

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

January 28, 2020

Committee Approved February 25, 2020

MEMBERS PRESENT Leah Carpenter, Thomas Carpenter, Kyle Irwin, Rick Stevens, Tommie Wallace

STAFF PRESENT Jessica Beeby, Kim Cross, Zoe Post, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant

The meeting was convened at 10:14am by Rick Stevens.

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of November 26, 2019 were approved by consensus.**

DONATIONS & YEAR-END GIVING Ms. Post distributed charts of all 2019 donations, a list of all 2019 donors, and a summary of 2019 year-end giving (including donations that were designated as year-end giving but were received during the 2020 fiscal year). Dwelling Place received over \$780,000 in donations in 2019, an increase of over \$215,000 from 2018. Dwelling Place also increased its number of donors from 107 in 2018 to 153 in 2019, largely as a result of the connections made at various community events planned by the CB&E department. A total of 65 gifts (33% of all gifts) and \$57,065 (7% of all cash received) were given at year-end, including several online donations due to a substantial social media presence.

For 2020, Mr. Stevens suggested tracking online and credit card gifts separately, and Ms. Post and Ms. Sosebee will continue collaborating to strengthen donor relationships.

2020 MARKETING PLAN APPROVAL Ms. Sosebee shared a final draft of the 2020 Resource & Marketing Plan, revised to reflect the committee feedback from the November meeting. The committee requested more specific numbers for both the cost of CB&E activities and 2020 fundraising goals. Staff will develop a detailed budget for the committee to review. **The 2020 Resource and Marketing Plan, excluding the budget still in progress, was approved by motion of Kyle Irwin, seconded by Tommie Wallace, and carried unanimously.**

40TH ANNIVERSARY Several events for Dwelling Place's 40th anniversary are in the planning stages, including a naming contest for the Plaza Roosevelt developments and several Hops and Housing events at local breweries where attendees can learn about affordable housing development. Ms. Sosebee displayed the 40th anniversary theme logo, which can be altered slightly to fit the many upcoming celebratory events.

VOLUNTEER PROGRAMMING 2020 Throughout 2019, 258 volunteers participated in CB&E activities and contributed 873 hours to several successful initiatives like welcome basket collection drives and lunch and learn events. Staff are working to acquire a truck to help support all these activities. A new volunteer coordinator, Holly Salas, has been hired and will continue developing relationships with volunteers and tracking activities closely.

DP FOUNDATION The topic was tabled for the next meeting.

ADJOURNMENT Mr. Stevens adjourned the meeting at 11:41 AM.