

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.

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 May 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

May 18th, 2021

3:00p – 4:00p

[Microsoft Teams](#)

- | | | |
|-----|--|-------------|
| 1. | Call to Order | Gonzalez |
| 2. | Approval of April 20 th Meeting Recording* | Gonzalez |
| 3. | Taste of Downtown* | Catcho |
| 4. | Retail Incubator Grant Review: 12 th House* | Cash/Eledge |
| 5. | SoDiv Branding Support* | Stitchman |
| 6. | Member Discussion: Business Incubation Grant Report Back | Gonzalez |
| 7. | Member Discussion: Downtown Marketing Ideas | Gonzalez |
| 8. | ESO Updates | Various |
| 9. | DGRI Update | Eledge |
| 10. | Public Comment | |
| 11. | Next Meeting – June 15 th , 2021 | |
| 12. | Adjournment | |

*Denotes Action Item

Meeting Recording



GR Forward GOAL 4 ALLIANCE

Expand Job Opportunities & Ensure Continued Vitality of the Local Economy

[April 20th, 2021 Recording Link](#)

Attendance:

Members Present: AJ Hills, Alysha Lach White, Brent Case, Brianna Vasques de Pereira, Caleb Hollier, Caylie Peet, Heather Ibrahim, Ingrid Miller, Jono Klooster and Jorge Gonzalez.

Members Absent: Addison Wanless, Alex Caceres, Alice Jasper, Ana Jose, Attah Obande, Brandy McCallum, John Hendershot, Kareem Scales, Omar Cuevas, Rick Muschiana, Ryan Bolhuis, Scott Stenstrom, Trevor Corlett and Tyler Peterson.

Others Present: Rich App (GR Chamber), Hannah Berry (Lions & Rabbits), Marion Bonneaux, Melvin Eledge, Annamarie Buller, Megan Catcho, Sam Suarez, Mark Miller, Kim Van Driel, Corey Mathein, Amanda Sloan and Mandy McDaniel (DGRI Staff).

Recording Summary:

- 01:44 Call to Order (3:03 pm)
- 03:10 Approval of March 16th Meeting Minutes
Caylie Peet, supported by Brent Case, motioned to approve March 2021 Meeting Minutes. None opposed. Motion passed.
- 04:11 Downtown Tasting Event
- 15:22 Downtown Incubator / Event Support
- 33:20 FY '22 Budget Priorities Review
- 38:26 ESO Updates
- 39:21 DGRI Update
- 42:50 Public Comment
- 45:55 Adjournment (3:50 pm)

SoDifferent
SoDelightful
SoDangCool



Introducing SoDiv - Brand Elements & Banner Sponsorship Proposal to Support the South Division Brand Unveiling

The commercial corridor along South Division between Fulton and Wealthy Street has a robust and diverse history. Dwelling Place has called South Division home for over 40 years in 2020 began a conversation around refreshing the brand identity of the avenue. Residents, business owners, and stakeholders came together for a fall workshop series with NeighborWorks America to create a brand statement and marketing plan, and during winter 2021 to work with Grey Matter Group to develop a new brand identity. This process included:

- A community steering committee of 7 residents and business owners who oversaw the brand development process
- \$16,000 in donated services from Grey Matter Group used to develop a visual identity and deepen the brand promise
- Dedicated expertise in brand development from 7 members of Grey Matter's creative team
- Brand identity package with clearly defined brand elements
- 2 brand information sessions with community partners



SoDiv is a community implemented brand. All community members, community stakeholders, and business owners are invited to embrace this new and updated brand identity. The [SoDiv Brand Guide](#), created by Grey Matter Group, walks individuals through the elements of the SoDiv Brand.

Raising brand awareness will help to retain and attract existing businesses, residents, clients, and customers. Dwelling Place is supporting the Heartside Economic Development Committee and the Heartside Business Association in promoting the SoDiv brand by deploying swag into the neighborhood. Prior funds will be used to purchase vinyl brand elements for business windows as well as SoDiv t-Shirts for committee and community members.

Examples of SoDiv Branding being deployed in May/June 2021

SoDiverse
SoDistinct
SoDynamic
SoDIV



SoDivine
SoDelicious
SoDowntown
SoDIV

Locations

Street Banner Locations will be along the South Division Corridor between Fulton and Wealthy Streets and leading onto South Division



Join Us in Supporting SoDiv!

Initial Street Banner Sponsorship

\$6,820.00 - Investment would include 30 double-sided banners attached to one side of all light poles along SoDiv.

- **\$1,560** 30 24" x 48" Digitally printed double sided vinyl banners, hemmed, with pole pockets top and bottom
- **\$2,400** 60 Hardware - Metro Bracket 25" exposed casting with fiberglass rod
- **\$2,860** Installation

Additional Investment – South Division, plus main side streets

\$4,176.00 - Investment would include an additional 18 double-sided banners attached to one side of all light poles along 6 side streets leading into SoDiv (Fulton, Weston, Oaks, Cherry, Goodrich, Wealthy).

- **\$936** 18 24" x 48" Digitally printed double sided vinyl banners, hemmed, with pole pockets top and bottom
- **\$1,440** 36 Hardware - Metro Bracket 25" exposed casting with fiberglass rod
- **\$1,800** Installation

Additional Investment – Storefront Vinyl

\$2,850 – Investment would include 3016x24 SoDiv Window Vinyl to be installed in businesses along the South Division Business Corridor. Includes materials and installation by Speckl Goods (local business located along SoDiv).

Total Investment: \$13,846

DGRI Update for the Goal 4 Alliance

May 18th, 2021

- **Goal 1: Reestablish the River as *the* Draw**
 - RFP Released for Hill & River Network (Previously Switchback Park)
- **Goal 2: Create a True Downtown Neighborhood, Home to a Diverse Population**
 - DNN Website Launched on 5.06.2021
- **Goal 3: Implement a 21st Century Mobility Strategy**
 - First Round of Design Documents are being completed, more are slated to come
- **Goal 4: Expand Job Opportunities & Ensure Continued Vitality of the Local Economy**
 - DGRI has started using the Placer.ai tool, set for presentation at June Goal 4 meeting
 - Retail Window Activation at Sweetwaters completed by Kenzi Goss
 - Mike Berne Retail Analysis to BOA (5.07.2021), video available
 - Released RFP for Incubator Program
- **Goal 5: Reinvest in Public Space, Culture, and Inclusive Programming**
 - Chalk it Up – May 23rd
 - Roller Rink – June 18th & June 19th
 - New Trash Cans in the HDBA area