

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

December 16, 2020

Committee Approved January 26, 2021

MEMBERS PRESENT

Leah Carpenter, Kyle Irwin, Rick Stevens

STAFF PRESENT

Zoe Post, Jenn Schaub, 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 October 27, 2020 were approved by consensus.

**DONATIONS SINCE
LAST MEETING**

Ten donors gave to Dwelling Place for Giving Tuesday; nine of these were new donors. Compared to 2019 year-end numbers, total donations is significantly less, however, more donations are expected by the end of the month. Ms. Irwin suggested notifying small donors of their compounded impact over multiple years to emphasize the value of these donations. Ms. Sosebee hopes to adopt a CRM software during the first quarter of 2021 that will help track these and other metrics.

**BETZ FAMILY
DONATION**

Dwelling Place received a donation from Ken Betz and Pat Brewer through the River City Fund that was directed to Liz's House Apartments, which no longer offer transitional housing. Alonda Trammell will contact the Betz family to clarify the changes to the property and that donation funds will go toward the support services provided to LHA residents.

**2021 MARKETING
PLAN**

The 2021 marketing plan is very similar to the 2020 plan, with objectives to improve brand recognition and awareness both within Dwelling Place and throughout the community. The committee discussed realistic fundraising goals given that the special fundraising event, a celebration of the Larry Bratschie Award winners, may or may not be held virtually. An online event would include both premade digital media and interactive components. Mr. Stevens also suggested incorporating an introduction to the new CEO into the event. As there are no major construction projects planned for this year, capital grants may be aimed toward funding conversion or construction of CLT homes.

**POTENTIAL
COMMITTEE MEMBER**

Ms. Sosebee introduced Abby Cribbs as a potential addition to the committee. Ms. Cribbs works at ReMax as a realtor and is part of the alliance councils at DGRI. The Governance Committee will discuss her possible nomination to the committee at its next meeting.

UPDATES

Billboard Campaign

Several billboards are now or will soon be live throughout West Michigan, with "Housing is a solution" language and photos of residents. Ms. Sosebee will send a map with the location of these billboards to the board.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:38 AM.