

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

March 30, 2021

Committee Approved April 27, 2021

- MEMBERS PRESENT** Abby Cribbs, Kyle Irwin, Rick Stevens
- 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, January 26, 2021, and February 23, 2021 were approved by consensus.**
- DONATIONS SINCE LAST MEETING** Dwelling Place has received a \$100,000 grant from the Frey Foundation, the final capital donation for the Plaza Roosevelt apartments. DGRI also made a \$6,500 grant sponsoring a marketing and branding initiative for the South Division corridor. This year Dwelling Place has received 28 donations, compared to 16 donations at this time last year.
- DENNY'S RETIREMENT** With Covid-19 cases still rising and vaccination rates not likely to reach 80% until October, a large in-person event will not be possible. Instead, a small (<50 people) outdoor event in June to honor Mr. Sturtevant's retirement and introduce community members to a new CEO. A First Friday-style Q&A session with Mr. Sturtevant that is open to the public may also take place in July. A draft of the retirement event plan will be reviewed at the next meeting.
- FALL FUNDRAISER** A series of happy hour-type events, rather than a single large fundraising event, will take place in October. These smaller sessions will highlight Dwelling Place residents and neighborhoods and incorporate Dwelling Place property tours.
- ARCHIVE** Staff recently met with Matthew Ellis to discuss the archival process for Dwelling Place. Digital storage of the many documents staff have identified will focus around access rather than preservation; an summer AmeriCorps volunteer will assist with this work starting in May. After some discussion, the committee concluded that while all board minutes will be archived, only the last 12 months of board minutes will be regularly accessible to current board members.
- UPDATES** **NeighborWorks Promise Grant**
Using funds from a 2020 Republic Waste Services grant, a playground was installed last week at New Hope Homes. Dwelling Place is also partnering with Plaza Roosevelt neighborhood groups and the City of Grand Rapids to apply for a \$100,000 grant to sponsor construction of a park across from the Brillante Apartments.

NeighborWorks Week

To celebrate the work Dwelling Place does as a NeighborWorks America affiliate, several volunteer events are scheduled to take place, including window washing for commercial tenants, property beautification projects, and garden activities.

OTHER BUSINESS

Ms. Carpenter has resigned from the committee, citing personal reasons.

ADJOURNMENT

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