

AGENDA



GR Forward GOAL 4 ALLIANCE

Members:

Ace Marasigan • Alex Caceres • Ana Jose • Attah Obande • Brandy McCallum • Brianna Vasquez de Pereira • Farida Islam • Jason McClearen • Jorge Gonzalez • Kara Wood • Kareem Scales • Kristian Grant • Mark Breon • Omar Cuevas • Scott Stenstrom • Tim Mroz

May 21, 2019

3:00p – 4:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of April 16, 2019 Meeting Minutes*
3. Tamales Mary Update
4. Retail RFP Process & Evaluation Review
5. Purchasing/Contracting Committee Update
6. Business Resource Expo Update
7. Discussion
8. Next Steps
9. Public Comment
10. Next Meeting – June 18, 2019
11. Adjournment

***Denotes Action Item**



Goal 4 Alliance

April 16, 2019

1. Call to order: Kyama Kitavi called the meeting to order at 3:10 pm.
2. Members Present: Alex Caceres, Omar Cuevas, Ana Jose, Brianna Vasquez de Pereira, Attah Obande, Tim Mroz, Brandy McCallum, and Scott Stenstrom.

Members Absent: Farida Islam, Ace Marasigan, Jason McClearen, Mark Breon, Kristian Grant, Kara Wood, Jorge Gonzalez, and Kareem Scales.

Others Present: Brian Mosby (Mosby's Popcorn), Daniel Williams (WMCAT), Jenny Griffon (WMCAT), Scott Atchison (downtown resident), Mark Miller, Annamarie Buller, Tim Kelly, Stephanie Wong, Kyama Kitavi, and Amanda Sloan (DGRI Staff).

3. Approval of Minutes: March 19, 2019
Mr. Cuevas, supported by Ms. Jose, motioned to approve March 19, 2019 Meeting Minutes. None opposed. Motion approved.

WMCAT Incubation Proposal

Kyama Kitavi stated we received a proposal from WMCAT for the utilization of their former location (of 98 E. Fulton) as an incubator space. Before inviting WMCAT to present this proposal, Mr. Kitavi provided a history of the Downtown Alliance and the creation of Goal 4 (tasked with economic development, job creation and retention of downtown businesses) as determined in the GR Forward Plan. He stated the focus of this body is making recommendations for implementation of priorities already established by the DDA. At this point we are still flushing out the process for approving proposals for funding and need to be sensitive to the timing of these being presented at DDA meetings. Mr. Cuevas asked for clarity. He stated we are lacking structure that has not been defined yet since the last meeting. If we are making recommendations based on a vetting process then we need to determine what that process is and we wouldn't want the process to be rushed due to DDA meeting schedules, creating a disparity between approvals. Ms. Jose agreed. It would be good for us to have a clear understanding of the criteria before we make a recommendation to the DDA. She suggested using the RFP to create a rubric to analyze each proposal as a fair practice.

moving forward. Mr. Kitavi stated the 7 sections of the RFP would be appropriate evaluation factors for each proposal. These elements include: consistent with state statutes that empower the DDA to fund retail incubation efforts in downtown, alignment with the community goals that are defined in the GR Forward plan, the creativity and completeness of the proposed solution or approach, the relevant past experience, the speed of implementation, potential for success or sustainability, and clear articulation of the expected outcome. Mr. Obande agreed our purpose is unclear and structure would help us to understand what exactly we are approving. Ms. Jose stated she would like to know how we are monitoring the success of these businesses. Mr. Cuevas stated he would also like to see a one year assessment of approved projects to review the impact and determine the level of success achieved. Mr. Kitavi stated he has invited Tamales Mary to return to our group for the next meeting to provide outputs from our first RFP which was granted last year. Mr. Attah requested that we have a copy of the RFP along with each proposal to compare the evaluation factors. Ms. Vasquez de Pereira agreed and suggested creating a checklist that we go through together in order to make our decision. Mr. Stenstrom stated we need to do our due diligence and create a consistent vetting process (which may potentially be adjusted over time) before proposals go to the DDA. Mr. Kelly stated he appreciates this discussion and encouraged the group to create parameters or develop a structured process for taking recommendations to the DDA that everyone is comfortable with. Mr. Obande recommended issuing a scorecard as part of the RFP. Mr. Stenstrom suggested upon receiving a proposal, Mr. Kitavi could send it to the group along with the scorecard or rubric, and invite that company to attend the next board meeting. Once the board has had an opportunity to ask questions and evaluate the proposal, we can determine if it should be recommended to the DDA for approval or not. Members agreed.

Daniel Williams, with West Michigan Center for Arts and Technology, introduced himself to the group. WMCAT recently moved into a new building but still holds the lease on their old location for the next 5 months. They would like to continue their mission to provide social and economic equality to the community while activating this vacant space. The goal is to support creatives and artists that haven't built their business enough to leverage their own studio by offering a low cost space to showcase art. This might also provide performance art or create other interactive space. Mr. Williams stated they want to pilot this project for 4-5 months, building an infrastructure, identifying successes, tracking demographics, determining what works and what doesn't and defining how this can be replicated in other spaces. They are currently generating partnerships with property development companies to procure future vacant spaces after this pilot.

Mr. Stenstrom stated this is a great idea and inquired as to the exact partnership request. Mr. Williams stated he would love support with promoting the calendar of events (shops and programs) in order to generate foot traffic. Mr. Cuevas asked if the duration of the lease would be an appropriate pilot time frame. Mr. Williams stated he is confident that it will be, based on a preliminary trial and the number of organizations that are looking to utilize these spaces. Ms. Jose asked if this is available for anyone in the

community to take advantage of; Mr. Williams stated, yes, the hope is to limit barriers and allow for maximum participation. Mr. Cuevas asked if WMCAT would be willing to return in 6 months to provide feedback on this program. Mr. Williams agreed.

Mr. Caceres indicated his support for this partnership as it aligns well with Goal 4 priorities. Mr. Kitavi agreed and stated not only does this activate a downtown space and support people who are considering operating businesses downtown but also provides us an opportunity to support taking them to the next level. He asked if the board needed any other information on this proposal before supporting a recommendation to the DDA. Mr. Stenstrom asked how much funding is being requested. Mr. Cuevas echoed the need for this information and asked MWCAT to provide an official request outlining their budget, financial partnerships, and the current gaps in funding. Mr. Williams stated he is happy to provide this as well as more detail on the sustainability of this program. Mr. Caceres stated he would like the opportunity to support this (or any other proposal) over email once the board is provided with all the appropriate information.

Mr. Caceres motioned to allow votes for support to be permissible over email. Mr. Stenstrom seconded this motion. None opposed.

4. Budget Review

Mr. Kitavi provided a draft list of project and initiatives prioritized for Goal 4 in the fiscal year 2020 (which runs from July 1, 2019 to June 30, 2020). He stated the dollar amounts provided in each of these categories is subject to change based on DDA review. They will be approving all Goal Alliance budgets on May 8 which will then go to the City Commission for approval.

5. Discussion:

Mr. Kitavi provided a response to the RFP from Mosby's Popcorn for the board to review. He stated he will develop a rubric and provide this to the group along with a copy of the RFP for the board to make a consideration at the next meeting. Mr. Kitavi stated he is open to suggested changes to the RFP if anyone has feedback and is considering creating an addendum specific to incubation support vs business retention support.

6. Next Meeting- May 21, 2019 3pm

7. Public Comment:

Mr. Atchison stated this board should use funds to put up an information center at Pearl and Monroe.

8. Adjournment:

Mr. Kitavi adjourned the meeting at 4:23pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids Inc.



RETAIL BUSINESS ATTRACTION, INCUBATION & DEVELOPMENT APPLICATION

Business Name:

Owner Name:

Business Location:

1. **Description of Approach** (A summary of your venture, strategy, partnerships and/or distinguishing points of the proposed action to achieve community goals):
2. **Relevant Experience** (A description of your previous experience and qualifications on similar or related types of ventures or initiatives proposed to achieve the community goals):
3. **Team** (A description of the individual, business, organization and or partners involved. Key personnel will be an important factor considered by the review committee):
4. **Schedule** (An overview of timeline and important project milestones to ensure measurable movement toward the community goal):
5. **Project Costs** (An outline of proposed costs, professional fees, or other expenses required to complete the proposed approach):

Submittals and questions can be directed to Kyama Kitavi, Economic Development Manager at Downtown Grand Rapids Inc. at kkitavi@downtowngr.org



RETAIL BUSINESS ATTRACTION, INCUBATION & DEVELOPMENT EVALUATION

Goal 4 Alliance – DRAFT RFP (Request for Proposals) Review

Reviewer:

Date:

In order for a proposal to be brought before the Goal 4 Alliance the proposed use of funds must be consistent with MI PA 197 state-statute, which empowers the DDA to fund retail recruitment and incubation efforts in the Downtown district.

The proposal must also align with the community goals defined in *GR Forward*:

- Attracting retail tenants that provide goods or services currently not available or underserved Downtown;
- Grow the capacity of businesses owned by women, people of color and other disadvantaged populations;
- Contribute to building a unique retail market and experience that expands opportunities for everyone.

Evaluation Factors

(Grade each factor on a scale of 1 -10; Least meets criteria = 1; Most meets criteria = 10)

1. Creativity and completeness of proposed solution/approach:
2. Relevant past performance/experience:
3. Speed of implementation:
4. Potential for success/sustainability:
5. Clear articulation of expected outcomes:
6. Other Comments/Questions:

Total *(out of 50 possible):*

Recommendation to DDA: