

## Goal 5

# Virtual Meeting Instructions



Hello,

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 April 15, 2021 Teams 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 [asloan@downtowngr.org](mailto:asloan@downtowngr.org). Thank you!

# 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 • Katie Moore • Katherine Williams •  
Kyle DeGroff • Lisa Knight • Maddie Schaab • Rachel McKay • Reb Roberts • Stephanie Adams • Valerie Wahna

April 15, 2021

3:00p – 4:30p

Virtual Microsoft Teams

- |     |   |              |
|-----|---|--------------|
| 1.  | Call to Order                                     | Adams        |
| 2.  | 3/18/21 Meeting Recording Approval (action item)  | Adams        |
| 3.  | Heartside Historic Mural Series                   | Schaub       |
| 4.  | Lyon Square                                       | Miller       |
| 5.  | Downtown Social Zones                             | Miller/Berry |
| 6.  | Downtown Live                                     | Hagedorn     |
| 7.  | River Programming & Activation Steering Committee | Catcho       |
| 8.  | Alliance Member & DGRI Staff Update               |              |
| 9.  | Public Comment                                    |              |
| 10. | Adjournment                                       | Adams        |
| 11. | Next Meeting – May 20, 2021                       |              |



# MEMORANDUM

DOWNTOWN  
DEVELOPMENT  
AUTHORITY



DATE: April 14, 2021

TO: Downtown Development Authority

FROM: Kimberly Van Driel  
Director of Public Space Management

Agenda Item #5  
April 14, 2021  
DDA Meeting

**SUBJECT: Heartside Historic Mural Series**

Public space activation and connectivity were key themes that derived from the work of the Goal 5 Alliance as a priority to continue to reinvest in public space, culture, and inclusive programming as a GR Forward effort. As a mechanism for translating the objectives into implementable interventions, in 2015 DGRI staff pursued a relationship with the Urban Institute for Contemporary Arts (UICA) to serve as a partner in deploying the Exit Space mural program to help add life and art to expansive public and privately owned walls in Downtown.

Since 2015, through the Exit Space Program, the DDA has been able to support six large public art installations throughout the Downtown district by teaming up with local, national, and international artists that are passionate about public art. Each mural has created local, regional, national, and international recognition for our community.

In 2020 during the budget priority planning, the Goal 5 Alliance decided that this is a program that they would like to continue to see flourish within our community. With the recent transition of the UICA, they have decided to take a step back from the Exit Space project while they evaluate capacity and their programming efforts.

The Goal 5 Alliance made the decision to continue a mural program with another Downtown partner that is also committed to elevating the quality of life in our neighborhood. With that, we have been working with Dwelling Place to start a mural program that honors local history within the neighborhood by telling the story of the Heartside community through art.

Goal 5 members have made the recommendation of support for the Heartside Historical mural series that will support at least 4 murals, 4 walking tours, and one virtual tour. The steering committee, made up of local artists, residents and business owners, are currently meeting to make decisions on national and local artists that would be able to help tell our community's story with painting being completed by August of 2021.

## **Recommendation:**

**Approve an amount not to exceed \$43,310.00 out of the DDA's Public Space Activation line item to support the planning and execution of the Heartside Historic Mural program.**





The best daily information for downtown Grand Rapids, MI

Information  
changes  
daily  
to reflect  
downtown  
activities!

# Downtown Ambassador & Hotel Concierge Downtown Information Guide Card



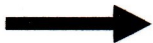
Go to website: [www.downtowngr.org/xxxxxxxxxx](http://www.downtowngr.org/xxxxxxxxxx)  
or scan QR Code (real-time information)

for the best daily information of what's open today downtown:

Restaurants & Bars with food specials, **addresses, websites and phone numbers** links on devices with HTML - Retail Outlets

Museums hours of operation, Arena and Convention Center information  
along with movie theater guide showing movie times

Scan this:



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aka Downtown Grand Rapids, Inc. (DGRI) - city of Grand Rapids, MI

Michigan Flashcard - Scott Atchison  
PO Box 1235  
Grand Rapids, MI 49501  
NativeGR@gmail.com 616-293-9056



Downtown  
Grand Rapids, MI

Information City!

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how to access the best  
downtown information of  
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You will be able to see  
all restaurants and bars  
open downtown today.  
We have the best local  
information.

What are the  
restaurants in  
walking  
distance?

We have an hour  
before we go to  
the airport. Let  
me grab my cell  
phone. This is  
great! Better than  
any other city!  
Look, links!

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this:



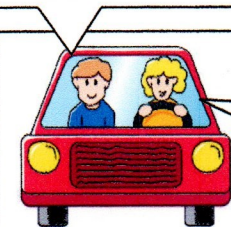
Hotel  
Concierge



I am a Downtown  
Ambassador. Here is  
the information card.



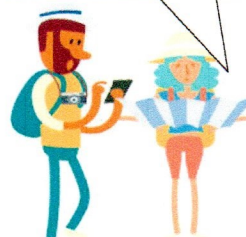
Maybe that Downtown  
Ambassador can help.



Place  
Stamp  
Here

Where  
should  
we  
park?

I guess there is no  
information center  
downtown according to  
this map.



Forward to: DDA Board

cc: Downtown Stakeholders

USPS please deliver to:

DGRI

Tim Kelly & Staff

29 Pearl St. NW - Suite 100  
Grand Rapids MI 49503

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