



Virtual Meeting Instruction

GOAL 2 ALLIANCE & DOWNTOWN NEIGHBOR NETWORK ADVISORY

Hello,

As many of you know, recent restrictions and mandates have been issued in an effort 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 April 2nd 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 name. Make sure your mic and audio are on and click join.

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



Mandy McDaniel
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AGENDA

GOAL 2 ALLIANCE & DOWNTOWN NEIGHBOR NETWORK ADVISORY

Goal 2 Alliance Members:

Aaron Terpstra • Brian Grooms • Daniel Kvamme • Danielle Rowland • Sarah Green • Dave Nitkiewicz • Jacey Ehmann • Jenn Schaub • Katy Hallgren • Abby Cribbs • Latesha Lipscomb • Latrisha Sosebee • Monica App •

DNN Advisory Members:

Amy Skentzos • Christopher Billmeier • Daniel Drent • Drew Terwee • Eddie Tadlock • Jane Reynolds • Kathy Steindler • Kelli Jo Peltier • Latesha Lipscomb • Laurie Craft • Mark Tangen • Michael Dorney • Myric Harris • Rose Martinez White • Wilma Banks •

April 2, 2020

1:00pm-2:30pm

Microsoft Teams Virtual Meeting

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|----|---|----------------------------------|
| 1. | Call to Order, advice on virtual meetings | Annamarie Buller/ Mandy McDaniel |
| 2. | Goal 2 Alliance Introductions | Monica App |
| 3. | DNN Advisory Introductions | Kelli Jo Peltier |
| 4. | Goal 2 Alliance March Minutes approval | Monica App |
| 5. | DNN Advisory March Minutes approval | Kelli Jo Peltier |
| 6. | Goal 2 Alliance FY 21 Budget Review | Annamarie Buller |
| 7. | Grand Rapids Police Department update | Brian Grooms |
| 8. | Next Meeting Dates: <ul style="list-style-type: none">• DNN Advisory on May 7, 2020 11:30am• Goal 2 Alliance on May 11, 2020 at 1:00pm | Annamarie Buller |
| 9. | Member discussion | Monica App |



PURPOSE OF EACH MEMBER GROUP:

GR Forward Goal 2 Alliance advises on programs and projects to develop a true Downtown neighborhood.

The Downtown Neighbor Network advises on programs and projects to provide a forum to socialize, organize, and ultimately deepen citizen engagement promoting a high-quality residential life in Downtown GR.



Goal 2 Alliance

March 09, 2020

1. Call to order: Ms. Buller called the meeting to order at 1:04 pm.
2. Members Present: Daniel Kvamme, Aaron Terpstra, Danielle Rowland, Latrishia Sosebee, Jenn Schaub, Dave Nitkiewicz, Latesha Lipscomb, Jacey Ehmann, Sarah Green, Brian Grooms, Landon Jones Abby Cribb, and Monica App.

Members Absent: Katy Hallgren

Others Present: Annamarie Buller, Marion Bonneaux, and Mandy McDaniel (DGRI Staff).

3. Approval of Minutes- February 2020
Jenn Schaub, supported by Monica App, motioned to approve February 10, 2020 Meeting Minutes. None opposed. Motion passed.
4. Introductions- Welcome Abby our new Goal 2 Alliance Member!
5. DNN Resident Survey Results
Ms. Buller summarized the 2019 Downtown Resident Survey results. In total, there were 290 responses, and 12.59 minutes was the average time to complete 33 questions. The majority of those who participated in the survey have lived in the Downtown area 2 or less years and 86.55% are white or Caucasian. Residents have major concerns regarding the homelessness in the Downtown area. They would like to see improvements on parking, rent/housing expenses, and crime and safety. In addition, residents would like to see more pharmacies, grocery, and retail stores. Over 50% of the residents have never experienced the DASH. 72.67% get around town by driving. 75% of residents believe the greatest or positive aspect to living Downtown are the events. 57% do not

know about the Downtown Neighbor Network. Ms. Buller mentioned there were a lot of comments that will not be shared for time sake purposes but if you would like to review the results to let her know.

Ms. App asked if we know what area those live in who completed the survey because it would be helpful to see if there is a specific area or neighborhood that is having issues with fresh food access. Ms. Buller stated that is a good idea and we will be making a report based on the answers and comments. Mr. Nitkiewicz asked if residents want a drug store because of convenience or prescriptions purposes? Many agreed residents are looking for a convenient store rather than an actual drug store. Ms. Buller stated many people who completed the survey are new to the Downtown area and unaware of what's available to them. The population that is still new to Downtown are still driving, we could push for them to use the DASH. Mr. Nitkiewicz asked Ms. Buller is there were any answers that surprised her? Ms. Buller stated not really but she wished parking wasn't at the top of this list, instead retail should have been higher. New residents are unaware of their options. Housing and homelessness probably should have also received a higher rating. Ms. Schaub stated grocery and pharmacy concerns may have been lessened if it was before downtown amenities and suggested changing the order of the questions in the future to help.

6. Goal 2 Alliance FY 21 Project brainstorm

Ms. Buller stated before reviewing the budget she wanted to refresh the members on what the priority is for the Goal 2 Alliance. Our charge in Goal 2 is to create a true downtown neighborhood that is home to a diverse population.

Ms. Buller reviewed the priority projects for this past year, which were Affordable Housing Support, the Downtown Census, the Heartside Quality of Life Implementation, and the Downtown Neighbor Network. She reviewed what was spent and leftover in the current fiscal year '20 budget. There are some upcoming projects and possible proposals, but as of right now there is \$282,210.39 leftover in the budget.

Focusing on the upcoming fiscal year budget, beginning July 1st, 2020, Ms. Buller stated some additional projects we are hoping to add this spring or in the next fiscal year that are recommendations from the Heartside Quality of Life Plan are the following:

Heartside Downtown Walking Tour, Heartside/ Downtown Resident Employment Program, Rent this Way Training, Neighborhood Marketing Concept Training, Monthly Farmers Market, Pekich Park Gardening program, Mental Health First Aid Training, Heartside Gleaning and the YMCA Veggie Van.

Ms. Rowland called for updating the Engaged and Employed Employment Guide document as part of the Heartside/ Downtown Resident Program. Danielle, Latrisha and Latrisha all were involved in this working group and promised to send a copy of what they already created.

Moving forward, this group will have to think critically on what to work on next since many things in GR Forward Goal 2 plan have been completed in GR Forward.

Mr. Nitkiewicz, would like to see our group help support making Ionia and Ottawa a two way with retail and increased walkability and parking. Walkability and ability to navigate downtown, if Lyon was a 2 way. Mark Miller provided the update that Ionia and Ottawa conversation is still being discussed by the City regarding feasibility, and he encouraged continued stakeholder advocacy. Speak to commissioners and staff at the city about your interest in seeing these projects come to pass. Goal 3 Alliance will oversee the funding and help set direction. Annamarie will check with other staff are with projects that may overlap the with priorities of the Downtown neighborhood and Goal 2 Alliance interests.

Ms. Buller stated the DNN's priority for the next fiscal year is creating a DNN website in addition to the DDN Project, a pedestrian safety plan of action and building a coalition to improve safety and working to welcome downtown residents. Goal 2 could potentially join in on these projects or we could come up with other projects.

The Downtown Farmers Market/ Fresh Food conversation and where it should be located could be a potential advocacy project of the Goal 2 Alliance.

Ms. Schaub stated reflecting from the survey results, a lot of residents are unaware of the amenities and the DASH. She suggested marketing the Downtown area to the residents and to help make those connections. The DNN could be a great opportunity to market to the residents. Ms. App stated many residents are consistently knew, education is important and developing more of a partnership with DNN would be a great opportunity.

The survey results show a lack of knowledge of what amenities are Downtown and indicate there are a great deal of new Downtown residents regularly moving Downtown. What if we spent some dollars next year on the marketing of Downtown amenities to Downtown residents? Ms. App agreed.

Ms. Soesbee commented that members of the Downtown Neighbor Network need to help tell the story and market the Downtown amenities to each other. Training DNN members on how to talk about the city and market on social media in order to help welcome new residents and educate current residents. Perhaps start block clubs or a Downtown resident mentor program where new folks are paired with a longer-term resident.

Ms. App added that she agreed. We (Rockford Construction) spend a great deal of time and money to help educate residents about Downtown and often they are unaware of what is right

around the corner from them. And a lot of our Downtown residents are new and consistently new. This may be a good opportunity to leverage the Downtown Neighbor Network to help market and spread the word.

Ms. Rowland mentioned that business associations often discuss a central location where folks could go for information about Downtown businesses. Potentially the DGRI website could be a one stop shop for information about Downtown businesses. DGRI or DNN should take on a listing and keeping it up to date.

Ms. Schaub also suggested to budget to host focus groups to dig deeper into the survey results. There is also potential for looking at data gathered in Heartside Resident Satisfaction Survey and the DNN Resident Survey for common themes and gaps. Identify 5-6 themes to dig into more with these focus groups. These focus groups can help us figure out how to serve those resident needs. Some compensation would be in order. The group suggested DGRI provide food or gift cards so folks feel like they are being compensated for our time.

Ms. Schaub also brought up the prevalence of comments related to addressing the homeless population and outreach needs. Melvin Eledge noted that the DID is able to fund these types of activities and that he is having meetings with organizations to see what proposals they have for doing additional outreach. Ms. Schaub asked for updates, when there is movement around this issue.

7. Grand Rapids Police Department Update

Mr. Grooms stated there is a new group of community officers to work the night shift from 2 pm to midnight starting March 22nd. He suggested making electricity available at Pekich Park for activation and GRPD would like power to add a video camera at the park. Ms. Buller noted there is an outlet in the streetlight for holiday décor, but we need to make sure the power could be used for other things.

8. Please email Ms. Buller with additional ideas and thoughts for the FY 21 Budget.

9. FY 21 budget conversation with the DNN Advisory, next meeting:

- a. Thursday, April 2, 2020 from 11:30-1:00 pm
- b. Cancelled: April 13, 2020 Goal 2 Alliance meeting!

10. Public Comment

None

11. Adjournment

Ms. Buller adjourned the meeting at 2:32 pm.

Minutes taken by:
Mandy McDaniel
Administrative Assistant
Downtown Grand Rapids Inc.



Downtown Neighbor Network March 5, 2020

1. Call to order:
Ms. Buller called the meeting to order at 11:35 am
2. Members Present: Amy Skentzos, Kellie Jo Peltier, Christopher Billmeier, Daniel Drent, Drew Terwee, Latesha Lipscomb, Wilma Banks. Eddie Tadlock, Jane Reynolds, Kathy Steindler, Mark Tangen, and Michael Dorney.

Members Absent: Laurie Craft, Rose Martinez White, and Myric Harris.

Others Present: Annamarie Buller, Melvin Eledge, Kim Van Driel, Mark Miller, Marion Bonneaux and Mandy McDaniel (DGRI Staff)
3. Introductions
4. Approval of Minutes: February 2020
Daniel Drent, supported by Eddie Tadlock, motioned to approve February 06, 2020 Meeting Minutes as presented. None opposed. Motion passed.
5. Portland Loo Update
Mr. Eledge, Operations Manager at DGRI, provided a brief update on the Portland Loo. He stated yesterday we attended a meeting with the Historical Preservation Association for their approval and they enthusiastically agreed the neighborhood needs a public restroom. We will begin the bidding process within the next week and hope to have the bids back in time for approval by the DDA Board in April. We then will plan to break ground and ask the City for \$50k they have budgeted for this project. The loo is currently in construction and will be delivered on July 14th. Mr. Dorney asked where the loo will be installed? Mr. Eledge replied on the corner of Weston and Division, it will incorporate some landscaping as well.

6. Public Space Activation Update

Ms. Van Driel, Director of Public Space Management, stated there are several projects in the making and upcoming activities for the Downtown area. Projects we are currently working on is next year's winter activities and décor. For Black History month, DGRI partnered with Adeshola Makinde. He proposed a project to honor leaders within the black community by advertising quotes on billboards around Downtown. Ms. Steindler asked if the artists is a Grand Rapids native? Ms. Van Driel stated yes, he was inspired by the Rad Women Event.

Ms. Van Driel stated this year we will be activating 5 alley ways for the Rad American Women event. We are working with local businesses to dedicate the alley ways. Next month we will launch in time for Women's history month and the 100th anniversary of the 19th amendment. Womens Way alley activation initiative can be found here at <https://downtowngr.org/announcements/2020/03/womens-way>.

Ms. Steindler asked if there is already a mural in one of the dedicated alley ways? Ms. Van Driel stated yes, but it is a large alley and will not interfere with the current mural.

We are proposing the first ever bike corral mural in front of the Pyramid Scheme in honor of PRIDE month. Valerie Wahna is creating a wooden Fish Wave sculpture for Canal park. There is a mural installation that will be at the dog park at 234 Market, we will also be incorporating seating and plantings to help liven the place. We are teaming up with Reb Roberts for a project called "Cloud Corner" to activate the space. We will be teaming up with UICA and sister cities for a welcome mural. Creos Prismatic this year was successful, with over 30k visitors. We are working on ideas and quotes for other artists for next year. We are planning early for Relax at Rosa, which is a free weekly series from 12-1:30 pm on Thursday. We will also propose a skate/bike park downtown that will be temporary.

Ms. Steindler asked how do you advertise these events? Ms. Van Driel stated our communications team uses various channels, such as print materials, social media, the DNN newsletter, and continue efforts with community partners. Mr. Dorney asked about the submission dates for the grants. Ms. Van Driel stated there are two submission dates for the Activate this Space Grant, which are in the summer and winter. Goal 5 recommended increasing the funds to support more of these projects.

7. Canal Park

Mr. Miller, Managing Director of Planning and Design at DGRI, stated we have talked a lot about the river and improving those areas, Canal Park is one of those areas. The park was originally constructed in the 90's and is need of some updates. The River for All Plan established guidelines for the river park, and we have begun working with the parks department to refresh this park.

This project will consist of 3 phases. The first part of phase one will include replacing the existing benches, trash cans, and refresh some of the bike racks. The second part of phase 1 is to add moveable seating with different colors and styles. Phase two will replace the old kiosk near Linear restaurant. Phase three will include discussions with the city on how we might serve alcohol in that area. We are moving proactively to get some of these items done by the spring.

On March 26th there will be a neighborhood Happy Hour event at Linear Restaurant from 4:30 – 6:30 pm for residents to vote on the new furnishings for Canal Park. In terms of budget, we will be going to MNTIFA to ask for an amount that will include everything needed for this project.

Additional Updates:

Mr. Miller gave an update on the Van Andel Arena Plaza, stating we are entering a contract with Pioneer. April 27th the project will officially start. It's expected to be complete by ArtPrize and no later than the start of the Griffin's season.

Mr. Miller stated another update is the construction on Division Ave, which is expected to begin on March 30th. We are working with the City regarding the staging of the project and how it will affect local businesses. Mr. Drent stated the City will be at the Heartside Downtown Association meeting on March 17th to brief us on the construction project and answer any questions that you may have.

8. DNN Engagement

a. Grand Rapids Neighborhood Summit – March 7th

Ms. Buller stated the event is this Saturday at GVSU. She will be teaching Annamarie to teach 'Action Planning for Community Change'. DNN will have a table and she would appreciate anyone stopping by and possibly helping her.

b. MSU Extension Citizen Planner Course April/May 2020

Ms. Buller stated various people have signed up for the event including staff, residents, and members from both DNN and alliances. It has been confirmed the City will provide childcare for those who need it. Please let her know if you are interested.

9. Goal 2 Alliance Funding Updates
Ms. Buller stated at next month's DNN meeting, we will plan to go over funding with Goal 2 members.
10. 6th Annual Mix, Mingle and Share with your Downtown Neighbors, May 13, 2020
Ms. Buller stated there will be an event open to all Downtown residents at the Listening Room at Studio Park from 4:30 – 7 pm. Please let Ms. Buller know if you would like to help with this event.
11. FY 2020 budget review and 2021 budget priority planning
Ms. Buller stated she would like to go over what has been spent, what is leftover, and any changes that the advisory board would like to see for the upcoming fiscal year. Referring to the DNN fiscal year 2020 budget spreadsheet, overall there is \$25,388.39 remaining but that does not include upcoming events, print pieces, and bills. Ms. Buller stated she would like to use the excess funds in marketing towards the upcoming Mix Mingle and Share event in May.

Ms. Buller stated some events have been poorly attended and suggested more funding for promotional materials. She suggested a direct mail piece for the resident survey results and use that as an opportunity to invite people to the Mix, Mingle, and Share event. Ms. Lipscomb also suggested to mimic the Black History billboard project and promote DNN, the Downtown Experience, or even the Mix, Mingle and Share event.

Ms. Buller stated moving forward with fiscal year 21, which begins July 1st, we should keep a similar budget for communications and marketing line item. We can incorporate a new website for DNN that is connected to the DGRI project page. We could also add more promotional pieces to help build the DNN brand. Other ideas Ms. Buller presented include advocating for pedestrian safety, expanding fresh food access, and focus on making downtown more welcoming.

Most members agreed that pedestrian safety and the website are a primary focus for the new fiscal year. There was debate on if the DNN should advocate for fresh food access downtown and ultimately decided that Goal 2 should continue their work on this issue. It was also decided to continue focusing on new residents rather than new businesses in the downtown area. However, members liked the idea of incorporating DNN promotional materials in Goal 4's welcome baskets for new businesses.

Ms. Lipscomb suggested a new social media account through Instagram to target the young working professionals. Ms. Buller stated that would be nice, however, she needs more support from members with things like posting to the Facebook page, volunteering with events, and taking initiative with resident engagement before we can take on another social media platform. Ms. Peltier suggested a neighborhood event formed around Art Prize. Many members liked the idea of an Art Prize preview/reception for residents. Mr.

Drent suggested purchasing a catchy banner and participate at more events and possibly walk in a parade.

12. Next meeting April 2, 2020 11:30 – 1 pm.

Ms. Buller stated we will be meeting with Goal 2 Alliance to collaborate and review the FY 21 budget for the upcoming fiscal year.

13. Advisory Member Discussion

Ms. Buller stated the 6th annual Mix, Mingle, and Share event is on May 13th from 4:30 – 7:30 pm at the Listening Room at Studio Park. If there is anyone who is interested in helping with this event, please let her know.

DNN board members asked what the expectations are as members of this Advisory Board, how we can best support the goals, and if we have a vision statement? Ms. Steindler suggested all members be required to participate in at least 2 events per month. Mr. Dorney suggested creating subcommittees for each priority project. Then as part of the expectations we require at least 2 members to be designated to work on these things. Mr. Tadlock asked for a one-page summary of expectations for the members. Ms. Buller committed to putting that on the top of our agenda for a future meeting once our budget is finalized.

14. Public Comment

None

15. Adjournment

Ms. Buller adjourned the meeting at 1:36 pm.

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

GOAL 2 ALLIANCE

Create a True Downtown Neighborhood that is Home to a Diverse Population

FY21 Projects for Goal 2 Alliance

This is a list of projects and initiatives prioritized for the budget items for Fiscal Year 2021 which runs from July 1, 2020 to June 30, 2021. The brief descriptions are not meant to be all encompassing but rather to serve as a high level overview of the particular project.

HEARTSIDE QUALITY OF LIFE IMPLEMENTATION

HQL: Resident Trainings

- MSU Citizen Planner (MSU and City of Grand Rapids)
- Mental Health First Aid training (Mental Health Foundation/ Dwelling Place)
- Rent this Way Training (Housing Commission)
- Action Planning for Community Change (DGRI/ Dwelling Place)

HQL: Pekich Park Gardening (Dwelling Place Partnership)

HQL: Incentivize Local Farmers Markets

- Heartside Gleaning Initiative Partnership
- YMCA Veggie Van Partnership
- Coordination of bi-monthly Summer Farmers Market (July, August, September)

HQL: Heartside Restrooms Annual Expenses- Collab Goal 5

HQL: Heartside/ Downtown Walking Tour Series

HQL: Employment Program for DT Residents

HQL: Lighting Improvements? South Division and all side streets? City has fund for side streets completed after this summer.

DOWNTOWN NEIGHBOR NETWORK

Communications and marketing, continuing to build and evolve the DNN brand

- Staff DNN operational support, meetings etc.
- Build stand alone DNN website
- Newsletter and social media
- DNN brand boosts and development

Quarterly major events to build the network and share information

- Winter DNN holiday gathering
- Spring Mix, Mingle and Share
- Community & Conversations on relevant Downtown resident topics

Continued education of our residents (funded through HQL)

Engagement focus for 2021

1. Build agenda for action and coalition around pedestrian safety improvements (more below)
2. Make Downtown more welcoming

PEDESTRIAN SAFETY IMPROVEMENTS collaboration with DNN & Goal 3 Alliance

- Bring in a nationally acclaimed speaker on pedestrian safety
- Research on best practice internationally as well as local statistics
- Building coalition to decide top 6-8 things we would pilot to improve safety Downtown

DOWNTOWN MARKETING

Invest in marketing Downtown amenities, businesses etc to Downtown residents working in collaboration with Downtown Neighbor Network

DOWNTOWN RESEARCH

Focus groups on Downtown resident survey (2019)

Better understand Downtown community with a general fund for research