

# AGENDA

MONROE  
NORTH  
TIFA



Board Members:

Jim Baldwin • Shaun Biel • Mayor Rosalynn Bliss • Elianna Bootzin • Diedre Deering  
Kayem Dunn • Jane Gietzen • Carl Kelly • Mark Roys • Jim Talen • Rick Winn

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Wednesday, February 14, 2018  
9:30 a.m. Meeting  
29 Pearl Street, NW Suite #1

- |  |           |          |
|--|-----------|----------|
| 1. Call to order   |           |          |
| 2. Approve Meeting Minutes from January 10, 2018 (9:30)<br>(enclosure) | Motion    | Biel     |
| 3. DASH North Contract Extension (9:32)<br>(enclosure)                 | Motion    | Naramore |
| 4. Downtown Ambassadors 2017 Report (9:50)                             | Info Item | Eledge   |
| 5. President & CEO Report (10:00)                                      | Info Item | Kelly    |
| 6. Public Comment (10: 05)   |           |          |
| 7. Board Member Discussion (10:10)                                     |           |          |
| 8. Adjournment   |           |          |



Meeting of the City of Grand Rapids Tax Increment Financing Authority

January 10, 2017

1. Call to Order – The meeting was called to order at by 9:42am

2. Attendance

Present: Jim Baldwin, Shaun Biel, Mayor Rosalynn Bliss, Elianna Bootzin, Diedre Deering, Kayem Dunn, Jane Gietzen, Carl Kelly, Jim Talen, Rick Winn

Absent: Mark Roys

Others Present: Tim Kelly (Interim Executive Director), Murphy Ackerman (Executive Asst/Office Manager), Jana Wallace, Jennie Schumacher, Andy Guy, Flor Valera (DGRI Staff), Josh Naramore

3. Election of MNTIFA Board Chair and Vice Chair

Ms. Dunn thanked Mr. Biel and Ms. Deering for their continued commitment to the Monroe North neighborhood and nominated them as Chair and Vice-Chair. Mr. Biel and Ms. Deering both accepted their nominations.

*Motion: Kayem Dunn, supported by Carl Kelly, moved to elect Shaun Biel as Chair of the Monroe North Tax Increment Financing Authority and Diedre Deering as Vice-Chair of the Monroe North Tax Increment Financing Authority. Motion carried unanimously.*

4. Approve Meeting Minutes from October 11, 2017

*Motion: Kayem Dunn, supported by Jane Gietzen, moved approval of the minutes from the October 11, 2017 meeting as presented. Motion carried unanimously.*

5. Accept Preliminary Financial Statement from December 31, 2017

Ms. Wallace introduced the financial statements through December 31, 2017. Ms. Wallace said there was little activity since the previous reported financials and the authority is not in danger of exceeding any bottom line budget authority. Mr. Biel explained for new members that the smallest amounts on the warrant are split costs between the DDA and DID for overhead and administrative costs.

*Motion: Carl Kelly, supported by Mayor Rosalynn Bliss, moved to approve Statement C- Preliminary Schedule of December 31, 2017 expenditures as recommended. Motion carried unanimously.*

6. Presentation of the FY2017 Audit

Ms. Wallace presented the FY2017 audit and explained that there was a “clean opinion” submitted meaning there are no issues with the statements. Ms. Wallace said the supplemental section was provided by Mr. Kelly to give a more in depth look at the various projects that were completed throughout the year. Ms. Wallace said this supplemental portion is not reviewed or submitted by the auditor.

*Motion: Ms. Deering, supported by Mayor Bliss, moved to accept the audit for the year ending June 30, 2017. Motion carried unanimously.*

7. Presentation of Bike Share Feasibility Study

Mr. Kelly said this will be an overview of the Bike Share Feasibility Study that the DDA helped to fund. Mr. Kelly said while the TIFA did not contribute financially, they will be asked to contribute in the future if a system is built out. Mr. Naramore gave an overview of the Bike Share Feasibility Study. Mr. Naramore said that the charge of the study was to look at whether bike share is feasible in Grand Rapids, and if so, how would it be implemented. This would include evaluating the cost for owning and operating the system. Mr. Naramore said the final determination was that bike share is feasible in the city and there is also strong public interest to see a system implemented. Mr. Naramore gave an overview of the public outreach that was completed as well as the outline and suggestions for system implementation. Mr. Naramore said the committee is currently recommending a phased approach that would see the bulk of bike stations implemented in the downtown area during the first phase. Mr. Biel asked what comparable cities were looked at during the study. Mr. Naramore said Fargo is a good comparable city, not only because of weather conditions, but because of its student population. Mr. Biel asked if any organizations have been sought out for sponsorship opportunities. Mr. Naramore said there has been interest but no formal conversations. Mr. Naramore said seeking sponsorships and funding would be a part of the next phase, should the plan move forward. Mr. Biel asked when the Board should expect a formal ask for funding. Mr. Kelly said staff would work with Mobile GR to ensure that the Board is given a draft of the report and is aware of what the formal ask will be through the budgeting process. Mr. Winn asked if the requests to the DDA and MNTIFA Boards will be primarily for startup fees. Mr. Naramore said he will have a better idea of those specific asks after the fundraising and sponsorship process has begun. Ms. Bootzin asked if the station locations will be a part of the system plan. Mr. Naramore said there are currently rough approximations of station locations, but those would be finalized in the next process. Mr. Biel thanked Mr. Naramore for the presentation and said the Board looks forward to continued updates on the process.

8. President & CEO Report  
DDA (12/13/17)

- Approved IFT Exemption for 400 Bridge Street NW (Swift Printing)
- Approved support for Laugh Fest 2018
- Received presentation on Rose Center Fellowship recommendations

DID (12/19/17)

- Approved financial statements through 10/31/17
- Received update on summer/fall plantings and the Clean Team
- Received an update on potential legislative changes occurring in 2018
- Discussed forming committees to review fund balances and purchasing policies

MNTIFA (11/2/17)

- Approved funding for Streetscape Guidelines Project
- Approved financial support for GRWW

DGRI (11/8/17)

- Approved amendments to bylaws recognizing new Alliance structure

- Received an update on corporate recruitment activity / economic development gaps

Alliances:

- Goal 1 (Restore the River): January 17, 2018 - 10:00 AM
  - River Design Guidelines, River Trail Economic Impact Study
- Goal 2 (Downtown Neighborhood): January 16, 2018 - 3:30 PM
  - Rose Center Recommendations, Housing Now! Recommendations, Affordable Housing
- Goal 3 (21st Century Mobility Strategy): January 22, 2018 - 3:30 PM
  - Bike Share Feasibility Study, Downtown Bike and Pedestrian Safety Projects
- Goal 4 (Economic Vitality): January 31, 2018 - 3:30 PM
  - Micro Local Business Recruitment RFP, Rose Center Recommendations
- Goal 5 (Public Spaces and Programming): January 18, 2018 - 3:30 PM
  - Winter Programming / Outdoor Fitness Equipment

DGRI Staff Highlights

Events / Marketing / Communications / Engagement

- Collaborated on Oct 28<sup>th</sup> Event celebrating APA Award for RPC
- Hosted Grand Action Appreciation Reception Nov 20 in collaboration with Chamber, CAA, Experience GR, and The Right Place
- Produced Light Up Downtown – Dec 1
- Coordinating install of sports-oriented ice rink at Heartside Park for Winter 2018
- Planning World of Winter (WoW) Activities: Feb 9, 2018 – Feb 16, 2018
- Planning Women + City Building 2018 – Mar 21, 2018, 11:30 AM – 1:00 PM

Planning / Development / Infrastructure

- Collaborating with City of GR to install public restrooms in parking ramps
- Partnered with The Right Place, City of GR, MDOT, MEDC, and GRR on AHQ2 Proposal
- Collaborating with Frey Foundation on development of maintenance sustainability plan for RPC
- Lyon Square DD process ongoing – finalizing scope for in-river designs to be submitted with HCP – to DDA for funding Nov 8
- Calder Plaza – presented to City Commissioners, CoGR, Kent County on potential Pavilion plans & construction leading up to 50<sup>th</sup> anniversary of La Grande Vitesse. Drafted Pavilion design RFQ for review by City & County.
- Planning pedestrian safety improvements at several key intersections & crossings
  - Michigan / Bridge Street Trail Crossings
  - Pilot Protected bike lane – Division Ave (Leonard to Fountain)
- Received Pinnacle Award for Leadership from International Downtown Association for Equity-Driven Growth Agenda in GR Forward
- Streetspace Guidelines process underway. Upcoming engagement includes meeting with Downtown focus group, teen walk and digital survey (ongoing).
- Meeting with MEXO (100 Fulton on 1/12 to discuss opportunities for public space activation

Advocacy

- Senator Horn's TIF Reform bill (SB 393) is through the Senate and to House, Afendoulis introduced Fee Fairness Act (HB5325)

- Participating in a Grand River Briefing for the West Michigan Legislative Delegation on January 22, 2018.
- Transformational Brownfield (MIThrive)– Collaborating with The Right Place & CoGR on potential applications for use of tool

9. Public Comment  
None

10. Board Member Discussion  
Ms. Bootzin said she reviewed previous meeting minutes and would like an update on how the Board is looking to evaluate projects that approach the Board for funding and if there is formal evaluation criteria in place. Mr. Kelly said this is an ongoing conversation between each of the Boards, and staff is working with the Alliances to create clear outcomes and determinations for developers when asking the Boards for support. Mr. Kelly said he is hopeful to have a formal process completed this Spring.

11. Adjournment  
The meeting adjourned at 10:41am

# MEMORANDUM

MONROE  
NORTH  
TIFA



DATE: February 9, 2018

TO: Monroe North TIFA

FROM: Josh Naramore  
Mobile GR & Parking Manager

SUBJECT: DASH North Contract Extension

Agenda Item #3  
February 14, 2018  
MNTIFA Meeting

## Background

In December of 2012, the City Commission authorized agreements under which DASH service was expanded to the Monroe North area. Although home to thousands of residents and employees, at the time Monroe North was not connected to downtown via transit access. City staff met with representative of the Monroe North Business Association (MNBA) and the DDA, regarding financing a pilot service that would run DASH transit service from the Monroe North area into central downtown. The agreement estimated a service cost of \$175,000 - \$225,000.

The financing model sought revenue from the DDA, Mobile GR and Parking Services and the MNTIFA. Working with the Interurban Transit Partnership (ITP), a route was developed and service was implemented. The route was well received and the pilot was extended for an additional two years by the City Commission in November, 2014. MNTIFA and the DDA each paid \$6,250 a month for the services, with Mobile GR and Parking Services paying the remainder.

The prior two year extension lapsed on January 1, 2017. DASH North service has continued in the Monroe North area without DDA and MNTIFA funding support. City staff recently met with MNTIFA and the DDA to develop this extension to the agreement to address the contract lapse and will back date payments lost in 2017. MNTIFA and the DDA would like to extend the DASH North agreement, which their respective boards, scheduled for action on February 16, 2018.

## Agreement

No changes to the past agreement will take place at this time. MNTIFA and the DDA will pay \$112,500 each, which will cover costs from January 1, 2017 to June 30, 2018, Mobile GR and Parking Services paying the remaining costs for service. Further discussions will take place over the next few months that will focus on a more comprehensive agreement between the DASH and potential contributing parties starting July 1, 2018.



**Recommendation:**

Approve extending the DASH North agreement with Mobile GR and Parking Services and the Downtown Development Authority (DDA).



DOWNTOWN  
GRAND RAPIDS INC.

# Downtown Grand Rapids Ambassador 2017 Annual Report



# Program Overview

Started in 2013 the Downtown Ambassador program is designed to be a friendly and welcoming team that patrols Downtown sidewalks and other areas of the public realm for the benefit of residents, visitors, workers and anyone who needs a helping hand.

In 2015 the Downtown Ambassador program began providing cleaning and beautification services in addition to the hospitality services.

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# Hospitality & Engagement

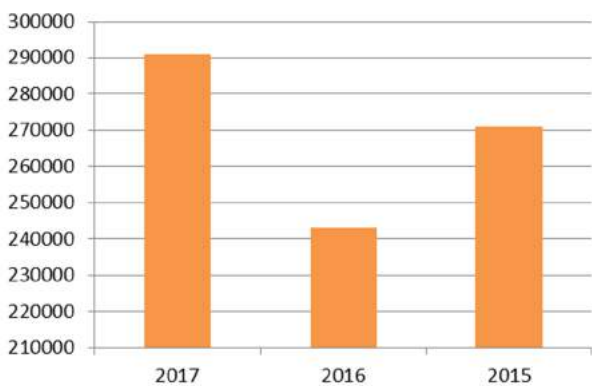
In 2017 the Ambassador team brought their engagement statistics back in line with previous years. In 2016, the team experienced difficulties recruiting staff that aligned with the vision and mission the team has for downtown and as a result our engagement suffered. However a complete overhaul in recruiting resulted in several excellent superstar ambassadors joining the team.

We participated in several events in 2017 including; *Art Prize, Light Up Downtown, Movies in the Park, Relax at Rosa, The 2017 Auto Show, Wine, Beer and Food Festival, Rollin' Out and the Santa Parade.*

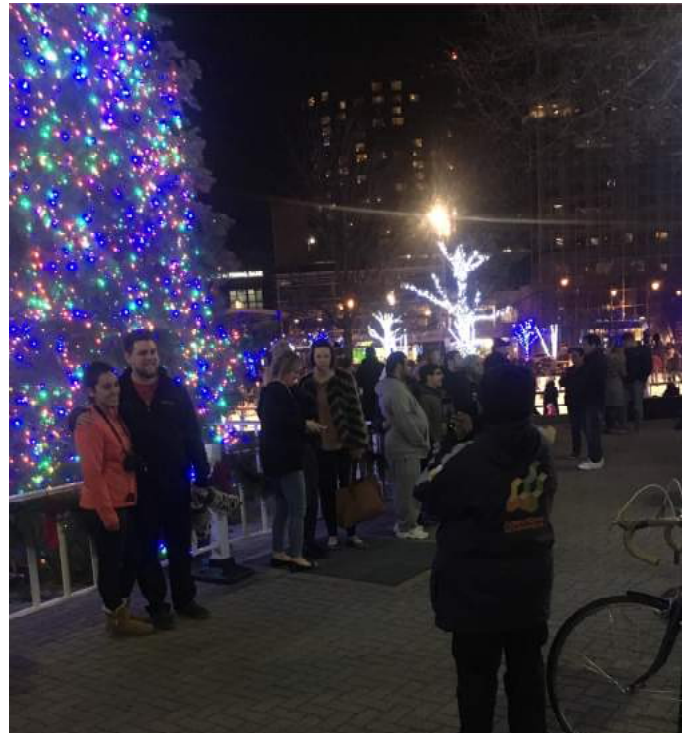


Marcia provides first aid to a pedestrian on Monroe Center shortly after they fell and injured their hand.

**Total Hospitality & Engagement**



Hospitality & Engagement	Activity	2017	2016	2015
	Business Contact	2,079	1,473	3,383
	Motorist Assist	131	163	91
	Observation - Fighting	939	221	484
	Outreach Contact	5,756	14,996	33,230
	PA - Directions	11,890	13,846	23,024
	PA - Information	40,925	37,585	55,775
	PA - Other	205,882	154,340	100,912
	PA - Program Information	9,986	12,006	24,778
	Panhandling - Aggressive	1,244	233	1,564
	Panhandling - Passive	1,686	429	1,123
	Request for Fire/EMS	43	228	250
	Request for Police	13	32	128
	Safety Escort	1,244	2,248	15,993
	Sidewalk Violation	8,875	5,002	5,936
	Suspicious Package	18	44	446
	Suspicious Person	302	165	3,465
	Umbrella Escorts	81	76	482
	<b>Total Activity</b>	<b>291094</b>	<b>243087</b>	<b>271064</b>



Talina takes pictures of couples at the Holiday tree installed near the Rosa Parks Circle Ice Rink.

# Beautification

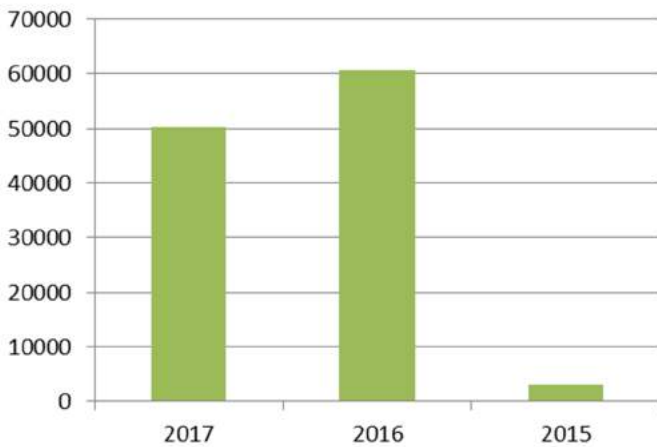
The beautification team worked hard to maintain the cleanliness of downtown. We focused our efforts during the peak season on removing weeds and graffiti from the district. As a result we removed over 12,000 weeds and over 3,000 instances of graffiti/vandalism.

The team also worked diligently during big events, like *Art Prize*, to stay on top of the trash and refuse needs especially in key areas like Rosa Parks Circle. We removed over 15,000 bags of trash in 2017 an increase by almost 3,000 bags from the previous year.



Ariel uses a variety of tools to remove weeds from Commerce and Williams Ave.

## Total Beautification Activity



	Activity	2017	2016	2015
Beautification	Biohazard Clean Up	4,800	NA	NA
	Graffiti - Removed	3,323	6,915	1,250
	Planters Watered	4,533	18,042	NA
	Power Washing (block faces)	276	226	NA
	Snow Removal	9,653	11,419	42
	Trash (Bags collected)	15,616	12,503	1,681
	Weed Abatement	12,043	11,477	NA
	Cigarette Butts Recycled	523,078	172,910	NA
	<b>Total Beautification Activity</b>	<b>50,244</b>	<b>60582</b>	<b>2973</b>



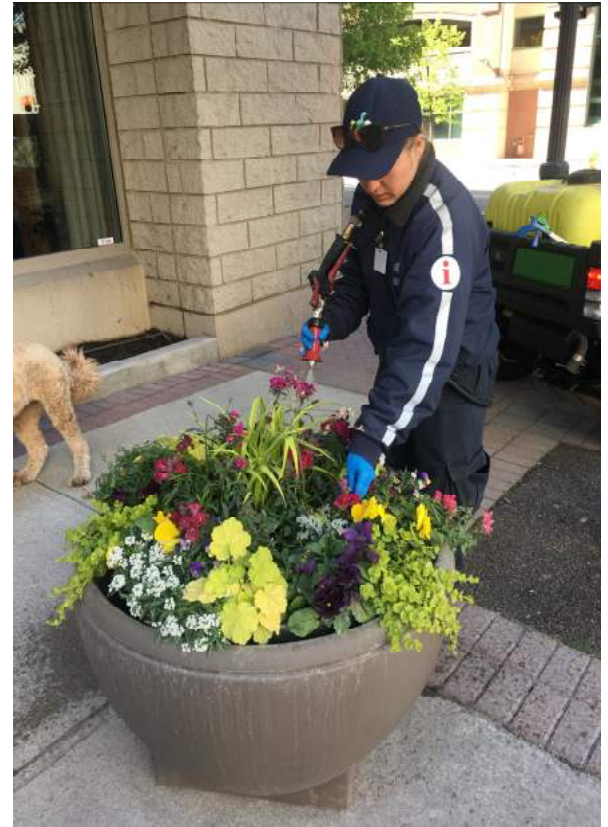
Diana uses graffiti remover to take off spray paint from a newspaper box on Ionia Ave.

# Horticulture



2017 was an amazingly successful year for the horticulture team. We began working with a new vendor, Micandy Gardens, to provide our plants/flowers and planting services and we couldn't be happier. Micandy demonstrated, *right away*, they understood the unique challenges of working with plant materials in urban areas and not only provided high quality plants but over the top customer service as well.

In addition to switching vendors we also deployed over 30 new planters on the Ottawa street corridor to bring additional greenery to the downtown and expanded the off season planters (November through March) by working with Micandy to install additional Winter plantings in the additional planter beds deployed on Division Ave. North of Fulton Street.



# Special Projects & Initiatives

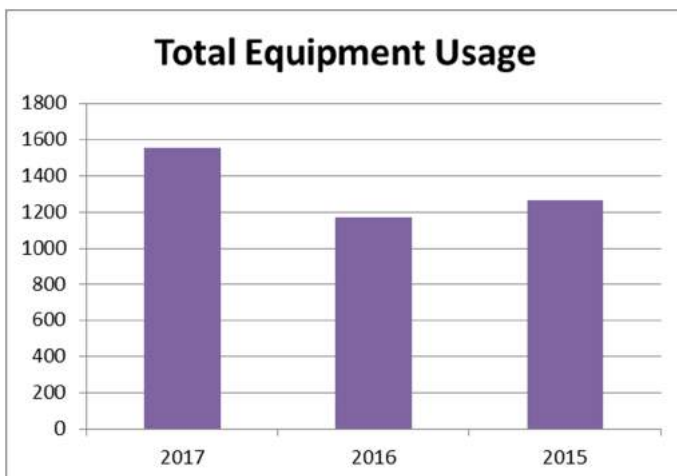
2017 was a big year for Ambassador led projects and initiatives. Our biggest accomplishment was being awarded a \$10,000 grant from Keep America Beautiful to significantly expand our cigarette butt collection efforts as well as work with DGRI to develop an outreach program to provide education and bring awareness about the cigarette recycling program to the general public. The funds allowed the ambassador program to install 100 additional urns throughout the downtown which resulted in the collection of over 500,000 cigarette butts in its first year alone!

In addition to deploying additional cigarette urns the team also deployed 15 additional dog waste bag dispensers in key locations throughout the downtown.

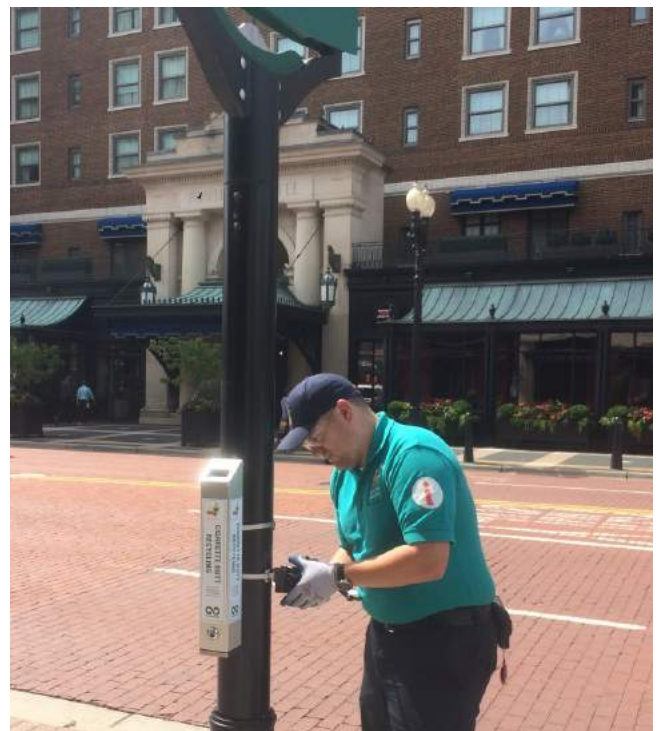
The Ambassador team also worked with DGRI to acquire additional trash cans to deploy throughout the district as well as inserts to enhance the overall aesthetics of the trash cans as well. To date the Ambassador team has increased the amount of refuse collection infrastructure by 65% throughout the downtown.



Sean is having a great time cleaning out the ATLV after using it to mechanically clean downtown.



Equipment Usage	Activity	2017	2016	2015
	ATLV Hours	186.25	267	NA
	Backpack Blower (hours)	119	213	8
	Bicycle (miles)	652.2	460.3	1038.65
	Billy Goat Hours	159	152	8
	Segway Hours	438	82.25	209.5
	<b>Total Equipment Usage</b>	<b>1554.45</b>	<b>1174.55</b>	<b>1264.15</b>



Melvin installs one of 100 newly acquired cigarette urns purchased with the Keep America Beautiful grant.

# Highlights

Ariel sprays black touch up paint on the base of a *Dash* stop sign to cover up a graffiti tag.



The ambassador team is ready to deploy more new trash cans into downtown! To date the ambassador team has increased trash infrastructure by 65% throughout the downtown.



Joel works to pressure wash the sidewalk beneath US-131 near Cherry and Grandville. Joel and Steve power washed over 250 blocks in downtown in 2017!

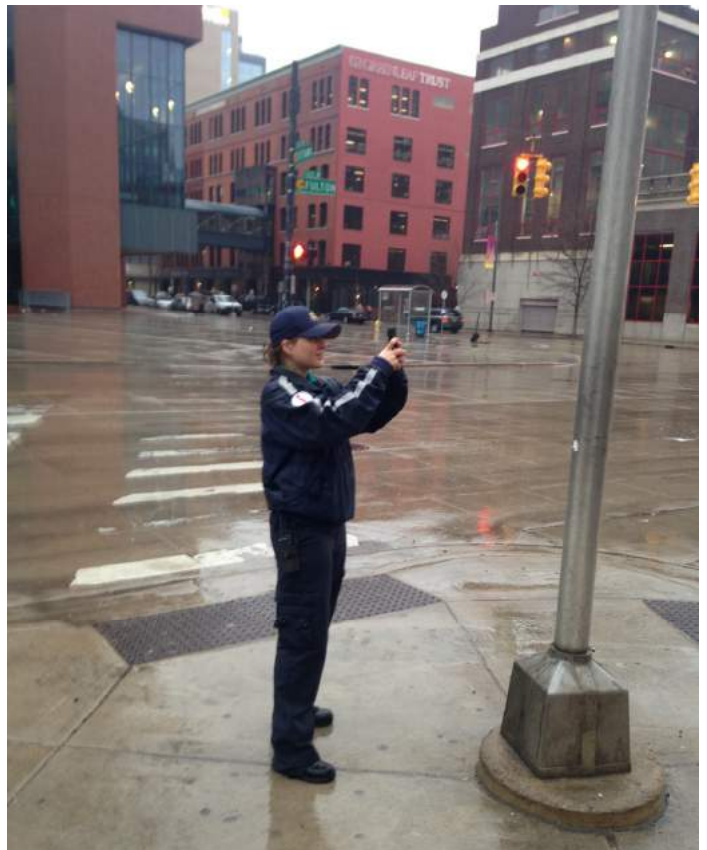


Erin works to clean out the existing trash infrastructure just before Art Prize.

# Highlights



Jared provides information about the Ambassador program to pedestrians after making a service call to Biggby coffee.



Shannon submits a maintenance request for broken infrastructure.



Ellen performs some much needed maintenance on a trash can.




Ambassadors loaded debris into the truck after a storm so the park would be clear for Movies in the Park.



Two ambassadors shovel the curb cut at Fountain and Division.


# Stakeholder Feedback

 **Andrew M. Travis** Thank you for being the "superheroes" of GR!

Like · Reply · 24w

 **Steven Caio** Thank you! Keep GR clean and wonderful

Like · Reply · 24w

 **Bonnie Nicholas** THANK YOU! I've seen you in action - good work!

Like · Reply · 24w

 **Marsha Beery Steensma** Thank you ...

Like · Reply · 23w · Edited

 **Peyton Nichele Jefferson** This is awesome. Thank you all


Like · Reply · 23w

 **Mel Trotter Ministries** Thank you to every single one of the downtown ambassadors for caring for our neighbors that others pass by. Going as far as walking individuals who are homeless and intoxicated to Mel Trotter Ministries. This city is amazing because of you!

Like · Reply · 23w

 **Stacy Slikkers Noonan** Beaver Xing absolutely loves the Ambassadors!!! We have been street performers for several years, and each one that we meet is equally wonderful. I especially appreciate their demeanor with the 'street people' Kind and caring.


Like · Reply · 23w

 **Ruby Chaise** Thank you for everything you do! You are totally appreciated.

Like · Reply · 23w

 **Valerie Paroff** You are AWESOME! Thanks for all you do for downtown GR!

Like · Reply · 23w

 **Emily Bryant** They do great work keeping our city looking awesome! Thanks to all of you

Like · Reply · 23w

 **Shelby Fisher** I visited this past week for State Games of America and I was blown away, even with all the rain we had a fabulous time! It was beautiful, clean and everyone was so dang nice! The city of Grand Rapids did a fantastic job!

Like · Reply · 24w

 **Wai-yu Jacobs** Thank you for all you do. You are always friendly and with a smile on! You make downtown GR better!

Like · Reply · 24w

 **Lisa Olson Cooper** Keep up the great work! It shows!


Like · Reply · 24w

 **Tash Malone** Rebecca Ritter Krenz ♥♥♥♥ love you guys thanks

Like · Reply · 24w

 **Grace Evelyn** Nicest people in town! Thank you for all that you do!

Like · Reply · 24w

 **Suzanne DiPiazza Katerberg** They are on my speed dial- they have helped with my flat tire, an umbrella escort, walking to my car late at night, and help with panhandlers and trouble on the streets.

Like · Reply · 24w

 **Reva Msmollyrn Smalley** Thank you for keeping our city beautiful.!!!

Like · Reply · 33w

 **Rachel George** reviewed [Downtown Grand Rapids Inc.](#) — 5★


May 13, 2017 · 🌐

I love the ambassadors that come to help out, Marcia and Erin have been so helpful! I've dealt with only one other ambassador but sadly I cannot remember his name, but that you all so much for the work that you do!

👍 Like

💬 Comment

➦ Share

 **Keith Nickerson** reviewed [Downtown Grand Rapids Inc.](#) — 5★

October 6, 2017 · 🌐

As an employee of Craft Beer Cellar, located at 404 Ionia SW, I can't thank Talina enough for helping us out tonight.

A loud, possibly homeless man wandered into our store, and had begun harassing our guests. When I saw Talina riding by, I waved her over to help. She came right away. Without hesitation, she entered and led the man out of our business! Talina acted swiftly, respectfully, and responsibly, and we at Craft Beer Cellar are grateful for her commitment to performing her job at the highest level.

👍 Like

💬 Comment

➦ Share

 **Trish Tilden** reviewed [Downtown Grand Rapids Inc.](#) — 5★


June 20, 2017 · 🌐

We came to GR on June 5th for a walking tour. Our downtown ambassador, Melvin, was both knowledgeable and personable. We had a blast with him!

👍 Like

💬 Comment

➦ Share

 **Jackie Burns Hickman** We are impressed at the number of cigarette butt collection boxes. Why... oh why do people still flick them out their window or on the road/sidewalk. The Ambassadors do a good job of trying to keep them picked up.

 **Family Promise of Grand Rapids** Thanks for all you do in our community Downtown Ambassadors!


Like · Reply · 24w

 **Adrianne Adelle** That's dope! You guys are the best!

Like · Reply · 24w

 **Matthew Provoast** What a great video!! We can't thank you enough for all your hard work and dedication to the Downtown community. With love - Light Gallery + Studio!

Like · Reply · 24w

 **Katey Morse** They do such a good job and are so friendly! 😊

Like · Reply · 3w

# Statistics Overview

Total Annual Activity		2017	2016	2015
Equipment Usage	ATLV Hours	186.25	267	NA
	Backpack Blower (hours)	119	213	8
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	Sidewalk Violation	8,875	5,002	5,936
	Suspicious Package	18	44	446
	Suspicious Person	302	165	3,465
	Umbrella Escorts	81	76	482
	<b>Total Hospitality &amp; Engagement Activity</b>	<b>291,094</b>	<b>243,087</b>	<b>271,064</b>
<b>Total Ambassador Activity</b>		<b>341,338</b>	<b>303,669</b>	<b>274,037</b>