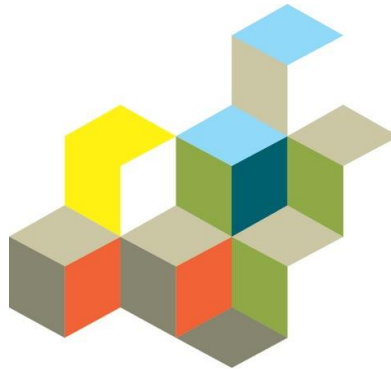




February 17, 2015
Downtown Grand Rapids Inc. Board of Advisors
3:30 PM
29 Pearl St. NW, Suite 1

- | | | |
|--|-----------|---------------|
| 1. Call to Order | | Kisor |
| 2. Approve Minutes from November 24, 2014 DGRI Board Meeting | Motion | Kisor |
| 3. GR Forward Update (3:35) | Info Item | Kelly |
| 4. Approval of Alliance Slates (3:55) | Motion | Larson |
| 5. DGRI Cost Allocation Methodology (4:05) | Motion | Larson |
| 6. DID Reauthorization Update (4:20) | Info Item | Larson / Herr |
| 7. Special Events Optimization Update (4:30) | Info Item | Larson |
| 8. DGRI Alignment Retreat Update (4:45) | Info Item | Larson |
| 9. President & CEO Report (4:50) | Info Item | Larson |
| 10. Board of Advisors Discussion (4:55) | | |
| 11. Old Business | | |
| 12. New Business | | |
| 13. Public Comment | | |
| 14. Adjourn | | |



DOWNTOWN
GRAND RAPIDS INC.

Board of Advisors Meeting

November 24, 2014

1. Call to Order – The meeting was called to order at 3:34 p.m. by Chair Ray Kisor.

2. Attendance

Present: Rick Baker, Daryl Delabbio, Howard Hansen, Brian Harris, Bob Herr, Ray Kisor, Birgit Klohs, Nikos Monoyios, Jon Nunn, Greg Sundstrom

Absent: Kayem Dunn, Mayor George Heartwell, Brandy Moeller, Doug Small, Lynee Wells

Others Present: Kristopher Larson (DGRI President & CEO), Mary Sierawski (DGRI HR & Office Manager), Jana Wallace (DDA Treasurer), Mandy Cech, Bill Kirk, Tim Kelly, Eric Pratt, Kimberly VanDriel (DGRI staff), and others.

3. Approve Minutes from July 16, 2014 DGRI Board Meeting

Motion: Brian Harris, supported by Howard Hansen, moved approval of the minutes of the September 29, 2014 DGRI Board meeting as presented. Motion carried unanimously.

4. GR Forward / Speaker Series Update

Mr. Kelly gave an update on the GR Forward efforts.

5. Holiday Promotions and Décor Update

Ms. Cech gave an update on the Downtown Holiday décor program. Ms. Cech said DGRI staff engaged with representatives from the Downtown merchant community, nonprofit organizations, and the Alliance for Vibrancy in identifying high-profile, high-impact areas to

focus the 2014 investments as well as opportunities for future investments. Ms. Cech said the proposed décor would include lighting on 2 ornamental trees and custom pole décor matching a snowflake theme on Division Avenue, custom ornament clusters on 60 lamp poles on Ionia Avenue, 10 foot long lit snowflakes along 10 light poles on Bridge Street, and 6 ornamental lamp poles decorated with retro style pole décor and a star scroll overhead suspension on Jefferson Avenue. Ms. Cech also talked about the Window Wonderland promotion and business impacts from that program. Mr. Baker asked if we've ever thought of packaging events and programs around the holidays with other organizations. Ms. Cech replied that DGRI is always looking to partner with other community organizations. Mr. Harris asked what the expected return was of the Dear D.C. Love GR event. Mr. Larson said this was the first time the tree came through Michigan and DGRI wanted to invite GRPS children to come and send a message to Washington DC. Mr. Larson said the investment was relatively low on DGRI's part because we partnered with other organizations. Ms. Klohs offered up some examples of German Holiday activities that perhaps the Downtown could participate in the future. Mr. Larson asked Ms. Klohs to send him contact information for someone regarding a German festival.

6. Innovation Exchange Update

Mr. Kirk gave an update on the Chicago Information Exchange that was held on October 29-30 in Chicago. Mr. Kirk gave some background on the progress Chicago has made in both mobility and open data. Mr. Kirk said the group visited the Chicago Architecture Foundation, Lakeview Chamber of Commerce, Chicago Department of Transportation, and got to experience the Divvy Bikeshare program. Mr. Kirk said some next steps are exploring open data initiatives and solutions with the City of Grand Rapids, Grand Rapids Community Foundation, Friendly Code, and DGRI. Also, a potential pilot for on-street bicycle infrastructure enhancements and exploration of sustainable urban infrastructure initiatives. Mr. Sundstrom commended Mr. Kirk and DGRI as a whole for organizing a wonderful, informative trip. Mr. Sundstrom said he learned a lot and the City Commission is continuing to work on open data initiatives and installing bike lanes throughout the City. Mr. Sundstrom said the City has a lot of data sets available. Mr. Monoyios asked if the GR Forward plan is intended to help inform comprehensive bike master plans and infrastructure. Mr. Larson said as we think about facilities needs in the Downtown, we need to think about what our goals are concerning transportation and how we use this opportunity to connect the entire City to the Downtown. Mr. Herr said he gets frustrated that some bike lanes dead end and do not continue. Mr. Sundstrom said now is the time to think about bike lanes the way we do streets. Ms. Klohs said on January 14th the former Chicago Mayor is speaking at the Calvin College Speaker Series and that event may be informative to this discussion. Mr. Harris asked about the Friendly Code group and if they are helping with parking data. Mr. Kirk said yes. Mr. Hansen said people seem to be confused with bike lanes and the SilverLine and that there has to be a better way to get the information out more efficiently. Ms. Klohs said communication can be improved, especially in regards to the SilverLine. Mr. Nunn said in addition to drivers, bicyclists need to be educated and ticketed if they break the rules as well.

7. DID Reauthorization Update

Mr. Larson said as discussed in previous meetings of the Downtown Improvement District (DID) Board, the current authorization period for the DID expires on June 30, 2015. The DID provides many critical services and enhancements to the Downtown, including cleaning, maintenance, beautification, marketing, and snowmelt. Mr. Larson said DGRI staff has worked to assemble a volunteer steering committee to review opportunities and constraints associated with the DID renewal. And, given the intensity of the work involved and the rapidity of the meetings, DGRI staff is recommending a more nimble, representative selection committee. The proposed DID renewal steering committee members are as follows: Sarah Abel-Rockford Construction, Michael Bishop-PNC Bank, Eric DeLong-City of Grand Rapids, Walt Gutowski-Swift Printing and 1st Ward City Commissioner, Julie Maue-Franklin Partners, Monica Steimle-616 Development.

8. DGRI Alliance Updates

Mr. Monoyios gave an update as the Chair of the Alliance for Investment.

Mr. Kirk gave an update in place of Ms. Wells, the Chair of the Alliance for Livability.

Ms. Cech gave an update in place of Ms. Moeller, the Chair of the Alliance for Vibrancy.

9. President & CEO Report

MNTIFA (11/12)

- Authorized funding for Canal Street Park Riverwalk Extension

DID (11/20)

- Appointed a Steering Committee for DID renewal
- Approved funding for DGRI digital communications platforms
- Approved funding for snowmelt repairs

DDA (11/12)

- Approved funding for DGRI digital communications platforms
- Approved funding for snowmelt repairs
- Approved funding to support inclusion efforts for LaughFest
- Approved MOU with City to fill tree wells in Downtown

Alliances:

INVESTMENT (11/18)

- Chair: Nikos Monoyios, Long Range Planner @ The Rapid
- Advising on the Downtown Plan process
- Divided into Implementation-based Working groups:
 - Real Estate Incentives
 - River Activation
 - Public Space Activation
 - Infrastructure
- Approved their 2015 goals, policies, and implementation measures synthesis
- Discussing application costs to cover administrative overhead on development incentive programs

VIBRANCY (11/17)

- Chair – Brandy Moeller, City of Grand Rapids
- Has recommended allocation of all Event support funds for FY15
- Planning a summit on Downtown diversity initiatives
- Divided into Implementation-based Working groups:
 - Holiday Décor
 - Special Events Optimization
 - Workforce Appreciation
 - Diversity & Inclusion
 - Public Space Activation

LIVABILITY (11/24)

- Chair: Lynee Wells, Principal @ Williams & Works
- Hosting a Community Conversation about the Ambassador program
- Selecting bike repair station equipment and locations
- Divided into Implementation-based Working groups:
 - Bicycles & Mobility
 - Asset Management
 - Clean, Safe, and Beautiful
 - Engagement
 - Urban Recreation

DGRI Staff Highlights

- DGRI ArtPrize Venue Stats: 12,009 visitors (high – 1,898; low – 130; mean – 667)

- Hosted a 1-year community conversation about Ambassador Program – 11/12 @ 6:30 PM
- Dear D.C., Love GR Event – 11/13 @ 1:00 PM at Ford Museum
- First GR Forward Thinking Speaker Series Event: 11/20 @ 6:30 PM – Jen Keesmaat
- Next GR Forward Thinking Speaker Series Event: 12/4 @ 6:00 PM – Don Edwards
- DGRI Holiday Party – December 11th!!!

10. Board of Advisors Discussion

Ms. Klohs gave an update on the Ambassador Bridge project.

11. Old Business

None.

12. New Business

13. Public Comment

None.

14. Adjournment

The meeting adjourned at 5:02 pm.