

# 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

February 15, 2017

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- |     |   |                                     |                                |
|-----|---|-------------------------------------|--------------------------------|
| 1.  | Call to order (11:00)   |                                     | Moeller                        |
| 2.  | Approval of Minutes: 10/19/16 (11:01)   | Motion                              | Moeller                        |
| 3.  | Meeting Purpose: (11:02) <ul style="list-style-type: none"><li>• Future structure of the Alliances</li><li>• Updates on Working Group initiatives</li><li>• Future Project Exercise</li></ul> |                                     |                                |
| 4.  | DGRI Alliance Structure (11:05)   | Info Item                           | Larson                         |
| 5.  | AFV Working Group Updates (11:35) <ul style="list-style-type: none"><li>• Downtown Hospitality</li><li>• Community Inclusion</li><li>• Public Space Activation</li></ul>                      | Info Item<br>Info Item<br>Info Item | Buller<br>Traylor<br>Van Driel |
| 6.  | FY 2018 DDA Budget Exercise (11:45)   | Exercise                            | Moeller/Van Driel              |
| 7.  | DGRI Staff Update (12:20)   | Info Item                           | AFV Staff                      |
| 8.  | AFV Members update (12:25)  | Info Item                           | AFV Members                    |
| 9.  | Public Comment (12:29)  | Info Item                           | Moeller                        |
| 10. | Next Meeting – March 15, 2017 (12:29)   | Info Item                           | Moeller                        |
| 11. | Adjournment (12:30)   |                                     | Moeller                        |





1. Call to Order- Moeller called the meeting to order at 11:05am
2. Members Present- Adrienne Brown, Trey Conner, Janet Korn, Chad LeRoux, Latesha Lipscomb, Kisha McPherson, Brandy Moeller, Nick Nortier, Evette Pittman, Reb Roberts, Scott Stenstrom, Eddie Tadlock  
  
Members Absent- Mark Breon, Bradley Comment, Michael Couch, Jermale Eddie, Jacklyn Hernandez, David Marquardt, Ciciley Moore, Amelea Pegman, Joanne Roehm, Elijah Steinmetz, Todd Tofferi  
  
Others Present: Annamarie Buller, LaTarro Traylor, Jennie Kovalcik, Kimberly Van Driel, Bill Kirk, Andy Guy, Laura Cleypool, Cynthia Hagedorn, Ashlee Lambart
3. Approval July 20, 2016 Minutes-  
*Motion: Eddie Tadlock, supported by Adrienne Brown, moved approval of the July 20, 2016 minutes as presented. Motion carried unanimously.*
4. Calder Plaza Design Update -  
Van Driel said DGRI and the design consultants are nearing the end of the planning process. Kirk provided an overview of the three concepts that had emerged from the feedback portion of the project. Kirk said design details focus on higher level items outlined in the GR Forward Plan, including: a public health loop plan, pedestrian connections, and public programming. Kirk provided examples of engagement, such as focus groups, that helped mold the three concepts. Kirk went over specific survey results that covered a wide array of needs and wants for the plaza, from events to greenery. Kirk said the final plan will likely be a combination of all three concepts, keeping in mind the need to maintain the integrity of the art piece itself. Kirk said next steps include another steering committee scheduled for November where the final concept will be revealed. Kirk added funding will be budgeted in the next fiscal year.

5. The Venue at the B.O.B. Mural Opportunities -

Ashlee Lambart from the BOB presented an opportunity for public space activation at the new 20 Monroe Live location. Lambart explained there is space for multiple murals to be completed in and around the venue. Lambart said the goal is to commission three large murals that will be open to the public all of the time as more permanent works. Lambart went on to say the alleyway between the BOB and 20 Monroe Live Venue has eight main walls that could allow for a mural competition to take place. Lambart said after a call for artists is sent out, artists could submit their work and a panel of judges will select the top eight that would complete the space. Lambart said once completed, the murals could be viewed by the public for voting when the venue opens and the top three could win prize money. Lambart explained that the all eight of the selected artists will receive a stipend to complete the projects, while the cost of food and materials will be covered by the venue. Lambart said she would be looking for funding support and artists from the alliance and presented a tentative timeline, along with her contact information.

6. Downtown Hospitality Working Group -

- GR Forward Lunch & Learn Event:

Buller said the first Lunch & Learn took place in September during a Relax at Rosa event. Buller said some ideas were captured to strengthen the series for next year, and the hope is to host the event once a month while targeting different groups interested in the GR Forward Plan. Buller said three specific targets for next year are the City, County, and Amway employee base.

- Free Parks Exercise Classes:

Buller said there was a great turnout to the free exercise classes offered this year. Buller noted Zumba was the most popular class with over 2,000 attendees throughout the summer. Buller said a follow-up survey will go out to the group to improve the program before next year.

- Food Truck Ordinance Pilot Program:

Guy provided an update on the food truck ordinance, stating the City approved the ordinance as a two year pilot project that streamlines licensing, public safety details, and creates thirteen operating zones. Guy said the goal is to have wrinkles ironed out before the start of the next season, although some trucks are operable year round. Guy said trucks are allowed to operate in Grand Rapids Parks during park hours with the exception of Rosa Park's Circle, which will be on a case by case basis. Guy said on-street parking hours will be from 6:30am-2:30am, which will be closely monitored to see if this is a good solution for people who are looking for food options after restaurant kitchens close.

- Tuesdays on the Town:

Buller said local merchants brought the Tuesdays on the Town concept to DGRI to promote businesses staying open later one night per week. Buller said the businesses are taking charge of the event and promotions, while DGRI will be supporting where possible. Buller said the ongoing promotion will start November 1.

7. Public Space Activation Working Group –

- City Seat:  
Cynthia Hagedorn presented the City Seat concept to the alliance, stating simple couch or chair structures would be placed throughout downtown next year. Hagedorn explained the structures are molds made of fiberglass that cost around \$5,000 each. Hagedorn said organizations could sponsor the structures and the art would be created by local artists that are mentoring students in the area. Hagedorn said they are still seeking permanent locations and creating a package for neighboring locations to purchase and participate. Hagedorn said the timeline for this project is spring of 2017.
- Event Management Program (EMP):  
Van Driel said the first EMP course had thirty-seven attendees and seven guest speakers. Van Driel continued there is high demand for this course leading to more being scheduled.
- Food Truck Event:  
Van Driel said May 19, 2017 will be the food truck celebration lunch/evening event. Van Driel said the group is currently looking at collecting potential names for the event to take to the food truck focus group, and finally a public vote. Van Driel added proposed locations for the event will be chosen by the food truck focus group.

8. Community Inclusion Working Group:

- Diversifying Board Representation:  
Traylor said her group is collaborating with efforts to address Mayor Bliss's call for diversification of local boards. Traylor said anyone is welcome and encouraged to apply for openings to get involved in civic space, noting openings are listed on the City and County websites.
- DGRI/GRPS Job Shadow Program:  
Traylor said the Community Inclusion group is working directly with John Helmholdt from Grand Rapids Public Schools and other school leaders in the downtown area to format a partnership. Traylor continued, a timeline is being developed in order to create an efficient and effective partnership that will include outreach to local leadership and organizations that would be interested in providing job shadow experiences for students in their work place. Korn asked when the job shadow program is scheduled to start. Traylor responded next spring, depending on the needs and stipulations of schools.

9. DGRI Winter Programming:

Van Driel said she is partnering with food trucks that operate in the winter to provide lunch options in Rosa Park's Circle year round. Van Driel said the MNITP line-up has been selected, and reminded alliance members that this is a free event held at the UICA. Van Driel announced the Holiday Tree Lighting Ceremony will take place on December 2 at Rosa Park's Circle. Van Driel also said programming and details for Valent-ICE is underway, with public voting for the community sculpture to occur between January 17-24. Van Driel said the event starts on February 9 and

continues throughout the weekend with events such as Rail Jam, Human Hungry Hippos, and skating.

10. DGRI Staff Update –

Buller announced the next Downtown Resident Network Event will be on November 9 at the Library, in which the finalized logo will be revealed. Buller said the topic of discussion at this meeting will focus on public space activation, including unveiling the finalized Calder Plaza preferred plan. Buller noted that ArtBeat, which took place in September, was a successful event held in Monroe North during ArtPrize. Buller said the DASH & Dine promotion kicked off, which encouraged riding the DASH to receive a discount at participating businesses. Traylor said some community relations events that DGRI has sponsored include the Sister Cities event, Fusion Rooftop event, Grand Rapids Urban League's end of summer celebration, and the Green Gala. Traylor listed some future sponsored events, including: the NAACP Freedom banquet, Women Empowering Women, and the Young Non-Profit Network leadership awards. Traylor said a project her group has been working on is the Kidical Mass event, which is a kid centered bike ride that uses the mass of the ride itself for protection rather than closing streets. Van Driel said the MITP 2016 impact report will be coming out soon, and announced the upcoming speaker series events.

11. AFV Members Update –

Latesha Lipscomb announced a celebration for the Dispute Resolution Center's 30<sup>th</sup> Anniversary will be held at the EVE in the BOB. Lipscomb also said there are some great exhibits coming to the UICA at the beginning of next year. Adrienne Brown said the Children's Museum is partnering with Vault of Midnight to create a downtown trick-or-treat path along Monroe Center. Brown noted that twelve businesses have signed up to stay open until at least eight o'clock to participate in the free event. Eddie Tadlock said the Van Andel Arena will be celebrating their 20 year anniversary this Sunday from noon until four o'clock, featuring tours food, and an open house for this family friendly event.

12. Public Comment –

None

13. Next Meeting-

January 18, 2016

14. Adjournment-

Tadlock adjourned at 12:18pm



Administrative Assistant  
Downtown Grand Rapids Inc.