

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE

April 30, 2019

*Approved May 28, 2019*

- MEMBERS PRESENT** Annamarie Buller, Leah Carpenter, Richard Stevens, Tommie Wallace
- MEMBERS ABSENT** Thomas Carpenter, Juan Daniel Castro, Kyle Irwin, LaTarro Traylor
- STAFF/GUESTS PRESENT** Kim Cross, Amy Henderson, Jenn Schaub, Latrisha Sosebee
- The meeting was convened at 10:04 AM by Rick Stevens.
- APPROVAL OF MINUTES** **Minutes of the Dwelling Place Marketing & Development Committee meeting of February 26, 2019 were approved by motion of Annamarie Buller, supported by Leah Carpenter, and carried unanimously.**
- DONATIONS SINCE LAST MEETING** The Committee discussed how to best report and recognize in-kind donations, including possible highlighting of donors in social media and newsletters.
- GRANTS: INVESTING IN COMMUNITIES** The grants for which the CB&E department have been applying are trending toward investment in neighborhoods and growing communities. As there is no dedicated staff person for fund development, Brian Molhoek, assisted by the rest of the CB&E team, has taken on the majority of grant writing with Rebecca Long pulling necessary data for the process.
- BRAND AWARENESS UPDATES** **Lunch & Learn Event Report:** Volunteer Coordinator, Amy Henderson, created a report on the second Lunch and Learn Event. Due to the continued success of this event, Lunch and Learns will be hosted seasonally with the next event taking place July 10th. Highlights from April's event include, using a commercial tenant to provide catering for the event and slightly exceeded the attendance goal.
- Marketing Report :** Marketing Coordinator, Latrisha Sosebee, created a Marketing Dashboard to show reach and impact of Dwelling Place newsletter and social media platforms.
- FUNDRAISING REPORT** Staff introduced an upcoming fundraising event, "Our Westside Story," set to take place on September 25, 2019 from 6:00-9:00PM at Bissell Tree House. A committee for the event has been created, and staff will distribute a committee description and introductory packet to potential members. Recommendations for committee members should be directed toward Ms. Schaub, Ms. Sosebee, or Ms. Henderson.
- OTHER BUSINESS** Dwelling Place is supporting a one-year exploration to beautify Pekich Park. Funding for this initiative was provided by DGRI. Jonathan DeHaan will host community gardening and cleanup on Wednesday mornings; anyone is welcome to participate.
- Police will be more proactive about patrolling loitering in Dwelling Place vacant commercial spaces.

The City of Grand Rapids was one of four cities to receive a grant from the Outdoor Foundation that aims at getting children and families outdoors; the Committee discussed connecting with this initiative with an event like line dancing in the park.

**ADJOURNMENT**

The Marketing & Development Committee meeting was adjourned at 11:23 AM by Rick Stevens.