

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE
September 28, 2021
Unapproved Minutes

MEMBERS PRESENT Abby Cribbs, Kyle Irwin, Rick Stevens

STAFF PRESENT Jeremy DeRoo, Brian Molhoek, Zoe Post, Jenn Schaub, Latrisha Sosebee

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

APPROVAL OF MINUTES **Minutes of the Marketing and Development Committee meeting of June 29, 2021 were approved by consensus.**

DONATIONS SINCE LAST MEETING Overall, there are fewer donations in 2021 than there were in 2020. Nearly \$18,000 has been raised for the DPCLT Homeownership Fund, and now that the CLT has a license to solicit, the marketing team will include a fundraising goal in its plan for 2022.

MID-YEAR MARKETING PLAN REVIEW Ms. Sosebee highlighted the following updates from a mid-year review of the 2021 Marketing Plan:

- Postponing a branding refresh—updated fonts, more accessible color palette, other minor changes— to 2022
- Transitioning to a CRM software in the near future to help meet industry standards for open/click rates for the newsletter
- Diversifying marketing partners, printed materials, and outreach methods
- Continue ordering DP-branded items for staff

Staff will have a draft of the marketing plan ready for the committee to review in November for board approval in February.

ANNIVERSARY BOOK Ms. Sosebee contacted a number of possible donors for the Dwelling Place anniversary book, “The Story of Dwelling Place: Volume 1”. The cover letter from Mr. DeRoo encourages sponsorship of the book in lieu of an in-person fundraising event. Sponsors giving \$1,000 or more will be included in the book’s list of contributing partners and will receive a copy of the book. Approximately 250 copies of the book will be printed to share with community partners.

UPDATES Architecture firm Progressive AE recently joined a landscaping volunteer event at the Brillante apartments, and members of St. Andrew’s helped beautify the Ferguson patio space. Mr. Molhoek is recruiting different groups to conduct curb appeal evaluations on October 14-16.

Given the busyness of the end of December, the committee opted to combine the November and December meetings into one. The committee will meet November 30 at the Dwelling Place main office.

ADJOURNMENT The Marketing & Development Committee adjourned at 11:16 AM.