

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE  
February 25, 2020  
*Committee Approved April 28, 2020*

**MEMBERS PRESENT** Leah Carpenter, Rick Stevens, Tommie Wallace

**MEMBERS ABSENT** Thomas Carpenter, Kyle Irwin

**STAFF PRESENT** Zoe Post, Steve Recker, Holly Salas, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant

The meeting was convened at 10:09am by Denny Sturtevant.

**APPROVAL OF MINUTES** **Minutes of the Marketing and Development Committee meeting of January 28, 2020 were approved by consensus.**

**DONATIONS SINCE LAST MEETING** The breakdown graphs distributed reflected the committee's desire to delineate gifts for capital campaigns from funding for other purposes. The year-to-date donations chart listed projected 2020 fundraising goals based on final 2019 numbers and the Resource and Marketing Plan. Staff discussed how to best categorize the various types of donations that Dwelling Place receives throughout the year, opting to replace the word "grant" with "contribution" to avoid confusion. Ms. Post and Ms. Sosebee will update the donation tracking sheets and Resource and Marketing Plan accordingly.

Dwelling Place received a \$50,000 gift from Republic Services for parks and gardens at New Hope Homes and over \$5,800 from DGRI for Heartside Quality of Life initiatives.

**UPCOMING EVENTS** The March 11 Lunch and Learn event will follow a new format where attendees can gain a general understanding of Dwelling Place and also learn about specific areas, in this case, the CLT. A ribbon-cutting ceremony is scheduled for the opening of Harrison Park and a hops and housing event in Holland will present Dwelling Place as an industry leader in the field of affordable housing.

**VOLUNTEER PROGRAMMING** Ms. Salas brings her experience in nonprofits and volunteer management to Dwelling Place as she prepares to organize summer events such as the Bike and Build event and a project with DTE.

**DWELLING PLACE FOUNDATION** Given the many forms that legacy giving can take and the intricacies involved, Mr. Sturtevant will contact Marilyn Zack at Grand Rapids Community Foundation to learn more about how Dwelling Place can incorporate this type of giving.

**40TH ANNIVERSARY EVENTS** One of Dwelling Place's 40th anniversary events will be a Moth-style storytelling evening with a strolling dinner. Staff plans to secure a date and venue by April. Ms. Sosebee distributed a list of updated sponsorship packages with levels higher than those of 2019's Our Westside Story event. Committee members raised questions over how realistic this increase is. To

determine a reasonable financial ask, staff will collaborate to create a combined list of 2019 donors, current vendors, and other potential donors and evaluate . Mr. Stevens also suggested adding \$40 to each sponsorship level to highlight Dwelling Place's anniversary.

**ADJOURNMENT**

Mr. Stevens adjourned the meeting at 11:28 AM.