

Virtual Meeting Access

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

1. It is recommended to download the App -
 - a. [Apple Devices](#)
 - b. [Android Devices](#)
2. [Click here](#) to access the October Teams meeting.
3. Prior to joining the meeting, it will require you type your name. Make sure to allow access to your mic and audio to participate in the conversation.

If you have any questions or need further assistance, please email mmcdaniel@downtowngr.org. Thank you!

Best,
Mandy McDaniel



Mandy McDaniel
Administrative Assistant
Downtown Grand Rapids Inc.

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

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

October 10, 2020

3:00p – 4:00p

Microsoft Teams

1. Call to Order
2. Approval of July 21 and August 18, 2020 Meeting Minutes*
3. Social District/Downtown Winterization
4. Digital Commerce Support Program
5. ESO Updates
6. Public Comment
7. Next Meeting – November 17, 2020
8. Adjournment

***Denotes Action Item**



Goal 4 Alliance

July 21, 2020

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

Members Present: Alysha Lach-White, Brent Case, Attah Obande, Ana Jose, AJ Hills, Brianna Vasques de Pereira, Caylie Peet, Heather Ibrahim, Jono Klooster, Rich App, Scott Stenstrom, Kareem Scales,

Members Absent: Omar Cuevas, Tyler Peterson, Alice Jasper, Trevor Corlett, Ingrid Miller, Jorge Gonzalez, Danielle Williams, Eunice Lopez-Martin, Alex Caceres, Brandy McCallum, John Hendershot, Rick Muschiana, Caleb Hollier, and Ryan Bolhuis.

Others Present: Kyama Kitavi, Marion Bonneaux, Annamarie Buller, Sam Suarez and Mandy McDaniel (DGRI Staff)

2. Approval of Minutes

Ms. Caylie Peet, supported by Scott Stenstrom, motioned to approve May 19, 2020 Meeting Minutes. None opposed. Motion approved.

3. Social Zones

Mr. Kitavi gave a brief overview of the social zones downtown. He opened the floor for feedback from members. Mr. Case stated he recently visited, and it appeared the restaurants were doing a great job managing the crowds. Mr. App stated signage is recommended for these social zones. Ms. Peet stated she agreed signage would be beneficial and believes more business owners need information of the social zones and what they're for. Ms. Jose suggested a quick promotional video to get the word out of the social zones.

Mr. App stated the legislation has been approved at the State level. Today, the City Commission Board members unanimously approved Social Districts, which allows open

alcohol beverage consumption on our streets and sidewalks within designated boundaries.

4. Digital Commerce Support Program

Mr. Kitavi stated many businesses expressed the need for technical assistance for their online presence in a recent survey. Most grants that have been deployed have been around working capital, PPE, etc. DGRI would like to help support businesses by evaluating their business model to have more of an online presence. We have partnered with the Image Shoppe to help provide technical assistance. After engaging with businesses, we expect to receive more feedback this week. Once we receive feedback, we will have a better idea of how comprehensive it will be.

Ms. Jose stated something like this would be incredible since ecommerce is how many people are conducting business today. Ms. Jose also stated Mlive had a Grant to help local businesses advertise their businesses. If we could help retail business build an online presence, we may be able to save some of our local businesses.

5. Dinner on the Grand

Mr. Kitavi stated the Devos Place is working on the possibility of a pop-up space for businesses that have not been able to open. Mr. Kitavi stated this is also an opportunity for businesses who are not located in the area to test their downtown presence. The businesses would rotate about every week and would not be permanent. Please let Mr. Kitavi know if there are any businesses that are interested.

Ms. Jose stated there is a small fee of \$200 but the problem for businesses is having enough staff to send downtown and keep their establishment staffed.

6. Small Business Expo/Art Prize Replacement Event

Mr. Kitavi stated with uncertainty moving forward, many of the events for the remainder of this year have been put into disarray. The cancellation of Art Prize will have a huge impact on our local businesses. There has been conversations to replace Art Prize with an event called The Bridge. It would take place around the same time as Art Prize from the end of August through September.

Mr. App stated the idea is to work with the different cultural organizations that normally have festivals to put them all together for a month-long conglomeration. There will be

musical events, an auction including the window project artwork, and it will also spread into nearby neighborhoods to help with their reactivation as well.

7. ESO Updates

Mr. App stated the Kent County Grant has gone through their first round of applicants and are now looking at the second round of grant applicants. They are still accepting applications and encourages businesses to apply if they haven't already done so.

8. Public Comment

None

9. Next Meeting – August 18, 2020 at 3 pm

10. Mr. Kitavi adjourned the meeting at 4:00 pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.



Goal 4 Alliance

August 18, 2020

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

Members Present: Tyler Peterson, Alice Jasper, Ingrid Miller, Jorge Gonzalez, Caleb Hollier, Alysha Lach-White, Brent Case, Attah Obande, Ana Jose, and Rich App

Members Absent: Omar Cuevas, Trevor Corlett, Danielle Williams, Eunice Lopez-Martin, Alex Caceres, Brandy McCallum, John Hendershot, Rick Muschiana, Ryan Bolhuis. AJ Hills, Brianna Vasques de Pereira, Caylie Peet, Heather Ibrahim, Jono Klooster, Scott Stenstrom, and Kareem Scales

Others Present: Kyama Kitavi, Marion Bonneaux, Annamarie Buller, Melvin Eledge and Mandy McDaniel (DGRI Staff)

2. Social Districts

Mr. Kitavi stated the social districts are still being finalized. Some feedback we received was confusion from patrons regarding the road closure signs, but we want to clarify the businesses are still open. We met with the Monroe Center Business Association to work on signage to let people know the businesses are still active. There will be more information to come soon regarding the social districts.

3. Digital Commerce Support:

Mr. Kitavi stated we partnered with The Image Shoppe to provide an online audit of businesses to evaluate their online presence and provide feedback on how to build their online presence or ecommerce. So far, we have received 15-17 completed surveys. Once we receive those completed results, we will have to look at them together to discuss possible strategies and resources for these businesses to use.

4. Bridge Event:

Mr. App stated the city and DGRI are using the ArtPrize funds for this event. The event is a month-long series which includes a dozen of different cultural events throughout the month of September. Mr. App stated he will follow up with more information in an email.

5. Retail Grant:

Mr. Kitavi stated there are some local organizations that are having conversations on how we can utilize the space downtown for retailers. Division street construction will be completed soon, and we are considering using that area as a pop-up retail space.

We recently discussed a retail incubation program, as part of the retail grant program, where an organization could apply for a grant to build out to house several different businesses. The program planning came to a stopping point as we had issues with the evaluation and the technical assistance aspect. Given the situation we are in, what space or what would we need to look at to have a pop-up retail location to be valuable for both downtown and the participating businesses?

Mr. App stated the idea is to find businesses that may not want to take on the brick and mortar costs on their own. Then find an incubator/accelerator space for the stores to use so they do not have to close permanently. We could create several clusters around downtown for a better shopping experience as well.

6. ESO Updates

Mr. Jorge stated some businesses located downtown have expressed concern about the violence downtown. Mr. App stated he spoke with the chief officer of downtown. Since March, there has been an absolute increase in the aggression. Mr. App stated he will be speaking with the commissioner's office tomorrow. There are also several health concerns.

7. Public Comment

None

8. Next Meeting – September 15, 2020 at 3 pm

9. Mr. Kitavi adjourned the meeting at 3:42 pm

Goal 4 Alliance
August 18, 2020

UNAPPROVED MINUTES

Minutes taken by:
Mandy McDaniel
Administrative Assistant
Downtown Grand Rapids Inc.