

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 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 April 20, 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 mmcdaniel@downtowngr.org. Thank you!

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

April 20th, 2021

3:00p – 4:00p

[Microsoft Teams](#)

- | | | |
|-----|---|----------|
| 1. | Call to Order | Gonzalez |
| 2. | Approval of March 16 th Meeting Recording* | Gonzalez |
| 3. | Downtown Tasting Event* | Catcho |
| 4. | Downtown Incubator / Event Support* | Berry |
| 5. | FY '22 Budget Priorities Review | Eledge |
| 6. | ESO Updates | |
| 7. | DGRI Update | Eledge |
| 8. | Public Comment | |
| 9. | Next Meeting – May 18 th , 2021 | |
| 10. | Adjournment | |

*Denotes Action Item



Goal 4 Alliance

March 16, 2021

1. Call to order: Mr. Jorge Gonzalez called the meeting to order at 3:07 pm

Members Present: Tyler Peterson, Ana Jose, Danielle Williams, Jorge Gonzalez, Omar Cuevas, Scott Stenstrom, AJ Hills, Caylie Peet, Brianna Vasques de Pereira, Heather Ibrahim, Kareem Scales, Rich App, Caleb Hollier, and Jono Klooster.

Members Absent: Brent Case, Alysha Lach-White, Alice Jasper, Trevor Corlett, Eunice Lopez-Martin, Alex Caceres, Brandy McCallum, John Hendershot, Rick Muschiana, Ryan Bolhuis, Attah Obande and Ingrid Miller.

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

2. Approval of Minutes

Scott Stenstrom, supported by Caylie Peet, motioned to approve November 24, 2020 Meeting Minutes. None opposed. Motion approved.

3. 2021 Budget Priorities

Mr. Kitavi presented Fiscal Year 2021 priority programs and projects that Goal 4 Alliance (determined to expand job opportunities and ensure the continued vitality of the local economy) had established. These priorities included the Small Business Attraction Grant Program, Incubation Program, Business Resource Fair/Expo, the Doing Small Business Downtown Seminar Series, Downtown Business Association Support, Downtown Retail Marketing, and Data/Research. Due to COVID-19 restrictions and constraints, the programming and business support events did not take place; however, expenditures through the COVID Economic Relief Program have established Social Zones and subsidized winter programming to generate pedestrian traffic throughout downtown. Mr. Kitavi requested feedback as to what programs or projects board members would like to prioritize in FY22 as those budgets are currently being determined for recommendation. Mr. App suggested a rent relief program be created for established small businesses Downtown. Mr. Kitavi stated the

DDA has some restrictions with how funds can be spent and, unfortunately, this type of program would not fall into allowable expenses. Mr. Scales voiced his support for the expansion of the Business Expo which was found to be powerfully encouraging to many small businesses. He stated storytelling should be an area of focus for the next event. Others voiced support for marketing and capitalizing on infrastructure improvements happening Downtown.

4. ESO Updates

None

5. Public Comment

None

6. Next Meeting

April 20, 2021 at 3 pm

7. Adjournment

Meeting adjourned at 3:58 pm

Minutes taken by:

Amanda Sloan

Office Manager/Executive Assistant

Downtown Grand Rapids Inc.



FY '22 Budget Priorities

GR Forward: Goal 4 Alliance

Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

Small Business Attraction Grant - \$225,000

- Recruit Businesses to Fill Vacant Storefronts
- Rental Assistance for Qualifying Businesses for up to 18 months

Business Incubation Program - \$50,000

- Development of a Permanent Retail Location to Serve as a Retail Incubator

Downtown Business Association Support - \$10,000

- Sponsorship Support for Organization of the 4 Downtown Business Associations

Doing Business Downtown Seminar / Support - \$10,000

- Sponsorship Program to Highlight and Enhance Ongoing Entrepreneur Education

Downtown Business / Retail Marketing - \$65,000

- Business District Branded Banner Installations
- Concierge Tour of Retail Corridors
- Open Houses Highlighting Vacant Storefronts
- Downtown Business Directory / Map

Economic Development & Innovation Data / Research - \$10,000

- Retail & Real Estate Software / Data Base Access (i.e. Placer.ai)

Downtown Workforce Programming - \$35,000

- Programming that supports engagement of the downtown workforce

**Note: Business Expo Funding was removed from the FY '22 budget due to the uncertainty of restrictions due to COVID-19.*

DGRI Update for the Goal 4 Alliance

April 20th, 2021

- **Goal 1: Reestablish the River as *the* Draw**
 - DDA & MNTIFA Approved funding to hire a consultant for River Engagement related to establishment of a river governance entity
 - Lyon Square Redesign continues to move forward, groundbreaking is expected later this year
 - Recent Riverwalk boardwalk repairs were completed
- **Goal 2: Create a True Downtown Neighborhood, Home to a Diverse Population**
 - DNN Website coming soon in May/June
 - Goal 2 is sponsoring Mental Health First Aid training, all who live, work, and play Downtown are welcome to attend
- **Goal 3: Implement a 21st Century Mobility Strategy**
 - 2 New bus stops went in near Van Andel Arena, the stops were built by a local company, Conceptual Site Furnishings
- **Goal 4: Expand Job Opportunities & Ensure Continued Vitality of the Local Economy**
 - 3 New Corporate HQ's moving Downtown
 - Spectrum Health – 701 Bond
 - Perrigo – 430 Monroe
 - Acrisure – 100 Ottawa Ave
 - Social Zones
 - DDA & MNTIFA Approved the purchase additional tables, chairs, and umbrellas for expanding the social zone footprint
 - DDA & MNTIFA approved funding to hire artists to paint/beautify the concrete/Jersey barriers deployed throughout the social zones
- **Goal 5: Reinvest in Public Space, Culture, and Inclusive Programming**
 - New Murals Coming to Downtown
 - Women's Way mural of Molly Ortiz Blakely next to San Chez Bistro
 - On April 21st, the "Live to Eat" mural going in at 2 Jefferson
 - April 30th "The People's Paint by Numbers" mural at 20 Monroe
 - DDA approved the installation of 5 new murals in the Heartside neighborhood in partnership with Dwelling Place
 - Chalk It Up Event happening May 23rd