

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE
July 28, 2020
Committee Approved August 25, 2020

MEMBERS PRESENT Leah Carpenter, Tommie Wallace, Rick Stevens

MEMBERS ABSENT Kyle Irwin

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

The meeting was convened via video conference at 10:04 AM by Rick Stevens.

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

DONATIONS SINCE LAST MEETING With a recent \$200,000 grant from the CDV5 foundation and several other capital donations, Dwelling Place has met its overall fundraising goal of \$812,285, though area-specific goals are still in progress. Trinity Evangelical Lutheran Church, a former quarterly donor, will no longer be donating to Dwelling Place; Mr. Sturtevant will try to find the staff member who was initially connected to the church to discover why this may be.

The Consumers Energy Foundation, to which Dwelling Place applied for an art-related grant for Roosevelt Apartments, recommended that the application be resubmitted in January 2021, as its current focus is on COVID-19 projects.

MARKETING PLAN **Pine & Harrison Grand Opening**
Highlighted in the June newsletter and on social media in July, the grand opening of Pine & Harrison garnered 360 visits to the website—more than the 100-120 people that would have attended an in-person event. About 20% of recipients opened the June newsletter email, and each Facebook and Instagram post averaged about 223 views. The next feature will be the CLT.

2019 Community Report
The completed community report was sent to 113 businesses and 1100 individuals and should arrive at the end of the week.

Staff Recognition
All Dwelling Place staff have received a backpack, pen, and 40th anniversary shirt featuring the Dwelling Place logo. Maintenance staff also received branded dry-fit shirts as a thank-you for distributing all these items to staff.

Donor Letter
The donor letter will go out in September and will include information about Dwelling Place's 40th anniversary.

Special Edition Newsletter
After the CLT is approved by the Dwelling Place board, a special edition newsletter will go out as a virtual launch of the CLT in a manner similar to that of the Harrison/Pine Grand Opening.

PLANNED GIVING

Ms. Schaub presented a draft of the Planned Giving Resource Development Plan that recommends creating a small committee of board and staff with a limited number of meetings to work with GRCF in determining what internal tools Dwelling Place needs to develop planned giving. This winter, staff will receive training to help donors through the process and Ms. Sosebee will advertise planned giving on the website and in the newsletter. In the fall, the committee would hold focus groups to evaluate the success of these efforts.

The committee suggested focusing on the “why” behind planned giving and providing stories and examples when marketing. Ms. Schaub will update the plan to include this edit and to reflect an October board approval date. For the August board meeting, Ms. Post will include the plan in the supplemental materials and Ms. Schaub will ask board members for volunteers to serve on the committee.

GROUP CALL TOPICS

For the first Friday of each month, in place of the all-staff call, Dwelling Place will hold a virtual meeting with board and staff with different themes that touch on the many aspects of Dwelling Place. As a possible discussion topic, Ms. Carpenter suggested discussing available resources for families that have children at home while schools are closed due to the pandemic.

OTHER BUSINESS

The Roosevelt Park Neighborhood Association will send out a mailing about the new apartments at Franklin and Grandville that features an article about the naming contest Dwelling Place is holding for the developments.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:13 AM.