

Grove CID Marketing Committee Meeting Minutes

June 14, 2017 11:00am

at 4512 Manchester Avenue, St. Louis, MO 63110

Committee members in attendance: Jason Sparks, Patrick Barry, Billy Thompson

Committee members not in attendance: Chip Schloss, Guy Slay, Sheryl Myers, Ashley Trautman, Eric Outlaw

Others in attendance: Gelinda Connell, Sara Feagans

1. Introductions:

Members introduced themselves and Gelinda Connell noted the members that were not in attendance.

2. Open Committee Seat:

Committee members made suggestions to fill the committee seat left open by the resignation of Scott Swanston. Suggestions included representatives from Reliance Bank, Midland States Bank, and Notch along with suggestions of individuals; Jessie Mueller, Brandon Cavanaugh, Stephanie Task.

3. Budget:

G. Connell reported that there is currently \$8,444.25 remaining of the budget. That money is only available through the end of June and the committee will seek recommendations for how to spend those funds including signal box re-painting and photography.

G. Connell stated that for the 2017-2018 fiscal year the total budget for the marketing committee would be \$12,000.

4. Existing Projects:

- a. **RFT Advertising Campaign:** G. Connell stated that the cost of advertising with the RFT to have a specific 'Grove' page costs \$45 per week, with businesses then purchasing their own ads to be displayed on the 'Grove' page. G. Connell asked the committee if this was a strategy that should be continued in the next fiscal year. J. Sparks mentioned that he doesn't see much value in the advertising through the RFT and that he places the ads out of obligation. The group discussed other means of advertising, through print and online options. G. Connell will research other options and their cost and report back to the group.
- b. **DO314:** G. Connell informed the group that DO314 has been uploading area events to the Grove's website and that this is a service we want to continue. The plan is to re-introduce this to area businesses as a way of promoting events in the community. P. Barry suggested that we utilize social media to draw attention back to the website events page. G. Connell will meet with DO314 and discuss ways to make the service more functional.

c. **New Photography Campaign:** G. Connell will contact Ed Aller about taking photos that highlight new neighborhood businesses and changes within the neighborhood. Some of the remaining 2016-2017 fiscal year budget funds will be used to secure services in the coming fiscal year.

d. **New Project Ideas:**

- i. **Video:** The committee discussed the idea of creating a video for the district. The group watched different examples to determine what style they preferred. The idea of creating a series of videos, each one minute long, that focused on specific categories: live, work, eat, shop, day/night. G. Connell will contact various videographers to get quotes on the project and report back.
- ii. **Social Media Hive:** G. Connell presented the idea of having a more interactive element to social media by asking people to share videos and photos of themselves in the district for a chance to win gift cards. J. Sparks felt that more exposure/promotion could be gained from something like that rather than advertising in print. G. Connell stated she would brainstorm a few ideas of what to highlight in the district and report back.
- iii. **CVC Article:** In January of 2018 an article about the district will be published through Explore St. Louis meant to highlight the neighborhood and encourage tourists to visit.
- iv. **Review Social Media:** G. Connell asked committee members to review our social media pages and give feedback at the next meeting.
- v. **Signal Boxes:** G. Connell shared photos of the current painted signal boxes located throughout the district. Many of the boxes are outdated and could use a refresh. G. Connell suggested that some of the remaining 2016-2017 fiscal year funds be used to re-paint 2 signal boxes. The committee identified two boxes with the highest priority located at Tower Grove & Manchester and Boyle & Manchester. Committee members discussed various ideas for new designs including creating photo opportunities in the neighborhood, a Tardis, food items (sandwich, beer), and advertising the Grove's social media pages. G. Connell will reach out to Grace Hammond about the project.
- vi. **MO Life article:** Missouri Life magazine will be publishing an article on the district in the fall. Grove Fest will be highlighted in the article.

5. **Adjournment:**

The meeting adjourned at 12:45pm.