



Grove CID Marketing Committee Meeting Minutes
March 3, 2017 11:00am
at 4512 Manchester, St. Louis, MO 63110

Committee members in attendance: Ashley Trautman, Eric Outlaw, Patrick Barry

Committee members not in attendance: Chip Schloss, Guy Slay, Scott Swanston, Sheryl Myers

Others in attendance: Matt Green, Gelinda Connell

M. Green called the meeting to order at 11:10 a.m.

1. **Introductions:** Members introduced themselves and Matt Green noted the remaining members of the committee.

2. **Budget:**

M. Green presented the current budget, with \$8,444.25 available for the remainder of the fiscal year. M. Green explained current active commitments as the RFT Grove ad and a another monthly expense for DO314 to upload events to the website. Other expenses incurred in 2016 were photography for the website and a CVC membership.

M. Green also explained the history of the Marketing committee and projects, the former ties with Special Events and how the committee now focuses on the overall marketing of the area.

3. **Website Update:**

M. Green informed committee that Do314 will be working on the calendar for the 2016-2017 year. The committee discussed hiring Ed Aller the Photographer for the Grove website on an as-needed basis of \$75 dollars a session. The committee discussed the benefits of scheduling a time for Ed to visit businesses, so that the businesses were more prepared.

4. **Existing Projects / Initiatives**

The Grove still holds a section in the RFT, but businesses are dropping off. The Grove CID are currently paying month to month.

Also, as mentioned above, the committee pays DO314 to maintain and update the website calendar.

5. **FY 2017-18 Projects**

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M. Green presented a brainstorming activity where members were asked what types of campaigns would be effective and asked about what we do well and what can we improve upon?

Committee felt we do well: marketing to people who know our story, marketing events and nightlife and the website.

When asked where there is room for improvement, members answered: marketing to those who don't know our story, relaying the message that we are more than a nightlife district, not seeking editorial content for the district in different publications, website focuses on specific businesses rather than the experience in the district, repping more diversity in types of businesses, and telling our stories.

Members were also asked about the most effective forms of marketing. They answered: Social Media, TV/Radio with a tie between Guerilla marketing and Digital media.

Other ideas discussed were, sending B roll to TV stations to make their job easier in advertising us, identifying the "face" of the Grove and developing a Winter Event.

6. **Other**

The committee is looking for an additional member to fill the vacant seat.

7. **Adjournment**

Meeting adjourned at 12:15 pm.

Next meeting will be: **Monday, June 5th, 11am at Park Central**

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