



Grove CID Marketing Committee
October 8, 2019 at 4:15 PM
At 4512 Manchester, St. Louis, MO 63110

Committee Members in Attendance: Sean Baltzel, Tatyana Telnikova, Maggie St. Geme (by phone), Sheryl Myers, Kelly Spencer

Committee Members not in Attendance: Brian Pratt, Guy Slay

Others in Attendance: Kyle Oberle, Alayna Graham (Park Central Development), Sara Graham (RFP Awardee – Engage Taste, by phone)

1. Call to Order:

- a. K. Oberle called the meeting to order at 4:16 PM.

2. Approval of Meeting Minutes:

- a. T. Telnikova motioned to approve the September 10, 2019 meeting minutes. K. Spencer seconded. All approved – motion passed.

3. Sara Graham:

- a. Reports: Parking Day post was top in Engagements. S. Graham requests that the committee consider what measures of success to use—Engagements, comments, etc.
- b. Topic Mapping: S. Graham has mapped out through October. The process is going well. T. Telnikova informed S. Graham of Flyover Comedy Festival, which is the last big thing for the Grove this year. The Committee would like to see different types of businesses such as banks, retail, etc. There should be a large Halloween push and November holiday shopping post.
- c. The Committee requests S. Graham resend the calendar link.

4. Website:

- a. S. Graham gave the opinion that Wordpress as a platform is not user friendly in redesign. She could do a Squarespace buildout for \$1000. Recommendation to Board of Directors—Switch platform from Wordpress to Squarespace with new buildout by S. Graham. K. Spencer motions to recommend, T. Telnikova seconded. All in favor—approved.
- b. Instagram: Committee requests S. Graham remove most of the GroveFest posts and only keep one or two that had the most engagement. There is concern that the Instagram feed is too cluttered and the image quality is grainy. The Committee requests that PCD posts on the Story only and S. Graham create content for the more stable Feed. K. Oberle and S. Graham will meet with the PCD Social Media Assistant to discuss strategy moving forward.

5. Green Dining Alliance

- a. A. Graham designed a flyer to distribute to the bars and restaurants in order to keep the Green Dining District status as more restaurants open in the Grove. The Committee approved the flyer for distribution.

The Grove Community Improvement District

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

www.thegrovestl.com



6. Additional Marketing Opportunities

- a. Explore St. Louis Partnership: A. Graham presented some of the ways that Explore St. Louis has promoted the Grove in the past with print and digital media. Explore St. Louis is willing to work with the Grove on content. The Committee would like to meet with representatives before agreeing to renew the partnership, which will cost \$450.
- b. Do314: The calendar is currently built out and would continue to operate whether the Grove partners or not. To get some advertising benefits, a partnership would be \$3,500.
- c. Where: A representative would be willing to come in for a meeting. For a spread in the annual publication with no digital, the cost is \$1,556. S. Myers shared that she has advertised in Where magazine before and saw more visitors to her business immediately after publication.
- d. Crossover Media- Smartphone App: An opportunity to build an interactive app for the Grove has come up. They have started the process for the Hill and are trying to get feedback to what other neighborhoods would be interested. K. Oberle agreed to track the progress of the Hill app to see if it is suitable as a future project for the Grove.

7. Other Business:

- a. The Committee would like to get the website and Instagram fine-tuned, then meet with the Merchants to get feedback.
- b. The Merchants Association has a meeting every month where they discuss events they would like to see in the community which could tie into some of the marketing efforts for the Grove.

Adjournment: There being on other business, T. Telnikova motioned to adjourn the meeting. K. Spencer seconded the motion. All approved – motion passed. Meeting adjourned at 5:25 PM.