

# Virtual Meeting Access

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Hello,

As many of you know, the Coronavirus, also known as COVID-19, is starting to make its way into West Michigan, and our hearts go out to all who have been affected by this outbreak. 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 the upcoming Alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access the upcoming virtual Alliance meeting.



## MICROSOFT TEAMS

1. It is recommended to download the App -
  - a. [Apple Devices](#)
  - b. [Android Devices](#)
  - c. If you would prefer to use the web version, please [click here](#).
2. Once you have downloaded the app, [click here](#) to access the Team's meeting.

\* Note: If you do not have a Microsoft account, you can join as a *guest*.

If you have any questions or need further assistance, please email [mmcdaniel@downtowngr.org](mailto:mmcdaniel@downtowngr.org). Thank you!

Best,  
Mandy



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<https://teams.microsoft.com/dl/launcher/launcher.html?url=%2f%20%23%2f%2fmeetup-join%2f19%3ae6a2c38ccb2c4d9386b90959eb656ed8%40thread.tacv2%2f1584382805603%3fcontext%3d%257b%2522Tid%2522%253a%2522aa6673ac-3b79-4ed2-a894-169d7bcd1e96%2522%252c%2522Oid%2522%253a%252260eed2c8-c9b2-4e5f-90fe-4e5f784bcf2e%2522%257d%26anon%3dtrue&type=meetup-join&deeplinkId=775011ca-d747-4a7d-a5bf-15a2a3e6ae6d&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true>

# AGENDA

## GOAL 5 ALLIANCE



### Board Members:

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

March 19, 2020

3:00p – 4:30p

[Virtual Meeting Link - Click here](#)

- |     |   |                  |
|-----|---|------------------|
| 1.  | Call to Order   | Adams            |
| 2.  | 2/20/20 Meeting Minutes Approval (action item)  | Adams            |
| 3.  | Meeting Date Conflicts (action item) <ul style="list-style-type: none"><li>• April 15, 2020 (cancelation)</li><li>• May 21, 2020 (L&amp;R)</li><li>• November 19, 2020 (FGRP)</li></ul> | Adams            |
| 4.  | DGRI Event Programming <ul style="list-style-type: none"><li>• WOW Recap</li><li>• Relax at Rosa</li></ul>  | Catcho           |
| 5.  | Skate & Bike Park (info item)   | Van Driel        |
| 6.  | Womens Way (info item)  | Van Driel        |
| 7.  | Proposed FY' Budget 21 Line Items (action item)   | Adams/Van Driel  |
| 8.  | DGRI Projects Update (info item)  | DGRI Staff       |
| 9.  | Alliance Members Project Updates (info item)  | Alliance Members |
| 10. | Public Comment  |                  |
| 11. | Adjournment   | Adams            |
| 12. | Next Meeting – March 19, 2020   |                  |



## Goal 5 Alliance

February 20, 2020

1. Call to Order: Ms. Adams called the meeting to order at 3:04pm.
2. Members Present: Alyson Mabie, Derek Call, Rachel McKay, Stephanie Adams, Catherine Zietse, Eddie Tadlock, Hannah Berry, Julio Cano, Nick Nortier, Maddie Schaab, Amanda Gielczyk, Evette Pittman, Lisa Knight, Emily Evers, Valerie Wahna, Thomas Pierce, Amelea Pegman, and Kyle DeGroff  
  
Members Absent: Adrienne Brown-Reasner, Amber Kilpatrick, Katherine Williams, Chad LeRoux, and Reb Roberts  
  
Others Present: Kendall Joseph, Molly Boonstra, Todwell, Megan Catcho, Kim Van Driel, Melvin Eledge, Sam Suarez, Marion Bonneaux, and Mandy McDaniel
3. Approval of October Minutes:  
*Ms. Berry, supported by Mr. Degroff, motioned to approve December 19, 2019 Meeting Minutes. None opposed. Motion passed.*
4. Van Andel Plaza (info item)  
Mr. Miller presented an update on the Van Andel Arena Plaza Improvements project. He included a background of the process which started in October 2018 when the DDA authorized the hiring of MKSK for design services. Collaboration with partners and stakeholders took place from November 2018 to July 2019 and since that time city permits were secured, and construction bids received and reviewed. At this time, we have hired Pioneer as the general contractor and will move forward with a contract to formally start construction in April for project completion in September 2020.  
  
Mr. Call asked if the plaza and the alley are all in one phase? Mr. Miller answered no, that will be more of phase 2 or 3. He also added, many businesses and restaurants nearby have a vested interest on the back side off Ionia to engage more into the arena.

Ms. Knight asked if the general contractor, Pioneer, will be required to work with a certain amount of minority sub-contractors? Mr. Miller stated yes, they are. Also, the planters shown in the presentation were designed by a company called Concept Sight Furnishing (CSF). It is local and a fully minority owned business. CSF is also doing a lot of work with The Rapid, including designing the enhanced bus shelter.

5. Public Art Database (info item)

Ms. Bonneaux, Data and Information Specialist for DGRI, stated she has been working on a Public Art Database project for downtown Grand Rapids. This database will map the murals, statues, and sculptures in the downtown area and include information such as the artist, the date erected, and the location. Also, recently added are local museums, galleries, and the Rad Women electrical boxes. Ms. Van Driel stated everyone should soon be able to access this information. Also, if you notice a piece of art that is not on the list please let us know. This is more informational purposes because we have had numerous inquiries for data like this.

It was suggested to incorporate a checklist for those who would like to keep track of the art they visit. Visitors from out of town may prefer a physical map or the ability to follow a route. Also, linking social media for people to comment and discuss the different pieces of art would be a good way to incorporate community engagement.

6. Women's Way Alley Activation (info item)

Ms. Van Driel stated last year when we were conducting the Rad American Women tour, the Women's History Council asked how we were honoring local women. Kate Schatz, an author who visited Grand Rapids was impressed with Helen Devos Children's Hospital. She said, "I have traveled all over the world and started to realize and notice that there is not much named after women. Streets, monuments, you name it. Most are all named after men". We decided we need to change that, and this is how we are going to address it.

Ms. Van Driel stated this year we will be activating 5 alley ways. We are working with local businesses to dedicate the alley ways. Next month we will launch in time for Women's history month and the 100<sup>th</sup> anniversary of the 19<sup>th</sup> amendment. Womens Way alley activation initiative can be found here at <https://downtowngr.org/announcements/2020/03/womens-way>.

The artists have been chosen and are working on the concepts for approvals. Once the businesses and the Arts and Advisory Council (AAC) approve, we will begin the installations. The mayor and city manager have already signed off on the project and suggested we apply for the Bloomberg grant. Long term goals are to incorporate walking tours, expand into nearby neighborhoods, and eventually make it a city ordinance for all the alley ways.

7. 555 Monroe NW/Pop-up Skate Park (action item)

Ms. Van Driel stated they have been working with a steering committee to create on a pop-up skate park. This year we have received a unique opportunity to try something new now that Movies on Monroe is no longer taking place. The intended purpose of the facility is to generate interest for a permanent skatepark

which is part of the Master Parks Plan and GR forward. We are looking at a May launch for a soft opening and then a kickoff event in June. We would like to present this to the DDA for approval next month.

*Ms. Pittman supported by Ms. Knight, motioned to approve 555 Monroe NW/Pop-up Skate Park. None opposed. Motion passed.*

8. FY' Budget 21 (exercise)

Ms. Van Driel presented an outline of everything funded from the Goal 5 alliance for fiscal year 20. She stated funding is always dependent on what we receive and the upcoming projects.

Ms. Adams asked if there is anything new on the docket to replace the Creos Prismatic for the winter? Ms. Van Driel stated the Creos prismatic was extremely successful with over 30k attendees. The community seemed very excited about them and it was a positive way for activation. We are considering bringing another art installation.

Mr. Nortier presented a project that would consist of painting a wall called Auto Dive on the corner of Colebrook and Ottawa. He suggested painting the wall, not one mural, but break it out into multiple sections. He thinks it would be more exciting to have more artists to help create more engagement. The estimated costs would be \$3k per section totaling around \$85k. Mr. Nortier will reach out to local owners to see if they are interests in this proposal.

9. Project Update (info item)

Ms. Van Driel gave brief updates on DGRI projects: Melvin Eledge and Valerie Wahna have been working on submitting the fish sculpture for the AAC. Cloud Corner is still waiting approval. She submitted our cities first bike coral mural that would be a floor mural located outside the Pyramid Scheme in honor of pride month.

10. Public Comment:

None

11. Next Meeting – March 19, 2020 at 3pm

12. Adjournment:

Meeting was adjourned at 4:21 pm.

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



## Goal 5: Reinvest in public space, culture & inclusive programming

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3:00pm

on

January 16, 2020 - Canceled

February 20, 2020

March 19, 2020

April 16, 2020 - Canceled

May 21, 2020 - Hosted at Lions & Rabbits Art Gallery

June 18, 2020

July 16, 2020

August 20, 2020

September 17, 2020

October 15, 2020

November 19, 2020 - Hosted at Friends of Grand Rapids Parks

December 17, 2020



**DOWNTOWN**  
GRAND RAPIDS INC.



# GOAL 5 PROJECT AND BUDGET

Budget Line Item	Description
<b>Total</b>	
<b>DGRI Event Production</b>	
World of Winter	Month-long event and programming
Fall Fest	Logistics, permits, programming, etc.
Pop-up Event	Summer Olympics, etc.
<b>Total</b>	
<b>Public Space Activation</b>	
Public Art	
ExitSpace/Large Installation	
Pop-up	
St. Art	
Womens Way	
Alley Activation	Urban Conga, festoon lighting, artwork, plantings, events, etc.
Parks Fitness Programming	Zumba, Pound, Yoga, Soulful Motion, Groove, Cuban Salsa, Thai Chi
River related programming	Fishing lessons, kayaking trips, etc.
Activate This Place Grant	window and placemaking (2 app dates)
Food Truck Ordinance Support	Roll'n Out, calder support
Winter Activation	CREOS, programming, etc.
Pop-Up Performer Program	Busking program
Play Downtown	Public Games
Pop Up	Pumpkin, Sand, etc.
Projection Mapping	Pay for artist and story for the first phase of programming at the Civic Auditorium
Downtown banners	fulton and pearl (gateways)
<b>Total</b>	
<b>Place Management</b>	
Pop Up Dog Park	Contract, new equipment, greenery, maintenance,
Dog waste stations	Dog waste 3,800 stations and bags
Trash cans	Ionia, bridge, sheldon & temp cans
Storage for Equipment	Houses event, placemaking, and place management equipment and moving
Pop-Up Skate Park	Maintenance inspection, bike ramps, etc.
Parklet	Storage, permit, new additions, greenery, etc.
New planters	planters on pearl, ionia, monroe ctr.
Downtown Beautification Plantings	Additional plantings outside of MiCandy contract like Van Andel Alley, MNL, etc.
Urban dog potty parks	wood, turf, hydrant, permit
Portland loo	Annual maintenance
Calder Plaza Temp Improv.	Plantings, furniture, games, storage, etc.
<b>On-Going Support</b>	
Project and Fixed Asset Maintenance	Monroe ctr. Benches and software
Downtown Ambassadors	
Event Management Program	4 classes and materials for certificates
State of Our Downtown	Event Logistics
Holiday Décor	Reinstallation of lights with new extentions, bazen electrical, etc.
Major Event Sponsorship	ArtPrize and LaughFest
Seasonal Events and Programming Grant Program	Sponsorship towards winter focused events
Office of Special Events Support	
Exp. Misc	
Rosa Parks Circle Ice-skating Operations	
Winter Building Maintenance	
<b>Public Space Development</b>	
Calder Plaza	
Lyon Square	
Rosa Parks Circle	
Monroe North-Belknap Hill connection, Division+Ionia Study	
Van Andel Plaza	