



# AGENDA

## GOAL 2 ALLIANCE

### Board Members:

Aaron Terpstra • Brian Grooms • Daniel Kvamme • Danielle Rowland • Sarah Green • Dave Nitkiewicz • Doreen Timmers •  
Jenn Schaub • Kate Hunter • Katy Hallgren • Landon Jones • Latesha Lipscomb • Latrisha Sosebee • Monica App •

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July 15, 2019

1:00pm-3:00pm

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of Minutes – May 13, 2019
3. FY2020 Project Updates
  - Downtown Neighbor Network overview
  - Affordable Housing RFP Process overview
  - Heartside Quality of Life recommendations
    - Peckich Park
    - Heartside Gleaning
    - YMCA Veggie Van
    - Public Restrooms
4. Grand Rapids Police Department Update
5. Next Meeting – August 12, 2019 1-3:00pm
6. Public Comment
7. Adjournment



DOWNTOWN  
GRAND RAPIDS INC.



## Goal 2 Alliance

May 13, 2019

1. Call to order: Annamarie Buller called the meeting to order at 1:06 pm.
2. Members Present: Daniel Kvamme, Latrisha Sosebee, Landon Jones, Monica App, Dave Nitkiewicz, Katy Hallgren, Latesha Lipscomb and Aaron Terpstra.

Members Absent: Brian Grooms, Danielle Rowland, Sarah Green, Doreen Timmers, Jenn Schaub, and Kate Hunter.

Others Present: Jacey Ehmann, Annamarie Buller, Kyama Kitavi, and Amanda Sloan (DGRI).

3. Approval of Minutes- April 8, 2019  
*Ms. Sosebee, supported by Mr. Kvamme, moved to approve April Meeting Minutes as presented. None opposed. Motion passed.*
4. Affordable Housing RFP Process overview  
Ms. Buller provided a distribution list of organizations that have received the Affordable Housing RFP and informed the group that she has had responses from ICCF, Land Use USA, and Urbaner Living. Ms. Buller has scheduled phone conversations with each of these organizations to confirm the projects they will propose are legal. She asked what the group would like to see as steps beyond that stating Goal 4 has an application and evaluation form for their RFP and wondering if we would like to similarly formalize this process. Mr. Kitavi shared the Goal 4 Alliance process for evaluating retail proposals and clarified Goal 4 will use the point system on the evaluation form more so when evaluating multiple proposals at the same time and not as much for rolling RFPs. Ms. App stated this would be helpful as a guide and to simplify the process. Ms. Sosebee requested the evaluation form be kept internally and not provided to applicants. Ms. Buller will provide drafts of these forms by next week. Mr.

Terpstra noted there is no deadline on this RFP. Ms. Buller stated this is to allow for proposals to continue coming in; if projects cannot be completed in FY20 we can potentially support them in the following budget cycle. The RFP announcement is live on our website and can be shared. Also, a reminder email will go out in about a month to induce a response from everyone on this distribution list.

5. Downtown Neighbor Network

Ms. Buller shared the Mix, Mingle, & Share event statistics. 75 residents attended with great reviews of the venue. Next year we hope to do this on a larger scale in conjunction with the 2020 census in March.

Ms. Buller shared The DNN Project and Budget Plan for FY20. This includes staffing support of \$67,950 paid to DGRI staff, communications and marketing of \$7,000 to provide support for the newsletter, DNN Posters, photography, website, welcome materials, buttons, and volunteer t-shirts (a table cloth, tent, and palm cards are include in FY19), \$20,000 to coordinate engagement events, focus groups, and town hall meetings, and \$21,000 in advocacy for the support of near neighborhood associations, surveys, and potentially a downtown resident leadership course. Ms. App asked if we considered sponsorship for any of these projects or events. Ms. Buller stated, yes, seeking partnerships is part of the plan now that we have these events in process. Ms. Sosebee suggested asking members of the DNN to pay a minimal fee of \$5 per member or asking property managers to invest as a support for their residents. Ms. Buller agreed and stated these are all considerations. Ms. App requested clarification on the process for DNN spending. Ms. Buller stated when DGRI spends over \$5,000 Tim would need to go to the DDA for approval before spending those budgeted funds. She anticipates a similar process with Goal 2 overseeing the expenditures of the DNN.

Ms. Buller announced the “DNN Yappy Hour” as the soft opening for the Downtown Dog Park on May 22, 2019. This event will provide free family portraits with Tin Can and Mayan Buzz hosting pet friendly patio celebrations. The grand opening will take place on June 1<sup>st</sup> with a guided walk starting at Fido & Stitch and a full day of activities at the Dog Park.

Ms. Sosebee stated she enjoys receiving the DNN Newsletter.

6. Heartside Quality of Life Recommendations 42:30

Pekich Park improvements started in April as Heartside residents spread compost throughout the garden boxes. Regular gardening will take place Wednesday mornings from 9 am - Noon May to September and this likely will be a meeting spot for Dwelling Place Secret Garden tours taking place in August. Ms. Sosebee stated the gardening efforts are led by Dwelling Place but are not exclusive to Dwelling Place residents; all are welcome to come and garden!

Heartside Gleaning is a nonprofit that collects fresh food from Fulton Street Market (local farmers) and distributes it to residents in downtown Heartside and Westside neighborhoods. In an effort to increase fresh food access, they will be expanding programming with food box delivery from July 13-Oct 12 for 24 families or individuals. They are seeking support to recruit volunteers and funds for coordinating the food box program, marketing, and providing volunteer incentives. To support weekly distribution to an accessible location (such as Pekich Park) we could provide hooded meter parking, ambassador presence, and entertainment, as well as reusable bags to pack produce and market the program estimated at \$3,275 annually.

The YMCA Veggie Van is the second idea to increase access to fresh produce in Grand Rapids. The Veggie Van sells locally grown, top quality, fruits and vegetables at reduced prices. Regular mid-week distribution at Pekich Park from June – September would complement the Heartside Gleaning on Saturdays and provide twice weekly access. This would require meter hooding in the park and cost \$150 per visit. For each visit the Veggie Van would provide \$150 in vouchers (in \$1 and \$5 increments) that we would distribute with the help of Dwelling Place and other property managers in Downtown and near neighborhoods to purchase the produce. The cost would be around \$3500 for 2019 and 2020 summer though we are still waiting on formal proposal.

Ms. App asked if we are considering supporting one or both of these options. Ms. Buller stated if we could support both it would provide the opportunity for fresh food access twice per week and potentially next year we could look to expand. Mr. Kvamme stated his experience with the Veggie Van is that it always has great options and he is in favor of funding both. Ms. App stated it is important to measure the success to determine if we are reaching those we are trying to support and asked if we can monitor this. Ms. Buller stated we may need the assistance of Gleaners and Veggie Van as well as the ambassadors to track these measurements but can request monthly reports and a year-end presentation.

Mr. Terpstra acknowledged his support for both programs and requested clarification on funding staffing. Ms. Buller stated we can provide gift cards to volunteers that commit to attending a certain number of weeks but will confirm the legality of funding a coordinator. Ms. App asked if Monument Park was considered for a location since Pekich Park is not as centrally located or potentially Heartside Park to reach a different audience. Ms. Buller stated she did consider Monument Park and agreed we could test multiple locations to see which is best received. Mr. Nitkiewicz stressed the benefit of consistency and stated we should move forward with utilizing Pekich Park to increase activation in that space. He requested the DNN collect feedback on both programs as that advisory board connects with residents.

*Barring the final proposal from the Veggie Van is not significantly different than presented, Mr. Nitkiewicz, supported Ms. Lipscomb, motioned to approve expenditures for both the Heartside Gleaners and Veggie Van projects. None opposed.*

7. Public Restroom Update

Dwelling Place has agreed to host a public restroom at 136 S. Division (one block south from the last location discussed). Ms. Buller stated we need to confirm with Degage Ministries that they are not willing to expand hours to host public restrooms and collect written support for this lease from adjacent property owners. The public restroom will need to be supervised by an ambassador at all times and renovation costs paid for by DGRI. Dwelling Place would like us to obtain benchmarking and metrics to measure the success of this program during the 12 month lease. There has already been a decrease in incident reports with Lucky's liquor license revocation. Ms. Buller stated this is a good solution for this pilot and still hoping to get this completed before the end of FY19. The space has 1400 square feet with basement storage and work space for the ambassadors and utilities costs similar to that of the 42 S. Division space. She expects the lease to be signed next month spending as much as possible (of the \$150,000 allocated) on renovations and supplies in FY19. We have also allocated \$150,000 to spend in FY20 and the City has allocated staff support and \$50k for FY20 for this project. Ms. App requested video surveillance. Ms. Buller stated that is included in the budget as well as an ADA assessment and GRPD crime prevention recommendations. With collected data from this pilot, we can determine if we are actually solving a problem and if this is worth replicating elsewhere or becoming a permanent program. You can expect a formal approval for this project with final funding requests next month.

8. Open Alliance Member Discussion

Ms. Sosebee asked if we perform exit interviews on alliance members that resign. Ms. Buller stated officially we do not though Mr. Nath did share feedback on his experience upon notifying us he would be moving out of state. Ms. Sosebee stated this would be helpful to have especially from members that simply stop attending (or never did). Ms. Buller agreed. Ms. Lipscomb inquired how many members we need on our alliance and if we are still recruiting. Ms. Buller stated Angie Morales and Noelle Stith will be removed from the alliance board due to lack of participation so if there are potential candidates (such as Jacey Ehmann here today), they should be invited to meet with Chair App and once recommended by the DGRI Board of Advisors can be officially accepted to the Alliance.

Ms. Buller announced the FY20 budget was officially approved by the DDA. Also, outdoor fitness station installation continues along 6<sup>th</sup> Street and Canal Parks in Monroe North.

9. Next Meeting – June 10, 2019

10. Public Comment

None

11. Adjournment

Ms. Buller adjourned the meeting at 2:18 pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids Inc.

# GOAL 2 ALLIANCE

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

### FY20 Projects for Goal 2 Alliance

This is a list of projects and initiatives prioritized for the budget items for Fiscal Year 2020 which runs from July 1, 2019 to June 30, 2020. The brief descriptions are not meant to be all encompassing but rather to serve as a high level overview of the particular project.

#### Affordable Housing Support (\$250,000)

Determining the best use of these funds to develop a pilot program that increases the availability of affordable housing options in Downtown.

#### Heartside Quality of Life Implementation (\$30,000) (QL)

Resident planning initiative final report and recommendations completed in March of 2019. Continue to fund the implementation of the Heartside Quality of Life plan.

- Neighborhood resident development training program. \$5,000
- Support of 2 mailings for 1<sup>st</sup> year of the Heartside Downtown Neighborhood Association. \$7,000
- Pekich Park gardening support. \$1,000
- Work with local institutions and Dt Residents to explore CSA.
- Incentivize local farmers markets. \$10,000

#### Public Restrooms for Heartside (\$150,000) (QL)

Explore a restroom options for Division Avenue.

- Pilot restroom concept- permanent or temporary
- Friendly Loo or friendly business and organizational campaign and incentive for Heartside/Downtown.
- Explore winterization of Heartside Park restroom as part of parks improvements. 2021?

#### Downtown Neighbor Network (\$48,000)

Second year of pilot program to support Downtown and Downtown adjacent neighbors that are connected, informed and empowered to improve Downtown living.

#### Downtown Census (\$15,000)

Complete data analysis of current demographics of Downtown with new DDA boundaries focused on Downtown Residential population. Correspond with Downtown Resident Annual Survey.

## GOAL 2 ALLIANCE

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

Public Inebriate Center (\$50,000) 3 year commitment
Provide support to continue the work of the Public Inebriate Center operated by Mel Trotter Ministries.

DRAFT





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
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# YMCA VEGGIE VAN

## Grand Rapids Mobile Farmers Market:

- Fresh fruits and vegetables
- Cheese and eggs

**Pekich Park, corner of Cherry & Division**  
**WEDNESDAYS 6:00-7:00 PM, Public Welcome!**

Brought to you by:

YMCA OF GREATER GRAND RAPIDS  
475 Lake Michigan Drive NW  
Grand Rapids, MI 49504

616.855.9648 • [www.grymca.org/veggievan](http://www.grymca.org/veggievan)



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# HEARTSIDE GLEANNING

*IS BACK FOR THE SUMMER!*

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**EVERY SATURDAY FROM JUNE 8-OCTOBER 12  
2:30-3:30PM PEKICH PARK  
CORNER OF CHERRY & S. DIVISION**

Check out [www.heartsidegleaning.org/](http://www.heartsidegleaning.org/) for more info.

**HEARTSIDE  
GLEANNING**  
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