



Grove CID Marketing Committee
Tuesday, April 27, 2022 at 12:00 PM
Via Zoom Conference due to COVID-19

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

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

Others in Attendance: Barry Draper (Explore STL), Codi Holt, Ashley Johnson (Park Central Development)

1. Call to Order:

- a. T. Telnikova called the meeting to order at 12:06 PM.

2. Approval of Meeting Minutes:

- a. K. Spencer motioned to approve the November 2nd meeting minutes. B. Thompson seconded. All in favor – motion passed.

3. Explore St. Louis

- a. T. Telnikova introduced B. Draper who reviewed packaging options for members, explain that the CID would pay full price for membership and each business within our district could join at a discounted rate.
- b. Q&A followed leading to support of a leisure package.
- c. K. Spencer motioned in favor of purchasing the Leisure Package (\$450); S. Myers seconded. All in favor—motion passed.

4. Social Media Calendar

- a. C. Holt went over the social media calendar for May, reminding the committee that businesses that would like to share an upcoming event on the page should reach out to Sara Graham a month in advance.

5. Other Business:

- a. Events
 - i. T. Telnikova asked what the options are of event planning. A. Ekiss expressed that PCD does not have the capacity to take on new events.
 - ii. T. Telnikova asked for an RFP draft for an Event Planner/Coordinator and B. Thompson suggested a more in depth meeting specifically to discuss creating new events.
 - iii. C. Holt suggested combining the two remaining meeting hours for this fiscal year to have an in depth discussing surrounding a marketing strategy and event planning.
 - iv. Committee was in favor of next meeting being two hours long to further discuss options.

Adjournment: T. Telnikova adjourned the meeting at 1:00 PM.

The Grove Community Improvement District

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