

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE

October 29, 2019

*Approved November 26, 2019*

**MEMBERS PRESENT** Leah Carpenter, Rick Stevens

**MEMBERS ABSENT** Thomas Carpenter, Kyle Irwin, Tommie Wallace

**STAFF PRESENT** Jessica Beeby, Amy Henderson, Zoe Post, Latrisha Sosebee

The meeting was convened at 10:03am by Rick Stevens.

**APPROVAL OF MINUTES** **Minutes of the Marketing and Development Committee meeting of September 24, 2019 were approved with edits by consensus.**

**DONATIONS SINCE LAST MEETING** Funding from the *Our Westside Story* event accounted for 69% of all funding dollars raised to date, and pushed total dollars over 50% of the annual goal. An increase in donations is expected as the year-end appeal starts.

**2019 FUNDRAISER REVIEW** Feedback on *Our Westside Story* was largely positive and attendees appreciated the relaxed atmosphere and pace of the event. Suggestions for a future event included limiting the silent auction to 12 items and combining several smaller gifts into larger baskets. Total income for the event—not including some substantial in-kind donations—was \$106,440 and the estimated cost was \$20,958 for a net of over \$85,000. A summary of the event and Dwelling Place mugs will go out as a thank-you to event participants and sponsors.

**2019 ANNUAL APPEAL** Ms. Sosebee distributed a draft of the annual appeal: a copy of the community report in a sleeve that describes highlights from the year and invites recipients to make a year-end gift. The mailings will be sent out before Thanksgiving in transparent envelopes. The Committee made suggestions to crop the back cover photo, add colored boxes to match the community report, and create captions for the front cover.

**2020 RESOURCE DEVELOPMENT PLAN** Per the Strategic Plan, staff is composing a Resource Development Plan to reflect updated marketing and branding goals. The Plan is due February 2020, but an initial draft will be available to the Committee at the next meeting for feedback. Mr. Stevens advised connecting resident stories with appeals for donations as much as possible to emphasize the impact of donor gifts.

**40TH CELEBRATION** In honor of Dwelling Place's 40th anniversary, 40 stories from past and present residents, Board members, staff, community members, and buildings will be collected and shared throughout the year, culminating in the creation of a coffee table book. Staff and Board are encouraged to give names of potential storytellers to Ms. Sosebee. In addition, staff will meet to discuss creating a Dwelling Place archive at the Grand Rapids Public Museum.

**OTHER BUSINESS** **Collections Drive Update**  
Several groups have held successful collection drives for 68 welcome home baskets at Harrison and Pine Apartments.

**ADJOURNMENT** Mr. Stevens adjourned the meeting at 11:03 AM.