

# 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 • Sarah Tupper

March 16, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- |     |  |           |             |
|-----|--|-----------|-------------|
| 1.  | Call to order (11:00)  |           | Moeller     |
| 2.  | Approval of Minutes: 2/17/16 (11:02)   | Motion    | Moeller     |
| 3.  | Meeting Purpose: (11:04) <ul style="list-style-type: none"><li>• Alliance GR Forward goals/priorities for FY17</li><li>• Member introductions to get to know one another</li><li>• New working group assignments</li><li>• AFV GR Forward goals survey results to understand what areas you scored the highest and what we will be working towards</li></ul> | Info Item | Moeller     |
| 4.  | Alliance Budget and Goal Updates (11:06) <ul style="list-style-type: none"><li>• Alliance for Investment</li><li>• Alliance for Livability</li></ul>   | Info Item | Kelly/Kirk  |
| 5.  | AFV Member Introductions (11:20)   | Info Item | Moeller     |
| 6.  | Working Group Rosters (11:40)  | Info Item | Moeller     |
| 7.  | AFV GR Forward Goal Survey Results (11:45)   | Info Item | Van Driel   |
| 8.  | DGRI Staff Update (12:18)  | Info Item | AFV Staff   |
| 9.  | AFV Members update (12:22)   | Info Item | AFV Members |
| 10. | Public Comment (12:26)   | Info Item | Moeller     |
| 11. | Next Meeting – April 20 (12:29)  |           |             |
| 12. | Adjournment (12:30)  |           |             |





1. Call to Order- Van Driel called the meeting to order at 11:07am
2. Members Present: Kate Betts, David Marquardt, Ciciley Moore, Nick Nortier, Evette Pittman, Joanne Roehm, Scott Stenstrom, Eddie Tadlock  
  
Members Absent: Bradley Comment, Trey Conner, Michael Couch, Janet Korn, Chad LeRoux, Brandy Moeller, Shane Philipsen, Aaron Turner  
  
Others Present: Annamarie Buller, Jennie Kovalcik, LaTarro Traylor, Kimberly Van Driel, Amelea Pegman, Adrienne Brown, Kisha McPherson, Jackie Hernandez, Elijah Steinmetz
3. Approval of 11/18/15 & 1/20/16 Minutes-  
*Motion: Scott Stenstrom, supported by Eddie Tadlock, moved approval of the November 18, 2015 and January 20, 2016, minutes as presented. Motion carried unanimously.*
4. Meeting Purpose-  
Van Driel said the meeting focus is on the future of the Alliance, including new members and new working groups. Van Driel added that the Alliance will start working on prioritizing budget goals for 2016.
5. AFV Structure-  
Van Driel said new members will officially join meetings in March, though some have joined today's meeting to observe. Van Driel said Moeller and herself will reach out to new members to collect working group preferences before assigning them. Buller said the Downtown Workforce group will be renamed the Hospitality Working Group, as most of the programs overlap with hospitality efforts.

6. DGRI Staff Update-

Traylor said the Black History Month campaign is ongoing via DGRI's social media platforms. Traylor added that Taste of Soul Sunday was this coming Sunday, and DGRI will be present at the event. Buller updated the Alliance on the success of Valent-ICE; stating the event had record numbers for sculptures and attendees this year. Buller added that feedback was mostly positive from local businesses, some comparing the foot traffic to that of ArtPrize. Buller said other feedback included pedestrians not knowing which sculpture design was at each location prior to the event, rather than exploring each location to find out. Buller said a survey will go out shortly with an impact report to follow. Buller added that due to the interest from businesses to participate next year, Randy the Ice Guru has offered to keep pricing the same for early sign-up for 2017. Van Driel told the Alliance that a webinar will be hosted in the DGRI offices next week Wednesday, and all Alliance members are invited to join.

7. Public Comment-

None

8. AFV Members Update-

Roehm said Laughfest is getting ready to kick off, and the central hub is at the GRAM. Roehm added attendees can buy tickets, fast passes, branded attire, and more at the hub. Nortier said a mural project outside of the United Way building is scheduled during National Youth Volunteer day, with an official date to come. Nortier added that donated supplies from sponsors, like paint, would help with project expenses. Van Driel told the Alliance that the Waldron Public House had opened over the past weekend, located in place of McFadden's. Van Driel added that Nortier completed five murals inside the Waldron.

9. GR Forward Vibrancy Goals-

Van Driel said the Alliance will discuss GR Forward implementation goals using a matrix created by Tim Kelly. Van Driel added the focus of working group discussions will be prioritizing budget goals for each group.

10. Working Groups-

*\*Alliance broke into working groups.*

11. Next Meeting-

March 16, 2016

12. Adjournment-

Van Driel adjourned the meeting at 12:30pm



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