

AGENDA

GOAL 5 ALLIANCE



Board Members:

Adrienne Brown-Reasner • Alyson Mabie • Amanda Gielczyk • Amber Kilpatrick •
Amelea Pegman • Ashlee Lambart • Camie Castaneda • Chad LeRoux • Derek Call • Eddie Tadlock • Emily
Evers • Evette Pittman • Hannah Berry • Julio Cano • Katherine Williams • Kyle DeGroff • LaKiya Jenkins •
Lisa Knight • Maddie Schaab • Nick Nortier • Rachel McKay • Reb Roberts • Shaun Biel • Stephanie Adams •
Thomas Pierce

September 19, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

- | | | |
|-----|--|-------------|
| 1. | Call to Order | Adams |
| 2. | 7/18/19 Meeting Minutes Approval (motion) | Adams |
| 3. | Arts Advisory Council (info item) | Tadlock |
| 4. | Block Face Downtown Ambassador Inventory (info item) | Eledge |
| 5. | Monroe Center Alley (update and exercise) | Miller |
| 6. | CREOS Installation/WOW Programming (exercise) <ul style="list-style-type: none">• Location• Programming• Partners | Adams/Berry |
| 7. | Ottawa Ave. Gateway (update and exercise) <ul style="list-style-type: none">• Planting• Retaining wall painting• Temporary fencing | Van Driel |
| 8. | Activate This Place Grant (updates) | Van Driel |
| 9. | DGRI Staff Update | |
| 10. | Alliance Members Update | |
| 11. | Next Meeting – October 17, 2019 | |
| 12. | Public Comment | |
| 13. | Adjournment | |





Goal 5 Alliance

July 18, 2019

1. Call to Order: Van Driel called meeting to order at 3:09 pm.
2. Members Present: Alyson Mabie, Amanda Gielczyk, Catherine Zietse, Emily Evers, Katherine Williams, Nick Nortier, Rachel McKay, Reb Roberts, and Stephanie Adams.

Members Absent: Adrienne Brown-Reasner, Amber Kilpatrick, Amelea Pegman, Ashlee Lambart, Chad LeRoux, Derek Call, Eddie Tadlock, Evette Pittman, Hannah Berry, Kyle DeGroff, Julio Cano, LaKiya Jenkins, Lisa Knight, Maddie Schaab, Shaun Biel, and Thomas Pierce.

Others Present: Kim Van Driel, Stephanie Wong, Megan Catcho, Kiley Tippman, Marion Bonneaux, Kyama Kitavi, Annamarie Buller, and Amanda Sloan (DGRI)
3. Approval of April 18, 2019 Meeting Minutes
Emily Evers, supported by Amanda Gielczyk, motioned to approve April 18, 2019 Meeting Minutes as presented. None opposed. Motion passed.
4. Goal 5 Working Group Project Update and Future Projects
Van Driel provided a highlight of Placemaking Working Group project updates. The Rad American Women project celebrated Women's History Month by commissioning local female artists to paint City mechanical boxes Downtown GR. Programming included author and artist luncheon, Happy Hour, and academy and library visits. A free GR Walks App tour is now available for those interested in experiencing the recorded tour. During PRIDE Month artist Joey Salamon installed Rainbow Road on Sheldon Street. Van Driel presented the promotional video from this successful project. The Exit Space Project with Natalia Rak is very much underway. Williams stated on Tuesday July 23rd we will host a ribbon cutting ceremony from 5-6 pm in partnership with UICA and Sister Cities. Van Driel presented the Ottawa Ave Gateway renderings provided to placemaking working group for a fall installation. Art Advisory Council (AAC) provided scaling recommendations for equal representation of the languages. Van Driel stated at our next meeting we will discuss specific plantings on the hill and temporary fence updates. Adams stated 1,000 daffodils will be planted if you are interested in volunteering to assist with this project. Van Andel Alley has had planters, tree stump seating and festoon lighting installed. We will be installing floor murals to complete this project by the end of the month. We have received our

first round of applications for the Activate This Place Grant; two proposed projects were selected, and one is currently underway. Erick Picardo is to complete a mural on a parking ramp with the support of Mobile GR. This has gone to the AAC for approval. A yarn bombing installation has also been selected with a location still to be determined. Fall Projects include a live pumpkin carving in partnership with the Michigan Giant Pumpkin Growers Association and activating Midtown Arcade behind Bulls Head. In conjunction with the Latino Community Coalition speaker series, we will be activating an alley temporarily in order to obtain feedback from the community on what they would like to see here permanently. This alley by The Community Foundation already has a building mural from a previous ArtPrize project.

Wong presented updates on the Place Management Working Group projects. She stated the Calder Plaza Parklet was installed last month. A shipping container with seating, planters, and some shade, this parklet is about 200 square feet and was seen being used during Kick it at Calder. The Vandenberg Statue has 3 new trees along with new native and drought resistant plants. The Fulton Street median (from Division to Jefferson) has also been replanted with native and drought resistant greenery. Monroe Center plantings are being wrapped up this week. Wong stated the Michigan/Bridge Street River Trail crossing was approved by the DDA for construction in August. There will be one crosswalk on the west side of the river between Ah-Nab-Awen Park and Bridgewater and another on the east side that includes a median as a refuge island for pedestrians. Adams asked if trees will be included. Wong stated trees will be added to the street space by the Post Office but not in the median. Moveable planters will be installed in the median to allow the convention center access to the garage with larger equipment. Monroe Center Street Lighting will be kept on these trees year-round, for added vibrancy and color. Van Driel presented the Downtown Dog Park promotional video from the grand opening. Wong stated all the work on this project, except the fencing, was done in-house in under 3 weeks. Friends of GR Parks and Parks Department donated materials and trees. She stated this is a good example of tactical urbanism (a relatively cheap investment with high utilization) with 300 visitors on average per day. We are partnering with 234 Market for a one-year lease and will evaluate the success of the park after that time but are pleased to provide one of the few places you can bring your dog off leash. We have submitted multiple proposals to the Arts Advisory Council (AAC) with the City for a street mural in the public right of way next to this park, but all have been denied. A formal rejection has not been received but it was inferred that this area is considered an iconic location worthy of a welcome sign or statue which is their long-term vision for this space. Also, the outdoor exercise stations were installed on Canal and 6th Street Park and are ready for use.

Catcho provided an overview of projects within the Events Working Group. Relax at Rosa has been going well (other than several rained out dates) and will run through September 19th. We plan to continue this event series next year after an early Spring renovation of Rosa Parks Circle. Movies on Monroe event series has been well attended. The entryway tunnel appears to be a hot spot for Insta photos and people have been engaging in a lot of the offered activities. The Women's World Cup was an impromptu event on July 7th held at Rosa Parks Circle with an LED screen and smoke machines. About 500 stayed for the showing with 1700 people walking in and out of the event and utilizing the food trucks. Other upcoming projects include: World of Winter Festival January/February 2020 aligned with the CREOS installation to be in Heartside Park, The State of Our Downtown September 5th at Embassy Suites Ballroom, and the Events Management Program (EMP) Course on August 28th.

5. Staff Updates

Van Driel stated everyone should be receiving the monthly GR Forward newsletter providing information on what the other alliances have been working on.

Kyama Kitavi stated Goal 4 is co-hosting with The City the Small Business Expo to be held at Devos Center on August 29th. This event will host panel discussions with GR business owners as well as financial organizations and provide an opportunity for aspiring small business owners and entrepreneurs to connect with business vendors and business resource organizations. There is a \$25 fee to be a vendor at this event but free to attend.

Wong provided more information on the CREOS Art Installation that will be activating Heartside Park from January 15th - February 17, 2020. The installation that has been chosen is called Prismatic. This collection of 25 prisms that glow, spin, and play music has been to Detroit, D.C., and London. DGRI will go to the DDA for funding approval next month and is awaiting AAC approval as well. Currently, we are looking for partnerships to activate space near and around the installation to draw even more attention to this space throughout the 4 weeks. In the past, World of Winter has relied on winter weather for the success of many activities which hasn't worked in our favor the last few years. This project relies on darkness, which we know will can be counted on. Van Driel stated programing in the space is free. Evers stated she would like to facilitate snow painting. Williams stated she would coordinate a photography session for winter time light experience. Wong suggested an outdoor ballet performance and stated we are open to any and all suggestions.

6. Working Group/Alliance Meeting Scheduling

Adams stated if you are a part of this alliance you are also part of at least one working group. Attending multiple meetings for this board can be a challenge and requires a great deal of commitment. She suggested, after great consideration, merging these working groups into one alliance meeting with set action items. Much of the work we do can accommodate full board participation and eliminate the duplication of reporting our progress. Van Driel stated typically we do not require the full allotted meeting time but could potentially meet more often and break out in working groups for specific projects as needed. Our goal is to obtain good participation with effective use of our time. *Alyson Mabie motioned to eliminate working group meetings and move to monthly Goal 5 Alliance meetings. Emily Evers seconded this motion. None opposed.*

Van Driel stated we will start meeting the 3rd Thursday of every month from 3 pm - 4:30 pm. If meetings need to be rescheduled that can be done on a case by case basis.

7. Alliance Members Update

Nick Nortier is working on a daydream project to have murals installed on City recycling trucks. Nortier spoke with Mark Washington at Creston. After Dark and the City Manager agreed to setting up a meeting to discuss. Nortier has a mock up displayed at every market he attends to prompt feedback on the project and is excited about the potential opportunity. McKay announced July 31st is GR's Citywide Day of Play Celebration. Come to Rosa Parks Circle and join The Children's Museum Birthday Celebration with a full day of family-friendly fun. Mabie stated she is transitioning out of the Metro Council and is working more on research projects at Grand Valley. The newest project is researching public interaction with free installations (such as parklets). She stated people react very differently in the U.S. vs Europe where there is more socially cultural infrastructure. Please let Mabie know if you are aware of a project installation that might be an appropriate piece to study. An example would be the installation of one parklet with no instructions in one place and another parklet in another with specific instructions for use.

Adams stated the Green Gala will take place at Riverside Park this year. Movies in Neighborhood Park is expanding to a new location and the Parks Department is working with different neighborhood associations to offer additional lending libraries throughout GR.

8. Next Meeting – September 19, 2019
9. Public Comment
Jovonnah Nicholson introduced herself to the alliance stating she teaches ceramic classes at Kendall and is interested in giving back to the community. A friend suggested she attend today's meeting to learn more about what this Alliance does.
10. Adjournment: Meeting Adjourned at 4:05 pm.

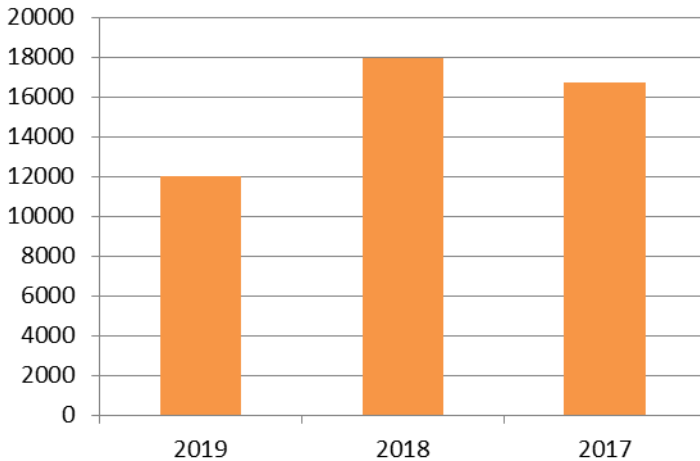
Minutes taken by:
Amanda Sloan
Administrative Assistant
Downtown Grand Rapids, Inc.

June Statistics Overview

June		2019	2018	2017	2019 YTD
Equipment Usage	ATLV Hours	NA	20	32	NA
	Bicycle (miles)	1	11	1	3
	Segway (Hours)	36	85	9	65.5
	Small Equipment (Hours)	7	17	2	109
	Total Equipment Usage	44	133	44	177.5
Beautification	Biohazard Clean Up	88	158	390	1,064
	Biohazard - Human	44	NA	NA	241
	Infrastructure Management	2,087	852	NA	11,610
	Graffiti - Removed	80	108	506	689
	Planters Watered	1,245	1,834	1,046	1,346
	Power Washing (block faces)	60	85	45	227
	Snow Removal	0	0	0	8,036
	Trash (Bags collected)	1,674	2,253	1,463	9,437
	Weed Abatement	15,313	8,751	2,049	27,325
	Total Beautification Activity	20,591	14,041	5,499	59,975
Hospitality & Engagement	Business Contact	91	65	179	1,118
	Mobility Assist	115	16	64	875
	Observation - Fighting	40	118	56	84
	PA - Directions	492	255	516	3,667
	PA - Information	3,262	2,437	4,639	17,832
	PA - Other	7,423	14,046	9,503	88,582
	Panhandling - Aggressive	61	6	101	492
	Panhandling - Passive	37	65	182	330
	Request for Emergency Services	1	0	2	19
	Sidewalk Violation	452	461	955	2,112
	Social Services Assist	10	482	529	525
	Suspicious Package	0	1	2	2
	Suspicious Activity	2	1	15	45
	Total Hospitality & Engagement Activity	11,986	17,953	16,743	115,683
Total Ambassador Activity		32,577	31,994	22,242	175,658

June Statistics Overview

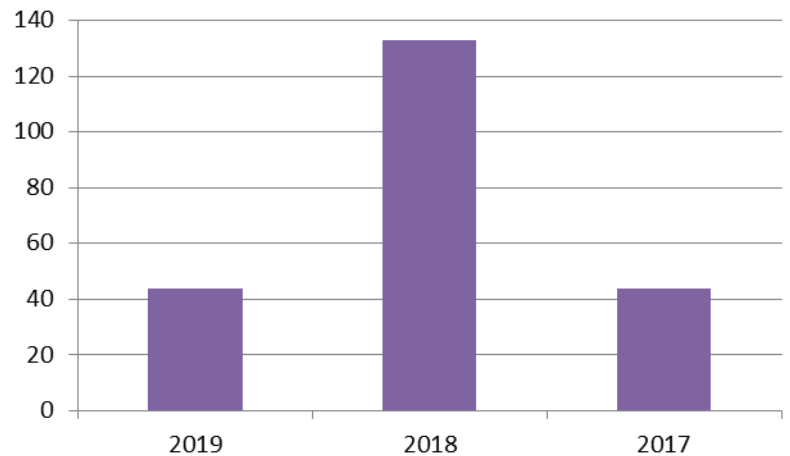
Total Hospitality & Engagement



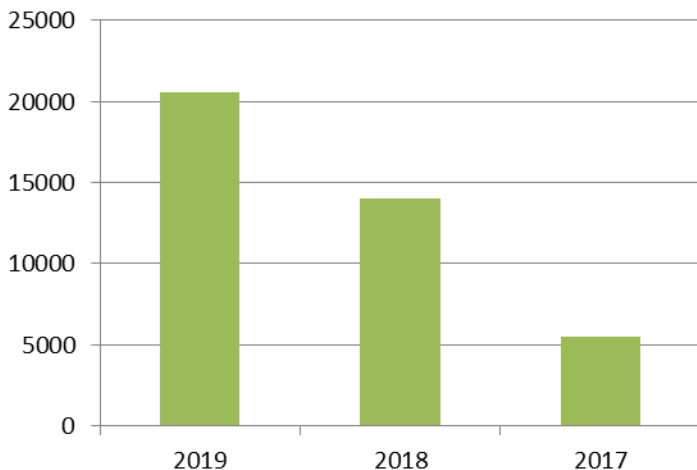
While our hospitality statistics are lower overall than in past years, our mobility assistance is an increase of sevenfold over 2018 and we conducted almost twice the amount of business contacts in 2019. The team observed half as many fights in 2019 and provided more directions and information than in 2018.

Equipment usage remains low in June. Our ATLV is currently being built so I expect more equipment usage in July. We've begun training our hospitality staff on bicycle and Segway usage. Due to unforeseen illnesses, the clean team was understaffed which meant utilizing mechanical equipment was a struggle.

Total Equipment Usage



Total Beautification Activity



Beautification activity continues to rise in June. We continue to meet our goals for pressure washing and our horticulture team is really working well to water the flowers. We have hired a new member to the team that will fill in as horticulture on days where the need is greater as well as fill in during vacations and missed days. With the immense amount of weeds we've been utilizing our hospitality staff to mitigate the weeds in our downtown.



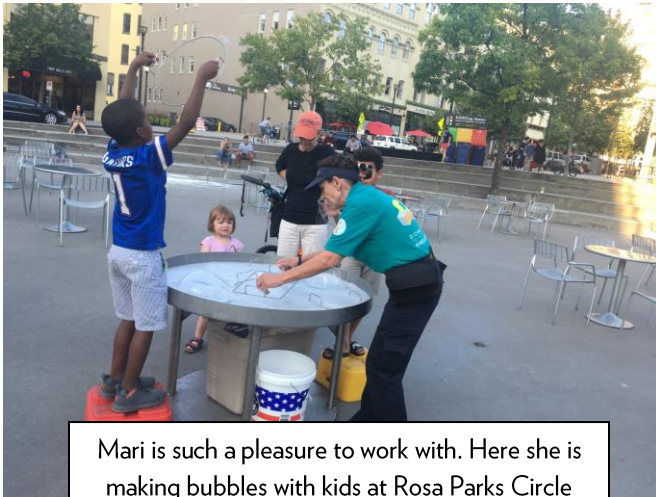
Downtown Grand Rapids Ambassador Report July 2019



DOWNTOWN
GRAND RAPIDS INC.



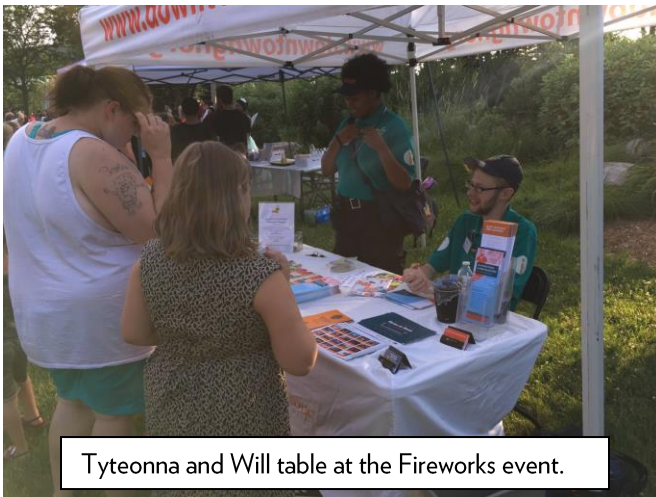
Hospitality



Mari is such a pleasure to work with. Here she is making bubbles with kids at Rosa Parks Circle during the Children's Museum Day of Play



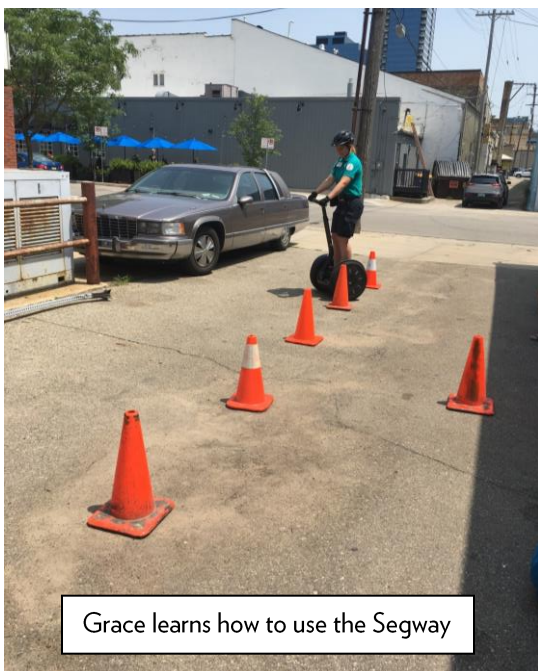
It's so important to have positive and proactive communication with business operators. Tyteonna touches base with a vendor near a heavily used trash can during the Fireworks event to let her know she can call us if the trash can fills up before we're able to change it.



Tyteonna and Will table at the Fireworks event.

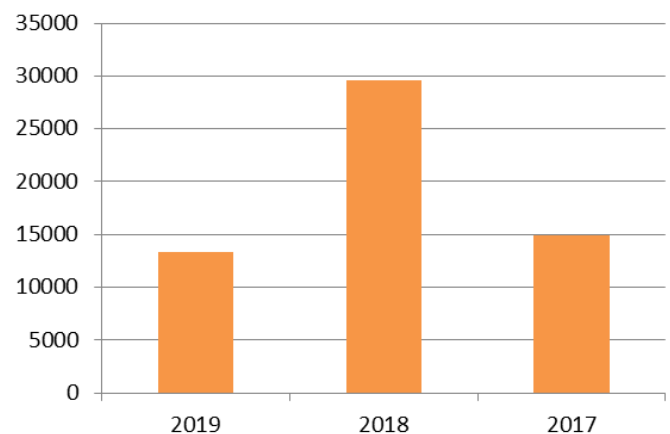


Always willing to help, Mari changes a refuse can in the S.O.R.T. station at Movies on Monroe.



Grace learns how to use the Segway

Total Hospitality & Engagement



Beautification



The best ambassador is a proactive one! Riana, a pressure washer, takes initiative to remove weeds along this wall. By the way, that is not a tree on her left.



Before

After



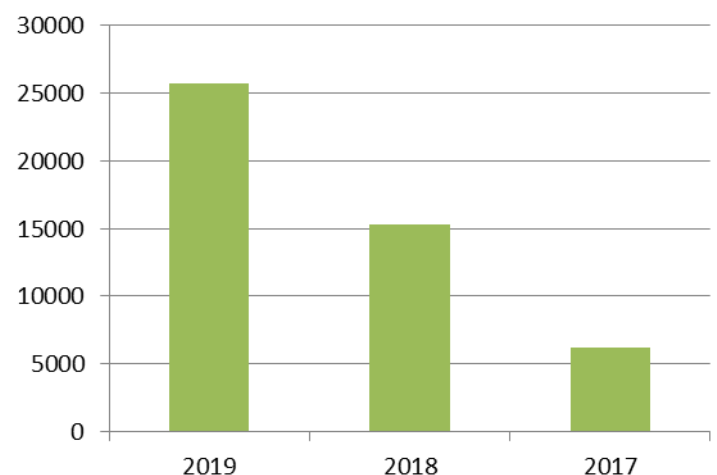
As Downtown Ambassadors it's important to keep our local businesses safe & clean, even when the storefronts are empty.

That means cleaning doorways of litter and even human waste. It's not a glamorous job, but it's an important one!



Our ATLV has finally arrived! We have 3 people trained up already and have used it consistently since its inaugural ride. The All-Terrain Litter Vacuum allows us to clean larger areas more quickly and is a work-force multiplier. It's been really handy for curb lines and large concentrations of cigarette butts.

Total Beautification Activity



Horticulture

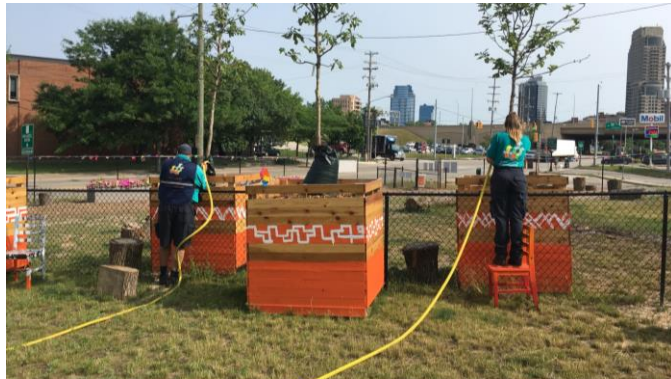


Monroe Center Holly

Watching the holly be pulled from the ground



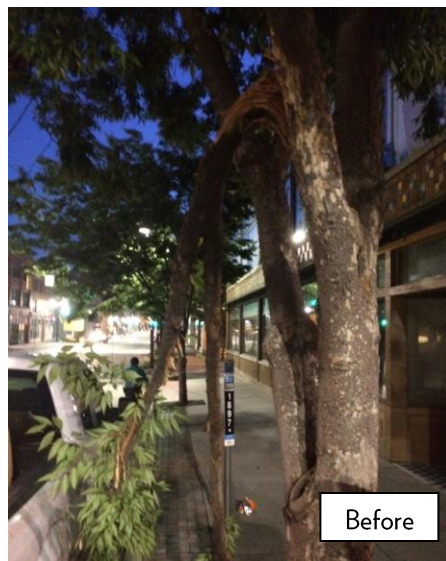
New plantings! One of 3 designs you can now find along Monroe Center!



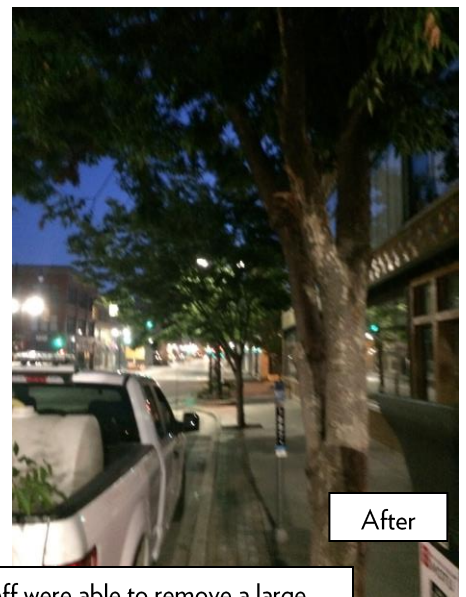
Thanks to an upgrade with our watering tanks we're able to drain a 150 gallon water tank in about 12 minutes. A splitter on our pump provides double the watering at once. Rick and Riana assist the horticulture team by watering trees at the Downtown Dog Park at the same time!



Ellen is back after a crucial surgery and is still kickin' butt as the lead horticulture staff. Even with a cast on her arm she makes sure our beds are beautiful and weed free!



Before

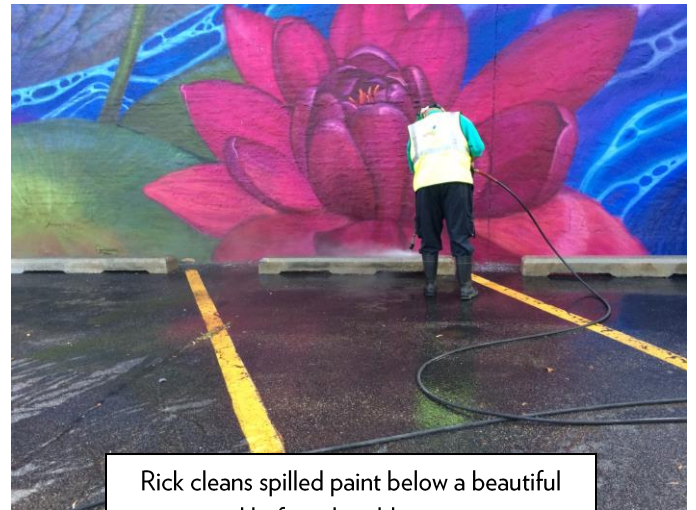


After

Thanks to our tree trimming training from Friends of GR Parks, Ellen and Jeff were able to remove a large branch that had been blocking a portion of parking and sidewalk

Special Projects

Large spray paint graffiti can be difficult to remove. Notice the smudged shadowy area in the picture on the left. Thankfully, due to a special project we completed with GVSU 2 years ago, we still have the same paint we used on this box! Rob was able to cover the graffiti and match it to the existing paint.

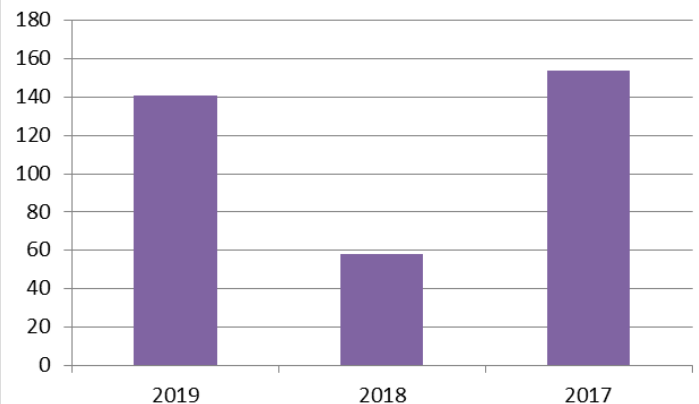


Rick cleans spilled paint below a beautiful mural before the ribbon cutting.

Pekich Park has been activated wonderfully this summer! The team responsible for maintaining the flowers saw a need for cigarette urns so the butts don't end up in the planters. Rob placed them into the ground in July



Total Equipment Usage



Highlights



Our team helped accomplish the vision of a downtown dog park and in return we were given the opportunity to appear in a commercial! Grace loves hanging out with the pups!



Being an ambassador is so much fun! Grace, Jonah and Mary pose at Movies on Monroe. For Hotel Transylvania 3 we passed out leis and vampire teeth!



New ambassadors and old receive training on how to properly tie a trash bag.



Dana removes a whole block's worth of weeds on Michigan St. near medical mile. See all of that dirt? That's where weeds used to be!

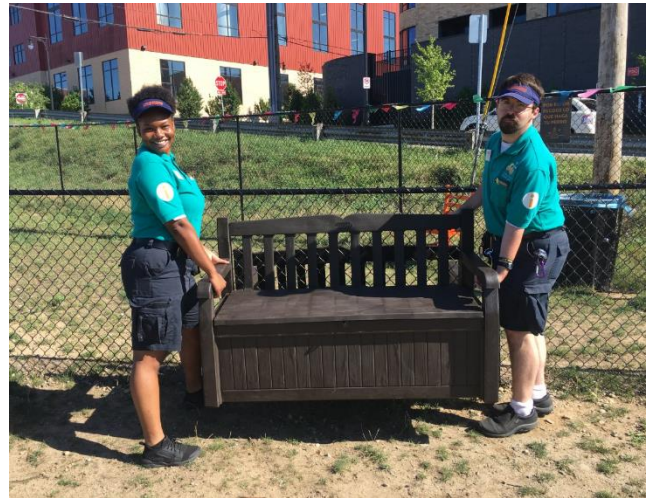


Our hospitality and clean ambassadors are cross trained so we can provide the best service to downtown that we can offer!

Left: Tyteonna, the 2nd/3rd shift Hospitality Team Lead changes a trash bag before the Fireworks at Ah-nab-awen Park.

Right: Jason takes a break from sweeping to provide information to a pedestrian





Downtown Grand Rapids Ambassador Report

August 2019



Hospitality



Martha takes a couple's picture at the Love statue. She passed on a bike map and directions to a local restaurant for lunch.

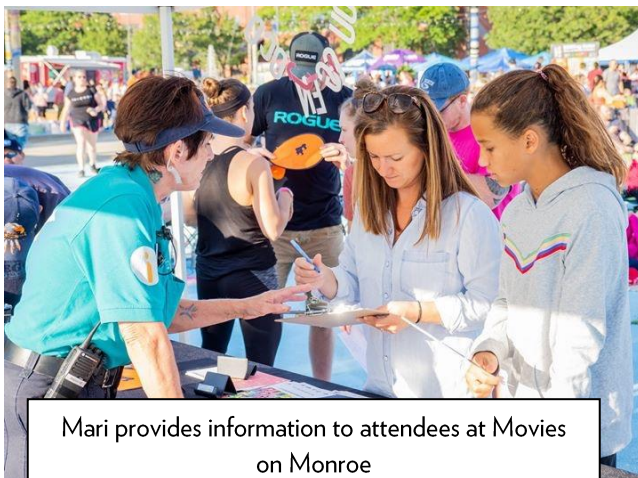
The dog days of summer in August brought a few changes in our team. Andrew Hall took over the role of Operations Supervisor as some of our team members returned to school and others hit their 1 year anniversary with the Ambassador team. Our team participated in the National Night Out in Heartside Park, the Hispanic Festival and a special event at Degage where our Outreach Ambassador was accessible to all. Our team regularly staffed Relax at Rosa and two events weekly in Heartside for fresh food access. We were lucky enough to attend & participate in the last Movies on Monroe of the season.



Mari engages with small businesses at the Small Business Expo. The Ambassador program is just one incentive to open or move your business downtown.

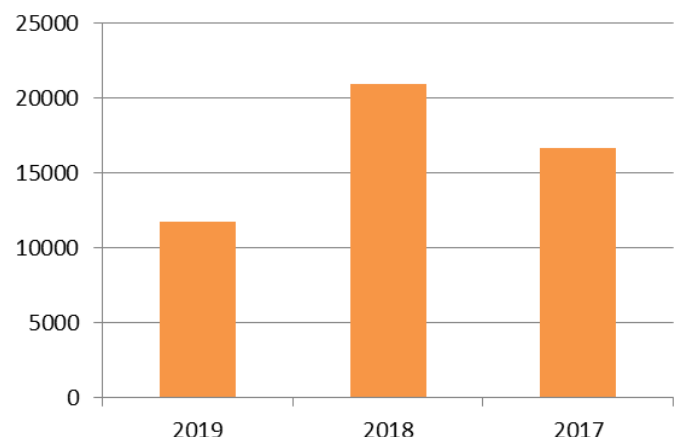


People rush to their meters when they see an ambassador. Even though we're not parking services, our team is well informed on parking meters & kiosks. And if we don't know the answer we will find someone who does!



Mari provides information to attendees at Movies on Monroe

Total Hospitality & Engagement



Beautification

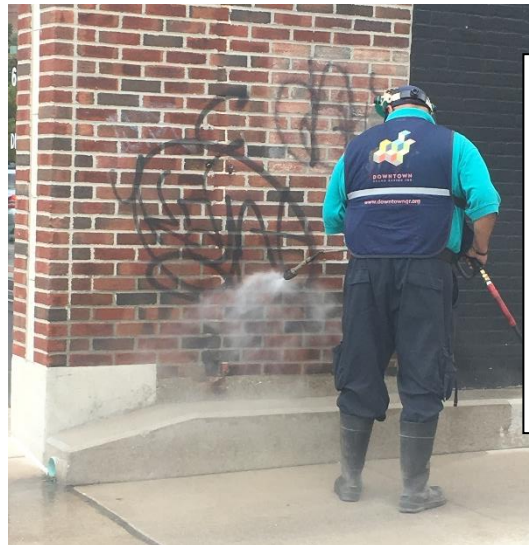


Evangeline cleans out the cob webs



Our pressure washing team has been kicking some dirt AND weeds this summer! A before and after picture of Ionia at Lyon shows the work they did on the dirt lines and weeds. Below is a great contrast picture revealing a fresh sidewalk

Tyteonna shows off a large pile of weeds she removed. Even our hospitality team beautifies downtown!

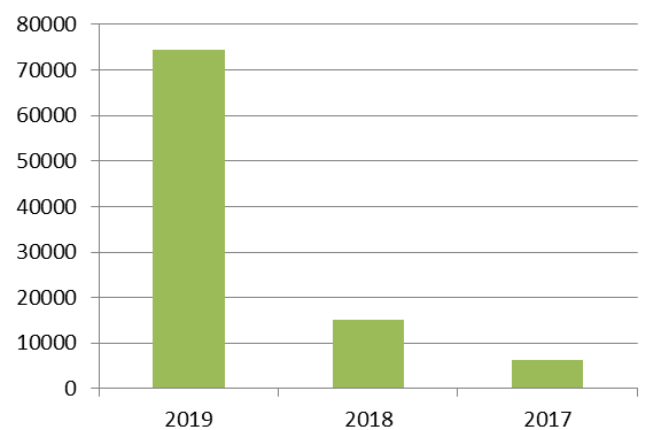


Upon special request and with permission from building owners, our team tackles graffiti tags that are not easily removed.



Dana, up before sunrise, uses the ATLV on Monroe Center to clear the leaves before anyone is downtown to park.

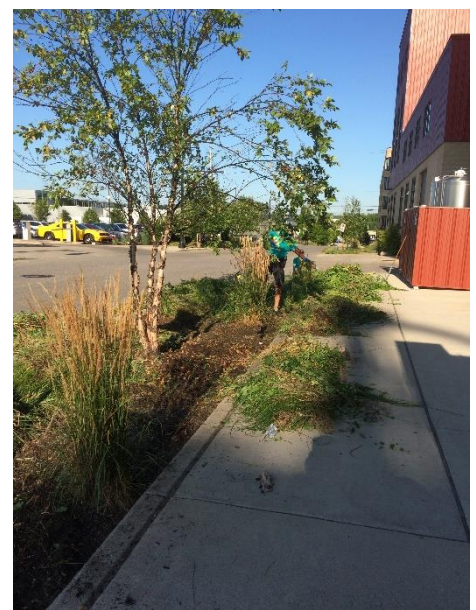
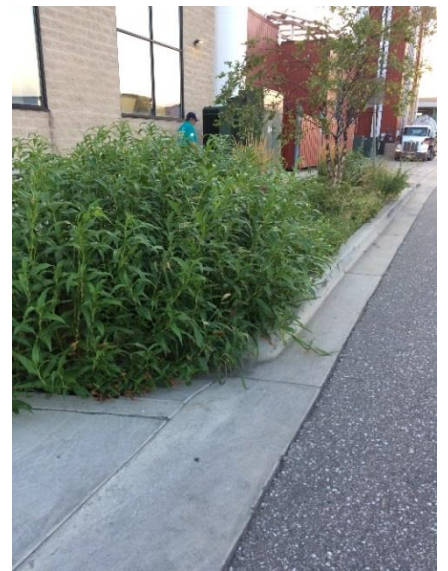
Total Beautification Activity



Horticulture



A continuing conversation with new construction is “who takes care of this?” As we continue to communicate with other entities, the Ambassador team has accepted new areas of maintenance. One such location is near Grandville inclusive of Bio-swales & raised beds. The horticulture team has worked hard to clean these beds of the immense weeds and re-planting is in the future. There is still work to be done, but our all-star team got their hands dirty as soon as we learned about them.



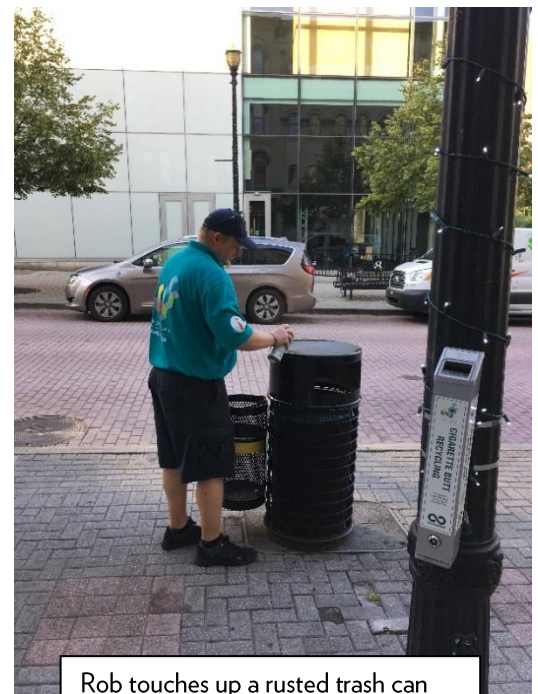
Special Projects



Three summers ago we partnered with GVSU alumni to paint electrical boxes that were in bad shape. Luckily we had some leftover paint! Any of those boxes that get tagged are easily fixed!

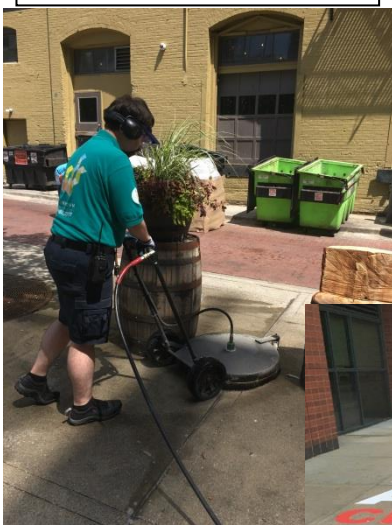
In August our team rolled out new amenities for the Downtown Dog Park such as benches and jugs of water for the pups. Rob painted some of the chipped & rusted trash cans. We pressure washed the Gator Alley so lily pad vinyl could be added. We installed cigarette urns near Kendall College and deployed much needed trash cans in 4 new locations.

Bike safety is top of mind for Downtown Grand Rapids, Inc. Dana took some time to pick up damaged delineators from the protected bike lane on North Division. Some of these were even laying in the middle of the lane!

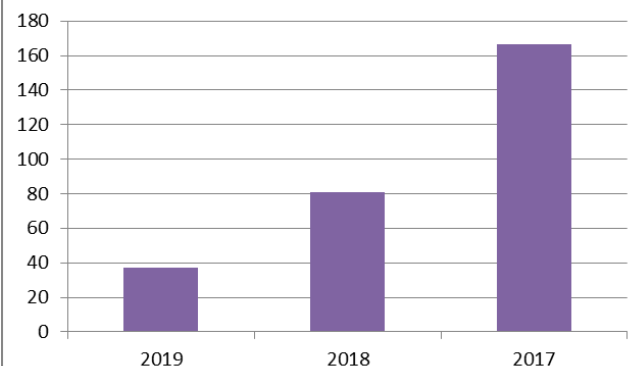


Rob touches up a rusted trash can

Andrew learns how to use the pressure washer prior to the Gator Alley vinyl install



Total Equipment Usage



Highlights

A newly installed lift-gate will save our team from back breaking labor and expedite our work. This lift will help us throughout the year – in the winter we'll be using it to move snow blowers onto the truck much safer than we have in the past!



The Ambassadors have assisted with the fresh food access initiative in Heartside at Pekich Park. We deliver tents and provide presence during the YMCA Veggie Van and the Gleaning.



Safety is key! Evangeline finds abandoned clothing and uses her grabber to dig through looking for identification. When possible, we return a person's abandoned belongings to them. We often find important medications and identification left in backpacks. This same day Evangeline found a pile of bags near the police department. She took the bags to the front desk in case the owner came looking for them.



In the last great month of summer, Block by Block celebrates ambassador programs by providing a nationwide ice cream social for all ambassadors across the US. This time together allows the team to connect and relax before the next big thing: WINTER!



Statistics Overview

August		2019	2018	2017	2019 YTD
Equipment Usage	ATLV Hours	22	3	11.25	14
	Bicycle (miles)	2	13	145	55
	Segway (Hours)	7	45	9	127.5
	Small Equipment (Hours)	6	20	1	122
	Total Equipment Usage	37	81	166.25	318.5
Beautification	Biohazard Clean Up	101	191	342	1,229
	Biohazard - Human	74	60	NA	323
	Infrastructure Management	2,635	1,500	NA	13,922
	Graffiti - Removed	378	300	424	897
	Planters Watered	1,493	1,221	800	3,159
	Power Washing (block faces)	58	79	45	306
	Snow Removal	NA	NA	NA	8,036
	Trash (Bags collected)	2,344	2,372	1,406	11,575
	Weed Abatement	67,284	9,390	3,180	46,223
	Total Beautification Activity	74,367	15,113	6,197	85,670
Hospitality & Engagement	Business Contact	206	193	207	1,242
	Mobility Assist	54	50	206	991
	Observation - Fighting	5	8	79	121
	PA - Directions	339	645	726	3,996
	PA - Information	3,517	4,287	4,235	22,517
	PA - Other	6,577	14,345	8,248	95,537
	Panhandling - Aggressive	135	72	156	552
	Panhandling - Passive	58	74	212	385
	Request for Emergency Services	2	1	4	20
	Sidewalk Violation	600	874	1,700	2,944
	Social Services Assist	273	387	814	667
	Suspicious Package	5	2	5	6
	Suspicious Activity	15	2	45	54
	Total Hospitality & Engagement Activity	11,786	20,940	16,637	129,032
Total Ambassador Activity		86,153	36,053	22,834	214,702