

Goal 5

Virtual Meeting Instructions



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

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 December 17, 2020 Team 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!

Best,
Mandy



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AGENDA

GOAL 5 ALLIANCE



Board Members:

Adrienne Brown-Reasner • Amelea Pegman • Catherine Zietse • Chad LeRoux • Derek Call • Eddie Tadlock
• Emily Evers • Evette Pittman • Hannah Berry • Julio Cano • Kate Burke • Katherine Williams • Kyle DeGross
• Lisa Knight • Maddie Schaab • Nick Nortier • Rachel McKay • Reb Roberts • Stephanie Adams
• Thomas Pierce • Valerie Wahna

December 17, 2020

3:00p – 4:30p

Virtual Microsoft Teams

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|-----|---|-----------------------|
| 1. | Call to Order | Adams |
| 2. | 11/19/20 Meeting Minutes Approval (action item) | Adams |
| 3. | Downtown Parks Construction Updates | Enriquez/Zietse |
| 4. | Lyon Square Visioning | Progressive AE |
| 5. | World of Winter | Van Driel/Catcho/Call |
| 6. | Goal 5 Members for 2021 | Adams |
| 7. | Next Month Agenda <ul style="list-style-type: none">• FY' 22 Budget and Priorities• River Restoration Update• Activate This Place Placemaking Grant | Adams |
| 8. | Alliance Member & DGRI Staff Update | |
| 9. | Public Comment | |
| 10. | Adjournment | Adams |
| 11. | Next Meeting – January 21, 2021 | |



Goal 5 Alliance

November 19, 2020

1. Call to Order: Ms. Berry called the meeting to order at 3:02 pm.

Members Present: Valerie Wahna, Katherine Williams, Adrienne Brown-Reasner, Chad LeRoux, Christa Ferguson, Hannah Berry, Catherine Zietse, Julio Cano, Eddie Tadlock, Derek Call, Kate Burke, and Maddie Schaab.

Members Absent: Alyson Mabie, Lisa Knight, Thomas Pierce, Amelea Pegman, Nick Nortier, Amber Kilpatrick, Kyle DeGroff, Rachel McKay, Emily Evers, Evette Pittman, Stephanie Adams and Reb Roberts.

Others Present: Joe Agosteinelli, Kimberly VanDriel, Megan Catcho, Melvin Eledge, Annamarie Buller, Max Vanderforest, Marion Bonneaux, and Mandy McDaniel.

2. Approval of October 2020 Minutes:

Katherine Williams supported by Adrienne Brown-Reasner, motioned to approve October 15, 2020 Meeting Minutes. None opposed. Motion passed.

3. New Business

- a) Activate This Place Grant

Ms. Van Driel stated over a month ago community members reviewed applications for the window grant. As a result, Dwelling Place was chosen and will begin installation on November 23rd at two storefronts, 314 Division and 140 Division. Dwelling Place will be inviting community members to paint pictures that will be displayed for a winter-style themed installation. In addition, Katie Moore will be doing something like her After Dark Mural in a window downtown (location is TBD). The seasonal events and programming grant is still open and awarding funding for those wanting to do outdoor events and programming.

b) 555 Public Games

Ms. Van Driel stated opening day of the skate, scoot and bike park was a success with people from all ages and background in attendance. Investing in this area is ongoing. Recently added was a parking stations for scooter, skateboards and bikes as well as bike and skateboard repair stations. A chess table and ping pong table were ordered and will be installed for public games. If you have any ideas of games or activities to help fill the space, please let Ms. Van Driel know.

4. Old Business

a) 2020 Public Art Update

Ms. Van Driel stated since May, we were able to add 30+ new art installations projects downtown. One of those investments was the Windows GR project, which included 140 artists and 200 windows. We were also able to fund a live pumpkin carving event with Randy Finch and create a Chalk It Up Event, which brought in 20 different artists.

Murals to be finished soon include the Angeline Kelsey mural at Sheldon Street, the Wall-Phabet mural at Fish Ladder Park and the Welcome Garden mural at Heartside Park.

World of Winter art installations to come include Hybycozos, which are illuminated, geometric razor cut metal pieces. Six pieces will be rented, then the 7th piece will be a custom design by the Grand River Band Ottawa Indians to permanently place along the river corridor. Winter Tumbleweeds and Grasses, which utilizes pool noodles, created by local artists Barbara Lash and Sarah Cole. The 3rd installation is by Creos, called Impulse, which is 15 illuminated seesaws that play music. In addition, we plan to invest in more art installations and other ways to engage downtown rather than event focus.

b) MDOT Murals

Ms. Van Driel stated moving forward we will be able to do more murals on MDOT properties. MDOT will hold a contract with the corresponding city department, then DGRI will hold a MOU with MDOT for that specific location. Ms. Berry suggested a subcommittee for MDOT locations to gather potential locations then ask for permission in advance.

c) Holiday Décor

Ms. Van Driel stated our team is 2 ½ weeks behind on schedule since there was a COVID outbreak with the vendor's staff. We are going to do our best to get everything done this year. With their team be short-staffed and delays with the production vendor, there is a possibility the holiday décor will not be expanded.

d) Dwelling Place Mural Collab

Ms. Van Driel asked members to email potential artists for collaboration on this project.

5. Public Space Operations

a) Wayfinding Signage

Ms. Eledge stated members were recently sent a full strategy document the Wayfinding consultants put together. The Wayfinding Committee is meeting in December to review the document and provide an analysis. Once this document is complete, it will help form the next phase which is design, and eventually implementation. Goal 5 members are asked to help by providing feedback on these 3 topics:

1. Entry points: Such as major highways that enter the downtown area. Are there other entry points that should be considered? (For example, South Division)
2. Skywalk: You will notice the consultants have tracked signage and the types of signage of the Skywalk. The problem is visitors are unsure what kind of sign to look for since all the signs are different.
3. Branding Considerations: The current system matches the street infrastructure and they also use nomenclature, such as "Hillside" and "Center City". There are opportunities to use the local dialect instead, such as "Heartside".

Ms. Berry asked if there is a way to make Skywalk wayfinding specific to events. Mr. Eledge stated we are looking at how to integrate technology and the ability to update the wayfinding quickly and inexpensively. That is certainly a possibility as we look into adding those features.

Mr. Eledge stated we are looking to have the strategy document completed in December or beginning of January. By the end of February is when we will work on the design element. At that point we will start to implement a deployment phase. We could be installing sometime next summer but overall, it could take 2-3 years to finish.

Please send feedback to Mr. Eledge at meledge@downtowngr.org.

b) Portland Loo & Clean and Beautiful

Mr. Eledge stated when we were going through the planning process, the most significant factor for success was the high-level maintenance and care for the facility. Since the Loo has been opened, the Ambassadors have cleaned it at least 3 times a day. A survey was sent asking local businesses for their feedback on how the Loo impacted the Heartside neighborhood, the majority felt it made a positive impact and would like to see more public restrooms installed.

c) Future Projects

Mr. Eledge stated there are some upcoming beautification and infrastructure updates within the Downtown Improvement District (DID). Those updates include new trash infrastructure, expand green infrastructure, and replace the planters on Ionia and Weston.

6. Goal 5 Members for 2021

Ms. Berry stated if members would like to continue with this Alliance or if they need to resign, please contact Stephanie, Kim, or Hannah to discuss any membership changes.

7. FY 22' Projects

Ms. Van Driel stated now is the time to start looking at areas for potential activation and come up with ideas for future projects. It will be another placemaking year ahead of us rather than events and gatherings. We will be focusing more on art and events/programming that can be social distanced.

Ms. Berry stated by looking at the [DGRI maps/boundaries](#), it is helpful to see potential areas of where what to have things placed. We have a few months to come up with some ideas to help drive foot traffic to our downtown businesses in the upcoming year.

Members are asked to brainstorm some ideas and send them to Kim at kvandriel@downtowngr.org to possibly add to next year's budget.

8. Public Comment

None.

9. Member Discussion

Ms. Berry stated Lions and Rabbits is now a nonprofit entity and still operating out of Creston. We have partnered with Pack Elephant for virtual classes, which will include 30 purchasable classes. Also, the After Dark mural near the Happy Cat Café, will be nearly complete soon.

Ms. Catherine Zieste stated the plan is to open Rosa Parks Circle for ice skating but the opening date is pushed back to mid-December. Also, beginning January 1, 2021 all parks will be tobacco free.

Mr. Eddie Tadlock stated arena plaza project is wrapping up, fencing has been removed and there will soon be space activation. The Lyon Square project has also been gaining traction, which will be a great asset to the convention center, Amway, and the city in general.

10. Adjournment - 3:59 pm

Next Meeting – December 17, 2020 at 3 pm

Minutes taken by:

Mandy McDaniel

Administration Assistant

Downtown Grand Rapids, Inc.