

Goal 4

Virtual Meeting Instructions



Hello,

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 the upcoming alliance meeting. Below are instructions on how to access the upcoming virtual meeting.

How to Join the Meeting:

1. It is recommended to download the Microsoft Teams App:
 - a. [Apple Store \(IOS devices\)](#)
 - b. [Google Play Store \(Android devices\)](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web (select one). [Click here](#) to access the December 2021 Teams 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 to 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 are 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,
Mandy McDaniel



Mandy McDaniel
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AGENDA



GR Forward GOAL 4 ALLIANCE

Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

Members:

AJ Hills • Alice Jasper • Alex Caseras • Alysha Lach-White • Attah Obande • Brandy McCallum • Brent Case •
Brianna Vasquez de Perira • Caleb Hollier • Caylie Peet • Heather Ibahim • Ingrid Miller • John Hendershot • Jono
Klooster • Jorge Gonzalez • Kareem Scales • Omar Cuevas • Rick Muschiana • Ryan Bolhuis • Scott Stenstrom •
Trevor Corlett • Tyler Peterson

December 21st, 2021

3:00p – 4:00p

[Microsoft Teams](#)

- | | | |
|-----|--|-----------------|
| 1. | Call to Order | Gonzalez |
| 2. | Approval of November 16 th Meeting Recording Summary* | Gonzalez |
| 3. | Retail Incubator Grant Review: Courage & Soar | App |
| 4. | SoDiv Pop Up Shop Report Back | Ibrahim |
| 5. | FY '23 Budget Priorities Planning & Recommendations | Eledge/Bonneaux |
| 6. | ESO Updates | |
| 7. | DGRI Update | Eledge |
| 8. | Public Comment | |
| 9. | Next Meeting – TBD | |
| 10. | Adjournment | |

*Denotes Action Item

Meeting Summary



GR Forward GOAL 4 ALLIANCE

Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

[November 16, 2021 Recording Link](#)

Attendance:

Members Present: Rich App, Jorge Gonzalez, Caylie Peet, Heather Ibrahim, Kareem Scales, Omar Cuevas, Scott Stenstrom, and Alysha Lach White.

Members Absent: Danielle Williams, Attah Obande, Tyler Peterson, AJ Hills, Brent Case, Brianna Vasques de Pereira, Caleb Hollier, Ingrid Miller, Addison Wanless, Alex Caceres, Alice Jasper, Ana Jose, Brandy McCallum, John Hendershot, Rick Muschiana, Ryan Bolhuis, and Trevor Corlett.

Others Present: Joe Agostinelli, Marion Bonneaux, Melvin Eledge, Mandy McDaniel, Amanda Sloan, Kendsie Channing, Corey Mathein (DGRI Staff).

Recording Summary:

03:13 Call to Order: Mr. Jorge Gonzalez called the meeting to order at 3:04 pm.

03:26 Approval of June 2021 Recording Summary

Omar Cuevas, supported by Caylie Peet, motioned to approve June 2021 Meeting Minutes. None opposed. Motion passed.

04:11 Retail Incubator Grant Review: Gazelle Sports

Mr. Richard App gave a brief background on Gazelle Sports, which will soon have a location downtown Grand Rapids at 52 Monroe Center. The goal is to be open in time for the River Bank Run in May of 2022.

Retail Incubator Grant Review: Courage & Soar

Postponed until the next meeting.

11:06 SoDiv Pop Up Shops Event Support

Ms. Heather Ibrahim stated the South Division (SoDiv) holiday shop hop is the 1st event since the SoDiv rebranding. Dwelling Place has a vacant commercial space at 347 S. Division to host 16 different vendors. Also working with small business along the corridor to be open during the times of the event. The Pop-Up Shops event will take place December 10th from 5-9 pm and 11th 10 am until 5 pm.

Caylie Peet, supported by Richard App, motioned to approve funding support for the SoDiv Holiday Pop Up Shops. None opposed. Motion passed.

Meeting Summary



GR Forward GOAL 4 ALLIANCE

Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

- 22:08 FY '23 Budget Priorities Planning & Recommendations
Mr. Eledge asked members for recommendations on activities, programs, and/or services this alliance would like to plan or be a part of in the next fiscal year. The current larger line items in the budget include the Retail Attraction and Retention Grant, Business Expo support, marketing, and a data line item to pay for Placer.ai. Please contact Mr. Eledge for recommendations.

- 31:55 ESO Updates
Mr. Gonzalez stated Start Garden will host their Holiday party on December 8th. Invitations to be sent soon. Mr. Scales stated Spring GR will spearhead a project to help small businesses to create a plan for scalability.

- 35:17 DGRI Update
Mr. Eledge gave several updates including 3 new hires at DGRI: James Peacock III, Economic Opportunity Organizer; Kendsie Channing, Manager of Neighbor Experience; and Corey Mathein, Project Manager. Other updates include work on the Hill and River network plan, the Van Andel Arena Alley redesign, Wayfinding, and a new Window wonderland grant for downtown businesses.

- 45:13 Adjournment (3:46 pm)

Goal 4 Budget Planning Document

Retail Attraction & Retention Grant

\$100,000

- Grant offering operational support of new minority/women owned retail specific businesses looking to open new storefronts in Downtown

Incubator Support & Development

\$50,000

- Support/sponsorship of business incubation activity (SoDiv shops, River retail etc.)
- Development of a 1 Year pilot to house retail incubation spaces
- Development of an incubator grant program

Retail Marketing & Promotion

\$150,000

- Continuation of Window Wonderland Grant Program
- Continued Support of Downtown BA Banner Programs
- Small Business Saturday Event

Education & Training

\$15,000

- Speakers/Education/Training for Downtown Businesses

Data & Reporting

\$25,000

- Continuation of the Placer.ai platform
- Merging Goal 3 ped counter data into line item
- Development of additional data sources

Business Assn. Support

\$10,000

- Continued support of Downtown Business Association organizing efforts

DGRI Update for the Goal 4 Alliance

December 21st, 2021

- **Goal 2: Create a True Downtown Neighborhood, Home to a Diverse Population**
 - New DNN advisory members start in Jan.
 - Resident newsletter kick off
- **Goal 3: Implement a 21st Century Mobility Strategy**
 - Wayfinding Open house / DAKC feedback session
- **Goal 4: Expand Job Opportunities & Ensure Continued Vitality of the Local Economy**
 - Distributed 13 Window Wonderland Grants this season
 - New matching funds for ice sculptures offered (Biz assns. Only)
 - New Businesses:
 - OTONO – 317 S. Division
 - Darling Style – 307 S. Division
 - Stan's Tacos – 67 Ottawa
 - Café de Miro – DT Market
 - Social Misfits – 43 Fulton
 - Ambiance is slated to open Dec. 31st
- **Goal 5: Reinvest in Public Space, Culture, and Inclusive Programming**
 - DGRI, City & VAA partnership to host ice skating this winter
 - WoW starts January 7th (through March 6th)