

# 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

October 17, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

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|----|--|-----------------|
| 1. | Call to Order  | Berry           |
| 2. | 9/19/19 Meeting Minutes Approval (motion)  | Berry           |
| 3. | Monroe North Banners (motion)  | Eledge          |
| 4. | DGRI Staff Update  |                 |
| 5. | Alliance Members Update  |                 |
| 6. | Public Comment   |                 |
| 7. | Community Foundation Alley (exercise) <ul style="list-style-type: none"><li>• Alley Event Key Findings</li><li>• Tour of the space</li><li>• Group Activity/Exercise</li></ul> | Berry/Van Driel |
| 8. | Adjournment  | Berry           |
| 9. | Next Meeting – November 21, 2019   |                 |



## Goal 5 Alliance

September 19, 2019

1. Call to Order: Meeting called to order by Adams at 3:05pm.
2. Members Present: Nick Nortier, Reb Roberts, Eddie Tadlock, Rachel McKay, Derek Call, Stephanie Adams, Emily Evers, Katherine Williams, Adrienne Brown-Reasner, Catherine Zietse, Amanda Gielczyk, Shaun Biel, Maddie Schaab. Hannah Berry  
  
Members Absent: Kyle DeGroff, Alyson Mabie, Amber Kilpatrick, Amelea Pegman, Ashlee Lambart, Camie Castaneda, Chad LeRoux, Evette Pittman, Julio Cano, LaKiya Jenkins, Lisa Knight, Thomas Pierce  
  
Others Present: Melvin Eledge, Mark Miller, Marion B, Kiley Tippman
3. Approval of 7/18/19 Meeting Minutes: Minutes were approved by Williams, second by Call.
4. Arts Advisory Council (info item): Eddie Tadlock presented the role of the arts advisory council as Goal 5 continues to do public artwork projects in the public realm. He described the historical perspective of the council, the intent, what they're approving & what they're looking for regarding artwork downtown. Tadlock explained that they look at the artistic merit, such as how it's going to be maintained. Adams had a few questions: she wondered if there are any other guidelines. Tadlock responded that the criteria is on their online application. She also asked if temporary art has different guidelines. Tadlock answered that there are guidelines based on the art piece. The council takes everything in consideration especially when it comes to maintenance of temporary art pieces. Roberts asked if there has been talk about raising funds for an endowment for maintenance of artwork. Tadlock responded yes, but there needs to be a separation between the city maintaining public art. For example, the Fry Foundation raising money for The Ecliptic. It has been a topic of discussion with the city and the advisory council. The advisory council is organized of volunteers and is not part of the city. Roberts asked if there is a way to start a nonprofit group to support art around the city and create an endowment for them to be maintained. Tadlock stated that there are several foundations that currently fund art installations around the city. Action Item: Roberts stated that we need to start looking for an endowment for art pieces along with the AAC for the future.

5. Block Face Downtown Ambassador Inventory (Info Item): Melvin Eledge presented data on beautification statistics provided by the ambassadors. He explained the beautification qualitative index. They developed the tool to analyze the curb appeal of the downtown district. Eledge wants to facilitate some walking groups to get stakeholders eyes on the locations to get their opinions on the cleanliness detail of the service the ambassadors are providing. Eledge will be sending an email for times & dates of the walking groups throughout the month of October. This will help with the reauthorization of the DID. Call asked what infrastructure means. Eledge stated he means more like amenities, such as benches. Adams asked if there was one more thing to track, which is sewer gutter bins. It does a capture of garbage before it goes down in or if there is a mechanism in place to see what does in. Eledge responded that we would have to work with the city on that since that's a bit out of our hands. He mentioned our cigarette butt bins and how we captured information on it. Van Driel mentioned that LGROW is interested in this very thing (storm drains). Eledge mentioned that this is something we will look into for the statistics. Tadlock asked if there was overlap between the work Melvin is doing and what the city is doing. Eledge responded that Kelly and him are involved in conversations with the public works department with responsibility of who is maintaining what. It will be part of the new city memorandum of understanding. Biel gave a shout out to the ambassadors for beautification on Ottawa and Monroe Center.
6. Monroe Center Alley (update & exercise): Mark Miller has been working on a RFP for Monroe Center Alley (Alleyway from Division to Ionia, behind MoDiv). Miller gave an overview of where they are at with designs of the alleyway. They are working on greening the alleyway and possible art / activation of it as well. This alleyway is owned by a series of private properties, which gives us a bit more opportunity. Malia & Andy presented the details of the alleyway design. Malia explained that this will be a pilot program for other alleyways in the city. A few key concepts for the alleyway includes it being safe, green, functional & an urban backyard. Malia asked Goal 5 on ways to improve the alleyway artistically? Berry asked if everyone can go into the alleyway. Malia answered that yes, it will & does right now functions as a public space. Berry asked if what happens if there is an alley party there? Malia answered that the residents would have to work it out. The alleyway is perceived as a public space but maintained by the residents. Van Driel mentioned you'd have to have sign off on all the owners of the alleyway to have a party there. Berry asked about maintenance of the green walls. Malia mentioned creating a body and a fund to help the maintenance of the alleyway. Tadlock stated an easy greening initiative is putting greening the entire stretch through permeable paving & additional lighting since there is a ton of people that cut through there. Malia mentioned the alleyway will be resurfaced because it is not in good condition right now. Berry is curious if there is an opportunity for projection art on the walls & rotating different artists showcasing their art through the projection. McKay was curious if wheelchairs will be able to fit through every part. Malia assures her that there is plenty of room for accessibility. Malia asked what other lighter, quicker, cheaper options. Van Driel mentioned vinyl & using the doors in the alleyway. McKay mentioned that moss would be a cool addition in the alleyway. Van Driel stated that there isn't usually enough access to electricity. She is hoping that electric is a possibility to investigate. Williams thinks a nice coat of paint on the retaining wall would help a lot. McKay asked what about adding some interactive components to it? Malia mentioned interactive art is a little more stable. Call asked the timeline for this alleyway. Malia stated that they don't have a set timeline, they are in the design phase right now.
7. CREOS Installation / WOW Programming (exercise): Van Driel gave a quick update on CREOS installation. It is one of our winter activations strategies for this year. Van Driel mentioned Heartside is not deemed an accessible site for the installation. Two other locations were considered with the city. Monroe North Park is where the installation is decided to go. Van Driel mentioned we will be doing our

own programming and also teaming up with other organizations to help activate that space. She introduced an activity about partnering up with other organizations for World of Winter. Everyone participated in the activity & gave event/organization ideas. Tadlock mentioned the walk from downtown to the Monroe North Lot is not lit, dirty and unsafe.

8. Ottawa Ave. Gateway (update & exercise): Van Driel passed out idea packets for gateway extension. She presented ideas for the gateway including temporary fencing, greenery & welcome signage. Van Driel was looking for feedback on the idea packet to see what Goal 5 likes & dislikes. She also stated the purposed of the fence so people don't wonder up to the highway and so it is a safe space for people to be.
9. Activate This Place Grant (updates): Van Driel stated that we just finished our second round. The placemaking working group will be meeting to review the most recent round. The ones that were approved in the last round are Eric Picardo's mural & Barbara is working on her yarn bombing installation.
10. Staff Updates: Van Driel stated that Gil Penalosa is coming to Grand Rapids, who is a placemaking guru particularly in the Spanish community. LCC chose that they want to focus on alley activation. They picked the alley by the community foundation, who is hosting us for the alley activation luncheon. It will be on DGRI to implement these ideas in the future. There will be a workshop hosted at DGRI with Gil as well. DGRI is accepting grant applications for our Winter Activation Grant. Tadlock sent out a mural opportunity for Big Rapids. It is an RFP for artists to do a mural.
11. Alliance Members Update: Adams mentioned that Friends of GR Parks is hiring for positions. Call stated that there is a city wide bike ride this Saturday for Project 1. They are visiting The African American Festival at MLK Park and Rosa Parks Circle. Emily said that ACT just moved into a new space, there is an open house on October 9<sup>th</sup> 4-8pm. ACT has a fundraising auction on November 7<sup>th</sup>. Schaab mentioned that Disability Advocates are holding their fundraiser at Clearwater this year on October 23<sup>rd</sup>. Mckay said the Children's Museum family art night is on November 26<sup>th</sup>. They also have a transit van for their outreach program. Connor's Friends is an event for people of the autistic community on November 20<sup>th</sup>. Tadlock said the opening reception at DeVos place for the shades of blackness is happening today at 5:30pm.
12. Next Meeting – October 17, 2019
13. Public Comment
14. Adjournment: Meeting was adjourned at 4:39pm.

Minutes taken by:

Megan Catcho  
Event Coordinator

