

AGENDA

DGRI BOARD OF ADVISORS



Board Members:

Monica App • Rick Baker • Shaun Biel • Richard Bishop • Mayor Rosalynn Bliss • Wayman Britt • Kayem Dunn • Jorge Gonzalez
Brian Harris • Bob Herr • Birgit Klohs • Nikos Monoyios • Teresa Weatherall Neal • Jim Saalfeld • Doug Small • Eddie Tadlock

Tuesday, September 4, 2018
3:00 p.m. Meeting
29 Pearl Street, NW Suite #1

- | | | |
|--|------------------|----------|
| 1. Call to Order (3:00) | | Monoyios |
| 2. Approve Minutes from April 2018 (3:01)
(enclosed) | <i>Motion</i> | Monoyios |
| 3. Board Member Presentation: The Rapid (3:05) | <i>Info Item</i> | Monoyios |
| 4. FY2019 Performance Metrics (3:15)
(enclosed) | <i>Motion</i> | Monoyios |
| 5. Downtown Clean Team Contract (3:25)
(enclosed) | <i>Motion</i> | Kelly |
| 6. GR Forward Headwinds Update (3:30)
(enclosed) | <i>Info Item</i> | Kelly |
| 7. Downtown Neighbor Network Overview (3:45)
(enclosed) | <i>Info Item</i> | Buller |
| 8. Board Member Discussion (3:55) | <i>Info Item</i> | Monoyios |
| 9. President & CEO Report (4:05) | <i>Info Item</i> | Kelly |
| 10. Old Business | | |
| 11. New Business | | |
| 12. Public Comment | | |
| 13. Adjourn | | |



Board of Advisors Meeting

April 18, 2018

1. Call to Order – The meeting was called to order at 3:33pm
2. Attendance:

Present: Nikos Monoyios, Rick Baker, Mayor Rosalynn Bliss, Kayem Dunn, Shaun Biel, Teresa Neal, Doug Small, Bob Herr, Wayman Britt, Brian Harris, Monica App

Absent: Richard Bishop, Birgit Klohs, Jim Saafeld, Jorge Gonzalez, Eddie Tadlock,

Others Present: Tim Kelly (President & CEO), Flor Valera, Stephanie Wong, Gabi Schumacher (DGRI Staff) and Dick Wendt (DGRI Legal Counsel)
3. Approve Minutes from February 12, 2018 DGRI Board Meeting
Motion: Brian Harris, supported by Shaun Biel, moved approval of the February 12, 2018 meeting minutes as presented. Motion carried unanimously.
4. Board of Members Presentation: Chamber of Commerce
Rick Baker, President and CEO of the Grand Rapids Area Chamber of Commerce, took a moment to give a brief presentation on the work the Chamber is doing. The Chamber, Mr. Baker explained, is working on new ways to better serve and represent its members as well as the community. Mr. Baker describe the work the Chamber does using three (3) principles, namely, Talent Development, Business Services, and Advocacy/Government Affair. Mr. Baker said the Chamber's main function is to promote interest in local business possibilities, create credibility, and enhance the expertise needed to drive regional growth. Mr. Baker

added the Grand Rapids Chamber is committed to actively seeking a diverse and inclusive workforce. Mr. Baker invited the Board to the Chamber's Open House event to check out its new location. Mr. Monoyios thanked Mr. Baker for his presentation and reminded the Board that the importance of familiarizing with each other's work is to better align the values and mission shared for Downtown and the community.

5. GR Forward Implementation Update

Mr. Kelly gave an update of the GR Forward Implementation plan and highlighted an overview of the progress made so far. Mr. Kelly explained the completion of Lyon Square Design Development documents and said funding was approved by the DDA to complete Construction Documents. Mr. Kelly mentioned the initiation of construction at Ah-Nab-Awen/Indian Mounds and gave the list of improvements that include flood protection enhancements, enhanced public seating, and new lighting from Pearl Street to Gillet Bridge. For Goal 2 Alliance, Mr. Kelly said Downtown residents were in the process of defining the resident organization's purpose. Mr. Harris asked Mr. Kelly to identify the other players participating in the Resident Network Council. Mr. Kelly listed the Westside of Downtown, Grandville, Heartside, Heritage Hill and Belknap. Mr. Kelly gave Goal 3 Alliance projects as including having protected bike lanes, river trail crossing, signage and wayfinding and street space guidelines. Mr. Kelly said the recommendations for the completed feasibility study of bike share for Grand Rapids will be available in the summer of 2018. Mr. Kelly identified Goal 4 Alliance projects as including the issued RFP for Retail Business Recruitment and Incubation Program. Mr. Kelly added that the program will make funding available to ease entry into Downtown for retailers. Goal 5 Alliance projects, include: the approved short-term activation tactics for Summer 2018 on Calder Plaza and the continue partnership with UICA to create murals in downtown.

6. GR Forward Headwinds

Mr. Monoyios noted that to help define organization performance and Alliance structure critical to the mission, a series of meetings (or dinners) need to be convened with key stakeholders to begin a discussion on strategies to overcome challenges. Mr. Monoyios said these discussions will help ensure that there is shared understanding about the organization's role going forward and to ensure the public interest is being presented. Mr. Monoyios gave an overview of some of the "headwinds. Mr. Monoyios said the outcomes of these discussions will be discussed at the upcoming Board of Advisors meeting in June. Mr. Harris said to build long term sustainability without overbearing power and creating thoughtful solutions, collaborations are significantly important. Mr. Harris added that these discussions will provide information to identify any gaps. Mayor Rosalynn Bliss added that this is a good time to start having these conversations to create long term sustainability.

7. FY2019 Performance Metrics

Mr. Monoyios said these performance metrics are intended to continue DGRI's effort in communicating the organization's goals back to the community, as well as aligning goals with the GR Forward Plan. Mr. Monoyios took a moment to review each of the goals set forth for

the coming fiscal year. Mr. Herr asked if the results from the performance metrics from the previous year could be included in a graph to see the progress made so far. Mr. Kelly said a graph would be made available to the Board with the identified recommendations.

8. Board Member Discussion

Mayor Rosalynn Bliss said the City Grand Rapids reposted the City Manager position and asked the Board to share this job posting with anyone who they think might be an ideal candidate for this position.

9. President & CEO Report

DDA (3/14/18)

- Approved funding for safety improvements to a Fulton Street alley
- Extended Parking Operations and Service Agreement with Mobile GR
- Received Presentation on River Restoration and the River Design Guidelines

DID (12/19/17)

- Approved financial statements through 10/31/17
- Received update on summer/fall plantings and the Clean Team
- Received an update on potential legislative changes occurring in 2018
- Discussed forming committees to review fund balances and purchasing policies

MNTIFA (2/14/18)

- Executed contract extension for DASH North
- Received presentation from Downtown Ambassadors

DGRI (2/12/18)

- Elected Nick Monoyios Chair and Kayem Dunn Co-Chair
- Received presentation on River restoration and the River Trail Design Guidelines

Alliances

- Goal 1 (Restore the River): April 18, 2018 - 10:00 AM
 - River Design Guidelines, River Trail Crossing
- Goal 2 (Downtown Neighborhood): April 17, 2018 - 3:30 PM
 - Rose Center Recommendations, Housing Now! Recommendations, Affordable Housing
- Goal 3 (21st Century Mobility Strategy): April 23, 2018 - 3:30 PM
 - Bike Share Feasibility Study, Downtown Bike and Pedestrian Safety Projects
- Goal 4 (Economic Vitality): April 25, 2018 - 3:30 PM
 - Micro Local Business Recruitment RFP, Rose Center Recommendations
- Goal 5 (Public Spaces and Programming): April 19, 2018 - 3:30 PM
 - Winter Programming / Outdoor Fitness Equipment

GR>> Highlights

Goal 1 – Reestablish the Grand River as the draw to the City and Region

Action: Develop riverfront trail design guidelines

- Lead: City of Grand Rapids. Wenk Associates serves as lead consultant
- Project involves defining a “playbook” to guide construction of the proposed recreation trail on the banks of the Grand River. This includes:
 - Establishing an overall character and identity for the trail
 - Defining unique themes and amenities at different points along the trail
 - Ensuring improvements along the river edges are integrated with and support whitewater rapids restoration
- Community outreach and ideation underway, including a presentation of draft concepts to GR Forward Goal 1 Alliance and DGRI Board of Advisors.
- Recommendations coming in Spring 2018

Action: Restore the whitewater rapids in the Grand River

- Lead: Grand Rapids Whitewater
- GRWW organizing to file in Summer 2018 for state permits and initiate environmental review of the river restoration project

Action: Evaluate economic impact of improving and expanding the riverfront trail

- Lead: Downtown Grand Rapids Inc.
- Contracted Grand Valley State University to conduct analysis
- Preliminary findings anticipated in Summer 2018

Action: Enhance Lyon Square Opportunity Site

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Design Development documents nearing completion. Next step is Construction Documents.
- Coordination with surrounding stakeholders in process

Action: Enhance Ah-Nab-Awen / Indian Mounds Park

- Lead: City of Grand Rapids
- Construction anticipated to begin Spring 2018
- Changes include flood protection improvements, 15-foot trail section, enhanced public seating and new lighting from Pearl Street to Gillett Bridge
- Remains an opportunity to create ceremonial space for native Americans

GR Forward Goal 2 - Develop a true Downtown neighborhood home to a diverse population

Action: Establish Downtown resident organization

- Lead: Downtown Grand Rapids Inc.

- Contracted Steve Faber of Byrum Fisk to facilitate a process with Downtown residents to define the purpose and structure for a resident organization
- Planning committee began exploring potential mission, vision and goals.
- Surveyed Downtown resident ideas and perspectives. Compiling results
- 4th Annual Mix, Mingle and Share event with Downtown neighbors scheduled the evening of April 25

GR Forward Goal 3 – Implement a 21st century mobility strategy

Action: Deploy bus shelters to enhance experience for people who ride public transit

- Lead: The Rapid transit agency and City of Grand Rapids
- Mobile GR presented bus shelter deployment plan to City Commission on Feb. 6, 2018.
([Click here to watch presentation starting around the 2 h 31 m mark](#))
- GR DDA budgeted \$500,000 to support Downtown deployment
- Goal is to deploy new Downtown shelters before next winter.

Action: Enhance safety for people who walk and bicycle at key Downtown locations

- Lead: Downtown Grand Rapids Inc and City of Grand Rapids
- Design work in progress for enhancements at 4 key intersections:
 - Michigan Street & Bridge
 - Fulton & Ionia
 - Fulton & Monroe/Market
 - Monroe & Campau
- Specific improvements for evaluation include but are not limited to the installation of pedestrian medians, changes to crosswalks, pedestrian county-down signals and a pedestrian scramble.
- The project also includes piloting a designated bike lane along Division Avenue.
- The City and DGRI aspire to implement improvements in Summer 2018.

Action: Evaluate feasibility of bike share service

- Lead: City of Grand Rapids
- Presented preliminary findings to the DDA on January 10, 2018
- Special Briefing with City Commission occurred February 27, 2018
- Presentation of final recommendations anticipated Summer 2018

Action: Recruit car share service provider

- Lead: City of Grand Rapids
- Mobile GR drafted and released a Request for Information (RFI) to help inform the search for a car share provider. Responses are due March 23, 2018

Action: Complete audit of Downtown's accessibility for people with differing abilities

- Lead: Downtown Grand Rapids Inc.
- Disability Advocates delivered draft recommendations and report
- GR DDA will receive a presentation of draft recommendations in April 2017

Action: Redesign Michigan Street to improve safety, comfort and clarity for all users

- Lead: City of Grand Rapids
- Completed 7,620 sq ft of new space for trees, landscaping and pedestrians in front of main entrance to Spectrum Health

Action: Update Downtown streetscape guidelines

- Lead: Downtown Grand Rapids Inc. Nederveld and Williams & Works serve as consultants
- Held project kickoff meeting with GR Forward Goal 3 Alliance. Why is this project important for Downtown? Here's the presentation
- Community outreach and evaluation of streets and key public spaces underway
- Kickoff meeting with GR Forward Goal 3 Alliance in December 2018

GR Forward Goal 4 – Grow more & better jobs & ensure continued vitality of the local economy

Action: Recruit a major office tenant to Downtown

- Right Place, City of Grand Rapids, Downtown Grand Rapids Inc., MI Department of Transportation and MI Economic Development Corporation collaborated to develop pitch for Amazon HQ2.
- Debrief revealed areas of opportunity for improving collaborative Downtown recruitment efforts
- DGRI, City and Right Place exploring more concerted and intentional recruitment strategy to attract larger office tenants

Action: Foster ground-floor businesses to diversify the mix of Downtown retail offerings

- Lead: Downtown Grand Rapids Inc.
- GR Forward Goal 4 Alliance reviewed draft framework for new Retail Business Recruitment and Incubation Program
- Launch of new program anticipate in Q2 2018
- One community goal is to increase # of ground floor businesses owned by women, people of color and other underserved communities 50% by 2025

GR Forward Goal 5 – Reinvest in public space, culture & inclusive programming

Action: Establish Public Space Activation Grant Program

- Lead: Downtown Grand Rapids Inc.
- Designing program criteria and application process in collaboration with GR Forward Goal 5 Alliance
- Defining potential/preferred Downtown areas for activation in collaboration with GR Forward Goal 5 Alliance
- Goal is to launch program Summer 2018

Action: Enhance VandenBerg Plaza/Calder Plaza

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids

- Organizing to deploy short-term activation tactics for Summer 2018 including furniture, shade umbrellas and various entertainment options
- Parks Dept. preparing to issue Request for Qualifications to design the proposed pavilion at SE corner of plaza
- June 2019 is the 50th anniversary of the plaza's opening in 1968 and a key organizing point for a celebratory moment

Action: Expand winter recreational programming in Downtown parks

- Lead: Downtown Grand Rapids Inc.
- Deployed temporary "pop up" ice rink in Heartside Park that hosted pick up hockey games, ski chair racing and other activities
- Successfully hosted 10-day World of Winter festival

Action: Promote food truck businesses in public places

- Lead: Downtown Grand Rapids Inc. and City of Grand Rapids
- Presented Year One pilot ordinance outcomes to Grand Rapids City Commission on March 6, 2018.

Action: Renovate Veteran's Park

- Lead: City of Grand Rapids
- Completed reconstruction
- Opened Veterans Day
- Parks Department exploring formal ribbon cutting event

Action: Explore opportunities to beautify public plaza at Van Andel Arena

- Lead: Downtown Grand Rapids Inc.
- Developing preliminary conceptual designs
- Exploring partnership/funding opportunities for FY2019

Action: Improve safety and cleanliness on Division Avenue

- Improve lighting
 - Lead: City of Grand Rapids
 - Identified community supported solution
 - Working to determine implementation costs
- Add public restrooms
 - Lead: City of Grand Rapids and Downtown Grand Rapids Inc.
 - City currently designing new public facilities to be installed in Cherry / Commerce and/or Weston / Commerce parking ramps
 - Working to determine a sustainable facility management protocol for the new facilities.

Action: Continue turning up the volume on public art

- Lead: Downtown Grand Rapids Inc.

- Painted murals on 20 Monroe
- Collaborating with UICA Exit Space to paint riverfront mural down the stairwell near the Grand Rapids Public Museum. Painting anticipated to begin in Spring 2018 as weather permits
- Exploring mural opportunities at Fulton/131 overpass

GR Forward Goal 6 - Retain & attract families, talent & job providers with high quality public schools

Action: Transform the old public museum at 54 Jefferson into the new Grand Rapids Public Museum School

- Lead: Grand Rapids Public Schools and Grand Rapids Public Museum
- Renovation of 54 Jefferson in progress and looking great
- The building will reopen as a high school in September 2018

10. Old Business

None.

11. New Business

None.

12. Public Comment

None.

13. Adjournment

The meeting adjourned at 4:41pm



Board of Advisors Meeting

June 28, 2018

1. Call to Order – The meeting was called to order at 10:04am.

Attendance:

Present: Jorge Gonzalez, Nick Monoyios, Monica App, Shaun Biel, Richard Bishop, Doug Small, Kayem Dunn, Jana Wallace, Brian Harris

Absent: Mayor Roasalynn Bliss, Teresa Neal, Birgit Klohs, Ray Kisor, Eddie Tadlock, Wayman Britt, Rick Baker, Jim Saafeld, Bob Herr

Others Present: Tim Kelly (President & CEO), Rachel George, Andy Guy, Mark Miller, Jennie Schumacher (DGRI Staff), Jessica Wood (DGRI Legal Counsel), Tim Mroz (The Right Place VP)

2. Approve Minutes from April 18, 2018 DGRI Board Meeting
This item was postponed due to lack of quorum.

3. Board of Members Presentation: Start Garden
Jorge Gonzalez, Director of Start Garden, took a moment to give a brief presentation on the work that Start Garden is doing in Grand Rapids. After a short video that explained Start Garden's purpose, Mr. Gonzalez explained that Start Garden provides capital for new ideas, and that their focus has changed from focusing on high tech and high growth, to focusing on being more intentional and inclusive to provide opportunities to everyone in Grand Rapids. Mr. Gonzalez also took some time to discuss Start Garden's newest initiative, "100 Ideas". He

explained that this initiative feeds the pipeline of diverse entrepreneurs by attracting and retaining diverse businesses in Grand Rapids. Mr. Gonzalez stated that the project is possible due to Start Garden's partnership with several banks, which provided \$500,000 for the project. The initiative attracted 621 new business ideas, from which 100 ideas were selected to be connected with some of the money from the banks, as well as other resources to turn their ideas into new businesses. Mr. Gonzalez proceeded to show two more videos to demonstrate the diversity that Start Garden has attracted, and further emphasized that Start Garden has been successful in its goals to provide minorities with opportunities. Mr. Kelly added that this initiative ties in with Goal 4 within the GR Forward plan, and Nick Monoyios agreed. Mr. Monoyios asked how the success of Start Garden was being marketed. Mr. Gonzalez replied that Start Garden is focusing on social capital, not solely financial capital, and making sure that even the businesses that do not win are still provided with resources for their ideas. Start Garden also has some national attention in magazine articles that highlight the success of Start Garden. Mr. Gonzalez concluded this section of the meeting by stating that Start Garden hopes to have at least 10 new businesses every year in Grand Rapids.

4. FY2019 Performance Metrics

Mr. Monoyios directed the Board's attention to the performance metrics in the agenda and provided a brief summary of the topics to be discussed. Mr. Kelly recapped the 15 performance indicators that were previously designated, and stated that there were no changes to these indicators proposed for this year. Mr. Kelly discussed the 9 key projects, and explained that these projects were selected with the focus that there would be tangible results, and would promote GR Forward as a consequence of implementation. Mr. Kelly discussed the Advocacy Agenda, and stated that Downtown Grand Rapids, Inc. is working on internal policies that facilitate the development of support tools that align with GR Forward's long term plan. Mr. Kelly noted that the food truck ordinance still needs to be finalized. Mr. Kelly also mentioned that there needs to be continued thinking and research about plans for the Grand River and the governance model, as there is concern for how to protect investments in the river corridor long-term. Mr. Kelly brought attention to the Outdoor Recreational Drinking Act (ORDA), and stated that Downtown Grand Rapids, Inc. wants to work with this outreach and participate in this conversation. Mr. Harris asked on what basis the board would not approve the performance indicators. Mr. responded that there would be an analysis of data from the past three years, as well as information in the Downtown Grand Rapids, Inc. Annual Report.

Motion: No motion due to lack of quorum.

5. GR Forward Headwinds Update

Mr. Monoyios stated that partnership and collaboration is needed. Mr. Kelly added that there has been discussion around challenges implementing GR Forward that include funding generation for large projects, and the need for continued conversation. Mr. Kelly said to continue conversations, these conversations need to happen outside of board meetings as well and need to have a larger audience. Mr. Kelly mentioned that Downtown Grand Rapids, Inc.

has been participating in several conversations this summer, and hopes to have these conversations wrapped up by the end of summer. Mr. Kelly highlighted that there are doubts about the governance with the Grand River and its long-term sustainability, and that there is a need for greater representation in this governance from the business community. Mr. Kelly concluded that there is a need to look at new models of governance and funding, and will keep the Board updated as things move forward. Ms. Dunn asked about the grant and how it connects. Mr. Kelly responded that it connects through Downtown Grand Rapids Inc. and its participation with the City of Grand Rapids, as it is at the table for discussion. Mr. Harris asked about stakeholder representation, and if there was anyone that should be on the list. Mr. Kelly said that he would be happy to hear any names that should be added to the list. Brian Harris said that there needs to be emphasis on giving businesses a voice, and that there needs to be a conversation about identifying who is in the private sector and how to protect against self-interest.

6. Board Member Discussion

Mr. Monoyios asked if there were any items of interest that anyone wanted to share. No comments were made from the Board.

7. President & CEO Report

DDA (6/13/18)

- Adopted FY19 Budget
- Approved MOU for DASH North Services
- Authorized Support for GRPS Museum School
- Approved a Retail Innovation/Incubator Support Grant
- Authorized Funding for a Visitor Parking Public Information Initiative
- Authorized Support for Weston Street Reconstruction
- Authorize Funding for Grandville Ave Gateway
- Approved Downtown Enhancement Grants for Little Bird and MeXo
- Received a Movies on Monroe Presentation

DID (5/16/18)

- Approved Financial Statements through 4/30/18
- Received Update on Spring and Summer Plantings and the Clean Team
- Recommended FY19 Budget to the City Commission

MNTIFA (6/13/18)

- Adopted FY19 Budget
- Approved MOU for DASH North Services

DGRI (4/18/18)

- Received an update on the Chamber of Commerce Strategic Plan

- Received an overview on the progress of GR Forward implementation

Alliances

- Goal 1 (Restore the River): July 18, 2018 - 10:00 AM
- Goal 2 (Downtown Neighborhood): July 17, 2018 - 3:30 PM
- Goal 3 (21st Century Mobility Strategy): July 23, 2018 - 3:30 PM
- Goal 4 (Economic Vitality): July 25, 2018 - 3:30 PM
- Goal 5 (Public Spaces and Programming): July 19, 2018 - 3:30 PM

GR>> Highlights

Goal 1 – Reestablish the Grand River as the draw to the City and Region

- Riverfront Trail Design Guidelines
 - Draft Guidelines and Asset Management Plan Under Review
 - Finalizing Fish Ladder Design
 - Consultant Return Trip in August with presentations to DDA (8/8) and City Commission (8/14)
 - Next Steps and Upcoming Outreach:
 - Booth at River Fest (6/23)
 - Neighborhood Leadership Meeting (6/28)
- Riverfront Trail Economic Impact Study
 - Contracted Grand Valley State University to conduct analysis
 - Meeting with GVSU project team week of 6/25
 - Preliminary findings in Summer 2018
- Lyon Square Opportunity Site
 - Construction documents being developed for Phase 1 (Uplands)
 - Coordination ongoing with surrounding stakeholders
 - Budget discussion with City on 6/12
- Ah-Nab-Awen / Indian Mounds Park Enhancements
 - Construction Ongoing
 - Changes include flood protection improvements, 15-foot trail section, enhanced public seating and new lighting from Pearl Street to Gillett Bridge
 - Estimated Completion in July 2018

Goal 2 - Develop a true Downtown neighborhood home to a diverse population

- Downtown Neighbor Network
 - Planning committee finalized mission, vision and goals at June meeting
 - Recommendations will be presented to Committee in July
 - Network Board/Committee seated in the fall

- Development News
 - Celebrated ground breaking of the Canopy Hotel that is part of the Studio Park development
 - 449 Bridge Street received MDEQ Brownfield Grant
 - Coordinating with City on 10 Ionia project

Goal 3 – Implement a 21st century mobility strategy

- Bus Shelter Enhancements
 - Held Meeting with Mobile GR and Rapid staff to outline project funding and schedule
 - Goal is to deploy new Downtown shelters before next winter
- Pedestrian Safety Enhancements
 - Improvements under construction on Division Avenue
 - Michigan Street crossing designs underway
- Division Avenue Bike Lane
 - Construction underway week of 6/11
 - Estimated completion week of 6/28
- Downtown Streetspace Guidelines
 - *GR Forward* Goal 3 Alliance reviewed draft in May
 - Meetings with various City departments being scheduled to review recommendations
 - Presentation to the DDA Board planned in July

Goal 4 – Grow more & better jobs & ensure continued vitality of the local economy

- Recruit a major office tenant to Downtown
 - Working with City and Right Place to develop a more concerted and intentional recruitment strategy to attract larger office tenants Downtown
- Foster ground-floor businesses to diversify the mix of Downtown retail offerings
 - Grant recommendation brought to DDA Board for consideration 6/13
 - Working with Studio C! to support diverse offerings as part of their tenant mix

Goal 5 – Reinvest in public space, culture & inclusive programming

- VandenBerg Plaza/Calder Plaza Improvements
 - Short-term activation underway for Summer 2018 including food trucks and various entertainment options
 - Additional furniture ordered and delivery/deployment anticipated June
 - Request for Qualifications issued to design the proposed pavilion at SE corner of plaza
 - Consultant selection scheduled 7/15
 - June 2019 is the 50th anniversary of the plaza's opening in 1968 and a key organizing point for a celebratory moment

- Food Trucks
 - Extension of pilot ordinance approved by City Commission May 2018
 - Final report and recommendations to occur January 2019
- Public Realm Improvements
 - Spring plantings completed
 - Cigarette urns being deployed in four additional locations in June 2018
 - Pilot recycling program being deployed on Monroe Center in June 2018
 - Tree plantings with FOGRP completed
- Explore opportunities to beautify public plaza at Van Andel Arena
 - Developing preliminary conceptual designs
 - Exploring partnership/funding opportunities for FY2019
- Division Avenue Safety and Cleanliness Improvements
 - Lighting
 - DDA authorized funding in May 2018
 - City completing design to bid project summer 2018
 - Public Restrooms
 - City and DGRI working with Heartside Quality of Life committee to finalize design and operation of new public facilities for Cherry / Commerce and Weston / Commerce parking ramps
 - City and DGRI partnering to develop a sustainable facility management protocol for the new facilities.
- Public Art
 - Collaborating with UICA Exit Space to paint riverfront mural down the stairwell near the Grand Rapids Public Museum. Painting anticipated to begin in Spring 2018 as weather permits
 - Exploring mural opportunities on MDOT wall behind MSU Research Center

Goal 6 - Retain & attract families, talent & job providers with high quality public schools

- Grand Rapids Public Museum School (54 Jefferson)
 - Renovation of 54 Jefferson in progress and looking great
 - DDA considering support of pocket park at June 13 meeting
 - The building will reopen as a high school in September 2018

8. Old Business

Mr. Monoyios asked if there was any old business that needed to be discussed. Andy Guy stated that he wanted to mention the new prospective CEO of The Rapid, even though it was not old business. Mr. Guy said he wanted to mention it because the prospective CEO talked about the importance of The Rapid in the conversation about the bigger picture of Grand Rapids mobility, and that there is a need to have intentional action to connect the mobile agencies in Grand Rapids with each other. Mr. Monoyios said that it is encouraging to hear this level of intentional thinking being brought to the forefront, and that he is optimistic that that Grand Rapids will continue to move forward on the mobility platform. Mr. Harris stated that there are a lot of moving parts in the mobility initiative, and asked who was coordinating this action and leading the charge for change. Mr. Monoyios responded that these conversations are just now coming to the table, and that there is only a recent understanding of the tangible actions that need to be done. Mr. Guy contributed that The Rapid prospective CEO wants to be convener, and to be part of the bigger picture. Ms. Dunn added that downtown Grand Rapids is not an island, and needs to have an interest in connecting with near and distant neighbors, such as the Grand Rapids International Airport. Mr. Monoyios concluded the conversation by stating that there is evidence of innovation from the DASH and partnership with Spectrum, and that these only represent the tip of the iceberg for potential future conversations.

9. New Business

Mr. Kelly introduced Jessica Wood as the legal counsel.

10. Public Comment

None

11. Adjournment

The meeting adjourned at 10:56am.



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: September 4, 2018

SUBJECT: FY2019 Performance Measures, Key Projects and Advocacy Agenda

I. Performance Indicators

In August 2016 (FY2017) the DGRI Board of Advisors adopted a set of 15 indicators (Exhibit A) intended to help inform the overall performance and health of Downtown. The 15 indicators are tracked on an annual basis and reflect respective priorities of the Downtown Development Authority, the Downtown Improvement District, the Monroe North Tax Increment Finance Authority and were informed by GR Forward and other community planning efforts.

While it is recognized some of the indicators are outside of DGRI's direct control, tracking and comparing the trends each year does give some measure of the overall economic, social, and environmental health of Downtown. As FY2019 would be the third year of tracking the indicators, no change is proposed to ensure a reliable sample size of data is collected and analyzed.

II. Key Projects

In addition to the broad indicators, each fiscal year a set of projects are selected that when implemented will underscore DGRI's commitment to implementing GR Forward (Plan). Given the Plan has a wide-ranging vision that will require collaboration to achieve, projects are selected from across the six goals that will help grow confidence within the community that DGRI and our community partners are committed to delivering on the promises in the Plan and capable of implementing the priorities. In addition, projects are selected that can be completed in the upcoming fiscal year and that will have some conclusive result, whether a capital project, a design document or plan, a committee being formed, or some other tangible measure. The key projects for FY2019 are as follows:

1. Break ground on Lyon Square
2. Launch Downtown Neighbor Network
3. Enhance pedestrian safety with new River trail crossings and intersection improvements
4. Deploy new DASH/Rapid shelters
5. Develop strategy and marketing materials to recruit businesses Downtown
6. Support additional Downtown retail investment through the Incubation and Innovation Program

7. Complete designs to initiate construction of Phase 1 Calder Plaza improvements
8. Plant 200 trees in Downtown
9. Complete improvements to pocket park to support opening of GRPS Museum School

III. Leadership and Advocacy Agenda

Lastly, 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. For FY2019, ten key policy and advocacy items at the local, state and federal level were selected that will help further the goals for Downtown and the entire community. Those recommended priorities are as follows:

Internal Policy Objectives:

1. Amend private development support tools to reflect the priorities from GR Forward.
2. Develop methodology to provide affordable housing support in Downtown.

Local Advocacy Objectives:

1. Finalize citywide food truck ordinance and mobilize support to ensure its approval.
2. Initiate efforts to develop a process that will identify the appropriate Grand River Corridor governance model and ensure the long-term sustainability of public and private investments.
3. Advance projects and initiatives that improve the status of community relations within Grand Rapids, particularly those that involve social equity.

State/Federal Level Advocacy Objectives:

1. Collaborate with legislators and key stakeholders to complete modifications to the State property tax legislation that would enable owner-occupied residential property to be assessed by the DID.
2. As needed, develop collaborative strategies to effectively inform appropriate state officials about Grand Rapids' urban policy / investment priorities.
3. Continue to identify and pursue opportunities to bring State and Federal dollars to Grand Rapids to support River revitalization efforts.
4. Collaborate with Sen. Peters office on proposed changes to FEMA funding to be eligible for River trail and flood prevention work.
5. Conduct outreach with Downtown business owners to understand local preferences around the anticipated introduction of an Outdoor Recreational Drinking Act (ORDA).

Recommendation: Approve the FY2019 Performance Measures, Key Projects and Leadership and Advocacy Agenda.

Exhibit A: Approved DGRI Organizational Performance Indicators

I. Key Investment Focus: Facilitating investment

Performance Measures:

- Change in tax valuation within district(s)
 - Methodology: tax increment available for capture within DDA & MNTIFA
 - Source: City of Grand Rapids Treasurer / Financial Services
- Private investment leveraged vs. TIF dollars invested
 - Methodology: Amount of private capital invested in Downtown development project / DDA & MNTIFA contributions to said projects
 - Source: DGRI incentive program applications & City of GR building permit data

II. Key Investment Focus: Mobility

Performance Measures:

- Pedestrian counts
 - Methodology: Average number of pedestrians / week over time; induced pedestrian vibrancy resulting from events or other walkability improvements
 - Source: 12 pedestrian counters mounted around DTGR
- Perception of visitor parking availability
 - Methodology: Annual City / County-wide perception survey with capacity to cross tabulate according to visitation frequency and other demographic and place-based variables
 - Source: VoiceGR Survey administered by Johnson Center / Community Research Institute

III. Key Investment Focus: Livability

Performance Measures:

- Number of households
 - Methodology: Residential database of all current, occupancy-ready dwelling units
 - Source: Primary research confirmed by property managers, building owners, and tax records
- Household affordability mix
 - Methodology: Subset of residential Database of current, occupancy-ready income-restricted dwelling units
 - Source: Primary research confirmed by property managers, building owners, and tax records

IV. Key Investment Focus: Inclusion and Participation

Performance Measures:

- Demographically representative leadership – Boards and Alliances

- Methodology: Tracking the makeup of Board and Alliance members.
- Source: Annual demographic characteristics survey of Board and Alliance members
- Perception of Downtown as a welcoming and inclusive environment
 - Methodology: Annual City / County-wide perception survey with capacity to cross tabulate according to visitation frequency and other demographic and place-based variables
 - Source: VoiceGR Survey administered by Johnson Center / Community Research Institute

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

Performance Measures:

- Social media followers
 - Methodology: Change in total number of social media platform followers, rate of change over time
 - Source: Analytic information available by different platforms
- Economic return generated via DGRI events
 - Methodology: Peer-reviewed output-based economic modeling utilizing intercept survey data
 - Source: Surveys administered by Ambassador program, economic calculations performed by DGRI staff

VI. Key Investment Focus: Safe, Clean and Beautiful

Performance Measures:

- Stakeholder-driven qualitative ratings on sidewalk cleanliness
 - Methodology: Qualitative / Quantitative perception tool administered quarterly
 - Source: Tool produced by DGRI, administered by Alliance members and other volunteers
- Percentage tree canopy in Downtown:
 - Methodology: Arial calculations of tree canopy density within Downtown geography
 - Source: City of Grand Rapids urban forester

VII. DGRI Efficiency Measures

Performance Measures:

- Percentage of DID budget returned as direct services and improvements
 - Methodology: Percentage of DID expenditures for office administration and overhead
 - Source: City of Grand Rapids Financial Services, DGRI
- Speed of project implementation
 - Methodology: Completion of / progress of DGRI-led projects listed in GR Forward Agenda for Action
 - Source: DGRI staff
- Resources / leverage raised to assist in project implementation

- Methodology: Amount of non-DGRI managed public resources invested in public projects Downtown / DDA & MNTIFA contributions to said projects
- Source: City of GR Engineering Department, Financial Services, DGRI



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: September 4, 2018

SUBJECT: 1st Contract Amendment For Environmental Maintenance and Cleaning Services with Mydatt Services Inc., dba Block by Block

In August 2015, the Downtown Improvement District (DID) Board recommended the Downtown Grand Rapids Inc. (DGRI) Board approve a Maintenance and Beautification contract with Mydatt Services Inc. (dba Block by Block). Block by Block was selected after an RFP process and a review by a Working Group of the Alliance for Livability. As part of their contract, Block by Block manages the landscaping and gardening services delivered by MiCandy throughout Downtown.

The services conducted through this contract help ensure the Downtown sidewalks and public spaces are properly and consistently maintained, and that plantings occur in the fall and spring in existing infrastructure to add to the vibrancy of our shared public areas. Monthly reports from June and July 2018 accompany this memo and include highlights of many of the program's accomplishments over the same period.

In an effort to keep wages for the Clean Team competitive with similar jobs across the region, and to help with job retention, a \$.50 raise is proposed for FY2019. This wage increase was accounted for and approved in the FY2019 DID budget and will bring the DID's overall contribution to the Program to \$490,000, a \$5,000 increase from FY2018. It is anticipated an additional wage increase will be sought for FY2020, which would be accounted for in the budget process and memorialized in an update to the Agreement.

The Downtown Development Authority (DDA) Board approved a similar wage increase for the Ambassadors at its August 2018 meeting. This item was reviewed and discussed at the August 9 DID Board, however the DGRI Board is the signatory on this contract in light of the DID not being an official legal entity.

Recommendation: Approve the resolution authorizing the DGRI Chair to execute the 1st Amendment to the Agreement with Mydatt Services, Inc. dba Block by Block for Environmental Maintenance and Cleaning Services.



Downtown Grand Rapids Ambassador Report

June 2018



Hospitality



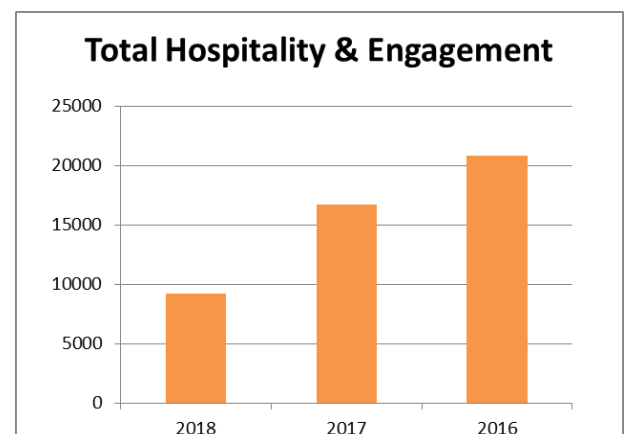
Jared guides a pedestrian during recycling pilot install. Look at that beautiful recycling guide sticker!



Marcia's love for dogs knows no bounds!
A new game geared towards dogs is now set up at some events.



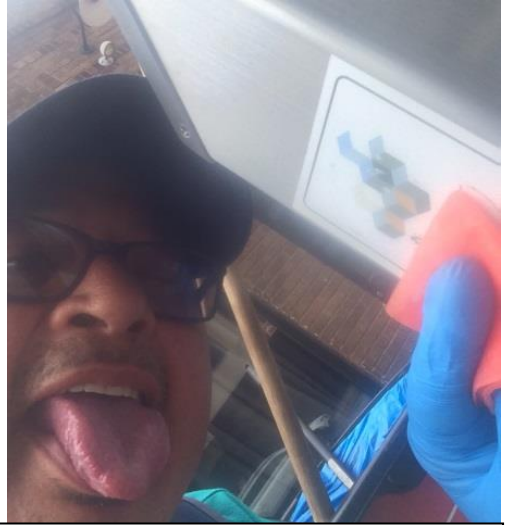
Randy prepares the DGRI table for the first Movies on Monroe!



Beautification



Before and after weeding planter beds



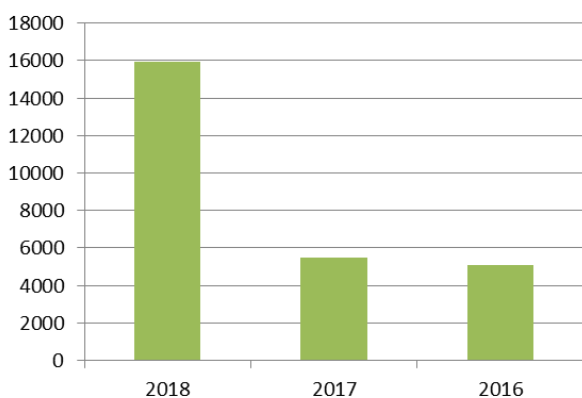
Rick participates in Selfie Day (6/21) while removing graffiti



Before and after mulching a planter bed



Total Beautification Activity



Beautification



Luke uses the ATL to clean the lot of debris

Preparing the Movies on Monroe Lot

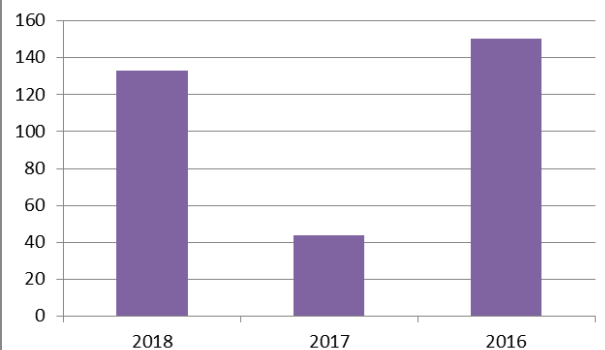
Kasheem pressure washes the lot prior to painting



Our Horticulture team beautifies the Movies on Monroe lot.



Total Equipment Usage



The Team



In June we were awarded money to purchase healthy food options for the team. Making healthy choices is the theme of the summer.



Marvin



Tina



Grace

WELCOME!
TO THE TEAM!

Initiatives



Our recycling pilot launched along Monroe Center on June 26th. It aligns with the Kent County SORT. 2 styles of lid will help us understand how people recycle and to design the future of the program. Bright stickers aligning with Kent County's SORT initiative draw attention to the small bins that were attached to existing trash cans. Pictures and descriptions of what is recyclable help guide pedestrians.



Statistics Overview

June Activity		2018	2017	2016
Equipment Usage	ATLV Hours	20	32	31
	Bicycle (miles)	11	1	55
	Segway (Hours)	85	9	25
	Small Equipment (Hours)	17	2	39.5
	Total Equipment Usage	133	44	150.5
Beautification	Biohazard Clean Up	158	390	NA
	Biohazard - Human	3	NA	NA
	Infrastructure Management	852	NA	NA
	Graffiti - Removed	108	506	631
	Planters Watered	1,834	1,046	1,502
	Power Washing (block faces)	85	45	55
	Snow Removal	0	0	0
	Special Projects - Other	1,879	NA	NA
	Trash (Bags collected)	2,253	1,463	891
	Weed Abatement	8,751	2,049	1,988
	Cigarette Butts Recycled	0	0	0
	Total Beautification Activity	15,923	5,499	5,067
Hospitality & Engagement	Business Contact	65	179	119
	Mobility Assist	16	64	78
	Observation - Fighting	118	56	10
	PA - Directions	255	516	852
	PA - Information	2,437	4,639	3,939
	PA - Other	5,295	9,503	12,198
	Panhandling - Aggressive	6	101	30
	Panhandling - Passive	65	182	46
	Request for Emergency Services	0	2	10
	Sidewalk Violation	461	955	548
	Social Services Assist	482	529	2,933
	Suspicious Package	1	2	4
	Suspicious Person	1	15	11
	Total Hospitality & Engagement Activity	9,202	16,743	20,778
Total Ambassador Activity		25,125	22,242	25,845

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING
EXECUTION OF FIRST AMENDMENT TO AGREEMENT
FOR ENVIRONMENTAL MAINTENANCE AND CLEANING
SERVICES**

Boardmember _____, supported by Boardmember _____,
moved the adoption of the following resolution:

WHEREAS, Downtown Grand Rapids, Inc. (“DGRI”) and Mydatt, Inc., d/b/a Block by Block (“Block by Block”) have previously entered into an Agreement for Environmental Maintenance and Cleaning Services dated as of November 6, 2015 (the “Agreement”), to provide environmental maintenance and cleaning services identified in the Agreement (the “Services”); and

WHEREAS, DGRI and Block by Block have agreed to extend the term of the Agreement through June 30, 2019, and to make adjustments to the payment for Services for the period July 1, 2018, through June 30, 2019; and

WHEREAS, in furtherance thereof, DGRI and Block by Block have agreed to enter into a First Amendment to Agreement for Environmental Maintenance and Cleaning Services (the “First Amendment”).

RESOLVED:

1. That the First Amendment in the form presented at this Meeting is approved with such modifications not materially adverse to DGRI approved as to content by the DGRI President/Chief Executive Officer and as to form by DGRI legal counsel.

2. That the Chairperson of the Board of Advisors of DGRI is authorized and directed to sign the approved First Amendment for and on behalf of DGRI.

2. That all resolutions or parts of resolutions in conflict herewith shall be, and the same are, hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: September 4, 2018

Flor Valera
Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the “DGRI”), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors at a meeting held on September 4, 2018, and that public notice of such meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: September 4, 2018

Flor Valera
Recording Secretary

**FIRST AMENDMENT TO AGREEMENT FOR
ENVIRONMENTAL MAINTENANCE AND
CLEANING SERVICES**

THIS FIRST AMENDMENT TO AGREEMENT FOR ENVIRONMENTAL MAINTENANCE AND CLEANING SERVICES (the “First Amendment”) is made and entered into as of July 1, 2018, by and between **DOWNTOWN GRAND RAPIDS, INC.**, a Michigan nonprofit corporation (“DGRI”), and **MYDATT SERVICES, INC.**, d/b/a Block by Block, an Ohio corporation (“Block by Block”).

RECITALS

A. DGRI and Block by Block have entered into an Agreement for Environmental Maintenance and Cleaning Services dated as of November 6, 2015 (the “Agreement”), for Block by Block to provide environmental maintenance/clean team members to provide the Services identified in Exhibit B to the Agreement to the Service Area identified in Exhibit A to the Agreement.

B. The initial term of the Agreement began on November 5, 2015, and ended on December 31, 2015 (the “Initial Term”).

C. DGRI and Block by Block continued their relationship pursuant to the Agreement after December 31, 2015, through June 30, 2018 (the “Gap Term”), even though the Initial Term was not renewed in writing as required by the Agreement.

D. DGRI and Block by Block each acknowledge that the other party has met and fulfilled all its obligations under the Agreement during the Gap Term.

E. DGRI and Block by Block have mutually agreed to extend the term of the Agreement and make certain related modifications to the Agreement pursuant to the terms of this First Amendment.

NOW, THEREFORE, in consideration of the terms and conditions contained in the Agreement and this First Amendment and the benefits to be derived therefrom, receipt of which is severally acknowledged, the parties hereto agree as follows:

Section 1. Amendment to Section 1. Section 1 of the Agreement is amended in its entirety to read as follows:

- 1) **TERM** The term of this Agreement is extended commencing July 1, 2018, and ending June 20, 2019 (the “Renewal Term”), unless sooner terminated as provided in Section 10 hereof. The Initial Term and the Gap Term (both as identified in the First Amendment to Agreement for Environmental Maintenance and Cleaning Services dated as of July 1, 2018, by and between DGRI and Block by Block (the “First Amendment”)) and the Renewal Term are collectively referred to as the “Term.”

Section 2. Amendment to Section 5. Section 5 of the Agreement is amended by the addition of subsection g to read as follows:

- g) For the Services by Block by Block during the Renewal Term, the CUSTOMER shall pay Block by Block a flat monthly fee of \$40,759. The actual amount due Block by Block in a calendar month shall be based on the hours worked by Block by Block employees pursuant to this Agreement at the hourly billing rates set forth in Exhibit E1 to the First Amendment. There shall be a “true-up” at the end of the Renewal Term to adjust the amount paid to the hours worked and billing rates. The maximum total amount billed to Block by Block for Services for the Renewal Term shall be \$489,108 (\$40,759 X 12 months).

Section 3. Ratification and Confirmation. Except as otherwise provided in this First Amendment, the Agreement is otherwise ratified and confirmed.

Section 4. Defined Terms. All capitalized terms used in this First Amendment and not defined shall have such meaning as defined in the Agreement.

IN WITNESS WHEREOF, DGRI and Block by Block have caused these presents to be signed as of the day and year first written above.

DOWNTOWN GRAND RAPIDS, INC.

By: _____
Nikos Monoyios, Chairperson

MYDATT SERVICES, INC.
d/b/a Block by Block

By: _____
Its: _____

EXHIBIT E1

Cleaning Program Fiscal Year July 2018 to June 2019 Budget Estimate

PRICING	Cleaning Ambassadors	Special Projects/Equipment Operators	Pressure Washers	Operations Supervisor	Operations Manager
Pay Rate	\$ 10.90	\$ 12.13	\$ 13.00	\$ 18.00	\$ 28.23
FICA	\$ 0.83	\$ 0.93	\$ 0.99	\$ 1.38	\$ 2.16
WC	\$ 0.61	\$ 0.68	\$ 0.73	\$ 1.01	\$ 1.58
Liability	\$ 0.28	\$ 0.31	\$ 0.33	\$ 0.46	\$ 0.72
Unemployment	\$ 0.58	\$ 0.64	\$ 0.69	\$ 0.95	\$ 1.49
Subtotal	\$ 13.20	\$ 14.68	\$ 15.74	\$ 21.80	\$ 34.18
Weekly Hours	120.62	72.54	47.69	40.00	9.00
Annual Hours	6,272.00	3,772.00	2,480.00	2,080.00	468.00
Annual Bill	\$ 82,782.94	\$ 55,381.12	\$ 39,039.42	\$ 45,336.10	\$ 15,995.69
Overhead	\$ 13.71	\$ 13.71	\$ 13.71	\$ 13.71	\$ 13.71
Benefits	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01
Profit	\$ 1.91	\$ 1.91	\$ 1.91	\$ 1.91	\$ 1.91
Bill Rate	\$ 29.82	\$ 31.31	\$ 32.37	\$ 38.42	\$ 50.80
Weekly Hours	120.62	72.54	47.69	40.00	9.00
Annual Hours	6,272.00	3,772.00	2,480.00	2,080.00	468.00
Annual Bill	\$ 187,052.38	\$ 118,089.08	\$ 80,268.41	\$ 79,915.25	\$ 23,776.00
ANNUAL BILLING					\$ 489,101.11



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: September 4, 2018

SUBJECT: GR Forward Headwinds Discussion Update and Recommendations

GR Forward (Plan) was adopted in December 2015 as an amendment to the City of Grand Rapids Master Plan. It was built upon the voices of thousands of Grand Rapidsians and established the vision for the future of Downtown Grand Rapids and the Grand River.

Given the broad scope of the Plan, and the number of partners who “own” a portion of it, there is no single entity responsible for ensuring the goals are realized. With that in mind, there is a desire to deploy the DGRI Board of Advisors (B of A), Alliances and the organization as whole in the most efficient and effective manner to ensure the Plan is implemented.

To that end, at the April 2018 meeting the B of A discussed some of the challenges that exist to fully realize the goals established in the Plan. Those included:

1. Undefined funding and revenue generating strategies for the long-term maintenance and sustainability of current and future assets;
2. The need for coordination among various stakeholders and jurisdictions to ensure actions are driving agreed upon outcomes;
3. Empowered organizational leadership to navigate these headwinds and ensure the public interest is being represented.

To better understand if these challenges are perceived elsewhere in the community, and to clarify DGRI's role in addressing them, it was recommended that a series of meetings be convened with various Downtown stakeholders. Key takeaways from those discussions, organized by GR Forward goal, are included below.

In terms of priorities, and in recognition of the scale of upcoming investments, staff recommends that a process be initiated in September to evaluate potential governance models to oversee the River Corridor. This work will be completed in partnership with the City of Grand Rapids and Grand Rapids

White Water, and will also include opportunities to include important stakeholders, including the Board of Advisors (see attached draft outline). Further, this is a recommended FY19 Local Advocacy Objective that is included as part of the FY19 Performance Management Objectives. The initial phase will bring in experts from communities around the country that have made significant waterfront investments as an opportunity to identify lessons that are most applicable to Grand Rapids. Recommendations from that work would be presented in early 2019.

Other immediate action items from the discussion topics include:

1. Working more closely with the business community to ensure they are being engaged and they have seats on various DGRI Boards and Alliances.
2. Collaborating with partners to develop marketing materials to help recruit businesses to Downtown and to better understand the barriers that might prevent businesses from locating here.
3. Working with the City to clarify maintenance responsibilities for existing and planned infrastructure improvements.

Goal 1 – Restore the River as the Draw and Establish a Connected and Equitable River Corridor

- There remains strong interest from the private and philanthropic community in restoring the River and improving public spaces and trails along the edge.
- Several stated the trail connections along the River that would link into larger regional networks is a priority for them.
- Questions remain regarding who the managing entity should be, and several expressed their opinion that it be a non-profit conservancy or similar entity, with additional support from the private business community in a yet to be identified capacity.
- The Detroit Riverfront Conservancy was identified as a model to explore further.
- There is interest in exploring an assessment or similar model to help pay for the needed maintenance along the River Corridor.
- Some cited the CAA as example for how legislation changes, Authority charged with specific task of oversight, and upfront investment with long-term view was a success and possible model to replicate.
- While it remains unclear if Grand Action, or a similar entity will re-emerge, some believed that the River and the associated corridor projects might be something for that group to take on.
- Some are concerned that equity is not being addressed as directly as it needs to be in the project.
- There is a growing sentiment that GRWW should focus solely on the River work, and leave the open spaces, trails, etc. to others.
- The Rosa Parks Conservancy is viewed as a local model for what could be explored for the River.

Goal 2 – Create a True Downtown Neighborhood Home to a Diverse Population

- Downtown is still seen as a draw to attract talent and there is a belief that more investment is planned in the near future.

- Some expressed that the market for apartments has slowed due to lending restrictions and the number of units coming on line in the next 12 months.
- One concern was expressed that Downtown has been artificially propped up over the years by philanthropy and demand is not yet sufficient to support the rates required to complete new development. Any changes that might alter public funding might jeopardize planned projects as the subsidy it needed to overcome financial gaps.
- The process to select the 201 Market proposal was cited multiple times as a failure, with the belief that alternative proposals are a viable use for the site.
- There is a belief that the development community is going to wait to see how leasing goes with the ongoing projects before a new wave of construction moves forward.

Goal 3 – Implement a 21st Century Mobility Strategy

- Multiple stakeholders stated the discussion around parking has become too divisive, and while there is a perceived shortage, better information about what is available and how best to access it, along with other transportation modes is needed.
- Several noted their understanding that mobility needs and preferences are changing.
- Some believe parking shortage is the biggest barrier to the growth of Downtown.

Goal 4 – Expand Job Opportunities and Ensure Continued Vitality of the Local Economy

- There is a belief that activity, particularly retail, needs to be further concentrated to have the critical impact desired.
- Some expressed the belief the business community needs to be engaged further and better represented on DGRI Boards so their needs are better understood.
- It was recommended that a strategy be developed to engage with businesses outside of Downtown to understand any barriers they perceive to locating Downtown.
- Some of the struggles with Downtown retail are believed to be exacerbated by the zoning requirements to include retail in all projects.

Goal 5 – Reinvest in Public Space, Culture and Inclusive Programming

- There was concern expressed that we might be getting outside of our “lane” as it relates to adding design input into development projects through the Streetspace Guidelines.
- Maintenance of new infrastructure needs to be addressed to ensure new plantings, trees, etc. are being properly maintained.

Stakeholders

1	Mark Van Putten	Wege Foundation
2	Richard Bishop	GRWW
3	Chris Muller	GRWW
4	Tripp Frey	Frey Foundation
5	Diana Seger	Community Foundation
6	David Marquardt	City of Grand Rapids
7	Rick Winn	Amway Hotel
8	Rick Baker	GR Chamber
9	Josh Lunger	GR Chamber
10	Kurt Hassberger	Rockford
11	John Green	Founders
12	Steve Heacock	Spectrum (CAA)
13	Wayman Britt	Kent County
14	Matthew Van Zetten	Kent County
15	Megan Sall	City of Wyoming/GVSU
16	Jorge Gonzales	Start Garden
17	Darel Ross	Start Garden
18	Sam Cummings	CWD
19	Scott Weirida	CWD
20	Dick Devos	Windquest
21	Greg McNeily	Windquest
22	Rick DeVos	Start Garden/Art Prize
23	Birgit Klohs	The Right Place
24	Staci Behler	Meijer
25	Andrew Martin	Meijer
26	Jason Zylstra	RDV Corp
27	Mike Jandernoa	42 North

28	Peter Secchia	Sibsco
29	Charlie Secchia	Sibsco
30	John Wheeler	Orion
31	Doug Small	Experience GR
32	Tom Haas	GVSU
33	Michelle Van Dyke	United Way
34	Mark Sellers	BarFly
35	Josh Naramore	City of Grand Rapids
36	Kara Wood	City of Grand Rapids
37	Christina Keller	Cascade Enginnering
38	JD Loeks	Studio C!
39	Monica App	Rockford
40	Mike Mraz	Rockford
41	Johnny Brann	Kitchen 67
42	Dave Shaffer	Interphase
44	Marcus Ringnalda	Wolverine

Project Purpose

Recommend a management and funding model for the construction, programming, operations and maintenance of the public assets associated with the revitalization and activation of the Grand River corridor, which the community envisions as a signature public amenity. This project aims to organize a collaborative process that ties stakeholder/community opportunities to learn with opportunities to contribute in the formulation of a broadly supported recommendation.

To Do: Process Planning & Organizing

- DRAFT key process outcomes and questions-to-answer
- Draft prospective process format and schedule (see below)
 - Leadership Luncheons and discussion and/or Public Presentations to stir imagination/vision
- Identify members, seat a project steering committee
- Identify facilitator prospects
- Qualify interest / availability of representatives from model organizations / successful projects

○ Bronx River Alliance	○ Huron River / AA?
○ Detroit Riverfront Conservancy	○ Chicago
○ Garfield Twp/TC JRA	○ Other?
○ Waterfront Toronto	
- Develop process budget and identify funds (DDA, Wege Foundation committed so far)
- Develop supporting materials
 - Draft a Grand River revitalization vision/project map from Wealthy to Ann St
 - Define projected costs, budget and financial resources required
 - Draft SOW and/or RFQ/P for Assessment of Funding Options (identify consultant prospects)
 - Other?

Timeline

- Month 1
 - Project start up and steering committee orientation meeting
 - Overview competitor city initiatives
 - Overview GRWW, GR Forward, Design Guidelines
 - Review Organizational Models Working Group Report & Recommendations
- Month 2 – 4
 - Host monthly sessions with invited representatives of model organizations / waterfronts
- Month 5
 - Develop & review draft recommendation
 - Survey support for DRAFT recommendation with key stakeholders, decision-making bodies
- Month 6
 - Present Final DRAFT recommendation for review and consideration



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Annamarie Buller, Stakeholder Engagement Specialist

DATE: September 4, 2018

SUBJECT: **Downtown Neighbor Network Overview**

Citizens' play an important role in the health and spirit of a community. With a steadily growing population of people living Downtown, residents increasingly seek new and additional opportunities to connect with neighbors, share information, discuss key issues and build community across Downtown. This movement among interested residential stakeholders- both homeowners and renters is relatively new in Downtown, as the "neighborhood" has essentially served as a 9-to-5 business district with few residents since the mid- 1900s. Today the neighborhood counts greater than 5,000 residents- a populations that is anticipated to double in the next decade.

In recognition of the growing resident population, GR Forward recommends establishing a Downtown Resident Council to support the steadily growing population of people living Downtown. The Downtown Resident Network began in 2015 as an informal initiative Downtown Grand Rapids Inc. organizes in close collaboration with emerging Downtown resident leaders. The goal is to provide a forum for socializing, learning, organizing and ultimately deeper citizen engagement in the work of building a high-quality downtown. Quarterly events, new business previews and focus groups have helped connect residents not only with each other but also with issues and projects affecting Downtown. Connecting residents was a great start but there was still the question of the formation of a neighborhood group and what form that group would take. To help answer that question, in November of 2017 DGRI engaged Steve Faber from Byrum and Fisk and recruited 13 Downtown and near Downtown residents to form an ad-hoc Downtown Resident Steering Committee to decide whether a more formal organization would be the best way to represent downtown neighbors.

Research and data was collected including a downtown resident survey, scan of current residential organizations, and focus groups with the existing neighborhood associations. The recommendation of the committee is outlined in the attached summary document. As proposed, a Downtown Neighbor Network (DNN) would serve as an affinity group that would be housed inside Downtown Grand Rapids for approximately two years with the goal of working collaboratively with Downtown Residents and the near neighborhoods to support current residents and the growing residential population. In August DGRI began sharing this proposal with the community to invite feedback and provide assistance in finalizing the recommendation.

We aim to convene a DNN Leadership Committee this fall and begin meeting in early 2019. With your feedback and comments gathered through our engagement we hope to finalize this recommendation in the months ahead.

Downtown Resident Steering Committee
Downtown Neighbor Network Recommendation (DRAFT)
8/31/18

1. Background:

The GR Forward Downtown and River Activation Plan identified the goal to create a downtown neighborhood that is home to a diverse population. To that end, DGRI looks to support initiatives that improve downtown living for existing residents and attract new downtown residents in order to foster civic engagement and strengthen community ties downtown. GR Forward specifically identifies the opportunity to establish a downtown resident council (attachment A- GR forward sections). In early 2018, an ad-hoc Downtown Resident Steering Committee was formed to explore the creation of a stand alone organization that would represent downtown neighbors.

The Downtown Resident Steering Committee (attachment B- Steering Committee Roster) was constituted to represent various viewpoints and perspectives on the unique challenges and opportunities of living in or near downtown Grand Rapids (attachment C- process timeline). Although DGRI convened the group, it was made explicit that there was not a predetermined outcome and that the group had the authority to determine if there was need or desire for a downtown neighborhood group and what form that group might take. The group began with an extensive “data dive” to better understand who was living in downtown, what groups currently (or potentially) exist in and near downtown, what concerns residents have, how is downtown changing, and what type of organization might be the best fit to represent the unique voice of downtown living.

2. Process:

- a) Research and Data:
 - i. Resident survey (attachment d)
 - ii. Housing analysis (attachment e)
 - iii. Scan of organizations and associations (attachment f)
 - iv. Focus group discussion with existing neighborhoods (attachment g)
- b) Scenario Planning: No growth, slow growth, high growth (attachment h)
- c) Structure Pros/Cons: Nonprofit vs Joint Venture

3. DNN Structure:

An affinity group/ network that for people that identify as downtown resident but may already be in a neighborhood

Downtown **Neighbor** Network vs. Downtown **Resident** Network name change

The DNN has blurred boundaries to be more inclusive

Working collaboratively with DGRI and near neighborhoods

4. Mission/Vision/Guiding Principles:

Mission:

The DNN exists to foster a community of downtown neighbors that are connected, informed and empowered to improve downtown living.

Vision:

The DNN envisions a neighborhood that is vibrant and culturally diverse, active, safe and full of opportunity and experiences unique to downtown living.

Guiding Principles:

Accessible & Inclusive – We desire to be a network that is open to all neighbors

Empowering – We desire to be a network that supports downtown neighbors and provides an avenue to advance their interests

Collaborative – We desire to be a network that brings people and groups together across boundaries

Equitable – We desire to be a network that is intentional about listening to our neighbors and elevating the voices of those who have been historically marginalized.

Unique – We desire to be a network that embraces the peculiarities of living downtown and shares that perspective with the broader community

Key Programs:

Improved communications and greater awareness

- **Communication** - share information relevant to living downtown
 - Identify neighbors that want to join the Downtown Neighborhood Network
 - Outreach to building owners and property managers
 - Implement a communication tool that allows for information to be pushed out
 - Implement a communication tool that allows for information to be pulled in/ feedback
 - Look for opportunities to tell the stories of downtown neighbors
 - Develop a brand and marketing materials for DNN

Increased participation in events, surveys and committees

- **Events** – organize events that bring downtown neighbors together
 - 4-6 events a year
 - Event opportunities for education and welcoming new neighbors
 - Feature Downtown and near neighborhood assets
 - Recruitment events to grow the DNN

Increased opportunities to inform policy and projects impacting

- **Advocacy** – provide opportunity for downtown residents to speak into and influence decisions that impact their quality of life
 - Conduct an annual survey of downtown neighbors to identify trends and issues
 - Develop tools to help neighbors organize and navigate systems
 - Provide opportunities for issues to “bubble up” that need action

Governance Structure:

The proposal is that the DNN will live within DGRI for at least two years. The DNN is most aligned to help the Goal 2 Alliance achieve their outcomes, however, there is a desire for the DNN to exist outside the hierarchy of being under any specific committee. This will give the DNN a level of autonomy and recognize that the voice of downtown neighbors is valuable to all DGRI committees.

- Alliance Representation
 - Resources/Funds & Budget recommendations
 - Decision-making
- Who will be advisors?
 - Live in or near downtown
 - Renter/owner
 - Embody values
 - Full Diversity
- How will they be determined?
 - Ratio – ownership/renter, multi-unit, geographic diversity
 - Chair or Co-Chairs
 - Staggered terms

Partnerships:

- DGRI: roles of DGRI and DNN – staffing and direction
- Neighborhood Associations – interaction with near neighborhoods
- City of Grand Rapids

Timeline:

- Year One Milestones
 - Formation of DNN leadership
 - Resident Survey
 - Bring communication tools online
 - Outreach
 - Events
 - Branding
- Year Two Milestones
 - Evaluate
 - Recruitment
 - Outreach
 - Events
 - Issue advocacy