

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

July 20, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

- | | | | |
|-----|--|-----------|-------------------|
| 1. | Call to order (11:00) | | Tadlock |
| 2. | Approval of Minutes: 4/20/16 (11:02) | Motion | Tadlock |
| 3. | Meeting Purpose: (11:04) | Info Item | Tadlock |
| | <ul style="list-style-type: none">• Calder Plaza Steering Committee Update• Working Group Updates• Parks Master Plan Initiative and Exercise | | |
| 4. | Calder Plaza Update (11:05) (p) | Info Item | Kelly |
| 5. | Downtown Hospitality Working Group (11:10) | Info Item | Guy/Buller |
| | <ul style="list-style-type: none">• Food Truck Ordinance Update• GR Forward Lunch and Learn Events• Marketing Programs• ArtOutdoor | | |
| 6. | Public Space Activation Working Group (11:40) | Info Item | Van Driel/Aidif |
| | <ul style="list-style-type: none">• Public Games• Public Artwork – Square Peg Events and KCAD• Event Management Program (p) | | |
| 7. | Community Inclusion Working Group (11:25) | Info Item | Traylor |
| | <ul style="list-style-type: none">• Diversifying Board Representation• AA Museum• UICA ArtWorks Program• GRAAHI Gala• MITP Transportation initiative (p) | | |
| 8. | Parks Master Plan Update (11:55) | Info Item | Enriquez/Cleypool |
| 9. | DGRI Staff Update (12:15) | Info Item | AFV Staff |
| 10. | AFV Members update (12:20) | Info Item | AFV Members |
| 11. | Public Comment (12:25) | Info Item | Tadlock |
| 12. | Next Meeting – October 19, 2016 (12:29) | | |
| 13. | Adjournment (12:30) | | |





1. Call to Order- Moeller called the meeting to order at 11:02am
2. Members Present- Mark Breon, Adrienne Brown, Bradley Comment, Michael Couch, Jermale Eddie, Jacklyn Hernandez, Janet Korn, Chad LeRoux, Latesha Lipscomb, Kisha McPherson, Brandy Moeller, Ciciley Moore, Evette Pittman, Reb Roberts, Joanne Roehm, Scott Stenstrom, Eddie Tadlock, Todd Tofferi

Members Absent- Trey Conner, David Marquardt, Nick Nortier, Amelea Pegman, Elijah Steinmetz

Others Present: Annamarie Buller, LaTarro Traylor, Jennie Kovalcik, Bill Kirk, Tim Kelly, Kimberly Van Driel, Andy Guy, Ghassan Haddad
3. Approval March 18, 2016 Minutes-
Motion: Scott Stenstrom, supported by Todd Tofferi, moved approval of the March 18, 2016, minutes as presented. Motion carried unanimously.
4. Meeting Purpose-
Moeller explained the purpose of this month's meeting is to review AFV GR Forward goals, food truck policies, FY'17 budget, winter programming, and AFV meeting schedule recommendation.
5. Alliance Budget and Goal Updates -
Tim Kelly and Bill Kirk provided a brief budget update for the Alliance for Investment and Livability, respectively. Kelly said the Alliance for Investment is at a similar budget position. Kelly said the investment budget is focused on three (3) main groups: capital, planning and design, and policy and advocacy. Kelly added the alliance discussed new and existing projects and timelines; including the river trail components, Calder Plaza construction, tree planting, and zoning changes. Kirk said the Alliance for Livability will vote to recommend their budget during next month's

meeting. Kirk said the main budget areas include: clean, safe, and beautiful; public art, Downtown Ambassador refuse containers, DASH and Mobile GR mobility changes, resident engagement, and skate plaza/park amenities. Lipscomb asked when the Silver Line program is scheduled to start. Kirk said in the next month or so, with free ride availability. Kirk continued the Laker Line pop-up event to collect input about planning opportunities is happening today until 4pm. Buller added Open Streets Sunday is also happening this week. Kirk said the event aims to promote bike education and non-motorized transit efforts.

6. City of Grand Rapids Food Truck Ordinance -

Kirk provided an overview of the current food truck policies and ordinance. Kirk said DGRI has conducted outreach efforts to food truck owners, brick & mortar restaurants, and other interested parties. Guy said in the wake of Mayor Bliss's State of the City speech regarding food trucks, DGRI has provided a place for strong conversations to identify opportunity areas of change. Guy added the goal is to streamline a complicated process and provide ease in communication. Guy said that through conversations with restaurants owners, DGRI has received diverse responses for and against the growth of food trucks, but all can agree there can be a thoughtful way to create a positive environment in areas downtown. Guy said DGRI is coordinating with a wide range of stakeholders and business groups to get input and feedback moving forward. Lipscomb asked if it would be possible to test the success of locations by hosting food trucks once a month for a period of time. Van Driel responded yes, DGRI is exploring this option with the Downtown Market. Guy said building marketing and certainty for customers by providing common zones is a goal in formation.

7. DGRI Winter Programming Overview -

Van Driel gave an overview of event highlights from the past winter programming. Van Driel said Valent-ICE was a big hit and more creative this year due to the no-logo rule for business designs. Van Driel added the significant economic impact the event had over the Valentine's Day weekend. Next, Van Driel said the Broomball League increased activities in the public realm during the City's off season. Van Driel recapped the first ever Human Hungry Hippo Tournament, that was open to all ages and received great feedback. Traylor provided an overview of the Women + City Building event that highlighted working women and spaces that help impact GR Forward goals. Traylor added there was a focus on diversity in careers, while inspiring women by providing intentional information.

8. AFV FY '17 Budget and Project Recommendation -

Van Driel provided an outline of budget items for FY2017. Van Driel asked for a motion to present the recommended budget to the DDA Board. *Motion: Chad LeRoux, supported by Todd Tofferi, moved to recommend the FY2017 budget as presented. Motion carried unanimously.*

9. AFV Meeting Schedule -

Moeller asked the alliance to refer to the attached proposed meeting schedule for the remainder of 2016 and 2017. Moeller continued, the schedule recommends meeting off site within working group to have engaged conversations along with meeting at the DGRI offices during certain months for regular meetings. Van Driel said the Alliance for Livability may be looking into the same model to ensure the best use of time by meeting with working groups more often. Kim: AFL may be looking at same model to save time, and strictly meet with working groups. Breon asked if there would be a platform to share notes and discussion between normal alliance meetings. Van Driel responded yes, there will be a method of communication along with staff leads sharing discussion points from working groups to the entire alliance. After discussion among alliance members, Van Driel asked for a motion to recommend the change in the meeting schedule. *Motion: Janet Korn, seconded by Latesha Lipscomb, moved to recommend the new meeting schedule.*

10. DGRI Staff Update -

Buller discussed the process of the resident event, Mix, Mingle, & Share, saying speakers are scheduled to provide an open channel of communication between stakeholders and residents. Buller added comment cards will be utilized to identify issues, with a resident's network forming organically if needed. Buller said the event is intended for every type of resident and neighbor to attend. Moeller asked if building owners and workforce members are encouraged to attend. Buller said the goal is to hear from residents specifically, and then include workforce discussions down the line; however, anyone interested is invited to attend. Traylor said she is working to increase civil engagement through diversity, including ongoing discussions on how to take leadership entities from all across the city to help translate into positions. Traylor added the potential of starting a DGRI job posting page on our website to get downtown employers attracting a diverse population to the area. Van Driel said DGRI is sponsoring events throughout the city, including: Comic Book Day at the Vault of Midnight, Local First Street Party, Parks Department free fitness classes, and the Hispanic Festival. Van Driel said there are also upcoming DGRI specific events, including: Alliance Orientation, pop-up performers, Open Street Sunday, Relax at Rosa, Movies in the Park, and the State of Our Downtown event.

11. AFV Members Update -

Moeller said Laura Cleypool will be replacing David Marquardt as the connection to Parks Services. Moeller added the annual Fifth Third Riverbank Run is only twenty-five (25) days away. Hernandez said LINC is hosting a job fair on the 28th, followed by a Mother's Day brunch on the 8th. Korn said Experience GR is preparing for Restaurant Week, and hosting an art outdoors series of five (5) billboard pieces chosen by jurors next week.

12. Public Comment –

None

13. Next Meeting-
July 20, 2016
14. Adjournment-
Moeller adjourned the meeting at 12:06pm

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