

# Virtual Meeting Instruction

GOAL 2 ALLIANCE



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 January 2021 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](mailto:mmcdaniel@downtowngr.org). Thank you!

Best,  
Mandy



Mandy McDaniel  
Administrative Assistant  
Downtown Grand Rapids Inc.

29 Pearl NW, Suite 1  
Grand Rapids, MI 49503  
P: 616 . 719 . 4610



# AGENDA

## GOAL 2 ALLIANCE

### Board Members:

Monica App • Abby Cribb • Jacey Ehmann • Sarah Green • Katy Hallgren • Daniel Kvamme • Latesha Lipscomb • Danielle Rowland • Jenn Schaub • Latrishia Sosebee • Aaron Terpstra •

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January 11, 2021  
1:00pm-2:00pm

- |    |                                     |                  |
|----|-------------------------------------|------------------|
| 1. | Call to order                       | Monica App       |
| 2. | Approval of minutes (November 2020) | Monica App       |
| 3. | Project Updates                     | Annamarie Buller |
|    | • World of Winter 2021              |                  |
|    | • Safe Streets Agenda for Action    |                  |
|    | • DNN Book Club                     |                  |
|    | • DNN Website                       |                  |
|    | • Member Recruitment                |                  |
| 4. | Advisory Member Discussion          | Monica App       |
| 5. | Public Comment                      | Monica App       |

Next Meeting- February 8, 2021

### Potential Updates for February:

GR Forward Goal 2 Alliance Review  
FY22 Budget

### Interested in Goal 2 Alliance:

- Scott Opperman, Director of Mission Integration and Diversity & Inclusion Champion at Mercy Health Saint Mary's, Heritage Hill Resident, white male
- Kathy Steindler, City View resident, Vice Chair of the DNN, work for Steelcase, white female
- Mark Tangen, Lofts resident, Heartside Downtown Neighborhood Board Member, works for Primerica, white male





## Goal 2 Alliance

November 09, 2020

1. Call to order: Ms. Buller called the meeting to order at 1:02 pm.
2. Members Present: Danielle Rowland, Katy Hallgren, Latesha Lipscomb, Monica App, Sarah Green, Jenn Schaub, Latrisha Sosebee, Aaron Terpstra

Members Absent: Jacey Ehmann, Daniel Kvamme, and Abby Cribb

Others Present: Marion Bonneaux, Kim VanDriel, Mark Miller, Melvin Eledge, Samantha Suarez, Annamarie Buller, and Mandy McDaniel (DGRI Staff).

3. Approval of August 2020 Minutes:  
*Katy Hallgren, supported by Latesha Lipscomb, motioned to approve October 12, 2020 Meeting Minutes. None opposed. Motion passed.*
4. Project Updates:
  - a. Homeless Outreach Team  
Ms. Buller stated DNN had the privilege of meeting with Tammy Britton, HOT Coordinator, to update and reiterate the need to continue outreach on Monroe Center. Community Rebuilders has been hired to do direct outreach on Monroe Center to house 30 adults and 30 youth that have been sleeping out on Monroe Center.  
  
Ms. Green asked if individuals must wait for COVID test results before they can get into housing. Ms. Buller stated she would look into it.  
**Community Rebuilders weekly dashboard for housing placement:**  
<https://communityrebuilders.org/geographically-targeted-outreach/>

Contact information for the Homeless Outreach Team or (HOT): 616.456.4240.

b. Prioritizing Safer Downtown Streets Next Steps

Ms. Buller reviewed a 1-page summary included in the agenda packet. Ms. Buller stated she would like to have the list finalized by the end of the year and start implementing in the new year.

Ms. Schaub suggested adding funding or collaborating to increase the use of 311 to report issues with the sidewalk/curb/street experience/potholes in downtown? The use of 311 is low in Heartside and Downtown and it would empower people to request upkeep.

Ms. Buller stated the DNN (virtual) Book Club concept is to learn more about safer streets and deepen our knowledge of the best practice in this field. The book is Right of Way: Race, Class, and the Silent Epidemic of Pedestrian Deaths in America. We would like to have books ordered by December to distribute beginning of January and begin conversing in late January or February.

c. Social Zones and Refreshment Area Updates

Mr. Miller stated DGRI has been preparing for the winter months. At the last DDA meeting, we created the Winter Ready Program, which grants up to \$15K to businesses for winterization. 20+ businesses expressed interest, and we have received 6-10 different ideas. Businesses are looking at tents or custom-built structures, but all outside structures must be approved by the city. Field and Fire would like to install greenhouses but waiting for approval.

Bars and restaurants are 30-40% of downtown ground floor spaces and the 2nd leading employer after medical. These zones have saved some businesses through the summer and in some cases, businesses thrived. The social zones have worked and will be a tough task in the next 4 months to achieve the same effect.

d. Downtown Resident Experience Marketing

Ms. Buller stated Well Design is the firm chosen for a standalone website that supports the Downtown Neighbor Network. Well Design has a lot of experience with Neighborhood associations and suggested additional ideas that were not considered. This website will assist in building community and making resident connections for Downtown and near Downtown neighbors.

We met with Well Design on October 23, 2020, to get a firm agreement and discuss the process. In December, we plan to present to the DDA for funding approval. In January, we will kick off the project with Well Design. There is a working group for the website. Please let Ms. Buller know if you are interested in joining. One meeting has already taken place, and we expect to meet again over the course of the next 6 months.

5. Advisory Committee Discussion

Ms. App stated the other alliance chairs met and have decided the alliances need to collaborate better together. There was a discussion about marketing and the overall experience together. In addition, we are considering opening all alliance meetings to other alliance members to make information more accessible. There will be opportunities to get connected with the other groups within the next few months. Please contact Ms. App if you have any ideas or comments on our goal, other goals, or how we may collaborate better.

6. Public Comment

None.

7. Next Meeting – December 14, 2020 1 - 2:30 pm

8. Adjournment

Ms. Buller adjourned the meeting at 1:59 pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.



## Downtown Grand Rapids Inc. Goal 2 Alliance

Virtual meeting until further notice  
29 Pearl St. NW, Suite 1  
Grand Rapids, MI 49503

### 2021 Meeting Schedule

January 11, 2021  
February 8, 2021  
March 8, 2021  
April 12, 2021  
May 10, 2021  
June 7, 2021  
July 12, 2021  
August 9, 2021  
September 13, 2021  
October 11, 2021  
November 8, 2021  
December 6, 2021

Please contact Mandy at Downtown Grand Rapids, Inc. at 616-719-4610 to RSVP  
[mmcdaniel@downtowngr.org](mailto:mmcdaniel@downtowngr.org) for each meeting.

## **Safer Streets Agenda**

Updated: December 2020

- 1. Collect better and more current data on pedestrian safety Downtown**
- 2. Enhanced safety campaign to build awareness**
  - a. Education DNN advocates around the issue
  - b. Education of public around the issue
  - c. Targeted marketing to drivers
- 3. Build support for the following policy changes:**
  - Work to lower Downtown speed limits to 20 or 25 miles per hour.
  - Establish a construction signage ordinance fine if signage is left after construction is complete for more than 10 days.
  - Establish a no turn on red policy Downtown.
  - Establish a distracted driver ordinance.
  - Advocacy at the State level.
- 4. Other interventions to improve safety at crosswalks or intersections each year for improvements**
  - a. Design conditions for vehicles moving through Downtown at 25 miles an hour.
  - b. Road diets and in key areas where speeds are too fast Downtown.
  - c. Establish a policy that makes it legal to artistically light and/or paint crosswalks or consider more street murals like on Sheldon.
- 5. Prioritize the following major project improvements that will improve connectivity and safety downtown.**
  - a. Create a priority list of sites and the issues facing them.
    - i. Here are a few:
      1. Additional enhancements on Michigan and Bridge crosswalks
      2. Safer crossing to VanAndel Arena
      3. Safer crossing on Fulton Street west of Division
      4. Safer crossing to DeVos Performance Hall
      5. Safer crossing from Belknap Hill to the River also called the Belknap Connection
      6. Address the motorcycle safety Downtown
      7. Additional bike and scooter lanes

**Other ideas:**

Research the addition of a safety patrol at key intersections Downtown at key times during events and rush hour.

Lower downtown speed limits and increase enforcement.

Consider speed traps and ramped up policing in critical locations

Adopt a tree program

Install a high impact art installation that shares stats of pedestrian and car impacts over the past 5 years in Downtown.

Bring in a powerful speaker with success in pedestrian safety.