partnership e-newsletter

Plus:

- Listings in up to five additional categories/locations on explorestlouis.com
- Inclusion in the monthly leisure consumer e-communication to promote an event or special offer. Must be visitor themed or of visitor interest.
- Four dedicated social media posts for your company within a year (Explore St. Louis marketing team will work with your marketing department)

