

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

June 29, 2021

Committee Approved September 28, 2021

MEMBERS PRESENT	Kyle Irwin, Rick Stevens
MEMBERS ABSENT	Abby Cribbs
STAFF & GUESTS PRESENT	Brian Molhoek, Zoe Post, Jenn Schaub, Latrisha Sosebee, Carolyn Niehaus The meeting was convened via video conference at 10:00 AM by Rick Stevens.
APPROVAL OF MINUTES	<u>Minutes of the Marketing and Development Committee meeting of May 25, 2021 were approved by consensus.</u>
DONATIONS SINCE LAST MEETING	The number of 2021 donations in Q2 have been slightly lower than those of Q2 2020, though the overall number of donations is slightly higher than 2020. There has not been a push for donations during this time as Ms. Sosebee hopes to generate donations in the coming months for the homeownership assistance fund in honor of Mr. Sturtevant's retirement.
COMMITTEE DESCRIPTION	The committee reviewed the Marketing & Development Committee Description, recommending that mentions of the "Director of Marketing & Development" be amended to reflect Ms. Sosebee's title, Marketing Coordinator. As the needs of the committee change over time, no additional edits regarding the expertise of committee members were added. <u>By consensus, the Committee recommended that the revised Marketing & Development Committee Description be approved by the Board of Directors.</u>
WELCOME PACKET	Ms. Sosebee introduced the idea to create a welcome packet for new committee members outlining the time commitment and meeting structure, and including the most recent annual report. If this packet is found useful by new committee members, the basic format could be used for other committees as well. <u>Ms. Sosebee will create a template for the committee to review at its next meeting.</u>
VOLUNTEER PROGRAMMING	Despite Covid-19 restrictions, there have been several successful volunteer events, totalling 182 volunteer hours and over 60 volunteers. The First United Methodist Church work program has helped supply volunteers, many of whom are Heartside residents, for a variety of projects. Property Days volunteers have helped with landscaping, installing new garden beds, and other quality of life improvements. An update on all these activities will go out in the volunteer newsletter.
ADJOURNMENT	The Marketing & Development Committee adjourned at 10:35 to discuss retirement celebration planning for Mr. Sturtevant.