

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

November 26, 2019

Committee Approved January 28, 2020

Board Amended April 1, 2020

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

MEMBERS ABSENT Thomas Carpenter

STAFF PRESENT Jessica Beeby, Kim Cross, Amy Henderson, Zoe Post, Jenn Schaub, Denny Sturtevant

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

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of October 29, 2019 were approved by consensus.**

DONATIONS SINCE LAST MEETING The Wege Foundation approved a \$485,000 grant for the affordable housing campaign, bringing Dwelling Place well past its annual fundraising goal of \$305,000 (without the grant, year-to-date progress is at 78% of this goal). Requests to various other foundations are in progress to address the remaining funding gap for these developments. Other notable donations included a \$5,000 gift from Mercy Health St. Mary's to further the Heartside FUSE project and several donations for the Muskegon Heights Senior Exercise Park.

2020 MARKETING PLAN DRAFT Ms. Schaub presented a draft of the Resource Development Plan that draws on strategic plan goals, past marketing plans, and management team meetings. It outlines several objectives within four main focus areas: building brand awareness, identifying ways to connect to key demographics, expanding philanthropic giving and grants to Dwelling Place, and evaluating the impact of marketing and development initiatives. Several events and initiatives will incorporate Dwelling Place's 40th anniversary. A revised, final draft will be distributed to the committee in February.

IN-KIND DONATION TRACKING Ms. Henderson shared a tracking system that aims to coordinate staff efforts in contacting and following through with in-kind donors. The pilot process includes a letter template for staff to use when requesting donations and both pre- and post-event forms that the Marketing Coordinator will use for tracking purposes. The committee recommended writing thank-you letters describing (but not appraising) the in-kind gift and adjusting wording in the letter to clarify that Dwelling Place is a 501(c)(3) nonprofit organization.

OTHER BUSINESS & UPDATES Dwelling Place was selected by Wealthy St. Bakery to be the recipient of the proceeds from their Sips for Tips event on December 5. Ms. Sosebee will contact Wealthy St. to provide promotional materials for the event.

The year-end appeal will go out in one week to avoid Black Friday mail traffic.

With grant funds from DGRI, the CB&E department has set up LED screens at 140 and 315 S Division with neighborhood news and updates and advertisements for Dwelling Place commercial spaces.

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