

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

August 25, 2020

Committee Approved October 27, 2020

MEMBERS PRESENT Leah Carpenter, Kyle Irwin, Rick Stevens

STAFF PRESENT Jenn Schaub, Zoe Post, Latrisha Sosebee

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 July 28, 2020 were approved by consensus.**

DONATIONS SINCE LAST MEETING Compared to last year, Dwelling Place has received fewer donations but a larger total sum of money, even when capital grants are excluded. Though the overall funding goal has been met, staff have reworked the marketing plan to reflect the changes that have occurred due to the COVID-19 pandemic.

MARKETING PLAN REVIEW **40th Anniversary Celebration**
There will be no in-person 40th anniversary celebration, however, a billboard campaign, coffee table book, and several contests will all highlight Dwelling Place's 40 years in the community.

Social Media / Community Engagement

There has been an increase in engagement via social media, including a record number of visits to the website since it launched. Ms. Sosebee will also be attending an in-depth training on Google analytics to gain further insight into the effectiveness of social media marketing strategies. Most speaking opportunities have fallen through due to the pandemic; the committee identified the Lion's Club and the Rotary Club as possible organizations that may still host a speaking event.

Brand Visibility

The committee discussed what promotional materials or other documents should be produced in Spanish, concluding that any items that are frequently printed--including the Dwelling Place fact sheet and tri-fold brochure--should be reviewed for translation. One concern, however, is that Dwelling Place does not currently have enough Spanish-speaking staff to address any follow-up questions from Spanish speakers who use these documents. Staff will discuss creating a line item in the annual budget for translation and interpreting services and bring this item to HR, property management, and the DEI Council to develop a consistent policy for these services.

An updated and corrected version of the marketing plan will be included in the board packet for the October meeting.

Book Sponsorship

Since there will not be an event at which to promote the Dwelling Place coffee table book, Ms. Sosbee asked how to best distribute the book and solicit donations. The ability of small businesses to donate given the financial strain of the pandemic has decreased; Ms. Sosebee will contact frequent donors to gauge if they would be able to donate and if a campaign centered around the book would interest them.

**COMMITTEE
RECRUITMENT**

As one of the recruiting priorities of the board is marketing experience, the committee discussed how to bring additional members onto the committee who might later serve on the board. The Ad Club of West Michigan, Jeff Terpstra, and board member Eleanor Moreno were all identified as potential sources of recommendations. Ms. Carpenter will also reach out to some individuals she knows personally to see if they may be interested.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:05 AM.