



**DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE
MAY 31, 2022, 10AM – 11:30AM**

[Click Here to Join via Zoom](#)

To Call In: (301)715-8592

Digital Meeting ID: 924 0259 3302

As we progress towards building a healthy community, please feel free to join us in our Board Room at 101 Sheldon Blvd., Ste 2. If you're feeling ill, please stay home and rest!

AGENDA ITEMS:

- Approve Minutes
- Review: DP CLT Celebration - www.dwellingplacegr.org/dpctl-celebration
 - Sponsorship
 - Event Details
- Discuss: "Housing Hero" - Housing Support Training & Deep Dive
 - Program Name
 - Outreach/Invite
 - Website
- Discuss: Building Community Awareness
- Update: Neighboring Programming
 - NeighborWorks Week
 - Opportunities
- Other Updates
 - IDK What You Know Event at Ferguson
 - Annual Report Timeline
 - NeighborWorks Week

**DWELLING PLACE OF GRAND RAPIDS
MARKETING AND DEVELOPMENT COMMITTEE
DRAFT MINUTES**

DATE:

04/26/2022

TIME:

10:10am

LOCATION:

Board Room
Dwelling Place
101 Sheldon Blvd. SE

MEMBERS PRESENT:

Richard Stevens
Kyle Irwin

STAFF PRESENT:

Latricia Sosebee
Jennifer Schaub
Jeremy DeRoo
Jessie McCormick

QUORUM:

Yes

MOTIONS:

Approve Marketing and Development Committee meeting notes (attached) from March 29, 2022; approved by unanimous vote

DOCUMENTS (ATTACHED):

Agenda for Meeting
Summary of 2022 Fundraising Events
Benevon Fundraising Model

SUMMARY:

Annual Report will be slightly shorter than prior years. Will include a brief overview on the mission of Dwelling Place, financials for 2020 and 2021, and quotes from various Dwelling Place community members (both staff and residents). It will be sent alongside an invite to the CLT Fundraiser // an ask for donations towards the CLT and Advocacy for Affordable Housing.

Housing Heroes is a one-hour, two-part series to equip community members to approach conversations as advocates of affordable housing. The ten-step approach includes core messages, approaching NIMBYism, and tips for tangibly engaging in local advocacy efforts. The Housing Heroes series made a premier for church members of Hope and First United Methodist Churches

in Holland, Michigan in conjunction with the plan for new development in that community. Consequent success was observed when DP staff got “complaints” of community members attending a city meeting to advocate for affordable housing. Based on evaluation of the premier, slight tweaks to the series are being made, and the curriculum for Housing Heroes will be presented at the next Marketing and Development meeting. The second part of the Housing Heroes series premier will take place in Holland on Thursday, May 5, 2022.

Deep Dive with Dwelling Place is a series planned for this upcoming fall. Deep Dive is a Five-Part, one-hour series that will be planned for a targeted, invitation-only group of residents, local leaders, and newcomers to the affordable housing arena. The series will build a conversation starting with identifying each participant’s ‘why’ of interest in affordable housing advocacy and leading into group readings, GR-specific data on affordable housing (partner with HousingNext), and crafting individual messages that incorporate best practices with each participant’s ‘why.’ Kyle Irwin is included in a group of local churches who’ve had similar conversations; will loop in with Latrisha to make sure that we’re working together and not in silos. Additionally, Together West Michigan and Housing Kent has done some work in this arena. One of our 2022 Marketing Plan goals is to build a strong affordable housing advocacy base in Grand Rapids, and the Deep Dive project is a tangible way to pursue that. Fundraising: the Deep Dive will plan to run three, five-part cohorts, each hosting 20-25 participants, with a total ask for \$10,000 out of pocket costs (non-inclusive of staffing). Fundraising plan is to break down an ask between two separate title sponsors, as well as a proposal to NeighborWorks. The series will roll out in fall/winter to encourage participation (folks stay busier in summer months). If successful, the plan will be to roll out a Deep Dive initiative in communities that we’re moving into, gaining momentum and strengthening existing relationships within the community.

Union at Coit Event: Scheduled for June 15. The event will be open to both neighbors and community partners and will feature the progress being made with the development, including larger site plans, floor plans and exterior images, and a layout of a home on the site to encourage active engagement. There will be a food truck, local beer, yard games, music by Dwelling Place’s Artist in Residence, Brandon. A short presentation at the mid-way point will summarize the project; honor Floyd (a long-time Dwelling Place partner who recently passed away); and hopefully feature a Dwelling Place resident (identified: Tabitha) who is in process of buying her own home. Regarding sponsorship: Dwelling Place is seeking \$25k, specifically targeting donors directly tied to the building, resident leadership, and/or resident services. A formal invite for this event will be sent with the annual report; neighborhood canvassing will take place to ensure neighbors are invited and welcomed. The committee liked the idea of inviting all potential buyers, but the need for registration/estimated attendance would be necessary and “check-in” where basic information is collected will occur at the gate. An on-site ask for donations will support the Homeowners Fund; ideas to recognize donors will be forthcoming.

Larry Bratchie Awards 2022 will feature a breakfast with video clips of five LBA finalists; the winner will share a piece with the audience. It will be our first highly curated event since COVID, and we’re open to looking at models for that. We’d like our guest list to focus on community members and donors who have been involved with Resident Leadership and Supportive Services. The plan is to host LBA22 at Ferguson Apartments rooftop, with a capacity ~100 (note: fire marshal needs to determine official capacity); tickets will run between \$50-75/seat. Kyle proposed the Benevon Model and invited Latricia and Jenn to an outside breakfast using this model, which is described as very scripted, requests a donation on-site, is very framed

using a narrative, and is straight in and out – one hour. There will be more discussion this model and whether it may be the most appropriate for LBA22. We aren't overly concerned re: capacity. Traditionally, Dwelling Place events have filled sponsorships before they've filled chairs.

Logistics and Event Space: Kyle brought up a question regarding including Holland and Muskegon Heights in our geographical 'events' location; this year, we're scaled back to two main events, with the Union @ Coit being the larger and LBA22 being the smaller. Consensus was that as Dwelling Place continues development and expands into communities geographically, we will host events starting with the smaller annual event in those communities (for example: it's likely that the smaller event for 2023 will be hosted in Holland). There was also a reminder from Jenn Schaub that we need to be intentional in defining where we want our energy to be focused prior to implementation stages so that we're able to cultivate relationships and create engagement efforts in those communities.

Other Updates included a report from the **neighborhood listening event, NearNeighbors, in Holland** that neighbors wanted to see some "panache" in the new development, demonstrated some concern re: transportation, and some environmental questions from property owners who owned lots in direct contact with the proposed developments. In addition to community advocacy in Holland, **Jeremy DeRoo was featured on Wood TV 8 News** sharing information about the partnership and development. Next year we'll celebrate ten years in MidTowne and look forward to celebrating with a special **MidTowne: 10 Years Looking Back and Looking Ahead**. Further conversations including work in Holland are the potentials of another development project in the pipeline, community members who demonstrate willingness to engage in conversations about the intentional provision of affordable housing, and assessing the need to hold some administrative/office space closer to the lakeshore area.

ACTION ITEMS:

- Kyle, Latrisha, and Jenn will further discuss if the Benevon model would be helpful for LBA22
- Second part of the Housing Heroes event will take place in Holland on May 5, 2022; Housing Heroes curriculum will be amended and available at the next Marketing and Development Committee meeting
- Annual Report has a very clean draft copy; goal is to send to print by May 10, 2022

TIME OF ADJOURNMENT:

The meeting was adjourned at 11:20am by Richard Stevens