

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

April 20, 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: 3/16/16 (11:02) | Motion | Moeller |
| 3. | Meeting Purpose: (11:04) <ul style="list-style-type: none">• Alliance GR Forward goals/priorities updates• Food Truck Ordinance Update• AFV FY '17 Budget• Winter Programming Review• AFV Meeting Schedule | Info Item | Moeller |
| 4. | Alliance Budget and Goal Updates (11:05) <ul style="list-style-type: none">• Alliance for Investment• Alliance for Livability | Info Item | Kelly/Kirk |
| 5. | City of Grand Rapids Food Truck Ordinance (11:15) | Info Item | Guy/Kirk |
| 6. | DGRI Winter Programming Overview (11:40) | Info Item | Van Driel |
| 7. | AFV FY '17 Budget and Project Recommendation (11:50) | Motion | Moeller |
| 8. | AFV Meeting Schedule (12:00) | Motion | Moeller |
| 9. | DGRI Staff Update (12:05) | Info Item | AFV Staff |
| 10. | AFV Members update (12:15) | Info Item | AFV Members |
| 11. | Public Comment (12:25) | Info Item | Moeller |
| 12. | Next Meeting – TBD – May 18 or July 20 (12:29) | | |
| 13. | Adjournment (12:30) | | |





1. Call to Order- Moeller called the meeting to order at 11:03am
2. Members Present- Mark Breon, Adrienne Brown, Bradley Comment, Michael Couch, Jermale Eddie, Jacklyn Hernandez, Janet Korn, Chad LeRoux, Latesha Lipscomb, David Marquardt, Brandy Moeller, Ciciley Moore, Nick Nortier, Evette Pittman, Reb Roberts, Elijah Steinmetz, Scott Strenstrom, Todd Tofferi, Sarah Tupper

Members Absent: Trey Conner, Joanne Roehm, Eddie Tadlock

Others Present: Annamarie Buller, Jennie Kovalcik, Bill Kirk, Tim Kelly, Kimberly Van Driel, Dan Climie
3. Approval February Minutes-
Motion: Chad LeRoux, supported by Nick Nortier, moved approval of the February 17, 2016, minutes as presented. Motion carried unanimously.
4. Meeting Purpose-
Moeller said the purpose of this meeting is to prioritize budget goals, introduce new members, assign new working groups, and review the Alliance GR Forward goals survey.
5. Alliance Budget & Goal Updates (AFL & AFI)-
Kirk summarized what the Alliance for Livability looks to accomplish through DGRI. Kirk added that the Alliance for Livability is working on prioritizing goals for FY17 and will put forth a budget at next month's meeting. Kelly said the Alliance for Investment is using the GR Forward plan as a framework for their FY17 budget. Both Kirk and Kelly gave an overview of major projects that their alliances are focusing on to align goals. Marquardt asked what the timeline is for the Calder Plaza project. Kelly responded that the public outreach component will be launched early this

summer. Kelly added that research is currently underway, with another two-four months of concept development, and a completed budget in place around this time next year.

6. AFV Member Introductions-

**All Alliance members gave a brief introduction.*

7. Working Group Rosters-

**Moeller announced the new working groups rosters.*

8. AFV GR Forward Goal Survey Results-

Van Driel said the Alliance will begin changing working groups to facilitate the GR Forward plan. Moeller said goals can be met and implemented with active participation from all alliance members. Van Driel then presented the survey question results for each working group, adding that the alliance needs to achieve plans based on these results.

9. DGRI Staff Update-

Van Driel said DGRI is working with the city to change the city ordinance for food trucks. Couch asked if the change will occur this summer. Van Driel responded DGRI is working with many different interested organizations and businesses currently to help move this initiative forward. Van Driel stated that the hopes is to have a new ordinance ready to be approved for July based on the Mayor's goals. Van Driel also stated that this is a lengthy process in order to change the entire ordinance, but can easily move forward with the lower hanging fruit by creating vending zones downtown and activating the parks to help move this process along before tackling private property portion of the ordinance. Van Driel added that food trucks currently are not allowed downtown without being invited by an event or a property owner on private property, which is a extremely high cost investment for property owners.

Lipscomb asked if the working groups have specific ranked goals. Van Driel responded each staff lead will help decide goal timelines and their prioritization.

Buller said her focus in on creating a network for residents, including residential buildings and businesses. Buller said she is laying the ground work for easy outreach within the resident network and looking to create engagement opportunities in the next month.

10. AFV Member Update-

Marquardt said he is creating a watch event for the upcoming PBS special "10 Parks that Changed America" on April 12. Korn announced that Grand Rapids was rated best beer scene of any city in the United States. Korn added that Experience GR's passport program has accumulated over 1,500 participants. Korn said Experience GR is working to promote art and culture by inviting local artists to market the city; more information is available under the arts tab on Experience GR's webpage. Hernandez announced an event on March 24, conversations with Todd Robinson in

response to his recent book. Breon said that LaughFest is happening now until the 20th of this month.

11. Public Comment-
None

12. Next Meeting-
April 20, 2016

13. Adjournment-
Moeller adjourned the meeting at 11:53am

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

AFV Project and Budget List

Budget Line Item	Description
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DGRI Event Production

Movies in the Park	On-going equipment, City, licensing, and staffing expenses.
Movies NOT in the Park	Free movie series aligned with MITP working with the UICA
Winter Events/Promotions	WWL, Holiday Tree, Ice-skating, Broomball, Merchant Promotions, etc.
Valent-ICE	Community ice sculpture event
Misc.	Human Hungry Hippo Tournament, Olympics, Food Truck Launch Event, JR. Ambassador Program, Touch a Truck, etc.

Total

Public Space Activation

Pop-Up Performer Program	Downtown busking program
Public Games	Large community games in the public realm
Events Training Program	Training program organized by DGRI and the OSE through a third party, to help new event planners plan and execute successful events within the city.
Public Artwork Program	Exit Space Program, KCAD sculpture program, public art installation program, etc.
Holiday Décor	Repurchase lights for monroe center, rosa parks circle and louis campau, add DDA garlands to south division
Non-Riverfront/Riverfront project	Activation of Downtown GR Parks for winter programming

Total

Downtown Hospitality

Relax at Rosa	Free food truck rally, games, and live music
Outdoor Fitness Classes	Free outdoor fitness classes (47 classes total)
Business Marketing Campaign	Like 'find it downtown campaign' from Winnepeg, Downtown Maps, Stay Open Late campaign, Downtown Workers Night, etc.
Downtown Merchant Network	5 meetings with food/ drink, signage, etc.
Downtown Resident Network	Food, non alcoholic beverage, AV for 5 events, posters and signage, comment cards
DGRI Volunteer Program	Creating a new DGRI volunteer program to help with events, marketing, etc.
Performing Arts District	Research, partnerships, marketing collateral, etc.

Total

Diversity and Inclusion

Multi-Cultural Event Production	Jr. Ambassador Program, Black History Month, Women + City Building, Kiddical Mass, etc.
Community Relations	Touch-A-Truck, Taste of Soul Sunday, GR Pride Festival, Community Engagement Reception, Paul Collins Art Award, Rock the Block, etc.
Civic Engagement on Boards	Actively promote open board seats
Diverse Businesses	Collaboration with Reach Out To Youth

Total

On-Going Support

Bridge Lighting Operations	Blue Bridge, Gillett Bridge, etc. (ongoing)
Rosa Parks Circle Ice Skating Operations	Support for marketing, zamboni, and ice.
Downtown Marketing	On-going marketing collateral for Downtown programs.
State of Our Downtown	Annual DGRI event and report highlighting projects and accomplishments through the year.
Major Event Sponsorship	ArtPrize, LaughFest, etc.
Special Events Sponsorship Program	Sponsorship of up to 10 events annually at a minimum.
OSE	Office of Special Events support.
Ticketed Events	GRPD services for ticketed events (DeVos, Van Andel, etc.)

Total



Alliance for Vibrancy

11:00am -12:30pm
29 Pearl St. NW, Suite 1
Grand Rapids, MI 49503

2016-2017 Meeting Schedule Proposal

July 20, 2016
October 19, 2016
January 18, 2017
March 15, 2017
April 19, 2017 (if needed)
July 19, 2017
October 18, 2017

*Each AFV Working Group will meet monthly to discuss projects. These meetings will be scheduled by your DGRI Working Group staff member. When the AFV meets at the above dates/times, your DGRI Working Group staff member and your team captain, will present your working groups accomplishments and progress on goals.

Please contact Downtown Grand Rapids, Inc. at 616-719-4610 if you have any questions prior to the meeting.