

AGENDA



ALLIANCE FOR VIBRANCY

Board Members:

Mark Breon • Adrienne Brown • Bradley Comment • Trey Conner • Michael Couch • Jermale Eddie • Jacklyn Hernandez
Janet Korn • Chad LeRoux • Latesha Lipscomb • David Marquardt • Kisha McPherson • Brandy Moeller • Ciciley Moore
Nick Nortier • Amelea Pegman • Evette Pittman • Reb Roberts • Joanne Roehm • Elijah Steinmetz • Scott Stenstrom
Eddie Tadlock • Todd Tofferi

October 19, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

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|-----|---|-----------|------------------|
| 1. | Call to order (11:00) | | Moeller |
| 2. | Approval of Minutes: 7/20/16 (11:01) | Motion | Moeller |
| 3. | Calder Plaza Design Update (11:02) | Info Item | Kelly |
| 4. | The Venue at the B.O.B Mural Opportunities (11:25) | | |
| 5. | Downtown Hospitality Working Group (11:35) <ul style="list-style-type: none">• GR Forward Lunch and Learn Event• Free Parks Exercise Classes• Food Truck Ordinance Pilot Program• Tuesdays on the Town | Info Item | Buller |
| 6. | Public Space Activation Working Group (11:50) <ul style="list-style-type: none">• City Seat• Food Truck Event | Info Item | Hagedorn |
| | | Info Item | Van Driel |
| 7. | Community Inclusion Working Group (12:00) <ul style="list-style-type: none">• Diversifying Board Representation• DGRI/GRPS Job Shadow Program | Info Item | Traylor |
| 8. | DGRI Winter Programming (12:10) | Info Item | Buller/Van Driel |
| 9. | DGRI Staff Update (12:20) | Info Item | AFV Staff |
| 10. | AFV Members update (12:25) | Info Item | AFV Members |
| 11. | Public Comment (12:29) | Info Item | Moeller |
| 12. | Next Meeting – January 18, 2017 (12:29) | | |
| 13. | Adjournment (12:30) | | |





1. Call to Order- Tadlock called the meeting to order at 11:07am
2. Members Present- Mark Breon, Adrienne Brown, Laura Cleypool, Michael Couch, Jermale Eddie, Amanda Gliczyk, Cynthia Hagedorn, Jackie Hernandez, Ciciley Moore, Nick Nortier, Amelea Pegman, Evette Pittman, Reb Roberts, Scott Stenstrom, Eddie Tadlock, Todd Tofferi

Members Absent- Bradley Comment, Trey Conner, Janet Korn, Chad LeRoux, Latesha Lipscomb, David Marquardt, Kisha McPherson, Brandy Moeller, Joanne Roehm, Elijah Steinmetz

Others Present: Annamarie Buller, LaTarro Traylor, Jennie Kovalcik, Kimberly Van Driel, Tim Kelly, Andy Guy, Kristen Aidif
3. Approval April 20, 2016 Minutes-
Motion: Evette Pittman, supported by Nick Nortier, moved approval of the April 20, 2016 minutes as presented. Motion carried unanimously.
4. Meeting Purpose-
Tadlock provided an overview of the meeting agenda; including a Calder Plaza update, working group updates, and Parks Master Plan information.
5. Calder Plaza Update -
Kelly presented updates on the Calder Plaza project; stating a site analysis has been completed, consultants have been chosen, and feedback has been provided. Kelly said some important aspects that were identified include connectivity to other areas of interest downtown and programming in the Plaza. Kelly said focus groups were conducted, a survey component was created, and community engagement continues. Kelly also noted the project has received positive media coverage. Kelly said next steps for the project are to evaluate concept options and host another community meeting in August. Kelly said the goal is for the final plan to be delivered in late

November. Eddie asked what ideas were voiced from the community to make the Plaza weather friendly and provide shade. Kelly responded adding shade components to the outlying areas, including lawn and tree space, are a few ideas. Kelly said adding movable furniture that can be stored to the side during big events could provide daily shade, along with an addition of a permanent stage structure. Eddie asked if the Plaza has a snowmelt system. Kelly said no, the City of Grand Rapids clears the snow. Tofferi asked if there would be any permanent modification to the Plaza cement deck. Kelly said it is a possibility when considering adding accessible features.

6. Food Truck Ordinance Update -

Guy said the goal of updating to the food truck ordinance is to activate under-utilized space in the public realm, along with creating small business development start up opportunities highlighted in the Mayor's State of the City address. Guy said DGRI has been working on engagement by creating focus groups, surveying truck owners, and interviewing restaurateurs. Guy continued, through these efforts, DGRI has created a draft ordinance that went before the City Commission last Tuesday. Guy said DGRI has collaborated with LINC to host a food truck town hall tonight to discuss the ordinance, with a formal discussion at the City level leading into approval at the end of August. Guy said some notable changes in the ordinance include: streamlining food truck licensing, licensing the business and not individual employees, public safety protocols with the Fire Department and the ability for trucks to operate in the public realm independently. Guy explained one provision is a recommended 100 foot buffer to keep food trucks distanced from restaurant store fronts. Pegman asked about the responsibility of food truck owners related to waste management. Guy responded the ordinance will clearly spell out policies and provide a checklist for owners, putting responsibility on the food trucks and not putting undue burden on the public spaces, like parks. Pegman said trucks that are present during ArtPrize will be required to use compostable materials, providing an opportunity to educate and stay green. Pegman explained the importance of consistency in messaging and marketing in regards to recycling. Guy said the ordinance spells out recycling messaging, and the current draft is a pilot for the next two (2) years allowing changes to be made where needed. Eddie asked if the inspection process differs from that of restaurants. Guy said the trucks must go to the Health Department, Fire Department, and Clerk's office for licensing to be in the public space. Guy said DGRI and stakeholders will work with those departments to address what is needed to preserve spaces; however, health inspections are covered directly by the Health Department. Aidif asked if there is a living list of food trucks that can operate in the downtown or if trucks from other markets are able to operate here as well. Guy said as long as the truck is licensed they are able to operate in the public realm. Roberts asked for details regarding tonight's event at LINC. Guy said the event is an opportunity for conversation with partners, food truck owners, and restaurant owners to talk about what the ordinance will do and create a more informed and educational conversation. Buller asked when the ordinance will go into effect if it is passed. Guy responded immediately. Guy concluded by saying DGRI and stakeholders will work on options this fall and experiment, coming back in the spring prepared for the new food truck season.

7. Downtown Hospitality Working Group -

Buller said GR Forward Lunch & Learns have kicked off, encouraging members to either bring a lunch or purchase from food trucks before Relax at Rosa starts. Buller explained the program is meant to provide targeted educational information to downtown employers and employees in a variety of ways. Buller said Tim Kelly will be presenting at this month's Lunch & Learn. Buller went on to explain potential marketing programs downtown. Buller said 616 Developments partnered with downtown businesses to provide residents with local deals to create a successful program. Buller said 616 Developments are open to expanding the perks to other downtown organizations, adding the potential to offer this program to downtown workers as well. Buller said Find it Downtown is another marketing opportunity inspired by a staff trip to Winnipeg over the past winter. Buller explained an Instagram hashtag would be created (#finditdowntown) to tag photographs of favorite things found downtown. Buller said discounts would be associated with businesses that utilize the hashtag. Buller then explained the Downtown Indy Dwell Membership concept as one that focuses on downtown workers. Buller said individuals would pay to become a member or employers could purchase memberships for employees to enjoy benefits; like exclusive member parties, local event perks, and a monthly newsletter. Buller said next steps include meeting with stakeholders to launch marketing programs. Buller noted Experience GR's current project, Art Outdoors, which encourages local artists to submit art that promotes Grand Rapids on billboards and downtown storefronts.

8. Public Space Activation Working Group -

Van Driel said the Public Space Activation Group promoted the act of play downtown, including bringing DGRI's large games out during public events. Van Driel said other downtown organizations partnered to use the games during their events. Van Driel said the working group is collaborating with Kendall College of Art & Design on Louis Campau sculpture ideas, with funding and design concepts for this project to be approved by the alliance. Van Driel added the design concepts are inspired by Furniture City History Public Artwork, where furniture items and their history in Grand Rapids could be featured in the public realm. Van Driel moved on to the Event Management Program (EMP) that will kick off in September. Van Driel explained EMP was created as a free program by DGRI and the City of Grand Rapids - specifically Kim Van Driel, Evette Pittman, and Kristen Aidif - to provide a training program for event producers. Van Driel said more dates for this program are available due to significant interest, noting the first three (3) sessions are already full. Van Driel said the City of Grand Rapids has offered discounts to those who take the program, and DGRI is making the program mandatory for organizations who wish to receive sponsorship. Aidif presented an overview of the program contents.

9. Community Inclusion Working Group -

Traylor provided insight into what the Community Inclusion Group has been working on. Traylor said a conversation regarding diversifying board members has continued, with the possibility of

extending Board Connect to more than once a year. Traylor said after discussions with George Bayard, the African American Museum may become a temporary installment to raise awareness in the interim due to cost and space limitations. Traylor said DGRI and the UICA ArtWorks program have collaborated to provide students with a walking tour of downtown to discuss different art mediums and development renderings. Traylor continued Brian Hedrick, DGRI's Graphic Designer, will be the lead on this tour. Traylor said another project that has transpired is a transportation component to MITP. Traylor explained DGRI had partnered with LINC to manage a bus system to and from MITP, benefiting a diverse community. Traylor showed the Growing Together video.

10. Parks Master Plan Update –
Cleypool presented an overview of the Parks Master Plan; including a timeline, community engagement events, current promotional materials, and data analysis results.
11. DGRI Staff Update –
Traylor announced upcoming programming for the 2016 Olympics will be held at Rosa Park's Circle. Buller provided details for the upcoming Downtown Residents Network event. Van Driel said DGRI will be announcing the voter's choice movie tomorrow at Movies in the Park.
12. AFV Members Update –
None
13. Public Comment –
None
14. Next Meeting-
October 19, 2016
15. Adjournment-
Tadlock adjourned the meeting at 12:31pm



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