

# AGENDA



## ALLIANCE FOR VIBRANCY

### Board Members:

Kate Betts • Bradley Comment • Trey Conner • Michael Couch • Christian Gaines • Janet Korn • Chad LeRoux  
David Marquardt • Brandy Moeller • Ciciley Moore • Dennis Moosbrugger • Nick Nortier • Shane Philipsen  
Evette Pittman • Joanne Roehm • Scott Stenstrom • Eddie Tadlock • Aaron Turner

---

January 20, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- |     |   |           |               |
|-----|---|-----------|---------------|
| 1.  | Call to order (11:00)   |           | Moeller       |
| 2.  | Approval of Minutes: 11/18/15 (11:02)   | Motion    | Moeller       |
| 3.  | Meeting Purpose: (11:04)  | Info Item | Moeller       |
|     | <ul style="list-style-type: none"><li>• Presentation on the final GR Forward Plan's initiative to understand how they align with AFV initiatives in 2016</li><li>• Discussion on the Calder Plaza Re-design</li><li>• Winter Programming Updates/Outcomes on WWL, Décor, and Valent-ICE</li></ul> |           |               |
| 4.  | GR Forward Plan (11:06)   | Info Item | Kelly         |
| 5.  | Calder Plaza Re-design Update (11:26)   | Info Item | Kelly/Moeller |
| 6.  | Winter Programming/Outcomes (11:36)   | Info Item | Buller        |
| 7.  | Working Groups (11:50)  |           |               |
| 8.  | DGRI Staff Update (12:15)   | Info Item | AFV Staff     |
| 9.  | AFV Members update (12:20)  | Info Item | AFV Members   |
| 10. | Public Comment (12:28)  |           |               |
| 11. | Next Meeting – February 17 (12:29)  |           |               |
| 12. | Adjournment (12:30)   |           |               |





1. Call to Order- Moeller called the meeting to order at 11:05am
2. Members Present: Michael Couch, Janet Korn, Chad LeRoux, David Marquardt, Brandy Moeller, Ciciley Moore, Dennis Moosbrugger, Nick Nortier, Shane Philipsen, Scott Stenstrom, Eddie Tadlock, Aaron Turner  
  
Members Absent: Kate Betts, Bradley Comment, Trey Conner, Christian Gaines, Evette Pittman, Joanne Roehm  
  
Others Present: Kim Van Driel, Annamarie Buller, Andy Guy, Jennie Kovalcik, LaTarro Traylor, Gustavo Rotondaro, Kisha McPherson, Reb Roberts, Amelea Pegman
3. Approval of 9/16/15 & 10/21/15 Minutes-  
*Motion: Chad LeRoux, supported by Eddie Tadlock, moved approval of the September 16, 2015 and October 21, 2015 minutes as presented. Motion carried unanimously.*
4. Meeting Purpose-  
Moeller took a moment to give an overview of the meeting agenda. Moeller explained that DGRI Diversity and Inclusion efforts and Community Engagement efforts were the main focus of the meeting.
5. Downtown Census-  
Rotondaro presented the Downtown Census Project. He said that the project overviews a baseline estimate of the downtown residential population, data acquisition, and benchmarking in the DGRI region. Rotondaro explained how data was collected from a variety of populations linked to ethnicity, work, transit, housing, growth, and more. He added that the data is compared from all

sources and will be used to target city block outreach efforts. Van Driel said that the information is helpful for the Alliance working groups and their marketing targets. Rotondaro stated that data is evolving and being used across the Alliances and DGRI staff. Moeller asked if there was data being collected in regards to preferred communication outreach. Rotondaro said that he will be getting information on the best way to accomplish outreach efforts based on census data.

6. DGRI Outreach and Engagement-Organization and Events-

Guy overviewed the importance and focus on additional inclusion, equity and diversity outreach efforts. He added that progress has already been made, and more are to come with the addition of LaTarro Traylor to focus on this goal. Guy said that Traylor works on diversity through event programming, workforce, and community engagement. Traylor said that there was an event matrix on each table, which listed organizations and events aimed towards inclusion, equity, and diversity. She said that the matrix puts these organization and events on our radar to start planning months ahead with appropriate support where needed. Traylor added that DGRI aims to be a resource to positively connect intentionally and impactfully, by collaborating and building new relationships. She said that Gustavo Rotondaro's census data and the GR Forward Plan are helping to outline this goal. Traylor asked the Alliance to add any events or organizations to the matrix, explaining that is an ongoing and growing list. Buller asked for an example of support given related to this goal and matrix. Traylor said that LLS reached out to DGRI for sponsorship, and she offered supplies for the kid's games rather than a monetary contribution. She explained that this allowed DGRI to be present at the event and helped make the event successful. Traylor said that the Boy Scouts of America luncheon was another example of support given, by buying a table at the event and inviting community members to see other professional works. She said that people and groups that are looking to diversity boards ask her for a point of connection. She added that there are other ways to help support these efforts besides just monetary, by being an overall leader in engagement and a helpful resource. Moeller suggested adding events that DGRI is currently involved in or working on, like Tate of Soul to the list.

\*Alliance brainstormed events they know of amongst themselves.

Event Calendar – Data Entry, Notable Anniversaries:

Van Driel said that Broomball is happening this year, and currently has the best registration in its history. She said this event will activate Rosa Parks on every Monday and Tuesday night during the winter season. Van Driel added that the GR Forward Plan needs one more approval, from the City Commissions Office. She said that Tim Kelly received all of the Calder Plaza RFP applications, and a steering committee will be assembled to help with the selection process. Van Driel asked if anyone from the Alliance was interested in being on the committee to let her know.

7. DGRI Staff Update-



Traylor stated that the Beer, Wine and Food Festival, along with the Antique Fair, kick off this weekend at DeVos Place. Moeller asked if DGRI will have a presence at the Festival. Traylor said not professionally but some will be in attendance.

Buller said that the holiday lights are being put up all over downtown continuously. She added that there was a slight delay, but all of the lights will be up by December 3<sup>rd</sup> for Holiday Tree lighting and the opening of Rosa Parks Circle ice skating. Buller said that Window Wonderland voting is happening currently. She added that Grand Caroling will take place on all Friday's in December, and that Holiday's Cheer will be in multiple places in downtown throughout the season. Buller said that Valent-ICE is coming up as well, but will not be marketed strongly until mid-December. Van Driel said that starting December 18, DGRI and the UICA will offer five free holiday movies, first come first serve, to encourage the first round of Movie's in the Park voting. She added that impact results will be in soon. Moosbrugger asked if there would be a free parking incentive this year, similar to other years. Buller said that she is working on getting the parking to encourage shoppers

8. AFV Members Update-  
None
9. Public Comment-  
None
10. Next Meeting: December 16, 2015
11. Adjournment: Moeller adjourned the meeting at 12:13pm.

Minutes taken by:  
Jennifer Kovalcik  
Administrative Assistant  
Downtown Grand Rapids Inc.