

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE
February 23, 2021
UNAPPROVED MINUTES

MEMBERS PRESENT Kyle Irwin, Rick Stevens

MEMBERS ABSENT Leah Carpenter, Abby Cribbs

STAFF PRESENT Kim Cross, Brian Molhoek, Zoe Post, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant, Alex Valentine

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

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.