

Goal 5

Virtual Meeting Instructions



Hello,

As many of you know, recent restrictions and mandates have been issued in an effort 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 May 21st Team 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're 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 mmcdaniel@downtowngr.org. Thank you!

Best,
Mandy



Mandy McDaniel
Administrative Assistant
Downtown Grand Rapids Inc.

29 Pearl NW, Suite 1
Grand Rapids, MI 49503
P: 616 . 719 . 4610

AGENDA

GOAL 5 ALLIANCE



Board Members:

Adrienne Brown-Reasner • Alyson Mabie • Amanda Gielczyk • Amelea Pegman • Catherine Zietse • Chad LeRoux • Derek Call • Eddie Tadlock • Emily Evers • Evette Pittman • Hannah Berry • Julio Cano • Katherine Williams • Kyle DeGroff • Lisa Knight • Maddie Schaab • Nick Nortier • Rachel McKay • Reb Roberts • Stephanie Adams • Thomas Pierce • Valerie Wahna

May 21, 2020

3:00p – 4:30p

Virtual Microsoft Teams

- | | | |
|-----|---|--|
| 1. | Call to Order | Berry |
| 2. | 3/19/20 Meeting Minutes Approval (action item) | Berry |
| 3. | C-19 Public Space Activation Efforts | Miller/Van Driel |
| 4. | Activate This Place Grant Updates <ul style="list-style-type: none">• Window Activation• Placemaking | Van Driel |
| 5. | Project Ideas | Wahna |
| 6. | New Business (info item) <ul style="list-style-type: none">• Building Projection• Apocalypse Beats• Relax at Rosa | Van Driel
Van Driel
Catcho |
| 7. | Old Business (info item) <ul style="list-style-type: none">• Skate & Bike Park• Womens Way• DGRY FY'21 Budget• Public Murals | Van Driel
Berry
Van Driel
Van Driel |
| 8. | Public Comment | |
| 9. | Adjournment | Berry |
| 10. | Next Meeting – June 18, 2020 | |



Goal 5 Alliance

March 19, 2020

1. Call to Order: Ms. Adams called the meeting to order at 3:04 pm.
2. Members Present: Derek Call, Rachel McKay, Stephanie Adams, Catherine Zietse, Hannah Berry, Julio Cano, Maddie Schaab, Amanda Gielczyk, Emily Evers, Nick Nortier Valerie Wahna, Amber Kilpatrick Katherine Williams, and Eddie Tadlock

Members Absent: Adrienne Brown-Reasner, Kyle DeGroff, Chad LeRoux, Reb Roberts, Alyson Mabie, Evette Pittman, Lisa Knight, Thomas Pierce, and Amelea Pegman

Others Present: Megan Catcho, Kim Van Driel, Melvin Eledge, Kyama Kitavi, Amanda Sloan, Andy Guy, Marion Bonneaux, and Mandy McDaniel (DGRI Staff)
3. Approval of February Minutes:
Hanna Berry, supported by Katherine Williams, motioned to approve February 20, 2020 Meeting Minutes. None opposed. Motion passed.
4. Meeting Date Conflicts (action item)
 1. April 15, 2020 (cancelation)
 2. May 21, 2020 (L&R)
 3. November 19, 2020 (FGRP)
5. DGRI Event Programming
 1. WOW Recap
Ms. Catcho presented recap on this year's World of Winter (WOW) event. She stated approximately 70k people attended both Prismatica and WOW events throughout the course of the month. There was a lot of engagement through the virtual world; we gained 2,000+ Facebook followers (300% increase), 1,500 Instagram followers (100% increase), there was a total 150k+ engagements, and 33k link clicks. This year we launched a WOW website which had 85k page views.

There was 30k + people from all over Michigan that attended Prismatica. The international art installation helped promote other WOW events and vice versa. The Silent Disco event included firepits, smores, fire performers, and attracted 5k+ attendees. World Market and Game Day had approximately 2k attendees and included ice games, reindeer, firepits, and smores. The firepits and smores were a huge hit at these events.

If you have any comments/thoughts from this past year or new ideas for future WOW events and programs, please email Megan Catcho.

Ms. Adams asked between now and the next WOW event, what are some things Goal 5 members can do to help? Ms. Catcho stated right now feedback is the most appreciated. Also, any ideas for programs or events that do not involve ice or snow would be helpful.

2. Relax at Rosa

Ms. Catcho stated this year's lineup features new genres of music and new bands. Due to COVID-19, we may not be able to gather in person for the upcoming Relax at Rosa events. The goal is to continue this series virtually. We are in contact with the bands to see if they have the space and capability to stream Live from Facebook. This will allow people to still tune in on their lunch break and we can still contribute to our local artists.

Ms. McKay asked if there was a backup location or venue for the bands to perform the virtual shows? Ms. Catcho stated we are hoping the bands can perform from their own home. We are following the state guidelines currently to stay home and stay safe.

6. Skate & Bike Park (info item)

Ms. Van Driel stated they have been working with a steering committee to create on a pop-up skate park. This year we have received a unique opportunity to try something new now that Movies on Monroe is no longer taking place. The intended purpose of the facility is to generate interest for a permanent skatepark which is part of the Master Parks Plan and GR forward.

Ms. Van Driel presented some conceptual drawings and a general layout of the area that will be open to scooters, BMX riders, and skaters. The park will be open 365 days of the year with normal park operating hours, dawn until dusk. In April, offsite builds will begin, concrete barriers will be installed, and we will continue with community engagement. In May, we will be doing the initial install and plantings. We would like to do a soft opening and the date is to be determined.

Potential partnerships and programs include skate and ride classes, a Gone Boarding event, a YMCA partnership, and a 2020 summer Olympic event. If you have any ideas of programs or partnerships, please let Ms. Van Driel know. This Skate and Bike park was approved by the DDA last week.

Mr. Nortier asked if there would be any round rails in the skate park. Ms. Van Driel will ask AGA.

7. Women's Way (info item)

Ms. Berry gave an update stating artists are currently creating sketches that Kim and I will choose from. The sketches will be presented to the building owners and the Arts Advisory Board for final approval sometime in April. If the artists would like to submit their work for Art Prize, it must be submitted as a collective piece

from all the artists.

8. Proposed FY' Budget 21 Line Items (action item)

Ms. Van Driel referred to the budget handout that was presented at the last month's meeting; she stated it doesn't show any numbers, only the big bucket items for fiscal year 21. The DDA, DGRI Board of Advisors, and the City Commission will see a breakdown of those numbers in upcoming meetings for approval. The spreadsheet outlines everything we are planning and potential ideas for fiscal year 21.

Ms. Adams asked if there will be more dollars for the WOW events since it was so successful. Ms. Van Driel stated yes, based on the feedback we received that is one of the line items we need to increase. We also talked about adding a fall festival. There may be more funds for activating the alley ways. We also would like to increase the Activate this Space Grant from \$5k every 6 months to \$10k. Maintenance and upkeep costs will be added this year for the Portland Loo and Skate/Bike Park.

Mr. Call asked how long will the pop-up dog park be operating? Ms. Van Driel stated we have signed for another year contract and it is reviewed on a year to year basis.

Valerie Wahna, supported by Derek Call, motioned to approve Proposed FY' Budget 21 Line Items. None opposed. Motion passed.

9. DGRI Projects Update (info item)

None

10. Alliance Members Project Updates (info item)

Ms. Van Driel stated DGRI isn't planning any upcoming events due to COVID-19. We are following the government guidelines and are waiting to see what happens.

Ms. Adams stated the Mayors Greening Initiative event will be postponed until further notice. We are hopeful to still plant in the spring, if not, then we will look at rescheduling in the fall.

Mr. Call stated Art Prize is business as usual since there is time before the scheduled event. We are adjusting but hopeful that things will settle down by fall.

Ms. McKay stated the Children's Museum is closed indefinitely. While we are not able to physically host any families, we are planning to set up play guides on our social media pages.

Ms. Gielczyk stated the Downtown Market is open for grocery shopping and carry out.

11. Public Comment:

None

12. Next Meeting – May 21, 2020 at 3pm

13. Adjournment:

Meeting was adjourned at 4:21 pm.

Minutes taken by:

Goal 5 Alliance
March 19, 2020

UNAPPROVED MINUTES

Mandy McDaniel
Administration Assistant
Downtown Grand Rapids, Inc.