

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 November 18, 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

November 19, 2020

3:00p – 4:30p

Virtual Microsoft Teams

1. Call to Order Adams
2. 10/15/20 Meeting Minutes Approval (action item) Adams
3. New Business (info item)
 - Activate This Place Grant – Window Activation
 - 555 Public Games
4. Old Business (info item)
 - 2020 Public Art Update
 - MDOT Murals
 - Holiday Décor
 - Dwelling Place Mural Collab
5. Public Space Operations Eledge
 - Wayfinding Signage (please review document)
<https://www.dropbox.com/s/l6igczfjuo6dsmw/2020.11.13%20Downtown%20Grand%20Rapid%20Findings%20%26%20Wayfinding%20Strategy%20Report.pdf?dl=0>
 - Portland Loo & Clean and Beautiful
 - Future Projects
6. Goal 5 Members for 2021 Adams
7. FY 22' Projects Adams
8. Public Comment
9. Adjournment Adams
10. Next Meeting – December 19, 2020





Goal 5 Alliance

October 15, 2020

1. Call to Order: Ms. Adams called the meeting to order at 3:03 pm.
2. Members Present: Adrienne Brown-Reasner, Chad LeRoux, Evette Pittman, Eddie Tadlock, Kate Burke, Hannah Berry, Catherine Zietse, Stephanie Adams, Derek Call, Julio Cano, Reb Roberts, Valerie Wahna, Katherine Williams,

Members Absent: Alyson Mabie, Lisa Knight, Thomas Pierce, Amelea Pegman, Nick Nortier, and Amber Kilpatrick, Kyle DeGroff, Maddie Schaab, Rachel McKay, and Emily Evers.

Others Present: Jenn Schaub (Dwelling Place), Kimberly VanDriel, Megan Catcho, Melvin Eledge, Annamarie Buller, Max Vanderforest, Marion Bonneaux, and Mandy McDaniel (DGRI Staff)
3. Approval of July 2020 Minutes:
Hannah Berry, supported by Derek Call, motioned to approve July 16, 2020 Meeting Minutes. None opposed. Motion passed.
4. Dwelling Place/DGRI Mural Collaboration
Ms. Schaub, Director of Community Engagement from Dwelling Place, stated this past summer we were able to launch a digital historical tour series of the Heartside neighborhood with Caroline Cook. From that series, we are excited to expand the stories of the Heartside neighborhood through art. Dwelling Place acquired property at 359 South Division. Many people view this space as a gateway into Downtown. Considering the history of this space, this is where a police barricade was set up during the 1968 uprising along with many other historical events throughout the neighborhood. This is an ideal location for a mural that represents black history as it pertains to Grand Rapids, specifically to downtown and the Heartside neighborhood.

This would be an opportunity for a series of murals, with 359 S. Division as the prominent piece, then smaller pieces scattered throughout the neighborhood. Additional locations for murals are 101 Sheldon, 106 S.

Division, and the back of Weston Apartments. In addition, the other Weston apartment building there is beige brick that could be an interesting multi-part or singular mural that also focuses on the history of the neighborhood. Many of these locations currently have murals that need to be replaced. We are hoping to add more that are history themed to lend itself to create a walking tour.

Ms. Wahna asked what the potential timeline is for the murals. Ms. Schaub stated the hope is to start a planning committee in January and select an artist with a finalized design by May. Then May-September installation begins.

Members are asked to email Ms. Van Driel 2-5 potential artists that are local, regional, and/or national that would be a good collaboration for these murals downtown. If members know of anyone who is passionate about black history and would want to be on the planning committee, please contact Ms. Schaub.

5. New Business

a) Activate This Place Grant

Ms. Van Driel stated the submission deadline was September 1st. The steering committee approved Dana Walton's application, which is a Welcome Garden which is a mural located on the basketball half court in Heartside park. The installation will begin next Saturday.

b) Winter Art Installation Activation

The DDA approved the winter art activation installations yesterday. There was additional interest by the DDA to bring in more this year to continue to support our local businesses through the winter months. The first installation is called Winter Tumbleweeds and Grasses, which utilizes pool noodles. This installation will be created by local artists Barbara Lash and Sarah Cole. The next installation is by Hybycozo, called 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.

The 3rd installation is by Creos, called Impulse, which is 15 illuminated seesaws that play music.

c) WOW Festival

Ms. Catcho stated just like last year, we want to plan the festival around these art installations. Ms. Catcho has asked members to provide 2-3 programming or event ideas to involve other organizations. Ms. Catcho will follow up with the events group to coordinate a meeting time.

Ms. Van Driel stated similar to the Bridge series, we are hoping to share what we are bringing into Grand Rapids in hopes more people will come to the table and want to create programming around the art installations. There is real potential for collaboration and cross marketing.

6. Old Business

a) The Bridge GR

Mr. Call stated since Art Prize was cancelled this year, the City, DGRI, Experience GR, and the Chamber partnered together to create a series of activities from September into October. We were

able to use Art Prize funding to fund the series of events called The Bridge. There were a total of 61 events and activation from August 28th through October 3rd. There were 37 activation and event organizers, of those 48% were people of color or members of a minority group. 40% or 25 events were cultural events featuring people of color or minority groups. 14 of the events took place in nearby neighborhoods. Foot traffic increased 32% downtown during the event days. Overall, the event was a great way to activate downtown and a fun and safe way for people to come together.

b) Holiday Décor

Ms. Van Driel stated Devries was selected a vendor, which is the same vendor we have always had in the past. They were the only vendor to submit a proposal. Downtown will be lit December 1st.

c) Skate, Scoot, & Bike Park

Ms. Van Driel stated the skate park is opening tomorrow at 5 pm at 555 Monroe. There will be a ribbon cutting, remarks, followed by a demo, then the park will be open to the public. Art installations will be ongoing through the next week. The soft opening is open to the public and all members are encouraged to come.

d) Public Art Installation Update

Postponed until the next meeting.

e) Public Comment

None

f) Member Discussion

Ms. Pittman stated the City will be doing the annual tree lighting on December 4th at Rosa Parks Circle. The normal activities will not occur because of COVID but there will be some activity on the ice.

g) Adjournment - 3:59 pm

Next Meeting – November 19, 2020 at 3 pm

Minutes taken by:

Mandy McDaniel

Administration Assistant

Downtown Grand Rapids, Inc.