

AGENDA

GOAL 5 ALLIANCE



Board Members:

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

April 18, 2019

3:00p – 4:30p

29 Pearl Street, NW Suite #1

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| 1. | Call to Order | Adams |
| 2. | Meeting Minutes Approval (motion) | Adams |
| 3. | Member Introduction (info) | Adams |
| 4. | Artist Creating Together (info) | Evers |
| 5. | Goal 5 Working Group Project Update and Future Projects (presentation) <ul style="list-style-type: none">• Placemaking• Place Management• Special Events | DGRI Staff |
| 6. | FY 20 Budget (motion) | Van Driel |
| 7. | DGRI Staff Update | |
| 8. | Alliance Members Update | |
| 9. | Next Meeting – July 18, 2019 | |
| 10. | Public Comment | |
| 11. | Adjournment | |



Goal 5 Alliance

January 17, 2019

1. Call to Order: Stephanie Adams called meeting to order at 3:04 pm.
2. Members Present: Stephanie Adams, Hannah Berry, Emily Evers, Nick Nortier, Reb Roberts, Shaun Biel, Alyson Mabie, Katherine Williams, and Ashlee Lambart.

Members Absent: Adrienne Brown, Amelea Pegman, Camie Castaneda, Chad LeRoux, Luis Calderon, Derek Call, Vaughn Stevens II, Trudy NGO-Brown, Karie Enriquez, Amanda Gielczyk, Landon Jones, Evette Pittman, and Lisa Knight.

Others Present: Kim Van Driel, Stephanie Wong, Megan Catcho, Yiovanny Cornejo, and Amanda Sloan (DGRI).
3. Approval of November 15, 2018
Emily Evers, supported by Reb Roberts, motioned to approve November minutes.
4. Co-Chair Election
Stephanie Adams stated based on interested parties, past participation, and attendance records she would like to nominate Hannah Berry as Co-Chair of Goal 5 Alliance. Nick Nortier seconded the motion. Motion carried unanimously.
5. Goal 5 Working Group Project Update and Future Projects
Kim Van Driel presented a high level overview of the projects DGRI has supported in the past year as part of the Goal 5 Alliance PlaceMaking Working Group. At the **55 Monroe Ave Project**, with the help of multiple partners, lights were installed, an entryway, new plantings, art installations from more than 60 artists, as well as additional seating. As a reminder, DGRI strives to follow the 11 Principals for Creating Great Community Places (which are as follows) 1. The community is the expert. 2. Create a space. 3. Look for partners. 4. You can see a lot just by observing. 5. Have a vision. 6. Start with the petunias (lighter, cheaper, quicker). 7. Triangulate (be intentional on how the space is laid out). 8. They always say "it can't be done." 9. Form supports function. 10. Money is not the issue. (Team up with partners and create tie in with the project.) 11. You are never finished.

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Ms. Van Driel played a video highlighting the project. She stated the Pop-Up Ice Rink should be officially installed in that space, weather dependent, in the next few weeks. For the **Exit Space Project**, our ambassador team helped clean out this exit tunnel to prepare for artist Alan Compo to paint a mural, Grand River Band of Ottawa Indians to plant a plum tree, and Jason Quigno to install a Plum Tree Plaque and Sculpture Memorial. The Grand River Band performed a Water Ceremony Blessing upon its completion, which was very well received. A **mural project**, location still to be determined, will be completed by Sister City muralist Natalia Bloc. Also, Ms. Catcho stated we are in the process of hiring artists for our **Riverwalk Project** to hopefully be completed this summer or fall. The retaining wall just below the J.W. down to the Blue Bridge will highlight the history of the Grand River. 4 artists will place vignettes along the corridor encompassing education through art and showcase what significance the river has had from prehistoric times to the present.

Additional projects include: Activate This Space Placemaking Grant, Van Andel Alley Temporary Improvements, Downtown Market Enhancement Grant, updated downtown Mural Location list as well as Downtown Alleyway list (for potential spots of activation this year), Latino Urbanism with the LCC, and Rad American Women from A to Z.

Place Management Working Group update was presented by Stephanie Wong. 5 bike repair stations have been placed throughout the city. We have been placing cigarette urns throughout downtown as an ongoing project. Recycling receptacles were placed on Monroe Center and we have been working with our ambassadors to determine if we can expand to all of downtown. We are still looking for a location to place a dog park. 234 Market St has an edge lot is a potential location. Our DGRI parklet has been hit one too many times and is currently decommissioned though we are working with Landscape Forms to determine options for it. Ms. Wong presented pictures of the downtown plantings that will be installed throughout all of downtown in 2019.

Ms. Catcho provided an update on the Event Working Group. *Light up Downtown* was moved inside due to the weather. 1,700 attended the event. Supported by 14 partners we provided reindeer, sled dogs, food trucks, students of Genesis Percussion Caroling Company, Breton Village Train, professional photos with Santa, and lights added throughout Ford Museum and Ah-Nab-Awen Park. *World of Winter Festival* is coming up in February. Events include: Relax at Rosa on Ice which will offer performances indoors, outdoor yard games, free ice skating, food trucks, Snowga by Gazelle Girl, Love on Ice at Rosa Park Circle, Valent-Ice, Silent Disco with ice beer pong and LED furniture, Paint the Park, Human Hungry Hungry Hippos Tournament, Ice Bar at the Downtown Market and snow shoeing. Future projects include: Relax at Rosa, Movies on Monroe, and Seasonal Event and Programming Sponsorship Program.

6. Van Andel Plaza Temporary Improvements

Ms. Wong stated MKSK and Groundswell will be back in town this month to provide an update on project plans for the alley, though construction will likely not start until 2020. Ms. Adams asked how the "alleygators" are holding up. She, along with others, noticed some abuses happening such as added googly eyes and impromptu skateboarding. Ms. Van Driel stated she is aware. Our Placemaking Working Group has some ideas for further activation in that space, including the addition of seating and lighting. Activating this space after construction will be another project, as will finding a solution for the smell from refuse and smoking.

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7. Rad American Women A-Z

Ms. Berry presented an update on this project for Women's History Month which entails female artists painting mechanical boxes throughout the City of Grand Rapids. Based on the book, Rad American Women A-Z by Kate Schatz, American women from the 18th-20th century who have made history will be featured. Each artist will paint one of the 27 featured artists. So far, 17 Michigan artists out of 22 applications have already been approved. Ms. Van Driel stated we are working with GR Walks and Running Tours as well as the Mayor to develop a self-guided tour app. We plan to bring the author and illustrator to GR in May and provide child focused groups to GRPS students as well as a happy hour event for adults to learn more. Visit the Lions and Rabbits website link to share the application with potential artists.

8. CREOS

Ms. Wong reminded us that many public GR spaces will be under construction in the next few years. As we look for ways to activate parks and open spaces we should consider CREOS (a company based out of Canada) that provides interactive, temporary, installations which light up at night. Ms. Van Driel stated the GR Forward Master Plan was written assuming we have a typical MI winter and with global climate changes, we are experiencing difficulties providing standard winter activities such as snowshoeing, skiing, and ice skating. When we don't have snow, or it isn't cold enough for an ice rink, these are potential options for activating our downtown. Ms. Wong presented several video samples of these installations and stated depending on the installation the cost could be \$40,000 to \$50,000 for a 4 week rental. Mr. Biel asked if there was an option to buy them or something like them. Ms. Wong stated that it may be possible but we would need to consider all costs that would be associated with them including insurance and storage. Ms. Adams supported the idea of hosting this traveling art exhibit and suggested we consider charging for use at private ticketed events in order to replenish some of the cost. Ms. Van Driel stated it is hard to put a price tag on an experience. In the near future our downtown park spaces will be changing drastically. Our job is to show what other spaces are available downtown during the construction. Ms. Wong stated this is something we could place in Van Andel Alley, as a preview of a future more activated space or potentially a space in Heartside. Ms. Evers stated this could be an opportunity to inspire health and wellness and has potential to boost local economy with an increase in traffic downtown. Ms. Adams agreed and suggested seeking sponsors. Ms. Berry agreed and would like to be able to offer more activity in winter months. Ms. Wong can review options for what will be available during a specific time frame.

9. FY 2020 Project Planning

Ms. Van Driel presented a list of potential projects for 2020 budget consideration. Our team would like to propose a Pop-Up Skate Park to be placed in the 555 Monroe lot in the spring of 2020 and potentially a permanent skate park after river construction has been completed. We also need to budget for Ah-Nab-Awen Park renovations and improvements. The Grand River Band Plans would like to see the mounds removed the bathrooms are in need of updating. The Ottawa Extension is in the FY19 budget but we may wish to consider adding an art piece in 2020. Other items include: winter parklets, an interactive living mural, the ribbon cutting ceremony for Lion Square, and a Pride Month project. Monroe Center lighting will be left year round so we will need to budget for replacing them as needed. Alleyway activation and a mural for Women's History Month are also ideas to consider. Ms. Berry suggested a shipping container as a visiting artist residency for a pop up market during the winter. Mr. Nortier agreed an artist market would be great. Ms. Van Driel stated she has researched possible temporary shelters. Mr. Biel asked if could rent shelters in order to support local business.

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Ms. Van Driel stated the cost to rent is substantial and only makes financial sense to buy them. We could potentially charge vendors to use to subsidize our costs.

Ms. Adams would like to pursue creating parks on top of downtown buildings or parking ramps. Ms. Berry suggested a roof top dog park or a "Woof Top Dog Park". Mr. Biel and Ms. Adams love the idea of a pop up skate park. Ms. Adams stated she would love to see large daffodil plantings to beautify green space. Mr. Roberts stated he likes the light additions on the trees downtown and asked if there would be more added along Ionia to Heartside neighborhood. Ms. Van Driel stated there is no electric available in that area. We will coordinate with Park Management to leave lights either on the trees or the lamp poles for yearlong activation.

10. Alliance Members Update

Ms. Mabie provided information on an event at Harmony Hall this weekend called The Hidden Waterways Project. Materials will be provided to assist with the creation of designs to cover catch basins and circular storm drains throughout the city. The intent of this event is to draw attention to water quality as all water goes straight into the river and they are looking for creative ways to convey the theme "Right Into The River". Paint and supplies are provided once the artists have been approved by the committee.

Mr. Nortier stated he met with Christine and Dave from Uptown Mural Program to coordinate the installation of 2-3 murals this year.

11. Next Meeting – April 18, 2019

12. Discussion

Ms. Van Driel stated we currently are seeking new members to join the Goal 5 Alliance. There have been many applications but we also already have the largest member alliance. To keep the alliance to a reasonable size, not all interested parties will be invited to join. She will continue to provide updates as the membership list becomes complete.

13. Public Comment

14. Adjournment: Meeting Adjourned at 4:35 pm.

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids, Inc