

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

August 27, 2019

Approved September 24, 2019

MEMBERS PRESENT Rick Stevens, Kyle Irwin, Leah Carpenter, Tommie Wallace

MEMBERS ABSENT Thomas Carpenter

STAFF PRESENT Denny Sturtevant, Kim Cross, Latrisha Sosebee

The meeting was convened at 10:05am by Dennis Sturtevant.

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of June 25, 2019 were approved by motion of Kyle Irwin, supported by Leah Carpenter and carried unanimously.**

DONATIONS SINCE LAST MEETING \$47,241 in donations have been received since the last meeting for a total of \$85,000 year to date. A good amount of this is due to the sponsorships for the *Our Westside Story* fundraiser. The yearly goal is \$305,000, leaving around \$220,000 to go to meet this goal.

Huntington Foundation donated \$10,000 this year for CB&E Activities at Plaza Roosevelt and donated \$10,000 last year for support services at Harrison Park. CDV5 donated \$7,500 to support the Heartside FUSE project.

OUR WESTSIDE STORY UPDATE Ms. Sosebee noted that we are just about halfway to our \$100,000 sponsorship goal at \$47,000. Committee members noted that Irwin Seating and Dominican Sisters should be making sponsorship contributions. Ms. Irwin added that it is important to have representatives from each of the neighborhood associations as well as offering tickets to specific persons we want to be at the event.

Ms. Sosebee went over the general layout of the event talking about music, silent auction, food, and other details. Mr. Sturtevant reminded the committee that ticket sales for the event will essentially go back to the neighborhood associations in support to events or activities that they are doing in their communities.

STRATEGIC PLAN REVIEW Minor changes were made to the Marketing and Development Committee Description. **Motion to approve the revised description was made by Kyle Irwin, seconded by Tommie Wallace and carried unanimously.**

The committee discussed Strategic Plan 2019-2020, specifically Initiative V, Community Awareness. Mr. Stevens recommended that the Committee put together a plan outlining when and how it reaches out to the community and that the plan line up with the other initiatives outlined in the strategic plan. Overall the Marketing and Branding plan will include social awareness, one-on-ones, fund development, and branding such as building signage or billboards.

The Committee talked about spreading the word about Harrison Park and Pine Avenue and different promotional tools that can be used to stimulate community awareness. Ms. Irwin mentioned virtual tours as a way of bringing in a younger demographic. Mr. Sturtevant mentioned working with Challenge Scholars to stimulate community awareness around both Dwelling Place and the Challenge Scholars program.

**VIDEO
DISTRIBUTION**

Ms. Sosebee is working with IT to identify how to correct the link back to the Dwelling Place website so that it shows a preview. Mr. Sturtevant noted that the video MSHDA made about Muskegon Heights is on the front page of their website.

WEBSITE ANALYTICS

Ms. Sosebee put together an analysis of how the website has been performing over the last 3 months. Currently, on average there are 424 visitors a day. Mr. Stevens asked how this compares to the past or other organizations. Mr. Sturtevant recommend reaching out to the NeighborWorks Marketing group to gather some benchmarks to compare website traffic. Ms. Sosebee will work to incorporate Google Analytics to better understand website traffic.

**UPDATES /
ANNOUNCEMENTS**

Information about Harrison Park and Pine Avenue Apartments is now online. Mr. Sturtevant and Ms. Cross determined that there needs to be some further discussion about how these properties are advertised.

**NEXT MEETING
DATE**

The next Committee meeting will be held on Tuesday, October 24, 2019
10:00am – 11:30am.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:31 AM.