

# AGENDA

## DGRI BOARD OF ADVISORS



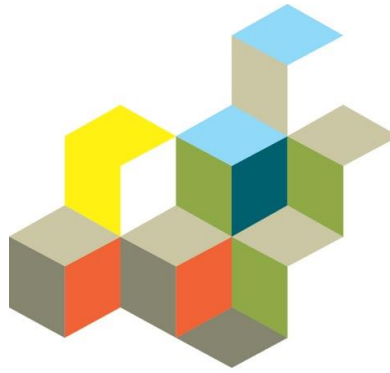
### Board Members:

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

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Thursday, May 5th, 2016  
3:00 p.m. Meeting  
29 Pearl Street, NW Suite #1

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|---|------------------|-----------------|
| 1. Call to Order  | <i>Motion</i>    | <i>Monoyios</i> |
| 2. Approve Minutes from February 11, 2016 DGRI Board Meeting (3:01)<br>(enclosed) | <i>Motion</i>    | <i>Monoyios</i> |
| 3. Recommend Mobile Food Vending Policy Approach (3:03)                           | <i>Motion</i>    | <i>Larson</i>   |
| 4. Gerald R. Ford International Airport Priorities (3:23)                         | <i>Info Item</i> | <i>Ryks</i>     |
| 5. The Rapid Priorities (3:38)  | <i>Info Item</i> | <i>Monoyios</i> |
| 6. President & CEO Report (3:53)  | <i>Info Item</i> | <i>Larson</i>   |
| 7. Board of Advisors Discussion (3:57)  |                  |                 |
| 8. Old Business   |                  |                 |
| 9. New Business   |                  |                 |
| 10. Public Comment  |                  |                 |
| 11. Adjourn   |                  |                 |



**DOWNTOWN**  
GRAND RAPIDS INC.

**Board of Advisors Meeting**

**February 11, 2016**

1. Call to Order – The meeting was called to order at 10:02 a.m. by Chair Kayem Dunn

2. Attendance

Present: Mayor Rosalynn Bliss, Kayem Dunn, Brian Harris, Bob Herr, Ray Kisor, Birgit Klohs, Brandy Moeller, Nikos Monoyios, Jon Nunn, Doug Small, Greg Sundstrom, Lynnee Wells

Absent: Rick Baker, Daryl Delabbio, Howard Hansen

Others Present: Kristopher Larson (DGRI President & CEO), Murphy Ackerman (DGRI Office Manager), Tim Kelly, Kimberly Van Driel, Andy Guy (DGRI Staff) Dick Wendt, and others.

3. Approve Minutes from November 9, 2015 DGRI Board Meeting

*Motion: Ray Kisor, supported by Howard Hansen, moved approval of the November 9, 2015 DGRI Board of Advisors meeting minutes as presented. Motion carried unanimously.*

4. Approve 2016 Cost Allocations

Mr. Larson gave an overview of the cost allocation methodology. Mr. Larson said the cost allocation methodology provides DGRI accounting with a fair portioning of costs to the respective funding sources. Mr. Larson said each DGRI team member provides an annual accounting of the time spent throughout the year working for one or more of the different funding sources. Mr. Larson said the percentage share of the total personnel costs per fiduciary organization then provides a proportionate share for fixed costs. Mr. Herr asked why the percentage allocated to the DID increased. Mr. Larson explained that the DID costs have increased as a result of an additional staff member dedicated to the DID, as recommended by

business property owners in the biannual survey, as well as the amount of time dedicated to managing the DID renewal.

*Motion: Bob Herr, supported by Brandy Moeller, moved to approve the 2016 DGRI cost allocation quotients as presented – DDA 79.19%, DID 19.58%, MNTIFA 1.24%. Motion carried unanimously.*

5. Approve Alliance Appointments

Mr. Larson said he was proud to present the updated Alliance appointments to the Board as DGRI continues to grow in diversity and more accurately reflect the community. Mr. Larson said that there were ninety-three (93) applications to join the alliances. Mr. Larson said that with the proposed additions, the Alliances will continue to move closer to city wide statistics. Mr. Larson presented the proposed updated Alliance compositions.

*Motion: Lynee Wells, supported by Howard Hansen moved to appoint the 2016 Alliance for Livability slate as recommended. Motion carried unanimously.*

*Nikos Monoyios, supported by Bob Herr moved to appoint the 2016 Alliance for Investment slate as recommended. Motion carried unanimously.*

*Brandy Moeller, supported by Bob Herr moved to appoint the 2016 Alliance for Vibrancy slate as recommended. Motion carried unanimously.*

Mr. Sundstrom commended DGRI for their leadership and response to the desires of the community to expand diversity at all levels of the organization. Mayor Bliss echoed Mr. Sundstrom's comments, and thanked Mr. Larson for his thorough presentation of the steps DGRI has taken to expand the Alliances. Ms. Dunn said she applauds staff for tackling the challenge given to them from the Board to see the Alliances more accurately reflect the city as a whole. Mr. Harris said he wants to ensure that the various Boards continue to appreciate the vital role that these Alliances play in vetting projects and listening to the community.

6. Experience GR Priorities

Ms. Dunn thanked Mr. Small for giving an update on Experience GR's priorities to the Board. Mr. Small gave an overview of the mission of Experience GR as well as the primary functions of the organization. Mr. Small outlined various ways that DGRI and Experience GR can continue to partner as Grand Rapids continues to grow. Mr. Small said that Experience GR has a vested interest in seeing the density of both the residential and retail grow in downtown as it is crucial for marketing our city as having a viable and vibrant downtown. Mr. Small added that the development and reimagining of the river's edges continues to be a priority of Experience GR as it attracts guests to our downtown. Mr. Harris thanked Mr. Small for the presentation and encouraged the Board to continue to seek out opportunities for Experience GR and DGRI to partner and support the implementation of GR Forward. Ms. Klohs said she

believes it would be beneficial for a representative from the airport to give an update on the improvements being made. Mr. Larson said he would work to arrange an update at the next Board meeting.

7. Mayor of City of Grand Rapids Priorities

Mayor Bliss gave an overview of the priorities that she believes the City and DGRI can partner on in the coming years to help implement the goals of GR Forward. Mayor Bliss said she has been encouraged to see that the river restoration and redevelopment of the rivers edges is a priority of the many of the organizations represented on this Board as this will be crucial to the vitality and vibrancy of the city. Mr. Hansen noted the groundbreaking of the Coldbrook demonstration project, and said that it will help to incorporate flood protection while also enhancing the public realm and pedestrian experience. Mayor Bliss said other priorities include but are not limited to; green initiatives and sustainability, working towards the goals set forth by GR Forward for the growth and protection of affordable housing, growing minority owned businesses, and tackling issues of racial disparity. Mr. Sundstrom commended DGRI staff for their partnership and guidance in helping to see the successful opening of Don's Place, a new minority-owned restaurant at the Vandenberg Center. Mr. Larson thanked Mayor Bliss and Mr. Sundstrom for the continued partnership from the City to see the goals of GR Forward come to fruition.

8. Tree Canopy Update

Mr. Kelly gave a presentation on the current downtown tree canopy. Mr. Kelly said that the goal of this study is to begin understanding as a neighborhood how we can influence growth of the canopy. Mr. Kelly thanked Ms. Clune for her commitment to this project and for allowing DGRI to partner with this effort. Ms. Klohs asked if developers are being encouraged to replace trees or seek out alternatives such as green roofs when removing trees for new development. Mr. Kelly said the economic development team is currently restructuring its incentive programs to help leverage and encourage green investment. Mr. Kelly added that these types of incentives can also be added to DDA's incentive program. Mr. Hansen asked if utility companies are being encouraged to preserve trees. Mayor Bliss said the City is having conversations with the various utility companies but it continues to be a challenge. Ms. Dunn thanked Mr. Kelly for his update on the tree canopy study and said she looks forward to seeing the downtown canopy increase.

9. President & CEO Report

DGRI (2/11)

- Will receive alignment updates from Experience GR and Mayor's office
- Will consider appointment of Alliances
- Will consider 2016 cost allocation methodology
- Will receive an update from urban tree canopy committee

DDA (2/10)

- Will consider value engineering exercise for Veteran's Park
- Will consider appointment for TIF Plan committee

- Will receive recommendation on Calder Plaza consulting team
- Will consider a liquor license for new Downtown Market eatery
- Will consider support for St. Cecilia Music Center renovations
- Will receive a briefing on DGRI Organizational Performance Measures

MNTIFA (11/11/15)

- Approved and Recommended Final GR Forward

DID (12/7)

- Recommended Amended FY16 DID Budget to City Commission

Alliances:

*INVESTMENT (2/9)*

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Priority Planning Activity

*VIBRANCY (1/20)*

- Chair – Brandy Moeller, City of Grand Rapids
- Discussed outcome measurement of winter programming, working group discussions

*LIVABILITY (1/25)*

- Chair: Lynee Wells, Principal @ Williams & Works – Working Group Discussions;
  - a. Clean/Safe/Beautiful – Monroe North Gateway: RFP goals, proposed steering committee
  - b. Engagement – Signal Box Art Project: concept goals/parameters, partnership scan; Residents Council: re-engagement plan (Annamarie Buller will lead discussion)
  - c. Mobility – Local sidewalk closure policy review and comparison, plan development for policy enhancements; update on Downtown mobility initiatives (Kirk)
  - d. Urban Recreation – Skatepark update and planning discussion, design RFP goals

DGRI Staff Highlights

Events / Marketing / Communications

**Black History Month Commemoration**

- Launched messaging campaign surrounding Black History Month
  - Public information campaign on social media (Facebook, Twitter, Instagram) to recognize and honor African American contributions in Grand Rapids.
  - Community has enthusiastically engaged the campaign, reaching nearly 110,000 people, generating nearly 700 “shares” and 2,000 “likes” on Facebook in the first week of posts.
  - Campaign also driving new followers to DGRI platforms, including for example nearly 500 new Facebook followers in first week.

**ValentICE – Feb 12-14!**

- Event emerging as one of Michigan's Top 5 ice sculpture festivals.
  - Nearly 70 partnering businesses and organizations
  - This year's event features 50+ ice sculptures and 30,000 pounds of ice – double the amount of ice on display in 2015.
  - The community sculpture selected by public vote will be the tallest (12 feet) ice sculpture in any Michigan festival this year.
  - Other sculpture highlights include:
    - 7 foot Grand Budapest Hotel at MadCap;
    - 35-foot ice bar at the Downtown Market;
    - Wishing well filled with frozen pennies guessing game sponsored by Springthrough.
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- Supporting Broomball leagues via partnership with GRSSC
  - Had to cancel plans for Cannonsburg in the City event Feb 7 due to (warm) weather
  - Collaborating with GRPL on Feb 21 Taste of Soul Event
  - Completing event planning for Mar 6 Hungry Hungry Hippo Tournament
  - Working with community partners to finalize 2016 Movies in the Park lineup

Planning / Development

- Sending GR Forward for limited print run
- Collaborating with City of GR area 4/5 transition plan and mobility initiatives
- Finalizing Calder Plaza interviews, selection process
- Advancing refinement of Lyon Square conceptual designs from GR Forward
- TIF reform – Hosting delegation of legislators for tour of GR successes Friday, 2/12

10. Board of Advisors Discussion

Mr. Hansen said he would like to see more education and marketing dedicated to the senior citizen community. Mr. Hansen said that as a member of the vital streets committee, he believes that seniors are continually overlooked and would like to see the various organizations that are represented on this Board to work to educate this demographic.

11. Old Business

None.

12. New Business

None.

13. Public Comment

None.

13. Adjournment

The meeting adjourned at 11:37am