

Virtual Meeting Access

Hello,

As many of you know, recent restrictions and mandates have been issued to reduce the spread of COVID-19. For this reason, and for the safety and wellbeing of our members and employees, we would like to continue to move GR Forward through virtual meetings.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access your upcoming virtual meeting.



MICROSOFT TEAMS

How to Join the Meeting:

1. It is recommended to download the App (but not necessary):
 - a. [Apple Devices](#).
 - b. [Android Devices](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web. [Click here](#) to access the November 30th Team meeting.
3. Allow access to your mic and camera (this is very important for you to join the conversation).
4. Prior to joining the meeting, it will require you type your full name.

Virtual Meeting Etiquette:

- Test the app and all technology (including camera/video, Wi-Fi, and audio) before the meeting.
- Always have a contingency plan, you may want to download the app to a second device.
- Mute your microphone when you're not speaking.
- Start a comment by saying your name. Not everyone may recognize your voice. This practice also facilitates the work of the person who is taking minutes.
- Be aware of your surroundings: make sure your background is professional and work appropriate.

If you have any questions or need further assistance, please email mmcdaniel@downtowngr.org. Thank you!

Best,
Mandy McDaniel



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AGENDA

GOAL 1 ALLIANCE

Members:

Eddie Tadlock • Elyse Mathos • Issac Degraaf • Janet Korn • Joe Elliot • Laura Cleypool • Mark Roys • Maleah Beatty • Lindsey Gadbois • Matt Chapman • Nolan Miller • Rachel Hood • Corinne Farleigh • Sergio Cira-Reyes • Ted Lott • Tom Hoving • Jacob Kulhanek • Traci Montgomery •

November 30, 2020

12:00 – 1:30 PM

[Virtual Meeting Click Here](#)

12:00 PM Call to Order

12:01 PM Review & Approve Minutes from July 9, 2020

12:05 PM Grand Rapids Whitewater Update

12:25 PM Lyon Square Visioning

1:10 PM Project Updates

1:30 PM Adjourn





GR Forward Goal 1 Alliance

July 09, 2020

1. Call to order: Andy Guy called the meeting to order at 2:02 pm

GR Forward Goal 1 Alliance Members Present: Joe Elliot, Eddie Tadlock, Maleah Beatty, Elyse Mathos, Sergio Cira-Reyes, Lindsey Gadbois, and Rachel Hood.

GR Forward Goal 1 Alliance Members Absent: Matt Chapman, Traci Montgomery, Isaac Degraaf, Janet Korn, Mark Roys, Tyler Kanczuzewski, Rob Hyde, Tom Hoving, Ted Lott, Nolan Miller, and Laura Cleypool.

Others Present: Emily Aleman-McAlpine, Kathy Blaha, Kate Collignon, Clair Summers, Connie Chung, Mark Miller, Andy Guy, Melvin Eledge, Kim VanDriel, Sam Suarez, Marion Bonneaux, Annamarie Buller, and Mandy McDaniel.

2. Introductions

3. Grand River Revitalization Governance DRAFT Report & Recommendations

To support disaster (pandemic) recovery planning and organizing, Ms. Collignon presented a framework to help guide river restoration and corridor revitalization in a way that supports a just and resilient recovery.

The current public health and economic context places GR at an inflection point; the revitalization of the Grand River Corridor is an ideal opportunity to provide economic, environmental, and quality of life benefits, driving regional recovery while building long-term equitable resilience and prosperity.

Ms. Collignon and HR&A Advisors has observed that community crises tend to follow a four-stage resilience framework for recovery:

- Emergency Response (protecting the most vulnerable),
- Stabilization (restoring basic services),
- Adaptive recovery (address damage while confronting inequities), and
- Institutionalization (codify changes to policies and governance).

Recognizing we are currently in the stabilization stage (with the goal to avoid further decline) of the pandemic, it can be challenging to mobilize long-term opportunities; however, once we get into adaptive recovery, it is essential to address the damage done and build back in a way to address the underlying inequities.

Ms. Chung presented a DRAFT Phased Action Plan to guide establishing a new organizational strategy and structure to support Grand River corridor revitalization. The overarching goal is to establish a long-term structure to develop, manage, operate and sustain the public assets associated with corridor revitalization.

The proposed approach includes several critical paths:

- Entity Formation (of both a non-profit and a recreational authority)
- Equity & Inclusion Initiatives (as defined in the equity plan, incorporating inclusive community participation in planning and equitable economic development)
- Planning & Stewardship (recommending two separate and immediate planning efforts to develop both an equity plan and a framework plan for physical infrastructure)
- Engagement (inclusive to the community at every stage of the project)
- Fundraising (for both capital and ongoing O&M expenses)
- Construction (as it relates to build out)
- Programming & Events (including concessions, education, and recreation)
- Operations & Maintenance (for in-channel, parks, trails, and riverfront)
- Communication & Partnerships (ongoing formation of partnerships with community organizations and regional stakeholders)

Ms. Chung presented a list of tasks to be implemented over the next 10 years phased out from 0 (now) to Phase II (5- 10 years from now) and the potential roles for specific partners assigned to each of these tasks.

As key initial steps, Ms. Collignon stated DGRI could play a lead role in the formation of a new non-profit entity working in close collaboration with community partners.

4. Draft Governance Considerations, Recommendations

Ms. Blaha reviewed key issues, observations, key criteria, and structure considerations that inform options for a new governance structure. Core areas of agreement include organizing an approach that builds on GR history of private/public partnership, leverages the strengths of existing community groups, builds a more inclusive community-based team, advocates equity and inclusion strategies, and recognizes this corridor as a regional asset.

Ms. Blaha also noted the importance of working closely with philanthropy and the foundation community to support organizational start up efforts.

Ms. Blaha presented the following key recommended next steps to nurture a collaborative approach designed to achieve the community's vision for river corridor revitalization:

- Establish a new non-profit: a backbone organization
- Deepen community engagement
- Establish a recreational authority to support regional focus and collaboration

Ms. Blaha suggested these activities could work in the spirit of building on GR history of public/private partnership to establish a public/private/community partnership that's more intentionally inclusive of the numerous and varied stakeholders with an interest in the river.

5. Next Steps

Ms. Blaha presented a one-year Governance Task Timeline. Immediate tasks include affirm organizing principles, create non-profit, outline project roles and responsibilities, embed community voices (some through work groups), and as the work evolves negotiate initial MOUs and partnership agreements among key partners, as clearly defining roles and responsibilities is key to success. Additional steps would include develop an equity plan, develop a framework plan, and form a Recreational Authority steering committee.

6. Project Updates

Mr. Miller reviewed a map of the 4 social zones: Monroe North, Bridge Street, Center City, and Heartside. There is approximately 133 bars and restaurants and 44 retail and service establishments within these boundaries. The social zones were implemented to help provide recovery efforts to local businesses since many will only be able to operate

at 20-30% occupancy. 200 tables and 800 chairs have been purchased and deployed along with concrete barriers. Many of the businesses have embellished these areas by added their own umbrellas, landscaping, and furniture.

Mr. Guy stated we are moving into phase 2 and 3 of the process, which is adding embellishments and working with performers to activate these zones.

7. Public Comment

None

8. Next Meeting- TBD

Mr. Guy stated our next meeting still TBD.

9. Adjournment

The meeting adjourned at 3:04 pm.

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

**Staff Report
Organizational Leadership Committee
Grand River Corridor Revitalization
September 2020**

**There's A LOT of good work happening to advance restoration, revitalization and activation of the Grand River corridor in the urban core of Grand Rapids. This summary is a DRAFT work in progress and not (yet) exhaustive. All additional initiatives and ideas for improvement welcome.*

Improve maintenance of existing river trail

- Organizing final design to repair Riverwalk from Louis St (JW Marriott) to Blue Bridge
- Organizing boardwalk repairs from Louis St to Michigan Street
- Enhanced maintenance partnership from Gillette Bridge to Michigan Street
 - Lead: City of Grand Rapids in partnership with Downtown Grand Rapids Inc. (DGRI)
- [The 17th Annual Mayors' Grand River Cleanup](#) happened in September
 - Lead: West Michigan Environmental Action Council in partnership with the Cities of Kentwood, Walker, Wyoming, Grandville and Grand Rapids.

Enhance public, universal access to the river

- Organizing final design for access points at Wealthy Street and Fish Ladder Park
 - Lead: City of Grand Rapids in partnership with DGRI and Grand Rapids Whitewater (GRWW)

Leverage Opportunity Sites to reinforce the whitewater initiative & restore the river as the draw

- Lyon Square renovation
 - [Released RFP to redesign the space](#) and initiate construction in 2021
 - Lead: DGRI in partnership with City, Convention/Arena Authority, AHC+ Hospitality
- Ah Nab Awen Park renovation
 - Schematic design complete. Next step: final design and construction documents
 - Anticipated construction ~2023
 - Lead: City in partnership with DGRI and tribal community
- Grand Rapids Public Museum renovation
 - Completed conceptual design
 - Conducting pre-fundraising feasibility analysis
 - Lead: GRPM in partnership with City
- Millennium Park visitor's center & Kent County Parks Dept. HQ

- Final designs and bids expected this fall for Parks Dept. HQ
- Lead: Kent County in partnership with Kent County Parks Foundation
- 201 Market Site
 - City, DDA and DGRI evaluating disposition options
 - Lead: City
- Kent County Road Commission Site
 - [City holds Option Agreement for potential acquisition](#)
 - Closing date no later than September 2023
 - Lead: County, City

Ensure future restoration of the Grand River embeds racial & economic equity

- [Recently launched micro-local business enterprise registration program](#)
 - Lead: City
- Secured [the River for All Racial & Economic Equity grant](#) to continue river development-related equity work through 2024
 - \$800,000 award from Grand Rapids Community Foundation
 - Lead: City
- Organizing the process to define an Equity Framework that guides future river revitalization effort
 - Lead: City and DGRI
- Exploring national pilot workforce training grant opportunity
 - Lead: 11th Street Bridge Park (Washington DC) in collaboration with the City, GRCC and DGRI

Establish Grand Rapids as a hub in the regional trail system

- Extending the trail from Leonard to Ann Street
 - Conceptual design complete
 - Application for state grant funds begin October 2020
 - Anticipated construction 2023
 - Lead: City of Grand Rapids
- [Connecting the Idema Explorer's Trail to Kent County/Millennium Park](#)
 - Construction of Jenison Mill trail segment anticipated 2021
 - Lead: Ottawa County Parks & Recreation Commission in collaboration with Georgetown Township and Ottawa County Parks Foundation

Expand housing opportunity

- 167 apartments currently construction on Market Avenue adjacent to the river
 - [City & DDA approved project incentives](#)

Improve safety at river trail-street crossings for people walking and bicycling

- Recently completed trail connections across Fulton and Bridge/Michigan Streets
 - Lead: City of Grand Rapids and Downtown Grand Rapids Inc.

Determine long-term governance strategy to develop, manage, activate and sustain the future revitalized Grand River corridor thru Grand Rapids' urban core

- DRAFT recommendations emerging on governance model and key next steps
- Committee drafting Vision and Mission statements in Q4 2020
- Final recommendation anticipated December 2020
 - Lead: Downtown Grand Rapids Inc. in partnership with the City, County & GRWW

Amenitize & activate existing riverfront parks to make the river a real draw

- Pilot temporary Skate / Bike / Scoot Facility at 555 Monroe
 - [Construction underway](#). Ribbon cutting Oct. 2, 2020, tentatively
 - Lead: DGRI in partnership with City
- Piloting al fresco riverfront dining in Canal Street Park at [Linear](#) and [City Built Brewing](#)
 - Lead: DGRI in partnership with City and the businesses
- Expanding the presence of public art along the river corridor
 - [Fish Splash](#) (Canal Park)
 - Alpha – Wall (Fish Ladder Park)
 - Graffiti Murals (555)
 - Lead: DGRI in partnership with the City
- Established “[Refreshment Areas](#)” to promote outdoor business & recreation including the riverfront
 - Lead: City in partnership with DGRI
- Developing citizen-led Top 10 activation interventions
 - Lead: Community Catalysts/Public Agency, Aligned Planning & DGRI
- [Restoration of Blue Bridge lighting system recently completed](#)
 - Lead: City of Grand Rapids

Restore the whitewater rapids in the Grand River

- Biological Assessment process
 - Began in June. US Fish & Wildlife Service expects to issue Opinion in October
- Environmental Impact Statement process
 - Evaluation of 14 alternatives begins in September
 - US Army Corps of Engineers will hold dam risk assessment workshop to review alternatives.
- Preliminary Watershed Project Plan submitted to NRCS

- Staff preparing application for state environmental permit
- Baseline monitoring of fish populations and angler counts continue
 - Lead: GRWW & City

Review all ordinances to evaluate/ensure alignment with community goals for river corridor revitalization

- Currently evaluating various considerations and expectations
 - Lead: City

Focus on improving water quality and public awareness of conditions

- Developing water quality notification system
 - Lead: City

Marketing & Communications

- Ramping up river restoration communications and public information
 - [Check out the GRWW blog!](#)
 - Lead: GRWW
- [Installed photo stations along the river's edge encouraging public help record river changes](#)
 - Lead: Grand Valley Metro Council in partnership with GRWW and GRPM
- Finalizing report on the economic, fiscal and quality of life benefits related to river corridor revitalization
 - Lead: DGRI, HR&A Advisors
- Improving wayfinding & navigation Downtown
 - Engaged Progressive AE [to design and implement a new pedestrian-friendly wayfinding system for the public right-of-way](#), including the riverfront.
 - Conceptual design of the sign system occurs Sept-Oct. 2020
 - Lead: DGRI in partnership with the City
- Developing a map/brochure to communicate the “big picture” river corridor revitalization initiative
 - Lead: DGRI
- Installing public information kiosk in Canal Street Park
 - Lead: City
- Concepting a documentary video production and organizing to engage videographer to gather footage
 - Lead: Partnership with Great Lakes Fisheries Commission, City, GRWW & DGRI

- Launched [enhanced River for All website](#)
 - Lead: City in partnership with Great Lakes Fisheries Commission

Organizing to promote increased river-related collaboration / coordination across W MI

- Exploring potential for convening of regional stakeholders
 - Lead: Ottawa County, Experience GR, DGRI, City and Kent County

Community Engagement

- [Organizing kayak outings to intentionally engage communities of color](#)
 - Lead: Latino Outdoors, Latino Network of West Michigan, West Michigan Latina Network and (potentially) Outdoor Afro, City, DGRI
- Developing community engagement framework to support new river entity's organization & startup
 - Lead: Community Catalysts/Public Agency, Aligned Planning & DGRI

Stakeholder Outreach – Governance Process & Recommendations

August 2020

- Friends of GR Parks
- Parks & Recreation Advisory Board, City of Grand Rapids
- Urban Core Collective
- Grand Rapids Area Chamber of Commerce
- Local First
- The Right Place
- Grand Rapids Area Black Businesses

September 2020

- Roosevelt Park Neighborhood Association
- Grand Rapids Downtown Development Authority
- Monroe North TIFA
- Economic Development Project Team, City of Grand Rapids
- Downtown Grand Rapids Inc Board of Advisors
- Experience Grand Rapids Board of Directors
- Adjustable Hydraulic Structure Steering Committee Work Group

October 2020

- Van Andel Family Foundation
- Grand Rapids Public Museum Foundation Board
- Grand Action Committee
- Adjustable Hydraulic Structure Steering Committee Work Group

November 2020

- Kent County Parks Foundation

In Process

- West Michigan Hispanic Chamber of Commerce
- YMCA Executive Committee
- Kent County Board of Commissioners
- Hispanic Center of Western Michigan
- Urban League

On Deck

- West Michigan Environmental Action Council
- Creston Neighborhood Association
- West Grand Neighborhood Association
- Neighbors of Belknap Lookout
- Monroe North Business Association
- Downtown Improvement District
- South Division-Grandville Corridor Improvement Authority
- North Quarter Corridor Improvement Authority
- Westside Corridor Improvement Authority
- West Michigan Asian American Association