

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

February 26, 2019
Approved April 30, 2019

- MEMBERS PRESENT** Kyle Irwin, Richard Stevens
- MEMBERS ABSENT** Annamarie Buller, Leah Carpenter, Thomas Carpenter, Juan Daniel Castro, LaTarro Traylor, Tommie Wallace
- STAFF/GUESTS PRESENT** Kim Cross, Zoe Post, Jenn Schaub, LaTrisha Sosebee, Dennis Sturtevant
- The meeting was convened at 10:04 AM by Rick Stevens.
- APPROVAL OF MINUTES** **Minutes of the Dwelling Place Marketing & Development Committee meeting of January 29, 2019 were approved by motion of Rick Stevens and carried unanimously.**
- REVIEW OF DONATIONS AND TRACKING GRAPHS** Ms. Post explained the donation tracking system used for 2018 and how categorizing funding sources will differ slightly in the 2019 system. The Committee reviewed 2018 year-end numbers including breakdown graphics, as well as a sample 2019 year-to-date dashboard; the former will be included in the Board of Directors packet, the latter in future Committee meetings.
- BRANDING PLAN UPDATE AND REVIEW**
- Swag**
Ms. Sosebee presented several items with the new Dwelling Place logo: canvas bags, distributed at the Neighbor Knowledge Exchange; T-shirts, given out to Dwelling Place Board and staff members; and scarves, worn by volunteers during community events. Additional items like mugs, hats, and jackets will be considered as part of the ongoing branding initiative.
- Thank you cards**
Thank you cards have been updated with three new photos, a longer version to fit in a standard letter envelope, and classic, embossed cards for formal correspondence. The Committee discussed the need to begin to standardize branding for all aspects of Dwelling Place.
- Website**
Due to go live by the end of March, the website is still undergoing evaluation; the most significant challenge is clarifying leasing information and language. Though Scott Allen Associates has provided a cohesive branding concept, some concerns over yet incomplete projects will be addressed in a meeting with John Terpstra regarding the contract with Dwelling Place.
- 2019 ANNUAL EVENT/FUNDRAISER** Ms. Schaub distributed a comprehensive list of past event donor information to be used as a starting point for reaching out to potential sponsors for 2019 events. Ms. Irwin, Mr. Larry Titley, and CB&E staff will have a separate meeting to elaborate on and strengthen this list.
- Committee members discussed characteristics of successful events and donor outreach, and hope to have an event date by the next meeting.

2019 RESOURCE DEVELOPMENT PLAN Staff will reassess the Resource Development Plan after considering potential sponsors and events. Donor tracking will be updated to reflect these goals.

NEXT MEETING DATE The next Marketing & Development Committee meeting is scheduled for March 26, 2019.

ADJOURNMENT The Marketing & Development Committee meeting was adjourned at 11:35 PM by Rick Stevens.