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

**MINUTES**

**APPROVAL OF MINUTES**

Minutes of the Marketing and Development Committee meetings of December 16, 2020 and January 26, 2021 were not approved, there being no quorum present.

**DONATIONS SINCE LAST MEETING**

Ms. Post clarified that the total annual fundraising goal for 2021 is $224,814. This is significantly less than previous years since there are no plans for a capital campaign. The annual marketing plan identifies goals for certain funding sources; the remaining areas have goals of 10% over 2020 year-end numbers.

**SOCIAL MEDIA CRISIS PLANNING**

As Dwelling Place increases its online presence, Ms. Schaub and Ms. Sosebee have begun drafting a social media crisis plan. It has become increasingly common for community members to publically voice online their concerns about local organizations and other groups. Staff hopes to create a proactive plan should Dwelling Place become the subject of negative feedback. Ms. Irwin will contact other organizations she is connected to and share best practices with staff. A complete draft will be presented at a future meeting.

**FIRST FRIDAY TOPICS**

The committee offered the following topics to explore during first Friday calls:

- NeighborWorks
- Commercial tenants and their businesses
- Individual property snapshots/basics
- Personal and/or professional staff spotlights
- Resident engagement survey results
- Employee engagement survey results

**UPDATES**

40th Anniversary Book

Staff have been compiling stories about Dwelling Place to include in its 40th anniversary book. Three stories have already been selected with more in development. A book editor, possibly local author Susan Lovell, will be hired soon. Once the book has been released, individual stories will be featured in an online series to promote the book.
**Archive Date**
Staff have compiled and organized a host of documents for the Dwelling Place archive. Ms. Sosebee will meet with city archivist Matt Ellis today to discuss the next steps of the process.

**Staff Apparel**
Staff ordered 79 items when given the opportunity to purchase Dwelling Place apparel; the orders are due to arrive this week.

**ADJOURNMENT**
Mr. Stevens adjourned the meeting at 11:02 AM.