

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE

May 28, 2019

*Approved June 25, 2019*

- MEMBERS PRESENT** Leah Carpenter, Richard Stevens, Kyle Irwin
- MEMBERS ABSENT** Thomas Carpenter, Juan Daniel Castro, Annamarie Buller
- STAFF/GUESTS PRESENT** Kim Cross, Amy Henderson, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant
- The meeting was convened at 10:04 AM by Denny Sturtevant.
- APPROVAL OF MINUTES** **Minutes of the Dwelling Place Marketing & Development Committee meeting of April 30, 2019 were approved by motion of Kyle Irwin, supported by Leah Carpenter, and carried unanimously.**
- DONATIONS SINCE LAST MEETING** Several community organizations including the Grand Rapids Community Foundation and The Cheri DeVos Foundation (CDV5) and the Wege Foundation have contributed to the Heartside White Paper Project and the cost to bring in Public Sector Consultants to facilitate those meetings. Denny Sturtevant gave a brief update on that project and several outcomes that have been identified and are currently being worked on. For example, organizations have engaged in planning and discussion around implementing FUSE (Frequent User System Engagement) in Heartside. Kyle Irwin asked about the MCACA Grant and how the funds are used; Denny requested a 1-page report be provided for next month's meeting.
- MARKETING PIECES** **Corporate Video:** This video will be ready for the June Board Meeting.
- Video Shorts:** Scott Allen has finalized the 11 video shorts they created from the corporate video. Several of these video shorts were shown during the meeting. Kyle Irwin asked how these videos would be shared. Latrisha Sosebee explained that these videos will be rolled out strategically over the course of the next 12 months. Rick Stevens suggested setting up a spot on Shelley Irwin's show on GVSU Morning Radio. Amy Henderson recommended adding subtitles to the videos for those who are hearing impaired.
- Corporate Brochure:** Timeless piece. Denny mentioned that we will create an insert with infographics and numbers that can be updated as time goes on.
- Tri-Fold:** A piece to be used for general promotion. For example, when staff go out and speak to another organization, they can pass out these pamphlets.
- Denny Sturtevant noted that staff will need to create a campaign around the use of these new marketing materials and find ways to measure their impact on awareness of Dwelling Place.

**STRATEGIC  
RECRUITMENT OF  
NON-BOARD  
COMMITTEE  
MEMBERS**

Denny Sturtevant suggested reaching out directly to the marketing firms in Grand Rapids. Rick Stevens mentioned that there is an advertising club in Grand Rapids and they might be something to reach out to. Kyle Irwin recommended looking at larger corporations who have a multifaceted organizations who would be familiar with marketing and organization like Dwelling Place. Amy Henderson mentioned that a young professional group recently volunteered with us and they may be a group to reach out to. Kyle Irwin will reach out to Julie Ridenour, President of the Steelcase Foundation, regarding potential members for this committee.

**FUNDRAISING  
REPORT**

The first Fundraising Committee Meeting is tomorrow, May 29th. We currently have four community members, one board member, and four staff members committed to being on the committee and the committee will discuss if more committee members are needed or if they have recommendations for additional members.

Leah Carpenter suggested doing an online auction that she has seen done at another fundraiser; she will send the information over to Latrisha Sosebee so she can follow up.

**ADJOURNMENT**

The Marketing & Development Committee meeting was adjourned at 11:37 AM by Rick Stevens.