

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

April 28, 2020

Committee Approved May 27, 2020

MEMBERS PRESENT Leah Carpenter, Rick Stevens, Kyle Irwin

MEMBERS ABSENT Thomas Carpenter, Tommie Wallace

STAFF PRESENT Kim Cross, Zoe Post, Holly Salas, Jenn Schaub, Latrishia Sosebee, Denny Sturtevant

The meeting was convened via video conference at 10:09am by Rick Stevens

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of February 25, 2020 were approved by consensus.**

DONATIONS SINCE LAST MEETING Dwelling Place has received a \$25,000 NeighborWorks grant for CEO succession planning and a \$20,000 grant from United Way to provide rental assistance to residents whose income has been affected by the COVID-19 pandemic. The CB&E department has also been assisting residents in applying for the Kent County Relief Fund, which provides \$500 to families whose work hours were cut due to the pandemic.

ONLINE GIVING MARCH-APRIL **AmazonSmile Charity Lists**
Items from the welcome baskets were distributed to RSCs to provide residents with essentials during this time. The Amazon wishlist brought in \$1,100 in donations to replenish these baskets. Staff will also add gardening supplies to the list as community gardens reopen.

OVERVIEW OF 2020 EVENT Ms. Sosebee described a 40th anniversary storytelling event to take place at The High Five event space on September 16. The event, which aims to raise \$125,000, will feature a short program of storytelling, music played by residents, and a silent auction.

The committee questioned the prudence of holding an event considering the social distancing requirements that may extend into the fall and the financial toll the pandemic has taken on potential donor businesses. Staff and committee members agreed to postpone the event, perhaps for early 2021, but to seek creative ways to celebrate Dwelling Place's 40th and highlight the need for stable, affordable housing in the meantime.

VOLUNTEER UPDATE Though volunteer activities have been cancelled or postponed, CB&E staff have been working to stay in contact with residents and have used this time to update volunteer and activity tracking. Ms. Salas has also been working with the policy team to ensure all official CB&E documents are made available to staff.

ADJOURNMENT Mr. Stevens adjourned the meeting at 10:44 AM.