

## Goal 5

# Virtual Meeting Instructions



Hello,

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 all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access your upcoming virtual meeting.



### MICROSOFT TEAMS

#### How to Join the Meeting:

1. It is recommended to download the App (but not necessary):
  - a. [Apple Devices](#).
  - b. [Android Devices](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web. [Click here to access the March 18, 2021 Teams meeting.](#)
3. Allow access to your mic and camera (this is very important for you to join the conversation).
4. Prior to joining the meeting, it will require you type your name. Make sure your mic and audio are on and click join.

#### Virtual Meeting Etiquette:

- Test the app and all technology (including camera/video, Wi-Fi, and audio) before the meeting.
- Always have a contingency plan, you may want to download the app to a second device.
- Mute your microphone when you are not speaking.
- Start a comment by saying your name. Not everyone may recognize your voice. This practice also facilitates the work of the person who is taking minutes.
- Be aware of your surroundings: make sure your background is professional and work appropriate.

If you have any questions or need further assistance, please email [asloan@downtowngr.org](mailto:asloan@downtowngr.org). Thank you!

# AGENDA

## GOAL 5 ALLIANCE



### Board Members:

Adrienne Brown-Reasner • Amelea Pegman • Catherine Zietse • Chad LeRoux • Derek Call • Eddie Tadlock  
• Emily Evers • Evette Pittman • Hannah Berry • Julio Cano • Kate Burke • Katie Moore • Katherine Williams •  
Kyle DeGroff • Lisa Knight • Maddie Schaab • Rachel McKay • Reb Roberts • Stephanie Adams • Valerie Wahna

March 18, 2021

3:00p – 4:30p

Virtual Microsoft Teams

- |     |   |  |
|-----|---|--|
| 1.  | Call to Order   | Adams  |
| 2.  | <a href="#">2/18/21 Meeting Recording Approval</a> (action item)  | Adams  |
| 3.  | Alliance Members Update   | Adams  |
| 4.  | Attendance Policy   | Adams  |
| 5.  | FY'21 Budget Priorities (action item)   | Van Driel                                    |
| 6.  | River Governance Update   | Guy  |
| 7.  | World of Winter Recap   | Van Driel                                    |
| 8.  | Upcoming Events/Programming <ul style="list-style-type: none"><li>• DGRI produced</li><li>• Additional sponsored events</li><li>• Square Peg Events</li></ul> | Van Driel<br>Catcho<br>Van Driel<br>Hagedorn |
| 9.  | Next Month Agenda <ul style="list-style-type: none"><li>• Lyon Square Update</li><li>• Dwelling Place Mural and Programming Proposal</li></ul>                | Adams  |
| 10. | Alliance Member & DGRI Staff Update   |  |
| 11. | Public Comment  |  |
| 12. | Adjournment   | Adams  |
| 13. | Next Meeting – April 15, 2021   |  |





**DOWNTOWN**  
GRAND RAPIDS INC.

TO: DGRI Alliance Members  
FROM: Tim Kelly  
DATE: February 2021  
SUBJECT: Alliance Member Attendance Policy

As an important component of the Downtown Grand Rapids Inc. organizational model, three Alliances (Investment, Livability, and Vibrancy) were created in 2014 to provide meaningful opportunities for Downtown practitioners, employers, partners, cultural institutions, and other stakeholders to be involved in the day-to-day process of improving Downtown Grand Rapids.

In 2017, this model evolved into five citizen Alliances organized to advance the goals of GR Forward:

**GR Forward Goal 1 Alliance** – advises on programs and projects to reestablish the Grand River as the draw to the City and region.

**GR Forward Goal 2 Alliance** – advises on programs and projects to develop a true Downtown neighborhood home to a diverse population.

**GR Forward Goal 3 Alliance** – advises on programs and projects to implement a 21st century mobility strategy in Downtown.

**GR Forward Goal 4 Alliance** – advises on initiatives to expand economic opportunities in Downtown.

**GR Forward Goal 5 Alliance** – advises on public space programs and projects that create an ever more welcoming and inclusive Downtown.

Each of the Alliances meets regularly and provides staff with input regarding DGRI programs, projects, incentives, and services. Relative to the fiduciary boards of DGRI (DDA, DID, MNTIFA), the Alliances perform deeper, project-level engagement and report back to the DGRI Board of Advisors and the fiduciary boards with regular updates. The membership of the Alliances each elected their own chairperson, and by virtue of that election, that individual is provided a voting, ex-officio seat on the DGRI Board of Advisors.

Given the important role of the Alliances in advising on DGRI projects, programs, and priorities, regular participation becomes a critical element to ensure continuity, comprehension, and progress. Respective of that need, the Board of Advisors approved in 2014 an attendance policy intended to compel regular participation and, when needed, create a mechanism to make seats available to members of the community whom have the ability to participate regularly. That policy appears below.

29 PEARL STREET NW SUITE 1  
GRAND RAPIDS MI 49503  
616 719 4610

[WWW.DOWNTOWNGR.ORG](http://WWW.DOWNTOWNGR.ORG)



**DOWNTOWN**  
GRAND RAPIDS INC.

## DGRI Alliance Attendance Policy

Regular attendance by members of the Downtown Grand Rapids Inc. (DGRI) Alliances is essential to the operations and production of DGRI programs, projects, and other initiatives. DGRI staff and fiduciary boards depend on the concerted efforts of Alliance members both individually and collectively for advisory and participative bases. Further, DGRI Alliance meetings comply with requirements outlined in the Open Meetings Act, and meetings are required to obtain a quorum of members to advance official decisions and recommendations. As such, members of DGRI Alliances shall not be absent to more than two of their respective, normally scheduled Alliance meetings over any 6-month period.

DGRI staff will track attendance records for each Alliance and will notify the respective Chairs in the instance where a member's absences exceed the threshold defined herein. The Alliance Chair will then ascertain the member's justification for excessive absenteeism, and accordingly, report back to the President & CEO if the excessive absences are not justifiable and/or understandable due to either personal or professional obligations. Upon agreement between the Alliance Chair and the DGRI President & CEO that the absences justify removing the individual from the Alliance, the President & CEO will notify the individual that their seat would be better filled by a more participative member.

In the instance that an Alliance Chair demonstrates poor attendance as described herein, the DGRI President & CEO, in partnership with the Chair of the DGRI Board of Advisors, shall make the determination if the absences are justifiable and understandable. In the instance where such absences are deemed to be excessive, the President & CEO shall notify the Alliance Chair of the decision and the corresponding Alliance will be tasked with electing a new Chair.

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# FY'22 Budget Priorities



## GR Forward GOAL 5 ALLIANCE

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### Events & Programming

- World of Winter
- Women's Way Ribbon Cuttings
- State of Downtown
- Chalk It Up
- Silent Disco
- Scavenger Hunts/Walking Tour
- Taste of Downtown
- National Go Skate Day
- Major Event Sponsorship Program
- Seasonal Event Sponsorship Program
- Office of Special Event Support
- Storage

### Placemaking & Public Art

- Dwelling Place Mural
- ACT Mural
- Crosswalk Mural
- Maintenance
- Alley Activation
- Parks Fitness Programming
- Blue Bridge Activation
- River Related Programming
- Activate This Place Grant Program
- Food Truck Ordinance Support
- Winter Activation
- Pop-Up Performer Program
- Play Downtown
- Holiday/Winter Décor
- Projection Mapping

### Place Management

- Dog Parks
- Dog Waste Stations
- Skate Park
- Parklet
- Beautification & Plantings
- Portland Loo
- Project & Fixed Asset Maintenance
- Calder Plaza Temp. Improvements
- Downtown Ambassadors
- Downtown Tree Plantings
- Rosa Parks Circle Ice-Skating

### Parks & Infrastructure

- Rosa Parks Circle
- Lyon Square
- Van Andel Arena Phase 2
- Switchback Park

# ACTIVATION TEAM 2020

## PROGRAM/PROJECTS/EVENTS

Outlined below showcases the Activation teams project installations dates/times for 2020.

PROJECT	PROGRAM	DETAILS	START	END	COMPLETED
Games	PSA	555 Monroe Ave. NE Ping pong table and chess/checkers board games	3/18/2 1 install		
Walking Tours	Events				
Scavenger Hunt	E				
Katie Moore Window Installation	PSA	Window installation			
Dayna Walton Bug Spot Mural	PSA	Interactive mural installation underneath Bridge St. along the Riverwalk on west bank			
Maddie Chaffer Live to Eat Mural	PSA	2 Jefferson alley mural			
Steven Reynolds Color by Numbers	PSA	Multiple locations at the B.O.B and Mobile GR			
Steve Fridsma	PSA	Placemaking mural installation at 1020 Monroe NW organized by Monroe North Community Church			
Downtown Live	Events		May 22	May 22	
Chalk It Up	Events	RPC, Blue Bridge and social zones	May 23	May 23	
Skate Park Grand Opening	Events	555 Monroe Ave. NW build by AGA Nation.	June 19	June 19	
Taste of Downtown	Events		July		
Silent Disco	Events		August		
ACT Mural	PSA				

PROJECT	PROGRAM	DETAILS	START	END	COMPLETED
Dwelling Place Mural	PSA				
Manidoo Bawating Ribbon cutting	Events				
Chinese Water Festival	Events				
Outdoor Fitness Series	PSA	Coordinated through the parks dept.			
Rad American Women "X" box	Mural	Repainting			
Tunnel Vision	Mural	Update			
Anishinabek	Mural	Update			
Women's Way – Maurilia Ortiz Blakely	Mural	On San Chez	May		
Women's Way Ribbon Cuttings	Events	All locations	Sept		
Relax at Rosa	Events	Outdoor concert series and mini food truck rally.	Sept.	Oct.	
State of Our Downtown	Events		Sept.		
Pumpkin Carving	PSA		Oct.		
Winter Lighting and Décor	PSA		Oct.		
World of Winter	Events		Jan.	Feb.	



The best daily information for downtown Grand Rapids, MI

Information  
changes  
daily  
to reflect  
downtown  
activities!

# Downtown Ambassador & Hotel Concierge Downtown Information Guide Card



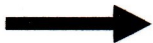
Go to website: [www.downtowngr.org/xxxxxxxxxx](http://www.downtowngr.org/xxxxxxxxxx)  
or scan QR Code (real-time information)

for the best daily information of what's open today downtown:

Restaurants & Bars with food specials, **addresses, websites and phone numbers** links on devices with HTML - Retail Outlets

Museums hours of operation, Arena and Convention Center information  
along with movie theater guide showing movie times

Scan this:



This daily information is provided to you by your tax dollars and assessments at work  
by the staff at the Downtown Development Authority (DDA)  
aka Downtown Grand Rapids, Inc. (DGRI) - city of Grand Rapids, MI



Michigan Flashcard - Scott Atchison  
PO Box 1235  
Grand Rapids, MI 49501  
NativeGR@gmail.com 616-293-9056



Downtown  
Grand Rapids, MI

Information City!

This card will show you  
how to access the best  
downtown information of  
what is open today.  
You will be able to see  
all restaurants and bars  
open downtown today.  
We have the best local  
information.

What are the  
restaurants in  
walking  
distance?

We have an hour  
before we go to  
the airport. Let  
me grab my cell  
phone. This is  
great! Better than  
any other city!  
Look, links!

Scan  
this:



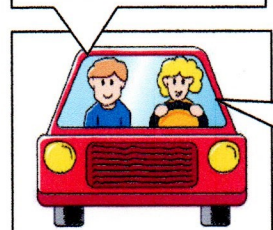
Hotel  
Concierge



I am a Downtown  
Ambassador. Here is  
the information card.



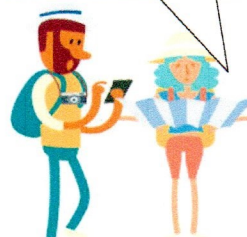
Maybe that Downtown  
Ambassador can help.



Place  
Stamp  
Here

Where  
should  
we  
park?

I guess there is no  
information center  
downtown according to  
this map.



Forward to: DDA Board

cc: Downtown Stakeholders

USPS please deliver to:

DGRI

Tim Kelly & Staff

29 Pearl St. NW - Suite 100  
Grand Rapids MI 49503

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