

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE

January 29, 2019

*Approved February 26, 2019*

<b>MEMBERS PRESENT</b>	Kyle Irwin, Richard Stevens
<b>MEMBERS ABSENT</b>	Annamarie Buller, Leah Carpenter, Thomas Carpenter, Juan Daniel Castro, LaTarro Traylor, Tommie Wallace
<b>STAFF/GUESTS PRESENT</b>	Kim Cross, Zoe Post, Jenn Schaub, LaTrisha Sosebee, Dennis Sturtevant
	The meeting was convened at 10:11 AM by Rick Stevens.
<b>APPROVAL OF MINUTES</b>	<b><u>Minutes of the Dwelling Place Marketing &amp; Development Committee meeting of November 28, 2018 were approved by motion of Rick Stevens and carried unanimously.</u></b>
<b>DONATIONS SINCE LAST MEETING</b>	The Committee reviewed donations received both at the end of 2018 and the start of 2019. Marketing & Development staff will meet to discuss the details of the donation tracking spreadsheet and develop strategies for ensuring an institutional memory of donors.
<b>ANNUAL APPEAL UPDATE &amp; 2018 SUMMARY</b>	Mr. Sturtevant explained that though the majority of the donors on the most recent donation list were part of the year-end appeal, it is difficult to classify these donations as criteria vary between departments. Once these differences are accounted for, the donation tracking spreadsheet will be distributed to the Committee for further analysis.
<b>VOLUNTEER MANAGEMENT UPDATE</b>	Ms. Schaub passed out a brief summary of recent Lunch and Learn events, which included two tours of the Herkimer building and information about future projects at Dwelling Place. Of the 46 attendees (not including staff and board members), 18 completed a follow-up survey, 100% of whom reported learning more about Dwelling Place. For similar future events, an additional staff person may attend to answer questions about the application process and to speak with local agency representatives. A quarterly calendar for Lunch and Learn events is in progress.
<b>BRANDING PLAN UPDATE AND REVIEW</b>	The Committee reviewed the 2018 Community Report. In future reports, we may issue the report before we have audited financial statements to extend the shelf life of the document. Audited financial information can be included as an insert when it is available. The Report features stories of Dwelling Place residents that will also appear in MSHDA-produced videos on the new Dwelling Place website. Several focus groups have already been through the website; the Committee will have an opportunity at the February meeting to provide feedback for Scott Allen Associates. The website is set to go live in late March.
<b>2019 ANNUAL EVENT/FUNDRAISER</b>	Rather than planning a large fall event that would require an event coordinator, Ms. Schaub proposed a small-scale, staff-planned, late summer garden party at which a larger Dwelling Place 40th anniversary event would be announced. An event coordinator hired by April 2019 could assist in

planning and connecting donors to both these events. The summer event could engage resident gardens and, depending on timing, tie in with the completion of Harrison Park. The Committee supported the idea, and staff will compile a list of possible event coordinators for review at the next meeting.

**2019 RESOURCE DEVELOPMENT PLAN**

The Committee reviewed the 2019 Resource Development Plan and intends to make these goals more achievable. Given some questions over how donations were categorized, the Committee will leave the Plan on the agenda for February, allowing the Finance department time to clarify the numbers.

**OTHER BUSINESS**

Mr. Sturtevant introduced a fundraising plan document that would be distributed to Board members at the beginning of the year. The Committee decided not to use this document and instead discuss these matters in person with each Board member.

**NEXT MEETING DATE**

The next Marketing & Development Committee meeting is scheduled for February 26, 2019.

**ADJOURNMENT**

The Marketing & Development Committee meeting was adjourned at 11:42 PM by Rick Stevens.