

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

November 21, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

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|-----|-----------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1. | Call to Order | Adams |
| 2. | 10/17/19 Meeting Minutes Approval (action item) | Adams |
| 3. | January 16, 2020 Meeting (action item) | Adams |
| 4. | Goal 5 Alliance Current and Future Members (info item) | Adams |
| 5. | World of Winter Programming (info item) | Catcho |
| 6. | DGRI Staff Update (info item) | |
| 7. | Alliance Members Update (info item) | |
| 8. | Public Comment | |
| 9. | Laker Line Station at Pew (info item and exercise) <ul style="list-style-type: none">• Update• Tour of the space | Wells/Monoyios |
| 10. | Adjournment | Adams |
| 11. | Next Meeting – December 19, 2019 | |



Goal 5 Alliance

October 17, 2019

1. Call to Order: Ms. Berry called the meeting to order at 3:05pm.
2. Members Present: Reb Roberts, Eddie Tadlock, Rachel McKay, Derek Call, Stephanie Adams, Emily Evers, Katherine Williams, and Hannah Berry

Members Absent: Nick Nortier, Kyle DeGroff, Alyson Mabie, Amber Kilpatrick, Amelea Pegman, Ashlee Lambart, Camie Castaneda, Chad LeRoux, Evette Pittman, Julio Cano, LaKiya Jenkins, Lisa Knight, Thomas Pierce, Adrienne Brown-Reasner, Catherine Zietse, Amanda Gielczyk, Shaun Biel, and Maddie Schaab

Others Present: Melvin Eledge, Kiley Tippman, Kim Van Driel, Megan Catcho, and Amanda Sloan (DGRI)
3. Approval of September Minutes:
Ms. Berry, supported by Mr. Roberts, motioned to approve September 19, 2019 Meeting Minutes. None opposed. Motion passed.
4. Monroe North Banners:
Mr. Eledge stated Goal 5 has budgeted funds for banner replacement. Currently in the Monroe North area we have poorly designed banners with insufficient hardware that continuously need replaced. He stated he would like to propose better designed banners with new robust hardware, using a previously established model (West Side Banner Project). These banners would have a replacement warranty of 12 years for the hardware and 7 years for the banners. The Monroe North Business Association (MNBA) will be selling these banners to local businesses as a cost share program (with the MNBA logo on one side of the banner and the local business' logo on the other). The total cost for 89 banners, hardware, installation and permits is \$24,516.90. Mr. Eledge stated in the FY20 budgets, Goal 2 has \$10,000 allocated for this line item and Goal 5 has \$5,000 allocated. There should also be an offset by revenue generated from banner sponsorship, but additional funding will need to be approved by both the DDA and MNTIFA Boards to obtain full funding. Mr. Eledge requested support of \$5,000 from the Goal 5 Alliance budget.

Ms. Berry asked if other business districts within the DDA would be implementing this program. Mr. Eledge stated this project is specifically for Monroe North though it is possible to support other business associations in the future, which is currently under consideration for the next fiscal year. Mr. Call asked if banners could be rented out for event advertising. Mr. Eledge stated the MNBA will hold the banner permit so only members of the MNBA (that choose to sponsor a banner) will be represented.

Mr. Call, seconded by Ms. Evers, motioned to recommend the \$5,000 banner budget support this project. None opposed. Motion passed.

5. Staff Updates:

Ms. Van Driel stated December 1st is the installation date for holiday lights. This year the City will put on the tree lighting ceremony, but we will co-sponsor the event. She stated our placemaking working group approved one window activation project for The Dwelling Place and one placemaking grant from Reb Roberts. Ms. Catcho stated she is currently working on World of Winter activity planning so if anyone is interested in collaborating please let her know.

6. Public Comment

None.

7. Community Foundation Alley exercise

Ms. Van Driel stated last month we co-hosted with the Latino Community Coalition (LCC) a Community Foundation Alley Focus Group with Gil Penalosa. We invited the community to experience this alley with food, banners, planters and other limited amenities. Mr. Miller presented concepts from around the world on alley activation and we recreated an exercise from James Rojas that supplied random objects for people to experiment with and build what they would like to see. Ms. Van Driel presented the key findings from this experiment which included: heat, stage, seating, greenery, safety, sound, electric, smell, space and expanded access. Some suggested ideas to implement in this space include: lending library, interactive maze, living well, bike parking, skate park, murals, events, music, fitness, wind chimes, swings, bistro seating, games, fire pits and art installations. Ms. Van Driel stated she would like to walk through the space with this group to envision the space, any barriers and all opportunities that are present. She stated we will be meeting with Community Foundation staff to determine what is necessary to maintain the space and engage neighboring businesses before we decide how to activate this alley for Spring 2020.

Ms. Van Driel noted there is a mural currently in the alley from Artprize One, Dan Hoekstra called "Humanity at the Crossroads."

She asked the group to take a look at example boards and provide feedback. Group proceeded to the Community Foundation Alley.

8. Next Meeting – November 21, 2019

9. Adjournment: Meeting was adjourned at 4:05 pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids, Inc.