

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. [Clickhere](#) to access the November 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 • Katie Moore • Katherine Williams • Kyle DeGross
• Lisa Knight • Maddie Schaab • Rachel McKay • Reb Roberts • Stephanie Adams • Valerie Wahna

November 18, 2021

3:00p – 4:30p

[Virtual Microsoft Teams](#)

- | | | |
|-----|---|------------------|
| 1. | Call to Order | Adams |
| 2. | 8/19/21 Meeting Recording Approval (action item) | Adams |
| 3. | Switchback Park Update | Miller |
| 4. | Van Andel Alley Update | Miller |
| 5. | Wayfinding Signage Update | Eledge |
| 6. | World of Winter Update | Van Driel/Catcho |
| 7. | DGRI Staff Update <ul style="list-style-type: none">• River Activation Committee• HERencia• Alliance Model Eval | Van Driel |
| 8. | Alliance Members Updates | |
| 9. | Public Comment | |
| 10. | Adjournment | Adams |
| 11. | Next Meeting – December 16, 2021 | |

Meeting Summary



GR Forward GOAL 5 ALLIANCE

Reinvest in Public Space, Culture, & Inclusive Programming

[August 19, 2021 Recording Link](#)

Attendance:

Members Present: Stephanie Adams, Julio Cano Villalobos, Madeline Schaub, Valerie Wahna, Katie Moore, Katherine Williams, Evette Pittman, Emily Evers, Hannah Berry, Reb Roberts, Catherine Zietse

Members Absent: Adrienne Brown, Kate Burke, Rachel McKay, Chad LeRoux, Amelea Pegman, Derek Call, Eddie Tadlock, Kyle DeGroff, and Lisa Knight.

Others Present: Kim Van Driel, Megan Catcho, Mandy McDaniel, Sam Suarez, Melvin Eledge (DGRI Staff) and Latrisha Sosebee (Dwelling Place).

Recording Summary:

Call to Order: Stephanie Adams called the meeting to order at 3:04 pm.

- 00:04 June 17, 2021, Meeting Summary Approval
Evette Pittman, supported by Katherine Williams, motioned to approve June 2021 Meeting Summary. None opposed. Motion passed
- 01:36 Heartside Historic Murals
Latrisha Soesbee, Marketing Coordinator for Dwelling Place, presented the Heartside Historic Mural project underway in the Heartside neighborhood. There are a total of 5 murals, each mural will have a QR code to highlight the history, the artists and their work. Walking tours coming in October 2021, visit dwellingplacegr.org/heartside-historic-murals to sign up.
- 14:19 World of Winter Analytics
Melvin Eledge, Operations Manager of DGRI, presented World of Winter analytics through Placer.ai. Placer.ai is a tool which replaces pedestrian counters by collecting data through applications on cell phones. Some of the data includes overall attendance, specific installation attendance, time frame of visits, average length of stay, and where people travel prior to and after an event. This data will help with future event planning, marketing, and place making.



DOWNTOWN
GRAND RAPIDS INC.

Meeting Summary



GR Forward GOAL 5 ALLIANCE

Reinvest in Public Space, Culture, & Inclusive Programming

28:56 WOW Public Art Installations

Kim Van Driel presented 10 art installations (out of 50 proposals) recommended by the Public Art sub-committee. Some of the installations include Trumpet Flowers by Amigo & Amiga, Light Maze by Brut Deluxe & Ilmex, and Irregular by Control No Control. There will be casting call in the next month specifically for local artists.

Stephanie Adams, supported by Katie Moore, motioned to approve the 10 WOW public art installations. None opposed. Motion passed

36:09 DGRI Staff Update Van Driel

Ms. Van Driel presented several updates:

- Lions and Rabbits painting concrete barriers and storm drains downtown.
- GR Chicks Alleyway has new landscaping and seating.
- Body & Soul Mural by Maddie Schaub to be installed on the back of the Harris Building.
- ArtPrize and AC Hotel on a Hub for partners/events/programming in their parking lot.
- Megan Catcho is coordinating Downtown Scavenger Hunts.
- Mark Miller working on Switchback Park proposals. Top applications have been submitted and interviews will be held end of the month.

42:30 Alliance Members Updates

None.

43:48 Public Comment

None.

Adjournment at 3:47 pm

