

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

June 30, 2020

Committee Approved July 28, 2020

MEMBERS PRESENT Kyle Irwin, Tommie Wallace, Rick Stevens

MEMBERS ABSENT Leah Carpenter

STAFF PRESENT Kim Cross, Jenn Schaub, Zoe Post, Latrisha Sosebee, Denny Sturtevant

The meeting was convened via video conference at 10:03 AM by Rick Stevens.

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of May 27, 2020 were approved by consensus.**

DONATIONS SINCE LAST MEETING Dwelling Place has received \$300,000 from the Dan & Pamela and Doug & Maria DeVos Foundations for its affordable housing capital campaign. Former CEO of Dwelling Place Chuck Calati also donated and will be assisting in the creation of a Dwelling Place archive by providing essential historic information about the organization.

DWELLING PLACE ARCHIVE Ms. Sosebee is working with the City of Grand Rapids' Matt Ellis and the Grand Rapids Public Library to determine the best way to develop and organize a searchable digital archive of Dwelling Place documents, newspaper articles, photos, and more.

DIGITAL EVENT FOR HARRISON The Dwelling Place newsletter will highlight the grand opening of Harrison Park and link to a page featuring quotes from community partners, stories from residents, and pictures and short videos about the property.

BETWEEN BOARD MEETINGS EMAIL UPDATE Ms. Schaub described a board-specific newsletter during the months when there is not a board meeting to keep board members connected and informed about all that Dwelling Place is doing. The newsletter would include board member highlights, in-depth construction updates and resident stories, photos, and ways to get involved in the organization. Ms. Irwin voiced concern about overloading the board with information especially since committees meet monthly. Mr. Stevens suggested an off-month board call similar to the all-staff weekly calls that would allow board members to engage with the information and ask questions.

GOVERNANCE COMMITTEE As the Governance Committee searches for board and committee members with a wide variety of expertise and experience, staff proposed that the Marketing & Development Committee could aid in this work by publicizing these positions. Ms. Schaub suggested adding a section to the volunteer application and Ms. Sosebee proposed a link on the board page of the website.

Ms. Schaub and Ms. Sosebee will draft some language to present to the Governance Committee for review.

ANNUAL REPORT

The annual report centers around the stories of residents, staff, and community partners, and features many photos, all emphasizing the importance of a place to call home. Each section begins with the heading, "our impact," language that reinforces the brand statement for Dwelling Place's 40th anniversary celebration.

PLANNED GIVING

The plan is not yet complete, so the item was tabled for the next meeting.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:09 AM.