

AGENDA

DGRI BOARD OF ADVISORS

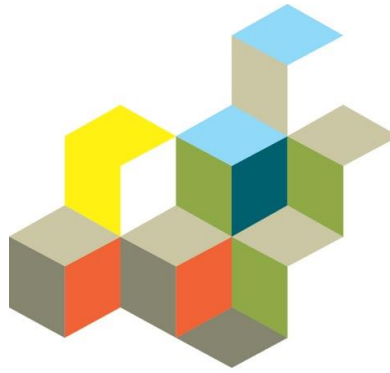


Board Members:

Rick Baker • Mayor Rosalynn Bliss • Daryl Delabbio • Kayem Dunn • Howard Hansen • Brian Harris • Bob Herr
Ray Kisor • Birgit Klohs • Brandy Moeller • Nikos Monoyios • Jon Nunn • Doug Small • Greg Sundstrom • Lynee Wells

Wednesday, August 17th, 2016
1:30 p.m. Meeting
29 Pearl Street, NW Suite #1

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|---|---------------|------------------|
| 1. Call to Order | <i>Motion</i> | Dunn |
| 2. Approve Minutes from May 5, 2016 DGRI Board Meeting (1:30)
(enclosed) | <i>Motion</i> | Dunn |
| 3. Member Priorities – <i>Alliance for Investment</i> (1:33) | Info Item | Monoyios / Kelly |
| 4. DGRI Performance Measures Report (1:43) | Info Item | Larson |
| 5. President / CEO Performance Review Report (2:03) | Info Item | Dunn |
| 6. President / CEO FY17 Performance Objectives (2:08)
(enclosed) | Info Item | Dunn |
| 7. Board Discussion: DDA Special Millage Capture (2:23)
(enclosed) | <i>Motion</i> | Larson |
| 8. President & CEO Report (2:33) | Info Item | Larson |
| 9. Board of Advisors Discussion (2:38) | | |
| 10. Old Business | | |
| 11. New Business | | |
| 12. Public Comment | | |
| 13. Adjourn | | |



DOWNTOWN
GRAND RAPIDS INC.

Board of Advisors Meeting

May 5, 2016

1. Call to Order – The meeting was called to order at 3:00pm by Vice-Chair Nick Monoyios

2. Attendance

Present: Rick Baker, Daryl Delabbio, Brian Harris, Bob Herr, Ray Kisor, Birgit Klohs, Brandy Moeller, Nick Monoyios, Jon Nunn, Lynee Wells

Absent: Mayor Rosalynn Bliss, Kayem Dunn, Howard Hansen, Doug Small, Greg Sundstrom

Others Present: Kristopher Larson (DGRI President & CEO), Murphy Ackerman (DGRI Office Manager), Dick Wendt, Brian Ryks, Kimberly Van Driel, Bill Kirk, Tim Kelly, Andy Guy

3. Approve Minutes from February 11, 2016 DGRI Board Meeting

Motion: Ray Kisor, supported by Brian Harris, moved approval of the February 11, 2016 DGRI Board of Advisors meeting minutes as presented. Motion carried unanimously.

4. Recommend Mobile Food Vending Policy Approach

Mr. Larson said recommending the mobile food truck vending policy would be the first opportunity since the adoption of GR Forward that the Board would be able to take a stance on a policy that would help advance the community's desires. Mr. Larson said the goal of this policy is to help mobilize food trucks in the public realm as soon as this summer. Mr. Larson said that DGRI staff has worked collaboratively with the Planning Department, City Clerk, City Attorney, Mobile GR, Parks and Recreation, and the Mayor's office to understand what opportunities and challenges exist in regards to this policy. Mr. Larson said, in addition to identifying steps to take that lay out an incremental approach for the introduction of food

trucks in Grand Rapids, staff has worked to compile best practices and extensive research to ensure that we are striving for the best community outcomes. Mr. Larson said that the Executive Committee has also reviewed and supports this recommendation. Mr. Kirk introduced the policy and said that this has been a true collaborative effort between DGRI, City staff, and various stakeholders. Mr. Kirk gave a bit of history on the iteration of the policy and the history of food trucks in Grand Rapids. Mr. Kirk explained that under the current ordinance food trucks are only allowed to operate on private property with a special permit and on public property only when there is a special event. Mr. Kirk said, because the process is so onerous, there has not been a lot of uptake in the food truck activity. Mr. Kirk said it was a specific goal in GR Forward to create the ordinance and make it easier for food trucks to operate in the public realm. Mr. Guy gave an overview on the research and best practices that was done prior to meeting with stakeholders. Mr. Guy said it was imperative to understand how other cities manage and invite food trucks and how Grand Rapids might be able to replicate that. Mr. Guy gave an overview of the feedback that was obtained from both food truck owners and restaurateurs. Mr. Guy explained that Grand Rapids does not currently have a specific food truck ordinance for food trucks to operate under. Mr. Guy gave an overview of the proposed ordinance and how it would affect stakeholders and the public realm. Mr. Guy said this is a draft and is open to changes and feedback. Mr. Baker asked Mr. Guy if restaurants are also required to license both the business and the employees in the same way that food trucks are. Mr. Guy said only a restaurant business is required to be licensed. Mr. Baker asked why it is different for food trucks. Mr. Guy said it has been communicated to him that it is because the food trucks are operating on public property. Mr. Baker asked if City Commission has the ultimate authority on whether or not this ordinance is adopted. Mr. Guy said yes. Mr. Kirk added that there is an on-street parking component for food trucks that Mobile GR is open to and is currently discussing. Ms. Klohs said that it is very common in Germany for food trucks to operate throughout industrial areas and provide lunches to daytime workers. Ms. Klohs said this ordinance is long overdue and she is excited to see it being implemented. Mr. Nunn asked if the ordinance can have changes made to it after it is adopted. Mr. Kirk said yes, and this is a pilot program. Mr. Harris thanked staff for their work on this and said that he doesn't believe putting food trucks in dead zones is a strong model for the enterprise. Mr. Guy said the idea behind this was to cluster the food trucks in order to give customers the certainty of where they will be located. Ms. Klohs said she believe the word "encourage" in the recommendation is too soft, and would like to see a stronger word used to better communicate the stance of the Board. Mr. Monoyios said there is an opportunity to amend the language. Ms. Klohs said she would prefer the word, "urge".

Motion: Birgit Klohs, supported Rick Baker, moved to urge the Grand Rapids City Commission to adopt a new ordinance that establishes mobile food vending operating zones within the public realm, where such zones respect the proximity of existing stakeholders and restaurants. Further, urge the City of Grand Rapids to adopt a streamlined regulatory approach to permitting mobile food vending operations in a manner that protects public interests, supports small business development, and activates public spaces. Motion carried unanimously.

5. Gerald R. Ford International Airport Priorities

Ms. Klohs introduced Brian Ryks who has served as the Gerald R. Ford airport director for several years now, and thanked him for all of his work. Mr. Ryks gave an update on current air service and the gateway transformation project. Mr. Ryks explained that the airport is taking an innovative funding approach to the transformation project and is encouraged how it is coming together. Mr. Ryks shared that Grand Rapids has outperformed every other Michigan airport in the last year, and is excited about the increase in travel and more competitive prices that they have been able to achieve. Mr. Ryks said the airport is central to the growth in Grand Rapids as it serves as the first impression for the city and should reflect the vibrancy of the community. Mr. Ryks thanked Jon Nunn and Grand Action for their contributions in seeing the new project come to fruition. Mr. Herr said he was surprised by the funding approach but very impressed with the public/private partnership. Mr. Larson added that the airport transformation project helps to promote the goal of regional travel that is outlined in GR Forward. Mr. Larson thanked Mr. Ryks for his presentation and Ms. Klohs for arranging it on behalf of The Right Place.

6. The Rapid Priorities

Mr. Monoyios gave a presentation on the current status of the Laker Line and DASH rerouting projects and how they work to achieve the goals outlined in GR Forward. Mr. Monoyios shared that GR Forward focuses on the expansion of the DASH routes and is happy to share that come September, there will be a new alignment as well as expanding times and frequency. Mr. Monoyios said that 7 to 8 minute bus arrival times allow people to know that a bus is coming at all times. Mr. Monoyios added that after the stops are finalized, the Alliance for Investment will be looking into enhanced DASH stops to provide a more dignified experience for those waiting for the bus. Mr. Herr asked if the DASH route will remain free. Mr. Monoyios said, thanks to the partnership with Mobile GR and DGRI, the DASH will continue to be free. Mr. Monoyios gave an update on the Laker Line project and shared information on the recent outreach event that engaged the community for feedback. Mr. Monoyios said the Silverline and Laker Line will also be made fare-less in Downtown in concurrence with GR Forward. Mr. Monoyios said this is a pilot program that is being funded by Mobile GR. Mr. Monoyios said GR Forward has been crucial for giving directives for these programs and outlining new opportunities. Mr. Monoyios said he has worked closely with DGRI and the City to ensure that the Rapid is aligning its work with the priorities that have been set forth by GR Forward.

7. President & CEO Report
DGRI (5/5/16)

- Received alignment updates from Airport and The Rapid
- Approved support for new Food Truck Ordinance!

DDA 5/11/16

- Will Consider FY 17 budget
- Will consider pedestrian counter purchase

- Will consider areaway grants for 2 WestSide properties
- Will consider development support for 250 Monroe

MNTIFA (5/11/16)

- Will Consider FY 17 budget

DID (5/13/16)

- Review of Assessments billed / collected

Alliances:

INVESTMENT (5/10)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Recommended FY17 AFI Budget Priorities

VIBRANCY (4/20)

- Chair – Brandy Moeller, City of Grand Rapids
- Recommended FY17 AFV Budget Priorities

LIVABILITY (4/25)

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions;
- Received Ambassador and GRPD Reports
- Participated in discussions on Downtown Census, Food Truck Reform, and Skate Park planning
- Recommended FY17 AFL Budget Priorities

DGRI Staff Highlights

Events / Marketing / Communications

- 1st Residential Stakeholder Event, May 3, 2016- ~150 attendees
- Conducted stakeholder outreach re: Food truck policy reform
- Launched development of 2 video projects
- Compiling the FY16 Annual Report

- Preparing for Relax at Rosa – 20 weekly, recurring events starting 5/5
- Planning launch of 2016 Movies in the Park lineup – May 17 on DayBreak & 8West on WoodTV8
- State of the Downtown – June 9!!!!

Planning / Development

- Released results of Downtown Census project
- Organizing Inter-City Trip > Minneapolis – May 19-21
- Collaborating on flood protection improvements for Ah-nab-Awen Park & Indian Mounds Park
- Partnering with Experience GR and Grand Action on Destination Asset Initiative
- Managing Lyon Square Schematic Design
- Calder Plaza Design – Steering Committee Meeting – 5/23
- Next TIF Plan Committee Meeting - 7/14
- Achieved approval from Rapid Board for free Silverline service north of Wealthy St.
- Preparing speech for World Towns Leadership Summit June 16 in Edinburgh, Scotland

8. Board of Advisors Discussion

Mr. Baker thanked Mr. Larson and staff for their work on the Downtown Census handout and asked if it could be a topic at a future meeting. Mr. Larson said he would be happy to formally present the information at a future meeting.

Mr. Larson took a moment to thank the Board for their assistance and support in advancing a recommendation to City Commission in regard to the food truck policy and thanked staff for all of their hard work.

Mr. Kisor took a moment to acknowledge Mr. Larson and his accomplishment for being invited as a presenter at the World Towns Leadership Summit in Scotland, on behalf of Grand Rapids Michigan.

9. Old Business

None.

10. New Business

None.

11. Public Comment

None.

12. Adjournment

The meeting adjourned at 4:27pm.



Performance Management Integration

DRAFT CEO Goals and Objectives for FY17

I. Key Indicators

Why this matters: DGRI adopted a set of 15 indicators (Exhibit A) intended to help inform the overall performance and health of Downtown. While some of these items are outside of DGRI's direct control, they do help to indicate the direction that the community is moving relative to various ambitions associated with the economic, social, and environmental wellbeing of Downtown. The 15 indicators reflect respective priorities of the DDA, the DID, and the MNTIFA and were also informed by GR Forward and other community planning efforts such as Green Grand Rapids.

Objective 1: Finalize methodology, et al, for all performance measures (see Exhibit A), prepare an overview to be delivered to the DGRI Board of Advisors.

Objective 2: Develop analytic dashboard using available data to articulate the direction and progress of Downtown. Present said dashboard at 2017 State of Downtown Event.

Objective 3: Working with DGRI Board of Advisors, establish performance targets for FY18 and an implementation approach designed to reach them.

II. GR Forward Project Implementation

Why this matters: While completing the GR Forward Plan was important, ushering in that future will involve hundreds of smaller capital projects, programs, and policies. The more that DGRI and its partners collectively deliver on the promises made in the Plan, the more the community grows confident in the Plan's ability to continually inspire and align.

Key Objectives:

1. Plant 200 trees in Downtown
2. Complete the Coldbrook Edge Project
3. Redesign Calder Plaza

4. Enhance 131 Overpass conditions
5. Reboot the DASH system
6. Establish Downtown Residents Network
7. Complete Bikeshare feasibility study

III. Leadership and Advocacy:

Why this matters: DGRI is uniquely positioned to harness the power of partnerships to achieve community goals and inspire a best-in-class approach to city building. Accomplishing specific, targeted advocacy endeavors will expand on the organization's credibility as a can-and-will do agent for change and progress.

Key Internal Policy Objectives:

1. Amend private development support tools to reflect the priorities from GR Forward.
2. Amend DDA TIF and Development Plan to eliminate special millage capture.

Key Local Advocacy Objectives:

1. Lead effort to introduce new citywide food truck ordinance and mobilize support to ensure its approval.
2. Work with the Planning Department and Grand Rapids Planning Commission to amend Downtown zoning to reflect height and land use restrictions recommended by GR Forward.
3. Advance projects and initiatives that improve the status of community relations within Grand Rapids, particularly those that involve social equity.

Key State Level Advocacy Objectives:

1. Continue efforts to build and mobilize a coalition to support good legislative TIF reforms.
2. Identify state lawmakers to introduce modifications to the State property tax legislation that would enable owner-occupied residential property to be assessed by the DID.
3. As needed, develop collaborative strategies to effectively inform appropriate state officials about Grand Rapids' urban policy / investment priorities.

Exhibit A: Approved DGRI Organizational Performance Indicators

I. Key Investment Focus: Facilitating investment

Performance Measures:

- Change in tax valuation within district(s)
- Private investment leveraged vs. TIF dollars invested

II. Key Investment Focus: Mobility

Performance Measures:

- Pedestrian counts
- Perception of visitor parking availability

III. Key Investment Focus: Livability

Performance Measures:

- Number of households
- Household affordability mix

IV. Key Investment Focus: Inclusion and Participation

Performance Measures:

- Demographically representative leadership – Boards and Alliances
- Perception of Downtown as a welcoming and inclusive environment

V. Key Investment Focus: Marketing, Communications, and Vibrancy

Performance Measures:

- Social media followers
- Economic return generated via DGRI events

VI. Key Investment Focus: Safe, Clean and Beautiful

Performance Measures:

- Stakeholder-driven qualitative ratings on sidewalk cleanliness
- Percentage tree canopy in Downtown

VII. DGRI Efficiency Measures

Performance Measures:

- Percentage of DID budget returned as direct services and improvements
- Speed of project implementation
- Resources / leverage raised to assist in project implementation



DOWNTOWN
GRAND RAPIDS INC.

MEMORANDUM

TO: DGRI Board of Advisors

FROM: Kristopher Larson, AICP

DATE: August 11, 2016

SUBJECT: Eliminate Special Millage Capture

Across the State of Michigan, the issue of TIF districts capturing specially voted millages has raised controversy and ignited contention regarding the intent of tax capture versus the cultural or social causes advanced through voter support. In some instances, this contention has gone all the way to the State's highest courts, as was the case regarding the Detroit Zoo and Detroit Institute of Arts millages being captured by various TIF districts in the Detroit area. Following an opinion that complicated local districts' abilities to not capture specially voted millages, the Michigan legislature added specific clauses to the DDA enabling statute (PA 197 of 1975) that exempted those two millages from capture.

However, there are many more special millages around the state that are subject to capture than can reasonably be addressed through similar legislative actions. In DGRI staff's efforts to build a coalition to support good TIF reform, the topic of eliminating special millage capture was included as one of the 10 priority items on DGRI's legislative optimization agenda and found support from all sides of the political party spectrum. To that end, DGRI's legal counsel has drafted legislative language that has been provided to state lawmakers should they choose to take up to the issue in future draft bills. That language appears below:

(E) AD VALOREM PROPERTY TAXES OR SPECIFIC LOCAL TAXES APPROVED BY THE ELECTORS OF THE TAXING UNIT LEVYING THE TAX AFTER THE EFFECTIVE DATE OF THE INITIAL TAX INCREMENT FINANCE PLAN OR AN AMENDMENT TO SUCH PLAN APPROVED AFTER THE EFFECT DATE OF THE AMENDATORY ACT THAT ADDED THIS SUBSECTION (I) FOR THE SOLE PURPOSE OF REPAYING BONDS, NOTES OR OTHER DEBT IDENTIFIED IN THE BALLOT PROPOSAL, (II) FOR A SPECIFIC PURPOSE OTHER THAN THE PAYMENT OF GENERAL OPERATING EXPENSES AND FOR A SPECIFIC TIME PERIOD IDENTIFIED IN THE BALLOT PROPOSAL, PROVIDED, THE LEVING OF THE TAX HAS NOT RESULTED IN THE REDUCTION OF THE TAXING UNIT'S GENERAL OPERATING MILLAGE EXCEPT TO THE EXTENT SUCH REDUCTION IS REQUIRED BY THE STATE CONSTITUTION OR STATUTORY REQUIREMENTS, AND (III) FOR USE TO PAY FOR SPECIFIC CAPITAL IMPROVEMENTS AND FOR A SPECIFIC TIME PERIOD IDENTIFIED IN THE BALLOT PROPOSAL, PROVIDED, THE LEVING OF THE TAX HAS NOT RESULTED IN THE REDUCTION OF THE TAXING UNIT'S GENERAL OPERATING MILLAGE EXCEPT TO THE EXTENT SUCH REDUCTION IS REQUIRED BY THE STATE CONSTITUTION OR STATUTORY REQUIREMENTS, PROVIDED, HOWEVER, IN THE CASE OF AN ELECTOR APPROVED RENEWAL OF A TAX LEVY THAT WAS SUBJECT TO CAPTURE OF TAX INCREMENT REVENUES PRIOR TO THE EFFECTIVE DATE OF A PLAN AMENDMENT APPROVED BY THE MUNICIPALITY AFTER THE EFFECTIVE DATE OF THE AMENDATORY ACT THAT ADDED THIS SUBSECTION AND WOULD BE EXEMPT FROM CAPTURE AS PROVIDED IN THIS SUBSECTION, ONLY THE PORTION OF THE TAX LEVY ABOVE THE

PREVIOUSLY ELECTOR APPROVED LEVY IS EXEMPT FROM THE CAPTURE OF TAX INCREMENT REVENUES, PROVIDED, FURTHER, THE TAXING UNIT LEVING THE TAX MAY VOLUNTARILY BY APPROVAL OF ITS LEGISLATIVE BODY AGREE TO WAVE ALL OR A PORTION OF THE EXEMPTION.

In February of 2016, the DDA Board appointed a 17-member Steering Committee to oversee the update of the statutorily mandated DDA TIF and Development Plan to reflect the priorities defined by GR Forward. The TIF Plan sets forth the procedures, requirements, amounts and methods for collecting revenues to complete improvements, while the development plan outlines the goals of a DDA as well as the expected activities to be undertaken to achieve them. The existing Grand Rapids TIF and Development Plan were approved in 1980, and have been amended sixteen times, most recently in December 2007.

Given that the Grand Rapids DDA is currently working to update its TIF and Development Plan, this process presents the opportunity for the DDA to explore voluntarily exempting future special millages, such as the veteran's millage, senior millage, or the parks millage, from capture by the DDA. DGRI's legal counsel has advised that there may be a legal opportunity during the Plan amendment process to accomplish this objective.

RECOMMENDATION: Where legally permissible, encourage the DDA TIF and Development Plan Steering Committee and the DDA Board to support amendments to the DDA TIF and Development Plan that would allow the DDA to not capture future special millages that meet the definition of special millages provided by DGRI's legal counsel.