



AGENDA

GOAL 2 ALLIANCE

Board Members:

Aaron Terpstra • Brian Grooms • Daniel Kvamme • Danielle Rowland • Sarah Green • Dave Nitkiewicz • Jacey Ehmann •
Jenn Schaub • Katy Hallgren • Abby Cribbs • Latesha Lipscomb • Latrisha Sosebee • Monica App •

March 9, 2020

1:00pm-2:30pm

29 Pearl Street, NW Suite #1

1. Call to Order
2. Welcome new alliance member Abby Cribbs Monica App
3. Approval of Minutes – February 10, 2020 Monica App
4. DNN Resident Survey Results Annamarie Buller
5. Goal 2 Alliance FY 21 Project brainstorm Annamarie Buller
6. FY 21 budget conversation with the DNN Advisory Annamarie Buller
 - Thursday, April 2, 2020 from 11:30-1:00pm
 - Cancel April 13, 2020 Goal 2 Alliance meeting?
 - How many can attend?
 - Any dietary restrictions since lunch is provided?
7. Grand Rapids Police Department update Brian Grooms
8. Public Comment
9. Next Meeting- April 2, 2020 11:30-1:00pm with DNN Advisory cancel April 13, 2020



DOWNTOWN
GRAND RAPIDS INC.



Goal 2 Alliance

February 10, 2020

1. Call to order: Ms. Buller called the meeting to order at 1:07 pm.
2. Members Present: Daniel Kvamme, Aaron Terpstra, Danielle Rowland, Latesha Lipscomb, Katy Hallgren, Latrisha Sosebee, Jenn Schaub, Dave Nitkiewicz, and Sarah Green

Members Absent: Jacey Ehmann, Brian Grooms, Landon Jones, and Monica App

Others Present: Christa Ferguson, Johnathan Dehamm, Kandice Sloop, Haley Stichman, Jacey Ehmann, Annamarie Buller, Melvin Eledge, and Mandy McDaniel (DGRI Staff).

3. Approval of Minutes- January 2020
Latrisha Sosebee, supported by Katy Hallgren, motioned to approve January 13, 2020 Meeting Minutes. None opposed. Motion passed.
4. Introductions
5. Heartside Restrooms Update
Mr. Eledge introduced himself as the Operations Manager at Downtown Grand Inc. He is responsible for maintenance and upkeep of Downtown and mostly works with the Downtown Improvement District (DID). Mr. Eledge gave an update on the Heartside public restroom (the Portland Loo) installation stating that we have received the completed drawings. Clarification regarding the process for DGRI to complete the installation was established in January. Also completed was the security camera details: We will be partnering with the Dwelling Place to install a camera on Weston and Division. A photometric study has been completed and it has been determined lights will need to be added to the loo. The good news

is that it will mitigate the shadow issues and not require any additional exterior building or aftermarket additions. On February 26th we are scheduled to attend a design team meeting for final approval. Once it is approved, we can begin the construction drawings. On March 4th we will meet with the Historical Preservation Committee to receive their official blessing to install the loo in the historical neighborhood. The completion date of the loo is July 9th and the delivery date is July 14th. The goal is to have everything ready for its arrival.

Mr. Terpstra asked if the security camera recordings will be saved. Ms. Schaub stated the security camera records are stored in a cloud to easily access and kept for a certain length of time. Ms. Sosebee asked if there was any push back or issues with from the Historical Preservation Committee. Mr. Eledge stated the Committee has been very supportive and felt it preserved the history rather than take away from it. Ms. Sosebee asked what the cleaning process was for the loo. Mr. Eledge stated the ambassadors will clean it 3 times a day, morning, afternoon, and night. The Portland loo will have a storage closet to store cleaning supplies and a hose for immediate cleaning needs. Ms. Sosebee mentioned it would be a good idea in terms of marketing to highlight someone with disabilities or a parent with children accessing the loo to educate the public that it's there for everyone.

Mr. Eledge stated in the original plan was to relocate a storm drain the loo will cover, however, they will now be able to create an access point that will cut costs. Overall, we expect to be slightly over the \$150k budget. Ms. Buller stated we know we will be over budget, but the city has \$50k in their budget we can request funds from. Mr. Eledge stated he plans to keep everyone updated on this project.

6. Heartside Quality of Life Implementation Proposals

Ms. Buller gave a brief background of the Heartside Quality of Life Implementation, a resident-driven initiative. The goal is to create a more equitable quality of life for the Heartside neighborhood by expanding the neighborhood voice, working with a wide variety of stakeholders, creating a vision for the future, and develop community-based solutions. Community ownership and implementation are still a work in progress in order to complete most of the work. We are now in phase 3 of the implementation process. There is \$57k left in the budget and we will be introducing a few different proposals to allocate these funds.

a. Resident Development Training Proposal:

Ms. Buller presented information regarding the MSU Citizen Planner Course proposal. This course is a development planning primer for planning and zoning commissioners, board of appeal members, and other individuals who are in a higher level of leadership that need the training to be successful in their line of work. The goal was to have at least 10 individual's sign-up and we now have 16. The course is 6-week commitment from 6-9

pm on Mondays and you will receive a certificate at the end of the course. We budgeted \$5k but are right at the \$4k mark. There is additional funding in the DNN to use if needed.

b. Mental Health First Aid Training:

Ms. Buller stated that this proposal was recommendation under the Heartside Quality of Life Plan under the Mental Health focus group. This class was already offered and extremely successful. Ms. Schaub stated the 1st training was held last year. There was 27 individuals from various Heartside agencies who completed the class.

It is a National course, originating from Australia, training people to recognize the onset signs of a mental health crisis. The course isn't to diagnose but assist someone by getting them the appropriate help. There is also a focus on mental health stigma. A formal and interactive 1st aid training manual that covers a variety of topics will be given to everyone who participates. Once you complete the course, a mental health 1st aid certificate will be awarded.

Sm. Schaub stated there were 5 residents out of thousands in the area that completed the course. There are many more downtown residents and workers that could benefit from this course. We would like to encourage everyone from any organization or background to participate. The Dwelling Place would contribute by providing the space free of charge, technical support, training supplies, and logistics. We do have new community officers in the Heartside area, and the goal would be to have them participate as well. The police force is often the 1st line of defense and we believe it would be beneficial for the course to be offered to that entire department.

Ms. Buller stated the amount begin requested is \$2,360. Dwelling Place will contribute that recruitment, space and printing and mailing costs. DGRI would provide food, printed materials, and the instructors for the day. DGRI as DDA would provide food and printed materials and instructors for the day.

Latesha Lipscomb, supported by Katy Hallgren, motioned to approve Mental Health First Aid Training Proposal. None opposed. Motion passed. (Note: Jenn Schaub will be sustaining the vote due to conflict of interests.)

c. History Walking Tour of Heartside/Downtown Proposal:

Ms. Buller stated this idea stemmed from a successful walking tour called the Chilly Challenge. This walking tour was initiated to help promote the community by sharing positive stories that help reshape the narrative of the neighborhood. This proposal presented today would align closely with the Chilly Challenge tour by except more

Heartside centric. The regular tours will help promote the area by using incentives (gift cards) to attract more residents and/or workers to participate.

Ms. Schaub stated there were a lot of social movements through time that have helped shape Downtown Grand Rapids and influence the Heartside area to what it is today. While discussing the possible tours, people expressed interests in the positive stories and the economic development relating to Heartside. Ms. Stichman stated the economic development workgroup aligns well with the Quality of Life Implementation's overall goal. The workgroup set a goal to change the perception and narrative of south Division with the hope to increase the investments along the corridor.

Ms. Buller reviewed the proposal by stating the \$1,500 would provide 6 tours over a 6-week period that are 45 minutes long. The funds would help reshape the narrative of Heartside, pay the tour guide, marketing, and the gift cards to give to those who complete all 6 walking tours.

Ms. Ehmann suggested instead of incentivizing with gift cards it may be a good idea to work with local businesses and have them donate from their business. Mr. Nitkiewicz mentioned having a local sponsorship for each tour that provides the incentive and someone like Sam Cummings may be very interested in an opportunity like this. Ms. Schaub stated that they plan to do some outreach with local businesses to greet people on the tour and give them a quick history or update.

Jacey Ehmann, supported by Latesha Lipscomb motioned to approve History Walking Tour of Heartside/Downtown Proposal. None opposed. Motion passed.

d. Pekich Park Gardening Proposal:

Ms. Buller stated last year gardening funding for Pekich park was very successful. This will be our 2nd year of reclaiming the public space to continue that activation. Mr. Delthaan Stated one area of improvement in the Quality of Life study was Pekich Park. Local gardeners expressed interest working more within the neighborhoods. We began working at Pekich park last summer and realized the area would need to be tended to on a weekly basis beginning in April through October. With the help of Aquinas students and other volunteers, we were able to spread 8 yards of soil through the park. There were already many plants in the area that needed tending to. We were able to add in some vegetables and fresh herbs. Throughout the summer many volunteers and citizens slowly added more plants. There were a few engagement activities held there that included a painting in the center of the park, a hidden garden tour, the Veggie Van, and an end of summer

celebration. This is more than planting; it is a long-term quality improvement. Ms. Buller stated this proposal of \$2k would fund more compost, plants, and additional supplies.

Aaron Terpstra, supported by Jacey Ehmann, motioned to approve Resident Development Training. None opposed. Motion passed.

e. Heartside Gleaning Proposal:

Ms. Buller stated this initiative is to collect and redistribute fresh produce to those in need. The Heartside Gleaning program started meeting weekly on Saturdays in Pekich Park where they would redistribute food from the Farmers Market to individuals and organizations that serve the homeless. They also launched a Good Food Box program to deliver fresh produce to people who were unable to leave their home. This proposal is requesting \$3,080.50 which will cover marketing, volunteer incentives, bags, and other supplies.

Latrisha Sosebee, supported by Dave Nitkiewicz, motioned to approve the Heartside Gleaning Proposal. None opposed. Motion passed.

f. Public Inebriate Center Funded through DID

Ms. Buller stated the Public Inebriate Center has received funds through DID and will no longer need the funds budgeted from DNN.

g. Upcoming Proposals:

Ms. Buller stated there are additional proposals in the process and will be presented sometime in March or April. Those proposals include incentivizing downtown employment, Rent this Way Training, Neighborhood Marketing Concept, a monthly farmers market within the Roosevelt Park neighborhood, and the YMCA Veggie Van.

Ms. Buller stated if members have any other ideas for implementation or ways to spend the excess funds, to let her know.

7. Public Comment

There was conversation regarding the Downtown Market's focus has shift within the last year. The pricing is high and there is concern many residents in the area do not have access to fresh, affordable food. Ms. Buller stated she will be meeting with Kim VanDriel to develop a strategy of who's best to have that conversation with, and she plans to check back in with Mr. Nitkiewicz to further discuss a strategic plan.

8. DNN 2019 Survey

Ms. Buller stated we will have to go over the survey results at the next meeting.

9. Next Meeting – March 9, 2020 at 1 - 2:30 pm

10. Adjournment

Ms. Buller adjourned the meeting at 2:38 pm.

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

2 CREATE A TRUE DOWNTOWN, NEIGHBORHOOD AS HOME TO A DIVERSE POPULATION				
2.1 Leverage development opportunities to hit “critical mass” and close gaps between neighborhoods				
Recommendation		Timeframe	Responsibility / Partners	Source of Funds
Change existing zoning and height regulations		1st Year	City of Grand Rapids	--
<i>Initial Action Steps -</i>				
Discuss and create new zoning language to guide heights including potential interim height overlays				
Discuss moving height overlay boundaries from the middle of the road right-of-way to parcel boundaries to ensure good street design.				
Consider changes to allowable heights in the Downtown Overlay [A] and along Bridge Street in Downtown				
Revisit development incentives		1st Year	City of Grand Rapids / DGRI / Developers	--
<i>Initial Action Steps -</i>				
Develop a package of new incentives to encourage key goals of GR Forward				
Remap the Existing City Center Zone		1st Year	City of Grand Rapids	--
<i>Initial Action Steps -</i>				
Introduce new City Center are for discussion				
Change the Approach to Downtown Parking Requirements		1st Year	City of Grand Rapids / DGRI	--
<i>Initial Action Steps -</i>				
Work with the Parking Commission [Mobile GR] to determine parking maximum policy and penalties for exceeding the maximum				
Encourage infill development to close gaps within and between neighborhoods		ongoing	DGRI / private developers / City of Grand Rapids	private equity / local incentives
> Near Westside		within 5 years	DGRI	DGRI
<i>Initial Action Steps -</i>				
Assemble and prepare the land for redevelopment - site prep costs to be determined				
Develop small plaza as a development anchor - see section 5.2b				
Offer opportunities to develop specific parcels through a developer RFP				
> 201 Market		within 10 years	City of Grand Rapids	private equity / local incentives
<i>Initial Action Steps -</i>				
Evaluate alternative sites for existing City facilities and develop a timeline for relocation				
Demolish existing facilities and prep the land for new development				
Finalize the site and landscape designs to guide development				
Consider moving US-131 off-ramp to allow Cherry Street to better connect to the river.				
Recommendation		Timeframe	Responsibility / Partners	Source of Funds
> Fulton & Market		within 5 years	private owners / City of Grand Rapids	private equity / local incentives
<i>Initial Action Steps -</i>				

Coordinate with property owners on flood infrastructure and public space design			
> MSU/City of Grand Rapids/Kent County site	1st year	City of Grand Rapids / MSU / Kent County	City of Grand Rapids / private support / grants
<i>Initial Action Steps -</i>			
Pursue full site control			
Develop design approach to secure public access, improve flood infrastructure and shield the highway			
> Connect Heartside, Heritage Hill, and the Downtown core	within 10 years	City of Grand Rapids / DGRI / Developers / local institutions	MDOT / DGRI / City of Grand Rapids / private equity
<i>Initial Action Steps -</i>			
Encourage the redevelopment of State Street - with local institutions and property owners			
Promote Division Avenue as a small business corridor - create ready-to-go "white box" space for new retail, business plan competition, matching grants for business			
Encourage residential on Division - smaller housing units in upper floors targeted for single professionals and students			
Develop a lighting plan for Division Avenue			
Preserve historic character while accommodating growth	within 5 years	City of Grand Rapids	--
<i>Initial Action Steps -</i>			
Update the Historic Preservation Guidelines for Heartside [City of Grand Rapids]			
Discuss changes to Historic Preservation Commissioner appointments [City of Grand Rapids]			
Create and maintain a list of historic structures [designated or not] in Downtown including their condition, use and ownership status - maintain contact with owners [DGRI /			
Create and maintain a list of historic preservation financing options and incentives [DGRI / City of Grand Rapids]			
Consider a purchase of development rights approach to enable denser development in exchange for salvaging structures that add character to Downtown.			
2.2 Support initiatives that improve downtown living for existing residents & attract new neighbors Downtown			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Foster civic engagement and strengthen community ties Downtown	within 5 years	DGRI / City of Grand Rapids / Downtown property owners and institutions	--
<i>Initial Action Steps -</i>			
Support efforts to establish a Downtown residents council			
Ensure diverse representation on local boards			
Educate residents about ways to be engaged in discussions around change Downtown			
Unlock the potential of municipal data and online tools	within 5 years	City of Grand Rapids / DGRI / GRPS / The Rapid	--
<i>Initial Action Steps -</i>			
Explore a comprehensive Open Data policy			
Expand and centralize online tools			
Expand youth programming	within 10 years	City of Grand Rapids / local non-profits / GRPS / DGRI	--
<i>Initial Action Steps -</i>			

Design and organize 2-3 dedicated youth events each year - \$10,000 for marketing and organization per event			
Reinforce and promote the Mayor's 100 Campaign - engage youth on Downtown beautification			
Increase access to fresh produce Downtown	within 5 years	Health care providers / local institutions / DGRI	--
<i>Initial Action Steps -</i>			
Work with local institutions and Downtown residents to explore the option of tapping into a CSA			
Incentivize additional farmers markets Downtown			
Explore financial incentives to attract new Downtown	within 5 years	DGRI	--
<i>Initial Action Steps -</i>			
Coordinate discussions with major employers to discuss options for incentive packages to encourage employees to live close to where they work			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Expand marketing efforts to promote Downtown living	1st Year	DGRI	--
<i>Initial Action Steps -</i>			
Develop promotional video, tours and information packages for prospective Downtown residents			
Promote zero waste infrastructure and services throughout Downtown	1st Year	DGRI/ City of Grand Rapids/ Property Owners	DGRI/ City of Grand Rapids/ Property Owners
<i>Initial Action Steps -</i>			
Plan and implement a zero waste event Downtown			
2.3 Preserve and expand housing opportunity Downtown			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Ensure that Downtown grows affordable housing opportunities for a range of incomes	1st year	City of Grand Rapids / DGRI / local non-profits	LIHTC / foundation support / grants
<i>Initial Action Steps -</i>			
Support preservation of low-income housing and social services - site acquisition for affordable housing development			
Ensure that the supply of workforce housing meets demand - development incentives for workforce housing			
Diversify types of housing available Downtown	ongoing	DGRI / Grand Rapids Alliance of Cooperative Communities / private developers	private equity / local incentives
<i>Initial Action Steps -</i>			
Encourage developers to pursue alternative housing models - regularly provide data on housing preferences for Downtown residents			
Encourage more students to live Downtown	within 5 years	DGRI / City of Grand Rapids / local colleges and universities	--
<i>Initial Action Steps -</i>			
Encourage new student housing on the near Westside and along Division Avenue through the development of micro-units			

Explore ways of expanding homeownership Downtown	within 5 years	DGRI / private developers / Downtown prospective residents	--
<i>Initial Action Steps -</i>			
Explore ways to better link homebuyers with available and potential real estate			
2.4 Concentrate retail and close the retail services gap			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Revisit zoning regulations for ground floor commercial in the Downtown area	1st year	City of Grand Rapids / DGRI / property owners	--
<i>Initial Action Steps -</i>			
Concentrate active ground floor commercial uses on Targeted Active Commercial Corridors through height bonuses and incentives			
Change zoning regulations to require ground floor retail on Targeted Retail and Entertainment Corridors			
Employ a targeted marketing strategy to attract anchor	within 5 years	DGRI / City of Grand Rapids	--
<i>Initial Action Steps -</i>			
Targeted marketing strategies to retailers suitable for Downtown			
Explore unique shopping opportunities such as a centralized location for local crafts people			
2.5 Require clean and efficient energy, green building practices, and universal design principles in projects with local subsidy			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Manage stormwater at the micro level	within 5 years	City of Grand Rapids / DGRI / WMEAC / developers	--
<i>Initial Action Steps -</i>			
Conduct stormwater workshops to educate developers, property owners and residents about stormwater collection techniques			
Promote green building	within 5 years	City of Grand Rapids / DGRI / USGBC	--
<i>Initial Action Steps -</i>			
Educate developers and property owners about green building design - create a summary document on green building best practices			
Deconstruction policies to promote material recycling should be considered			
Embrace sustainable site design principles	within 5 years	City of Grand Rapids / DGRI / developers	--
<i>Initial Action Steps -</i>			
Promote the City's Low Impact Development Guidelines when complete			

Goal 2 Alliance FY20 Budget Plan

Line Item Name	FY20 Appropriation	Fund	Notes
Affordable Housing Support	\$250,000.00	DDA	
Downtown Census	\$15,000.00	DDA	
Heartside Quality of Life Implimentation	\$223,000.00	DDA	
HQL: Resident Development Training (\$5,000)		DDA	
HQL: Mailings for Heartside Downtown (\$7,000)		DDA	
HQL: Pekich Park Gardening (\$1,000)		DDA	
HQL: Incentivize Local Farmers Markets (\$10,000)		DDA	Gleaning \$3,080, Veggie Van \$4,509
HQL: Monthly Summer Farmers Market (TBD)			
HQL:Heartside Restrooms (\$150,000)		DDA	
HQL: Public Inebriate Center (\$50,000)		DDA	
HQL: Mental Health First Aid training (\$2,360)			
HQL: Walking Tour (\$1,500)		DDA	
Downtown Neighbor Network	\$35,000.00	DDA	
	\$523,000.00		