

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

June 25, 2019

Approved August 27, 2019

- MEMBERS PRESENT** Thomas Carpenter, Kyle Irwin, Richard Stevens, Tommie Wallace
- MEMBERS ABSENT** Leah Carpenter
- STAFF/GUESTS PRESENT** Amy Henderson, Zoe Post, Jenn Schaub, LaTrisha Sosebee, Dennis Sturtevant
- The meeting was convened at 10:05 AM by Rick Stevens.
- APPROVAL OF MINUTES** **Minutes of the Dwelling Place Marketing & Development Committee meeting of May 28, 2019 were approved by consensus of the Committee.**
- DONATIONS SINCE LAST MEETING** Donations since the last meeting included a donation from the Bethlehem Neighborhood Park Association that was given following a cleanup/picnic event at Roosevelt, and a grant from Huntington for CB&E programs at Plaza Roosevelt.
- The Committee decided to provide the donation charts and a list of donors to the Board for feedback at the August meeting.
- VIDEO ADAPTATIONS** Ms. Sosebee described subtitling services (English and Spanish) from Scott Allen for the new Dwelling Place videos viewed at the last meeting. The cost for all 12 videos in both languages would total \$3000 (\$1845 for subtitles, \$1200 for translation), plus a possible \$75/hour cost. The Committee decided to investigate whether Scott Allen uses a subcontractor for translation service and if so, for Mr. Sturtevant and Mr. Castro to vet them before continuing with the subtitles. Assuming a satisfactory result, the Committee reached consensus to proceed with the subtitles and translations.
- FUNDRAISER UPDATE**
- Design Planning**
The small event committee is comprised of staff, Board, and West side community members. Outreach will include sponsorship letters signed by Board members and the creation of a sub-committee to sell 70 event tickets. Rather than donating to neighborhood associations, Dwelling Place will use money from ticket sales to sponsor West side neighborhood programs. Well Design Studio was selected to create event invitations, programs, and signs featuring a logo based on the West Side Story playbill.
- Event Video**
The Committee discussed a list potential interviewees to highlight community partnerships in the event video to be created by resident videographer Mallory Patterson.
- Event Program**
The Committee suggested identifying specific needs that the silent auction will fund, setting a cap (10-20) on the amount of auction items, adding tiered price points, and allowing adequate time for donors to collect auction items before the conclusion of the event. The program will include a progression of

events throughout the night to keep guests engaged, including cocktails, music, a video presentation, and an interactive map where guests can add pins to mark their favorite West side places.

**REVIEW COMMITTEE
DESCRIPTION &
CRITERIA**

The Committee made the following edits:

- Remove language surrounding “fund development.”
- Add reference to mission and strategic plan.
- Edit description to read, “All staff will be assigned by the CEO...” and ensure all other committee descriptions are consistent with this change.
- Remove “review and approval of annual United Way funding requests” from committee responsibilities.

The Committee will review this document annually. **The Committee reached consensus to recommend these changes to the Board for approval.**

**COMMITTEE
RECRUITMENT**

Committee members will recommend organizations to which they have a personal connection and compile a list of these groups to contact for committee recruitment.

ADJOURNMENT

The Marketing & Development Committee meeting was adjourned at 11:17 PM by Rick Stevens.