

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 February 18, 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. 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 • Katherine Williams • Kyle DeGross
• Lisa Knight • Maddie Schaab • Nick Nortier • Rachel McKay • Reb Roberts • Stephanie Adams
• Thomas Pierce • Valerie Wahna

February 18, 2021

3:00p – 4:30p

Virtual Microsoft Teams

- | | | |
|-----|---|-----------|
| 1. | Call to Order | Adams |
| 2. | 12/17/21 Meeting Recording Approval (action item) | Adams |
| 3. | Downtown Wayfinding Signage Update | Eledge |
| 4. | Activate This Place Placemaking Grants | Van Driel |
| 5. | Latinx Community Outreach Initiative | Van Driel |
| 6. | FY' 22 Budget Priorities | Van Driel |
| 7. | Next Month Agenda <ul style="list-style-type: none">• FY' 22 Budget and Priorities• River Restoration Update | Adams |
| 8. | Alliance Member & DGRI Staff Update | |
| 9. | Public Comment | |
| 10. | Adjournment | Adams |
| 11. | Next Meeting – March 18, 2021 | |

MEMORANDUM

DOWNTOWN
DEVELOPMENT
AUTHORITY



DATE: February 10, 2021

TO: Downtown Development Authority

FROM: Kimberly VanDriel, Director of Public Space Management

Agenda Item #05
February 10, 2021
DDA Meeting

SUBJECT: Latinx Community Outreach Initiative Funding Authorization

Since 2016 DGRI has enjoyed a strong partnership with the Latino Community Coalition (LCC). That year we collaborated with the LCC to celebrate Hispanic Heritage Month and hosted Denise Soler Cox to discuss her documentary *Project Ñ* as part of the DGRI Speaker Series. Based on that success, and the clear demand for additional Latinx urbanism efforts, we continued the partnership in the following years by bringing in James Rojas in 2018 and Gil Penelosa in 2019.

Based on discussions and ideas generated during Rojas' visit, the LCC decided to focus on alley activation as an opportunity to highlight Latinx cultural programming and design within Downtown. This idea was further explored during Penelosa's visit, when the LCC hosted an alley event that included focus group discussions to better understand priorities for the local Latinx community for design, events, and programming that could be incorporated into an alley activation project.

While those prior events helped prioritize alley activation as a project and introduced concepts for further exploration, the strategy for implementation remained a question. That changed in 2020 following the creation of the Women's Way alley activation program which has used art and murals as way to honor local women leaders from Grand Rapids and activate alleyways, educate the community, and provide jobs to local artists.

Seeing the Women's Way success, the LCC decided it was a great framework to highlight a historical local leader within the Latinx community and complete an alley activation project. However, while working with the West MI Women's History Council and the Grand Rapids Public Library, it was revealed that very little historical information exists on local women from the Grand Rapids Latina community. Recognizing the importance of documenting this history, and to ensure the community is involved in not only telling that history, but also in selecting a person to highlight as part of the Women's Way project, the LCC is proposing to undertake a broad community engagement effort. The results will help to uncover the history of families that helped establish the Latino community in Grand Rapids and ensure that history is documented for future generations to reference and learn from.



As proposed this effort will include in depth research and community outreach to collect data, history, and information about our Latinx community. Among the activities will be a public call for nominations from citizens to help identify local Latinx families that have helped pave our local history. It will also include digital and canvassing outreach, website development, filming and editing, public speaking engagement, advertising and coordination by the LCC and Candor Media.

This multi-phase engagement strategy also allows the LCC and DGRI to ask specific questions to the Latinx community about other Downtown initiatives to get feedback about their experience and to better understand what they specifically want to see here in Downtown Grand Rapids.

After phase 1 of the initial outreach plan is completed, we will be able to create a documentary video, host videos on the website, provide all data collected to our public library and name one of our Downtown alley's after a local Latina that has not yet been found or recognized by our community. In the future, phase 2 would lead to development and activation of the alley with design, events, and programming.

Recommendation: Approve the expenditure not to exceed \$75,000 to support Latino Community Coalition and Candor Media's Latinx Community Outreach Initiative.

Latino Community Coalition- Women's Way

Project Overview

The Latino Community Coalition (LCC) in partnership with Downtown Grand Rapids Inc is naming a Grand Rapids' alley after a local Latina to promote the City of Grand Rapids' history and grow awareness of the women who have helped build our communities. To do so, the LCC will be activating public spaces where Latinx people have traditionally been excluded and naming one alley after a woman from Grand Rapids.

The Latino Community Coalition is seeking help to identify local Latinx families to uncover the Grand Rapids' history of Latin-American families who came to the city in the initial stages of the establishment of a Latino Community. To surface stories told and untold the LCC is proposing a multi-phase engagement for the alleyway. The first phase-Community Engagement will span over the course of several months to not only engage with the Latino Community Coalition members but the entire Grand Rapids community.

The LCC would like for these families to be interviewed, capturing these interviews on raw unedited video to be used for a later time. These videos will be used to help the Latino Community Coalition to 1) narrow down the finalists and 2) help identify trends in the interviews which might identify values which show up as the reasons why people nominated their loved matriarchs. These may be used at the LCC's discretion for future media projects about the Latino Community, for example to create digital applications or other media. The final product will be a video of the collective interviews of the family of the selected Matriarch. This process may include additional filming, editing, events with all participants as deemed necessary by Candor. This is the main deliverable of the contract.

We are proposing interviewing family members from five Latinx families with deep roots in Grand Rapids. These interviews will be filmed. Once the Latino Community Coalition has selected a woman after which they'd like to name the alley, there will be a second round of interviews with the selected family to capture the true essence of this woman and record footage for the final video. Candor Media will produce the final video of the selected woman. They will also produce needed supporting content such as video descriptions, alley plaques, concise histories for the families and any other media requested.

The selection process will be guided by the impact on the broader Latino Community in Grand Rapids of women with whose decision to stay and raise

families, resulted in extensive families who have gone on to create community in GR. The selection process will not be guided necessarily by the accomplishments of subsequent generations of the family but by the community that this family created, the collective support and foundation created for the greater Latino Community to thrive in Grand Rapids.

Goals

1. To create a multidimensional narrative that shares in depth histories of families in Grand Rapids while showing their strength, courage and community building.
2. To pay tribute to a local Latinx family and their history while also demonstrating to the community at large the value the Latinx community brings to the area as cultural patrimony.
3. To change the narrative around who deserves to be remembered based on the ideological values we believe are held dear by a large segment of the local Latin-American communities in the area.
4. To redefine the structure of merit usually used when naming city spaces and highlight the work done by women which historically has often been relegated to private spaces and not acknowledged.
5. Make the resulting videos part of a collection of multimedia documentation of the Latino Community to be used for a future archives of Latino History in Grand Rapids.
6. Extend the Relationship of the Latino Community Coalition and be rooted in Community and not just “professionals”

Scope of work

1. Coordination- The pandemic has surfaced the increased need to have more accessible multimedia engagements such as translations, Face to face opportunities, Radio, Newspaper and Social Media ads. This will require the LCC to build Capacity:
 - a. Partnering across the city of Grand Rapids to hold 5 locations where families can submit their stories.
 - b. Hiring of 5 community members to canvass and engage in person where families are already going (Food Pantries, drive through engagements and share the story collection)
 - c. Marketing- printing and Flyering across the city
2. SubContract Speaker- A public invitation for nominations of families while also engaging local speaker around placemaking and the importance of uprooting stories
3. Subcontract website build-Updating website and build capacity for page dedicated for stories allocation. Include data to collect information from

participants and create a digital access point for stories

4. Subcontract video content:

- a. Candor will contact at least two members of the five families, schedule, and conduct individual interviews (appx 20min per interview).
- b. Candor will decide and schedule a location where interviews will be held. Candor hopes interviews will occur on the same day, so that equipment rental only has to happen once.
- c. Interviews will be video recorded, and Candor will marry the audio during editing
- d. The 10 video interviews of family members will become the property of the LCC. These will be uploaded to a Vimeo account, possibly a YouTube account, remain private, and to be used at the discretion of the LCC in future media projects.
- e. Take headshots of every person interviewed and catalog their description and relation to families interviewed.
- f. Transcription of interviews in English. Any Spanish interviews will be translated and transcribed into English and Spanish.

[illegible]

Finding the History

		Notes	
Candor Media	\$21,429	Recordings for 5 families. See proposal with specific line items and full budget break down	
Promotional Material	\$16,000	Building of 5 posts we will have at partner locations across the city with mailboxes, Printed material, social media boosts, 5 canvasesers in primarily Spanish Speaking neighborhoods	Pandemic has surfaced the increased need to have more accessible (translation, f2f) Mulitmedia engagements). Radio and newspaper ads 5 posts-\$2500 (Mail boxes/slots for submital) Printing-\$2000 5 Canvasers - \$6000 Social Media Ads- Radio/Newspaper- Translation and Interpretation to include other dialects and Latinx Languages
Venue	\$2,500	A space to record stories that offers enough space to record 2-3 people in the family.	Space that is big enough for social distancing when needed and good air flow
LCC Coordination	\$15,000	Build out Capacity, Coordination (Marketing, engaging with partners and key stake holders, leveraging of networks, project management)	
Website	15,000	Updating website and build capacity for page dedicated for stories allocation. Include data to collect information from participants.	
Local Speaker	\$5,000		
	\$74,929		