

## Goal 5

# 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 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 March 16, 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 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 [asloan@downtowngr.org](mailto:asloan@downtowngr.org). Thank you!

# AGENDA



## GR Forward GOAL 4 ALLIANCE

### 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

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March 16, 2020

3:00p – 4:00p

Microsoft Teams

1. Call to Order
2. Approval of November 24, 2020 Meeting Minutes\*
3. 2021 Budget Priorities Discussion
4. ESO Updates
5. Public Comment
6. Next Meeting – April 20, 2020
7. Adjournment

**\*Denotes Action Item**



## Goal 4 Alliance

November 24, 2020

1. Call to order: Mr. Jorge Gonzalez called the meeting to order at 3:05 pm

Members Present: Ana Jose, Danielle Williams, Jorge Gonzalez, Scott Stenstrom, Brent Case, AJ Hills, Caylie Peet, Brianna Vasques de Pereira, Alice Jasper, Alysha Lach-White, Heather Ibrahim, Rich App, and Attah Obande.

Members Absent: Omar Cuevas, Caleb Hollier, Kareem Scales, Jono Klooster, Trevor Corlett, Eunice Lopez-Martin, Alex Caceres, Brandy McCallum, John Hendershot, Rick Muschiana, Ryan Bolhuis, Tyler Peterson, and Ingrid Miller.

Others Present: Elizabeth Usadel (The Color Forest), Winsome Kirton (Pack Elephant), Renise Warners (Basic Bee's), Kyama Kitavi, Marion Bonneaux, Melvin Eledge, Samantha Suarez, and Mandy McDaniel (DGRI Staff)

2. Approval of Minutes

*Danielle Williams, supported by Scott Stenstrom, motioned to approve October 20, 2020 Meeting Minutes. None opposed. Motion approved.*

3. Small Business Grant Proposals

- a. The Color Forest – 341 S. Division

Ms. Beth Usadel stated The Color Forest is a brand of vibrant handmade jewelry and accessories made from polymer clay. Ms. Usadel has been approved to lease space at 341 South Division near Wealthy, where she can host workshops. The space is 450 square feet and has been able to operate during COVID. Having a physical presence has been great for production, photoshoots and in store pick up.

Mr. Kitavi stated rent is \$450 per month, today we are asking members to approve \$4,050 to cover 50% of rent for the next 18 months.

Ms. Ana Jose asked if Ms. Usadel if there was a projection plan once the 10 months are completed. Ms. Usadel stated the business can stand by itself, however, the grant would allow the business to allocate funds towards other things such as advertising and marketing. Due to COVID, classes have been limited but hope to have at least a dozen classes per month in 2021.

*Unanimous member approval, to authorize Retail Incubation Grant funding in an amount not to exceed \$4,050 for The Color Forest. None opposed. Motion passed.*

b. Basic Bee's – 325 S. Division

Ms. Renise Warnes gave a brief background of Basic Bee's which is a brick-and-mortar apparel store that caters to the early 20s to early 40s demographic of women in Grand Rapids. With a focus on providing edgy, street style fashions and accessories, while positioning ourselves as the top retail store servicing this market.

Basic Bee and other retailers have been working a lot together. Financial backing through GROW but looking for rent assistance to help free up funds for other things such as advertising, social events, etc. Because of COVID, only 7 to 8 people can enter the store at a time.

Mr. Kitavi stated rent is \$1200 per month, today we are asking members to approve \$10,800 to cover 50% of rent for the next 18 months.

*Unanimous member approval, to authorize Retail Incubation Grant funding in an amount not to exceed \$10,800 for Basic Bee's. None opposed. Motion passed.*

c. Pack Elephant – 121 Ionia

Ms. Winsome Kirton gave a brief background of Pack Elephant, which is a values-driven gifting platform, with a focus on introducing makers and small businesses to high volumes sales. Pack Elephant has been operating the last 2 years and will be expanding into a physical location at Studio Park. With over 30 local makers signed up, the 3,000 square feet space will allow their products to be displayed.

Mr. Kitavi stated rent is \$7,500 per month, today we are asking members to approve \$60,000 to cover 50% of rent for the next 18 months. The remaining \$7,500 will need DDA approval.

*Unanimous member approval, to authorize Retail Incubation Grant funding in an amount not to exceed \$60,000 for Pack Elephant. None opposed. Motion passed.*

4. ESO Updates  
None.
5. Public Comment  
None.
6. Next Meeting – December 15, 2020 at 3 pm
7. Mr. Kitavi adjourned the meeting at 3:55 pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

# GOAL 4 ALLIANCE

## Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

### FY21 Projects for Goal 4 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.

#### Small Business Attraction Grant Program

Funds available to attract underserved and unavailable retail options Downtown. The overarching goal is to build a unique retail market and experience that expands opportunities for all as well as attracting and serving an increasing diverse population. This will be for individual businesses moving into a specific brick and mortar location with a goal of concentrating on corridors with the most vacancies (ie: S. Division, Monroe Center).

#### Incubation Program

This is a program that works to provide small and new businesses an introduction to doing business downtown. This would include startups and businesses that do not have a storefront presence. The goal is to have a permanent retail location that hosts various retailers providing them a flexible and low barrier of entry to doing business downtown. This will be done in partnership with an Entrepreneurial Support Organization (ESO) that would provide administrative support and direct technical assistance to the entrepreneurs. While looking to eventually have a space a pilot program centered around DGRI organized and hosted events (ie: Relax at Rosa; the Artist Market).

#### Business Resource Fair/Expo

This will be a full day event featuring as many small businesses and small business resource providers as possible. This is aiming to be an anchoring event for the small business and entrepreneurial ecosystem. In addition to featuring and promoting local businesses it will be an opportunity for veteran and aspiring to be entrepreneurs to get a lay of the land in terms of support services, technical assistance, financing and contracting. This year will feature breakout sessions/workshops in the morning, a keynote speaker and an expo/fair in the afternoon. will have an opportunity to get a broad view of looking to do business downtown are able to begin to explore more in-depth resource options; from technical assistance providers and alternative financing. With recovery being the focus of most small businesses due to the impact of the COVID-19 lockdown this will be an opportunity for all ESOs, including DGRI, to promote their events, programs and services that can support new or existing businesses

### **Doing Business Downtown Seminar Series**

This will be a sponsorship and partnership with ESOs who are already doing regular workshops, panels and trainings on a variety of topics relevant to downtown businesses. Our role will be to support and highlight these efforts amongst the downtown businesses and reducing the barriers for their participation and attendance.

### **Downtown Business Association Support**

This funding will be used explicitly the organizational support of the four business associations that fall within the DDA boundaries. While their needs will vary this DGRI's support will help align their efforts with DGRI's particularly in the area of marketing and promoting downtown shopping and patronage. In addition to attending the monthly meetings DGRI will host a quarterly roundtable with the association's leadership in order to hear directly from business owners on a regular basis and maintain a credible means of communication with downtown business.

### **Downtown Business/Retail Marketing**

While a long-term branding/marketing strategy for downtown retail is needed this will include efforts to better integrate the promotion of shopping and doing business downtown into other initiatives and events happening downtown including DGRI organized events. This will include developing a downtown business directory and map, organizing a concierge tour of retail corridors, hosting an open house highlighting vacant spaces and connecting them to interested entrepreneurs, and the erection of banners along specific retail corridors that is led by downtown business associations and sponsored by downtown businesses.

### **Data/Research**

With the retail study pending in partnership with the Chamber and City we will continue to build out or business directory and develop a map for residents and visitors that is accessible on our website. We will continue to not only track economic trends and regularly update the mapping/listing of retail opportunities. This will include general economic data as well as regularly tracking the progress of businesses that received DDA support such as the Small Business Attraction Grant.



The best daily information for downtown Grand Rapids, MI

Information  
changes  
daily  
to reflect  
downtown  
activities!

# Downtown Ambassador & Hotel Concierge Downtown Information Guide Card



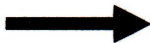
Go to website: [www.downtowngr.org/xxxxxxxxxx](http://www.downtowngr.org/xxxxxxxxxx)  
or scan QR Code (real-time information)

for the best daily information of what's open today downtown:

Restaurants & Bars with food specials, **addresses, websites and phone numbers** links on devices with HTML - Retail Outlets

Museums hours of operation, Arena and Convention Center information  
along with movie theater guide showing movie times

Scan this:



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Michigan Flashcard - Scott Atchison  
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Downtown  
Grand Rapids, MI

Information City!

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how to access the best  
downtown information of  
what is open today.  
You will be able to see  
all restaurants and bars  
open downtown today.  
We have the best local  
information.

What are the  
restaurants in  
walking  
distance?

We have an hour  
before we go to  
the airport. Let  
me grab my cell  
phone. This is  
great! Better than  
any other city!  
Look, links!

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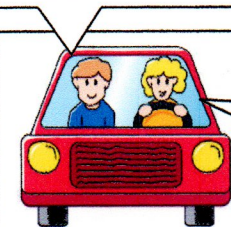
Hotel  
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I am a Downtown  
Ambassador. Here is  
the information card.



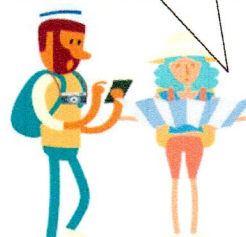
Maybe that Downtown  
Ambassador can help.



Place  
Stamp  
Here

Where  
should  
we  
park?

I guess there is no  
information center  
downtown according to  
this map.



Forward to: DDA Board

cc: Downtown Stakeholders

USPS please deliver to:

DGRI

Tim Kelly & Staff

29 Pearl St. NW - Suite 100  
Grand Rapids MI 49503

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