

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE
September 24, 2019
Approved October 29, 2019

MEMBERS PRESENT Rick Stevens, Leah Carpenter, Tommie Wallace

MEMBERS ABSENT Thomas Carpenter, Kyle Irwin

STAFF PRESENT Jessica Beeby, Kim Cross, Sarah Ellis, Zoe Post, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant

The meeting was convened at 10:07am by Rick Stevens.

APPROVAL OF MINUTES A minor correction to the minutes regarding the date of the June meeting was adjusted. **Minutes of the Marketing and Development Committee meeting of August 27, 2019 were approved with edits by consensus.**

DONATIONS SINCE LAST MEETING Donations have increased significantly due to the September fundraising event. Combined with in-kind donations, ticket sales (~\$2,500), and auction items, *Our Westside Story* has reached its \$100,000 fundraising goal.

OUR WESTSIDE STORY UPDATE About 141 people are expected to attend the event, which will open at 5:30pm and begin programming at 6:45pm. After an introduction from Annamarie Buller and a video featuring Dwelling Place collaboration on the West side, first ward commissioner Kurt Reppart will speak about his call to action in West side neighborhoods and Dwelling Place's response.

UPDATES / ANNOUNCEMENTS With Dwelling Place completing 40 years in 2020, staff will brainstorm ways to celebrate the work of Dwelling Place and the stories of its residents.

The 2018 Community Report is finished and will be sent out to the mailing list separate from the newsletter. It will also be distributed at the upcoming West side event.

A year-end donations appeal will go out the week before Thanksgiving, both in the mail and electronically.

Staff will meet this month to adjust the Resource Development Plan for 2020 to fit marketing and branding goals and include appropriate metrics. When completed, a draft will be given to the Committee to review.

Staff will also meet to discuss Spanish translation services for the housing fact sheet and other materials.

Several staff-organized tours—for Fifth-Third Bank employees, Studio C staff, and 6th grade students from Rockford—have taken place to highlight Dwelling Place services, partnerships, and available resources in the Heartside neighborhood.

ADJOURNMENT Mr. Stevens adjourned the meeting at 10:51 AM.