

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

April 27, 2021

Committee Approved May 25, 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 9:32 AM by Rick Stevens.

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of March 30, 2021 were approved by consensus.**

DONATIONS SINCE LAST MEETING In general, Dwelling Place has received a lower total amount of donations compared to last year but a higher number of donations. Staff has been able to promote some online giving, but platforms like Facebook and Amazon Smile make it difficult to track donor information.

SOCIAL MEDIA CRISIS PLANNING Ms. Sosebee presented a flow chart and narrative planning how to respond to social media. Identifying and responding to a social media crisis will be the responsibility of the CEO, but regular online interactions will be handled by a staff communications committee.

DENNY'S RETIREMENT Ms. Sosebee shared a tentative list of events related to Mr. Sturtevant's retirement, including an open-to-the-public virtual event on July's First Friday call, an outdoor community happy hour, and a staff/board celebration on Friday, July 30. One or more of the events will be combined with fundraising efforts for a down payment assistance program, perhaps with a \$33,000 donation goal or gifts of \$33 to celebrate Mr. Sturtevant's 33 years at Dwelling Place. The Dwelling Place book will be completed in time to share stories at an in-person or a virtual event. The committee also discussed possible gifts to present to Mr. Sturtevant for his retirement.

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; a 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.