

Virtual Meeting Access

Hello,

As many of you know, the Coronavirus, also known as COVID-19, is starting to make its way into West Michigan, and our hearts go out to all who have been affected by this outbreak. For the safety and wellbeing of our members and employees, we would like to continue to move GR Forward through virtual meetings.

We have decided to use Microsoft Teams for video/phone conferencing for the upcoming Alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual Alliance meeting.



MICROSOFT TEAMS

1. It is recommended to download the App -
 - a. [Apple Devices](#)
 - b. [Android Devices](#)
2. Once you have downloaded the app, [click here](#) to access the Team's meeting.

* Note: If you do not have a Microsoft account, you can join as a *guest*.

If you have any questions or need further assistance, please email mmcdaniel@downtowngr.org. Thank you!

Best,
Mandy



Mandy McDaniel
Administrative Assistant
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P: 616 . 719 . 4610

AGENDA



GR Forward GOAL 4 ALLIANCE

Members:

AJ Hills • Alice Jasper • Alex Caseras • Alysha Lach-White • Attah Obande • Brandy McCallum • Brent Case • Brianna Vasquez de Perira • Caleb Hollier • Caylie Peet • Heather Ibahim • Ingrid Miller • John Hendershot • Jono Klooster • Jorge Gonzalez • Kareem Scales • Omar Cuevas • Rick Muschiana • Ryan Bolhuis • Scott Stenstrom • Trevor Corlett • Tyler Peterson

April 21, 2020

3:00p – 4:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of May 19, 2020 Meeting Minutes*
3. Social Zones Update
4. Digital Commerce Support Program
5. Dinner on the Grand
6. Small Business Expo/Art Prize Replacement Event
7. ESO Updates
8. Public Comment
9. Next Meeting – August 19, 2020
10. Adjournment

***Denotes Action Item**

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Goal 4 Alliance

May 19, 2020

1. Call to order: Mr. Jorge Gonzalez called the meeting to order at 3:06 pm

Members Present: Omar Cuevas, Rich App, Tyler Peterson, AJ Hills, Alice Jasper, Trevor Corlett, Attah Obande, Kareem Scales, Caleb Hollier, Caylie Peet, Ingrid Miller, Jorge Gonzalez, Danielle Williams, Heather Ibrahim, Scott Stenstrom, and Brent Case.

Members Absent: Eunice Lopez-Martin, Alysha Lach-White, Ana Jose, Brianna Vasques de Pereira, Jono Klooster, Alex Caceres, Brandy McCallum, John Hendershot, Rick Muschiana, and Ryan Bolhuis.

Others Present: Kyama Kitavi, Marion Bonneaux, Amanda Sloan, Mark Miller, Sam Suarez and Mandy McDaniel (DGRI Staff)

2. Approval of Minutes

Mr. Rich App, *supported by Ms. Caylie Peet, motioned to approve April 21, 2020 Meeting Minutes. None opposed. Motion approved.*

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3. Review of App and evaluation sheet:

Mr. Kitavi stated The Match on Main – COVID-19 Response Program temporarily expands the MEDC’s Match on Main Program and will provide up to \$50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts, including downtown, neighborhoods and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.

The maximum contribution to any one business is capped at \$10,000, the minimum amount must be at least \$2,000. This means that a minimum of 5 businesses or a maximum of 25 businesses must be selected for potential funding. Within these funding limitations, the applicant will determine which businesses will be included in the application for support and at what desired grant amounts.

The eligible businesses are businesses that were affected by the COVID-19 outbreak, for-profit and headquartered in Michigan, 25 employees or less, sells products or services face to face within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development, and has not received or been approved to receive MSF Small Business Relief Program funding or an MEDC Match on Main grant within the last 24 months.

Mr. Kitavi stated the turnaround is very quick. The businesses must be selected, and the amount of funding determined by the end of this month as well as submit the application to the MEDC.

Suggestions from members include an online application, targeting a specific group such as minority businesses and/or businesses who don’t have access to programs for PPE and grants.

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Mr. Kitavi stated we plan to make the application as easy as possible and target businesses that are opening later. The funds can be used rent, working capital, employees, PPE, etc.

Mr. Gonzalez referred to question #5 on the review sheet, “how long have you been in operation?” He stated Start Garden is taking a different approach since the newer businesses could use the help more than those that have been established for a few years.

Mr. Cuevas recommended providing technical support for accountability purposes. Mr. Kitavi stated once we receive the funding, we plan to look at adding technical assistance to this program.

Mr. Kitavi stated we can get a formal application out tomorrow, there would have to be urgency communicated to the people applying and the application is meant to be straightforward and sent to the businesses we think that would qualify off top. Mr. Kitavi asked for volunteers to assist with the evaluation and selection. Mr. Hill, Mr. Case, Mr. App, Ms. Williams, Ms. Peet, Ms. Jasper, Mr. Peterson, Mr. Stenstrom, Mr. Cuevas, and Mr. Scales volunteered.

Survey Results:

Mr. Kitavi stated DGRI sent a survey to over 200 businesses and received 54 responses. Quite a few businesses have received some type of support from Federal, State, and on the local levels.

Ms. Miller stated Uptown created a welcome back kit for our businesses. Our kit included branded window decals and a list of local resources for PPE and signage, and a copy of the OSHA guideline for employees and customers. We also are working on an advertising campaign. It takes a lot of time and energy to find resources that provide masks, hand sanitizer, etc. We also tried to highlight as many local vendors as possible.

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Mr. Kitavi stated we would like to include in our Newsletter those guidelines.

4. ESO Updates

None

5. Public Comment

None

6. Next Meeting – June 16, 2020 at 3 pm

7. Mr. Kitavi adjourned the meeting at 4:03 pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

DOWNTOWN GR SOCIAL ZONES

SUMMARY

4 SOCIAL ZONES CONSISTING OF **ONLY** PUBLIC PROPERTY (STREETS, SIDEWALKS, AND PARKS) WITHIN THE DDA AND MNTIFA

APPROXIMATE BUSINESS IMPACT:

- >> 133 BARS + RESTAURANTS + COFFEE SHOPS
- >> 44 RETAIL + SERVICE ESTABLISHMENTS

ZONES ARE CONTIGUOUS AND CONNECTED

EACH ZONE HAS FLEXIBLE INTERVENTIONS AT THE BLOCK LEVEL TO ASSIST BUSINESS RECOVERY

INTERVENTIONS ARE UNDERSTOOD TO BE FLEXIBLE AND ADAPTABLE AS SITUATIONS CHANGE

INTERVENTIONS INCLUDE:

- >> OUTDOOR RESTAURANT AND BAR SEATING, INCLUDING:
 - FOOD HALL / OPEN SEATING
 - RESTAURANT SPECIFIC SEATING
- >> OUTDOOR RETAIL AND SALES
- >> OUTDOOR FITNESS, INCLUDING PROGRAMS AND CLASSES FROM STUDIOS AND GYMS LOCATED IN THE ZONE OR OTHER DOWNTOWN SOCIAL ZONES

MONROE NORTH SOCIAL ZONE

ZONE BOUNDARIES (approximate - refer to next pages for more detail):
LEONARD STREET TO I-196
EAST SIDE OF GRAND RIVER TO IONIA AVENUE

POTENTIAL BUSINESS IMPACT (approximate)
15 BARS + RESTAURANTS + COFFEE SHOPS
5 RETAIL + SERVICE ESTABLISHMENTS

ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY AND THE MNTIFA BOUNDARY

BRIDGE STREET SOCIAL ZONE

ZONE BOUNDARIES (approximate - refer to next pages for more detail):
BRIDGE STREET FROM SEWARD AVENUE TO WEST SIDE OF GRAND RIVER

POTENTIAL BUSINESS IMPACT (approximate)
13 BARS + RESTAURANTS + COFFEE SHOPS
4 RETAIL + SERVICE ESTABLISHMENTS

ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY

CENTER CITY SOCIAL ZONE

ZONE BOUNDARIES (approximate - refer to next pages for more detail):
I-196 TO FULTON STREET
AH-NAB- AWAN PARK TO EAST PARK PLACE

POTENTIAL BUSINESS IMPACT (approximate)
65 BARS + RESTAURANTS + COFFEE SHOPS
20 RETAIL + SERVICE ESTABLISHMENTS

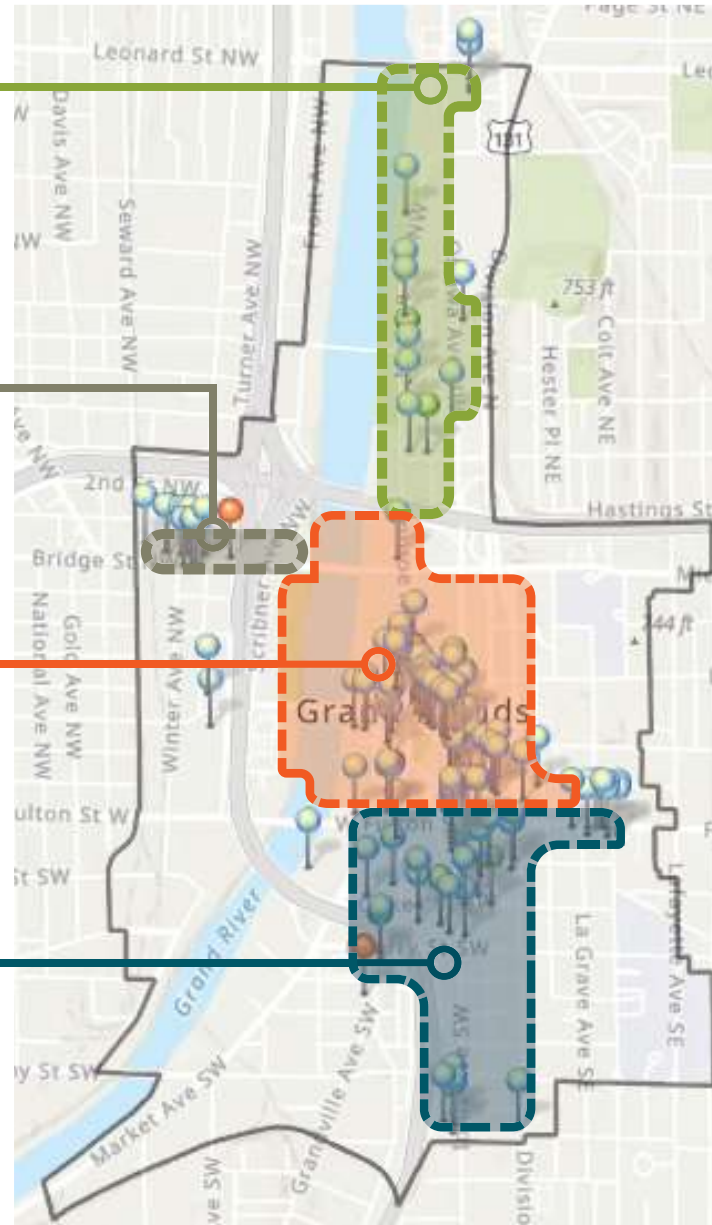
ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY

HEARTSIDE SOCIAL ZONE

ZONE BOUNDARIES (approximate - refer to next pages for more detail):
FULTON STREET TO LOGAN STREET
GRANDVILLE AVENUE TO DIVISION AVENUE

POTENTIAL BUSINESS IMPACT (approximate)
40 BARS + RESTAURANTS + COFFEE SHOPS
15 RETAIL + SERVICE ESTABLISHMENTS

ZONE IS COMPLETELY WITHIN THE DDA BOUNDARY



COVID-19 RECOVERY + REVITALIZATION : OUTDOOR PUBLIC SPACE

PERMIT PLANS + ILLUSTRATIVES



not to scale



CITY OF
GRAND RAPIDS



DOWNTOWN
GRAND RAPIDS INC

SOCIAL ZONE PERMIT DRAWINGS, ELEMENTS AND INTERVENTIONS DEPICTED REPRESENT THE FIRST STAGE OF DEPLOYMENT OF SOCIAL ZONES. FUTURE INTERVENTIONS MAY BE ADDED DEPENDING ON CIRCUMSTANCES. CURRENT INTERVENTIONS MAY BE MODIFIED DEPENDING ON CIRCUMSTANCES. ANY MODIFICATIONS SHALL BE APPROVED BY CITY OF GRAND RAPIDS VIA AN AMENDED PERMIT.

8 June 2020

PHASE 1: page 1

DINNER ON THE GRAND

AS of July 9, 2020. Subject to change

Questions:

Times: What time of the day will operation be open from?

The Food Court will be open from 4:00pm to 9pm, Monday thru Friday. No weekend hours

When is the first day of operation?

I would suggest Monday July 21st, 2020.

How many vendors will be allowed in for each day?

We will have 5 vendors each day while we are open.

Is there a minimum number of days to commit to? Max number of days?

We are asking for a minimum of a one-week (5 Business days) commitment from each vendor. We will schedule 2 weeks in advance to help advertise who will be operating each week. If a vendor wants to do the first 2 weeks, then they can. Sign up will be on a first to sign up basis.

Costs per day of each vendor?

\$200/day without selling alcohol (This will be done by asmglobal)

Contract?

Each vendor will have to sign a contract before they can begin to operate at the Food Court.

Can we get in early to setup before you open (First day of operations)?

Vendors will be allowed to come in the day before to bring product to DeVos place. And have some time to prep if needed. Each vendor will need to setup a time to come in to drop off product/prep. Times will be limited in the building.

Vendors will be able to come into the building thru the loading dock located off of Lyon street. They may pull their vehicle up to the doors near the kitchen to unload.

Areas in the walk-ins will be labeled for each vendor to use to store their product. Please Let Jeff know how much space you might need in the walk-ins and for dry storage.

Additional cooking equipment

Please send your menu and any additional cooking equipment that you would like to bring in ASAP so that the Health Department will look to approve the additional equipment coming in. Please bring all kitchen small wares that you will need to use with you.

Plates and Utensil for vendors?

Vendors will need to bring in their own plates and utensils.

Advertising? Is the building doing anything for this, and if so, what will we be doing? Do the vendors need to advertise as well?

The building will be doing some advertising for the Food Court. We would welcome each Vendor to communicate to their staff and customers about Food Court.

DINNER ON THE GRAND

AS of July 9, 2020. Subject to change

Environmental conditions?

We will have the air conditioning on in all areas being used each day. Ballroom, lobby and kitchen areas.

Staff check in location?

All staff will enter thru the Service corridor off of Lyon street (Sign on door) and sign in. At that time each person will have their temperature taken. If it is at or above 100.4 degrees, you will have to wait 15 minutes to have their temp taken again. If it is still at 100.4 or above, they will not be allowed to work that day.

Please send to Jeff Dubin (jdubin@grsavor.com) a list of whomever you have working each night. We will need all staff to come in thru one location. This follows Michigan Restaurant and Lodging Association (MRLA) guidelines setup for re-openings.

Cleaning staff?

Staff will be walking around to clean bathrooms, tables and chairs along with other areas that will be used during each evening.

Social distancing?

Yes. Tables with chairs will be at a minimum of 6ft apart. We will also place X's 6ft apart in the line to order food.

Masks?

These are mandatory. Guests will need to wear a mask into the building and only be allowed to take it off at their table. Once they get up to use a restroom or go back in line, they will need to wear their masks.

Will the building supply mask for staff and guests if they don't have one?

Each vendor should have their own masks with them. However, if they need one, we will be able to supply them with a mask for \$1.00 each. Guests who do not have a mask will also need to purchase a mask for \$1.00

Will there be entertainment on-a-daily basis (Band or DJ)?

Music will be playing inside of the Ballroom. We will be checking on local artist to supply live music during each night we are open.

POS (Point of Sale)

Each vendor will need to supply their own POS for service. Please try and keep all transactions to paperless. Only accepting Credit cards or Debit Cards will increase speed of service. You may accept cash sales but please keep in mind that we will not have any change available.

DINNER ON THE GRAND

AS of July 9, 2020. Subject to change

Menus. Suggested number of items to sell?

This will depend on ability to cook from the kitchen and available product to use with unknown attendance. Suggest smaller menu items to prepare. Maybe some combos or just a few items to sell. Along with ad- on items at the POS along with beverages

Curbside pickup?

We can designate a location just outside of the building on Lyon street.

Phone line to call ahead to place an order.

At this time, it is suggested that a cell phone number from each vendor be used as a point of contact for pickup orders.

Can someone reserve a table?

Not at this time.

Health department (Has anyone been in touch with them about this)?

The Health Department will be expecting to see all applications submitted ne week before you will be operating here.

Parking for workers and guests?

TBD