

AGENDA



GOAL 5 ALLIANCE

Board Members:

Adrienne Brown-Reasner • Amanda Gielczyk • Amelea Pegman • Brandy Moeller • Camie Castaneda • Chad LeRoux • Emily Evers • Evette Pittman • Karie Enriquez • Kelli Jo Peltier • Landon Jones • Lisa Knight • Luis Calderon • Nick Nortier • Reb Roberts • Shaun Biel • Stephanie Adams • Vaughn Stevens II • Trudy NGO-Brown

April 19, 2018

3:30p – 5:00p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of Last Month's Minutes
3. Goal 5 Working Group Project Update
 - Place Management
 - Placemaking
 - Special Events
4. FY 19 Budget
 - Presentation
 - Discussion
 - Recommendation
5. DGRI Staff Update
6. Alliance Members Update
7. Next Meeting – July 19, 2018
8. Public Comment
9. Adjournment



Goal 5 Alliance

January 18, 2018

1. Call to Order: Van Driel called meeting to order at 3:35pm.
2. Members Present: Brandy Moeller, Karie Enriquez, Amanda Gielczyk, Amelea Pegman, Chad LeRoux, Evette Pittman, Emily Evers, Landon Jones, Stephanie Adams, Nick Nortier, Shaun Biel, Reb Roberts, Lisa Knight
Members Absent: Camie Castaneda, Kelli Jo Peltier, Luis Calderon, Vaughn Stevens II, Trudy NGO-Brown
Others Present: Melvin Eledge, Flor Valera, Stephanie Wong, Jennie Schumacher, Gabi Schumacher, Annamarie Buller
3. Approval of Last Month's Minutes: Last month's minutes were approved by Adams.
4. Election of Goal 5 Alliance Chair and Co-Chair nominations: Moeller was nominated as the Goal 5 Alliance chair. Moeller nominated Adams as the Co-chair. Motion carried.
5. DGRI Winter Events and Programming Update: Van Driel did a quick summary on the following events.
 - Light Up Downtown: Van Driel went over programming and the lighting display for the tree lighting event, as well as data based on pedestrian counters from the evening of the event.
 - Parol Lantern Celebration: Van Driel explained how we teamed up with the Pilipino Association to create a celebration based on their culture.
 - World of Winter: The 8-day festival was explained in detail from day to day activities by Van Driel. Gielczyk talked a little bit about the activities happening at the Downtown Market during this time. Van Driel highlighted all the portions of the city that DGRI is activating throughout this festival.
 - Heartside Park Ice Rink: Van Driel presented the pop-up ice rink programming, logistics and partners happening at Heartside Park. Gielczyk asked about a schedule on the rink & Van Driel mentioned it is based on weather. She is working on getting that together.
6. Goal 5 Working Group Project Update

MINUTES

Minutes-January 18, 2018

- Place Management: Van Driel presented the recent projects including the new trash cans and the bike fixation stations. Moeller asked if all the stations needed to be replaced. Wong chimed in by saying just pieces and parts were needed. Signal box station murals are being talked about as well as string lighting for the streets Downtown. Moeller stated that there is going to be a traffic signal box that will be painted by My Career Quest. Buller talked about how there has been talk about putting lighting over Ionia St. Buller also updated the group on how temporary lighting has been put in on South Division, as well as public restrooms being put into a parking ramp right into a lot right behind Peppino's on Cherry St. Buller explained how we would staff the bathroom location with DGRI ambassadors. The second location for bathrooms would be right behind Pyramid Scheme on Commerce Ave.
 - Placemaking: Van Driel explained that this working group has been working on the LakerLine feedback because they are expanding and taking over the area by GVSU's Eberhard building. DGRI will be funding the aspects that don't qualify for grant funding through the government. The rapid is currently working on design ideas based on the suggestions from the placemaking working group. Van Driel explained that this group will be working on Calder Plaza improvement ideas as well.
 - Special Events: Van Driel presented the events that this working group will be looking at, Relax at Rosa, Light Up Downtown, Movies in the Park 3.0, Roll'n Out Food Truck Fest, as well as the Event Management Program. She expressed that there was mention of additional topics that were added to the Events Management Program.
7. River Design Guidelines: Marquardt shared the process of what is taking place on the river corridor, including restoring the rapids. He explained that it is being led by the Grand Rapids White Water. Marquardt's focal points were looking at park spaces that are along the river, which is quite a few. As a part of the river design guidelines process, the parks dept. started with some significant outreach. A few ideas were tested during ArtPrize to see how they fit. One of the ideas that was tested was whether or not they could take a river trail over the road and to make sure people in their cars were paying attention to pedestrians. In addition to public outreach, Marquardt explained that there have been a number of focus groups engaged in this process. Five key sites were pointed out of where river access will be for construction workers restoring the rapids. Monroe North is being purchased by the Parks and Rec. department. One of the requirements of purchase is to activate the space within 90 days of purchase.
8. Monroe North Project Presentation and Discussion: Enriquez went over a sitemap of the property that the Parks & Rec. Department is purchasing. Biel stated that this space right now is MDOT staging for the work happening on the highway. Enriquez explained the zone characteristics they are looking at, including balance of river & civic characteristics, events, festivals, etc. Future site concepts include: skate park, beach volleyball, beach area, storm water marsh, river landing location, events lawn, pavilion and market place, as well as a viewing edge. Enriquez showed example pictures of all these potential future site concepts. MDOT is there currently and for the work that they are going to do in the river, they will be staging in the front part of that location. Enriquez is looking for temporary activation of the Monroe North property for that reason. Some ideas include: potential shipping containers, boulder rock climbing, etc. Enriquez made a comparison to the events lawn and Rosa Parks Circle, how they are about the same size. Next steps are looking at ideas and creating a development plan. A temporary activation plan has to be submitted to the state.

MINUTES

Minutes-January 18, 2018

9. DGRI Staff Update: Van Driel updated the group that we are sponsor of the Great Skate Winter Fest that is happening this weekend.
10. Alliance Members Update
11. Next Meeting - April 19, 2018
12. Public Comment
13. Adjournment: Meeting Adjourned at 4:57pm.

Minutes taken by:

Megan Catcho

Special Events Assistant

Downtown Grand Rapids Inc.



GOAL 5 PROJECT AND BUDGET

Budget Line Item	Description
Event Team	
Kim	
Megan	Event Coordinator
Yiovanny	Event Logistics Aid
Add.	Additional Events/Placemaking Help
Professional Dev.	Professional Dev.
Total	
DGRI Event Production	
Movies in the Park/Movies in the City	On-going equipment, City, licensing, and staffing expenses.
Light Up Downtown	Décor, marketing, santa, etc.
World of Winter	Paint the Park, Valent-ICE, HHHT, etc.
Event Management Program	Various training courses
Volunteer Program	Program, training, t-shirts, etc.
Winter Programming/Event Initiatives	TBD
Misc.	World Cup, Calder Plaza Anniversary (something that pops up)
Total	
Public Space Activation	
Pop-Up Performer Program	Downtown busking program to be programmed for MITP and Truckin' Tuesdays
Public Games	Large community games in the public realm
Public Artwork Programs	
Pop-up Artwork	Sand/Pumpkin/Ice/etc.
Exit Space	Phase 2- Riverfront
WMCAT	light box signals - 4 signals
TBD	Shipping Container
Holiday Décor	Repurchase lights for monroe center, rosa parks circle and louis campau, add DDA garlands to south division
Parks Matinance/Urban Recreation	Calder Plaza, Monroe N., Etc. (includes 4-season improvements)
Public Space Activation Grant Program	Activation program
Pop-Up Ice-Rink	Liner, portables, POD, ski-chairs, etc.
Fitness/Sporting Classes	Urban Rec classes
Parks Fitness	10 classes per season
GRSSSC	Various programming for Pop-Up Ice-Rink
GR Running Tours	Relax at Rosa series/MITP
Monroe N. Site	Temp improvements and programming
Food Truck Pilot Ordinance	Sponsorship for Roll'n Out, Truck'n Tuesdays, Education Document, Kick'n it at Calder
Total	
On-Going Support	
Bridge Lighting Operations	Blue Bridge, Gillett Bridge, etc. (ongoing)
Rosa Parks Circle Ice Skating Operations	Support for marketing, zamboni, and ice.
	Warming Hut/Tent/Green House
Major Event Sponsorship	ArtPrize, LaughFest, etc.
Special Events Sponsorship Program	Sponsorship of up to 10 Sept-April events annually at a minimum.
OSE	Office of Special Events support.
Ticketed Events	GRPD services for ticketed events (DeVos, Van Andel, etc.)
Total	
Place Management	
Recycling bins	25 bins
Trash Cans	35 bins with liners
Window Activation	Vacant storefront activation/virtual shop/window display
Public Restrooms	2 restrooms/Staffing/Supplies
Mis.	Pop-Up Dog Park
Parklet	
Festoon Lighting	Monroe. Ctr.
Downtown Ambassadors	
Total	