

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE  
May 25, 2021  
APPROVED MINUTES

**MEMBERS PRESENT** Abby Cribbs, Kyle Irwin, Rick Stevens  
**STAFF & GUESTS PRESENT** Annamarie Buller, Brian Molhoek, Denny Sturtevant, Jenn Schaub, Latrisha Sosebee, Sabrina Barrios

The meeting was convened via video conference at 10:06 AM.

**APPROVAL OF MINUTES** **Minutes of the Marketing & Development Committee meeting of April 27th, 2021 were approved by consensus.**

**RACIALLY DIVERSE MARKETING PARTNER** Ms. Sosebee opened discussion on incorporating more diverse individuals for photography/videography needs. Suggestions were made by Mr. Stevens, Ms. Schaub, and Ms. Cribbs for businesses that incorporate diversity and qualifying skill.

**COMMITTEE RECRUITMENT PLANNING** To maintain its commitment to diversity in experience and expertise, and to remain in compliance with NeighborWorks and other requirements, the Marketing & Development Committee will present a clear description of the committee to the Governance Committee for review and to recommend changes. The Marketing & Development Committee description will be utilized to engage possible candidates. Ms. Sosebee recommended an “intro-packet”, that would be reviewed by the Governance Committee, to present to new committee members. A possible effective candidate might be someone with a marketing background to create strategy on actively advocating through the media.

**DENNY'S RETIREMENT** Ms. Sosebee presented an agenda of events related to Mr. Sturtevant's retirement, including a virtual panel event on July 9<sup>th</sup>'s Friday call, an outdoor community event on July 29<sup>th</sup>, and a staff/board celebration on Friday, July 30<sup>th</sup>. An invitation process was discussed for direct mailing and email invitations. 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.

**OTHER BUSINESS** The volunteer program has been reopened, while still abiding by Covid-19 guidelines, and has actively been creating resident interactions and experiences at our communities.

MI-OSHA has presented new guidelines for the workplace and significant revisions will be made to the current COVID-19 plan and will be discussed at a later date.

**ADJOURNMENT** The Marketing & Development Committee adjourned at 11:18 AM.