



Grove CID Marketing Committee  
August 9, 2019 at 1:30 PM  
At 4512 Manchester, St. Louis, MO 63110

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

**Committee Members not in Attendance:** Brian Pratt

**Others in Attendance:** Kyle Oberle, Alayna Graham (Park Central Development), Nicole Mohler (photographer), Sara Graham (RFP Awardee – Engage Taste)

**1. Call to Order:**

- a. G. Slay call the meeting to order at 1:35 PM.

**2. Introductions:**

- a. Kyle Oberle introduced himself as the facilitator and employee of Park Central Development. Alayna Graham introduced herself as the Community Development intern of Park Central Development. Nicole Mohler introduced herself as a photographer who is working with the RFP Awardee for social media marketing and explained some of the work she has done previously. The committee members all introduced themselves to the new attendees.

**3. Approval of Meeting Minutes:**

- a. K. Spencer motioned to approve the June 20, 2019 meeting minutes. S. Baltzel seconded. All approved – motion passed.

**4. RFP Awardee – Engage Taste:**

- a. S. Graham of Engage Taste explained the work she has done with social media marketing in the past and asked for an explanation of the roles of each organization. G. Slay and K. Oberle explained the different roles of the Grove CID and Park Central Development.
- b. S. Graham explained how she usually organizes her work with clients in reports and monthly conversations. It was confirmed that Park Central Development will be responsible for answering citizen questions through social media messaging.
- c. Other goals of the social media page were discussed, such as having a cohesive message and design.

**5. Evaluation Criteria:**

- a. Members of the committee formulated qualitative criteria for the social media posts that represent the brand of The Grove and consist of diversity, community, creativity, and inclusivity.
- b. During the first six months, the engagement will be tracked through comments, likes, and new followers. After that, it will be decided if the Grove CID will continue to work with S. Graham, and more quantitative goals will be set.
- c. Surveys will be utilized to evaluate the effect on business owners in the community.

**The Grove Community Improvement District**

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

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**6. Other Business:**

- a. Committee members discussed the budget for Engage Taste as well as confirmation of the remaining budget for the year.
- b. Next meeting scheduled for September 10, 2019 at 4:15 PM.

**Adjournment:** There being on other business, G. Slay motioned to adjourn the meeting. T. Telnikova seconded the motion. All approved – motion passed. Meeting adjourned at 2:48 PM.

APPROVED

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