

AGENDA



ALLIANCE FOR VIBRANCY

Board Members:

Mark Breon • Adrienne Brown • Bradley Comment • Trey Conner • Jermale Eddie • Jacklyn Hernandez • Janet Korn
Chad LeRoux • Latesha Lipscomb • David Marquardt • Kisha McPherson • Brandy Moeller • Ciciley Moore • Nick Nortier
Amelea Pegman • Evette Pittman • Reb Roberts • Joanne Roehm • Elijah Steinmetz • Scott Stenstrom • Eddie Tadlock
Todd Tofferi

April 19, 2017

11:00a – 12:30p

29 Pearl Street, NW Suite #1

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|-----|---|--|---|
| 1. | Call to order (11:00) | | <i>Tadlock</i> |
| 2. | Approval of Minutes: 2/15/17 (11:01) | <i>Motion</i> | <i>Tadlock</i> |
| 3. | Meeting Purpose: (11:02) <ul style="list-style-type: none">• Future structure of the Alliances• Budget approval• Updates on Working Group initiatives | | |
| 4. | DGRI Alliance Structure Update (11:05) | <i>Info Item</i> | <i>Ackerman</i> |
| 5. | FY 2018 DDA Budget (11:45) | <i>Motion</i> | <i>Tadlock</i> |
| 6. | AFV Working Group Updates (11:35) <ul style="list-style-type: none">• Downtown Hospitality• Community Engagement• Public Space Activation | <i>Info Item</i>
<i>Info Item</i>
<i>Info Item</i> | <i>Buller</i>
<i>Traylor</i>
<i>Van Driel</i> |
| 7. | DGRI Staff Update (12:20) | <i>Info Item</i> | <i>AFV Staff</i> |
| 8. | AFV Members update (12:25) | <i>Info Item</i> | <i>AFV Members</i> |
| 9. | Public Comment (12:29) | <i>Info Item</i> | <i>Tadlock</i> |
| 10. | Next Meeting – July 19, 2017 (12:29) | <i>Info Item</i> | <i>Tadlock</i> |
| 11. | Adjournment (12:30) | | <i>Tadlock</i> |





1. Call to Order- Moeller called the meeting to order at 11:06am
2. Members Present- Mark Breon, Adrienne Brown, Jermale Eddie, Janet Korn, Latesha Lipscomb, David Marquardt, Kisha McPherson, Brandy Moeller, Ciciley Moore, Nick Nortier, Amelea Pegman, Reb Roberts, Joanne Roehm, Scott Stenstrom, Eddie Tadlock

Members Absent- Bradley Comment, Trey Conner, Jacklyn Hernandez, Chad LeRoux, EvettePittman, Elijah Steinmetz, Todd Tofferi

Others Present: Laura Cleypool, Amanda Gielczyk, Cynthia Hagedorn, Kris Larson, Kayem Dunn, Kim VanDriel, Annamarie Buller, Murphy Ackerman, Andy Guy, Jennie Kovalcik
3. Approval October 19, 2016 Minutes-
Motion: Moved approval of the October 19, 2016 minutes as presented. Motion carried unanimously.
4. Meeting Purpose – Moeller told Alliance members the purpose of today’s meeting was to discuss:
 - Future Structure of the Alliances
 - Updates on Working Group Initiatives
 - Future Project Exercise
5. DGRI Alliance Structure -
Larson provided the Alliance with an update on pedestrian counters. Larson said the counters were installed right before ArtPrize last year to measure the amount of pedestrian traffic in certain areas. Larson shared that SnowDays and Valent-ICE events increased pedestrian activity by an average of 68% overall. Larson added this data helps DGRI measure the efficiency of our events and whether or not they are promoting more activity on the streets.

Larson said DGRI has been considering how to alter the Alliance structure to continue making it a successful and productive experience for members now that the GR Forward Plan is in the implementation stage. Larson added, DGRI wants to incorporate Alliance feedback into the restructuring, noting that everyone will have a chance to still participate and all modifications will be shown to each group before finalizing. Larson presented a list of DGRI functions and how these items transition into leadership efforts in the community through civic engagement. Larson said all of the information will be provided to the group in a digital format. Larson presented a flow chart of the current DGRI Alliance structure. Larson provided an overview of the survey results from the Alliance members. Larson said this specific Alliance has already transformed a bit by calling quarterly meetings and utilizing working groups independently. Larson said overall DGRI heard that people still want to be involved, but prefer to be involved in individual projects, focus on implementation, and receive more information prior to meetings.

Larson presented the new Alliance 2.0 structure, saying it breaks down the walls that divide the Alliances right now by creating one larger pool of Alliance members. Larson said DGRI will provide education and capacity building through what is being called “DGRU” or Downtown Grand Rapids University. Larson said this allows for decision making on specific projects to be more flexible depending on timelines and groups. Larson explained there will be an unlimited number of standing committees and short term committees. Larson said the standing committees will involve things that are always ongoing, like streetscape design, versus something short term, like holiday lighting. Larson said the new structure will allow members to be passionate about different projects that may be covered in other Alliances and participate in multiple projects. Larson said the annual application process will remain, but now there will be three - two year terms for individuals. Larson explained there will be a point system for those who participate in DGRU activities, with the intention of points better preparing people to partake in committee work. Larson provided a list of proposed DGRU activities, saying DGRU is meant to create the most informed and prepared voices. Larson also noted that this is a working list that will continue to evolve. Larson said the point system will be self-reported to avoid any administrative burden, especially because members are volunteering their time. Larson said the committees can comprise of board members, Alliance members, and key partners in the community. Larson continued, Alliance members would identify what interests them the most, and depending on their workload and availability, committees will set their own meeting times. Larson said he hopes to get feedback from all of the Alliances in February and March to then bring a revised plan to the DGRI Board of Advisors for approval in April. Larson said the Alliances would work through the existing budget process, noting that budget recommendations will inform what committees will exist for fiscal year 2018.

Larson opened the Alliance for questions or thoughts on the proposed plan. Breon said the restructuring allows everyone to start at zero again, but some thought should be given to members that have been here for a longer period of time and have more knowledge. Lipscomb asked if members will continue to be on this Alliance or only on committees. Larson responded, each

Alliance member will be a part of the larger DGRI Alliance pool and you can choose to participate in whichever subjects or committees that interest you. Lipscomb asked how time would be spent if you are interested in multiple things or committees. Larson said it would be up to DGRI to be more efficient and thoughtful about the timeframes of projects, looking into the overall commitment levels. Breon liked the broader structure for choice and flexibility, but wondered how new members could be as active as existing members. Larson said there may be some competition for seats on committees, but cited the Calder Plaza steering committee as an example of involving members from all three (3) Alliances in some way. Moore said it is a great idea to have choice, but is concerned about losing the diverse voice on some committees or projects. Larson said DGRI will have to be very intentional regarding this, and create a checks and balances system to find out what voice may be missing. Moeller said one of the components to look at is what activities individuals participated in through the DGRU system to identify who is passionate and involved in the subject matter already. McPherson asked if there is a schedule for the larger Alliance. Larson said there will be an annual cycle for the larger Alliance that will occur around budget time, and other social networking opportunities will be available for all members as well. Lipscomb said it is important for all members to meet and share updates on what other committees are working on. Larson said DGRI will have to consider how vertical communication will occur throughout this process, possibly by using a centralized update forum that allows any member to find out what is happening among other committees. Marquardt said there are many advisory boards that already exist in the city, and asked how they would be incorporated into this new concept. Larson said advisory boards will be included as key partners, and DGRI will continue to create that intentional tie and relationship moving forward. Moeller reminded the Alliance to provide feedback to Larson upon receiving the electronic version of the proposed changes.

6. AFV Working Group Updates –

- Downtown Hospitality: Buller provided the group with an overall Downtown Resident Network update, stating it is rounding the first year on this project that came as a GR Forward goal. Buller announced the next event, and recapped last week's event where the survey focused on Vibrancy programming. Buller moved on to holiday décor, saying new brighter LED lights were purchased this year. Buller said the old lights were loaned out to businesses so they could decorate their window fronts. Buller asked for any feedback or participation interest in the future. Buller said Light Up Downtown grew into a larger event with lots of positive partnership in the community. Buller continued Tuesdays on the Town is growing, with a merchant meeting occurring monthly that may move into a merchant retailer committee in the future.
- Community Inclusion: Andy Guy spoke on behalf of LaTarro Traylor regarding the Community Inclusion working group. Guy said DGRI is making progress on diversity efforts, including board representation that is representative of the community. Guy said Movies in the Park partnerships were a great success, achieving about 30% diversity in attendance which is a dramatic improvement over last year. Guy said programming for Black History Month has kicked off and is ongoing, including building a walking tour with community engagement. Guy

continued, the Women + City Building event is currently in the planning stage. Guy overviewed the GR Forward Speaker Series event that included Van Jones and collaboration with Project Enye. Guy said DGRI is working with DropDrop Studios to create promotional videos highlighting initiatives and events. Guy added one of these videos was presented by GRAMMA, which has moved on to Monroe Center with our help. Guy said DGRI has also sponsored 20+ events that align with GR Forward in the community. Guy continued, looking forward DGRI will receive metrics measuring the public's perception of how welcoming downtown is through a survey conducted by Voice GR. Guy said the results will establish baseline data for budgetary purposes to help with more targeted approaches and see which efforts are more successful overtime.

- Public Space Activation: Van Driel said there have been a total of seven (7) Event Management Program courses due to increased demand and full classes. Van Driel said survey results provide feedback on the course and help guide future programming. Van Driel said a commonality in results includes attendees asking what is next for this course, leading to conversations discussing how to continue this program. Van Driel said the food truck ordinance celebration event, Roll'N Out Food Truck Fest, will be on Sunday, May 21st from 11am-7pm in Heartside Park. Van Driel provided more details for the event, adding this has been the main focus of the working group. Van Driel said marketing materials will be sent out to the group closer to the event date.

7. FY 2018 DDA Budget Exercise –

Van Driel said there are specific GR Forward goals that the Alliance for Vibrancy is supposed to focus on, including those that are listed on large white sticky notes. Van Driel continued, the smaller orange sticky notes list what the Alliance is currently doing to accomplish the larger goal, and the purple notes denote further ideas that staff had on what the Alliance can do moving forward. Van Driel handed out yellow sticky notes for Alliance members to generate their own ideas that pertain to each goal.

The Alliance participated in the DDA Budget exercise.

Moeller called the Alliance back to order, ending the exercise by saying any further ideas can be sent to Van Driel later.

DDA Budget Topics & Responses:

- Direct marketing collaborations with downtown businesses
 - Already doing:
 - Community engagement reception with DGRI/CAA/EX GR
 - Valent-ICE
 - Tuesday's on the Town campaign
 - Ideas:

- “Work downtown” employment opportunity
 - GR downtown maps
 - Utilize the DASH
 - Public transportation analysis given current parking challenges
- Create a performing arts district within downtown
 - Already doing:
 - Arts hot spot and walking tour
 - Ideas:
 - Last minute ticket kiosk for performances at downtown venues (key locations visible)
 - More use of Ladies Literacy Club on Sheldon for performance
 - Use of theater space at Masonic Temple – explore possibilities
 - Bring back the DAAC – put it in the Harris Building; the DAAC’s former space is still empty
 - More visibility of upcoming events/shows of arts organizations
- DGRl educational series programming
 - Already doing:
 - Speaker series
 - GR Forward lunch & learns
 - Event management program
 - Jr Ambassador programming
 - Ideas:
 - Volunteer program
 - Events training 2.0 and next steps
 - Health & wellness educational series in partnerships with health providers
 - Mixed taste programming (mcadenver.org/mixedtaste2016)
- Develop pedestrian-focused encouragement programs
 - Already doing:
 - Pop-up performers
 - Holiday décor
 - Open street events
 - Snow Days & Valent-ICE walking tours
 - Workforce wellness program
 - Wayfinding signage
 - Ideas:
 - Live murals
 - Bicycle and pedestrian safety education

- Downtown lighting
 - Lighting for non-holiday purposes
 - Remember Riverwalk
 - Busking sound amp ordinance
 - Downtown walking paths (1 mile, 2 miles, etc.)
- Ammenitize river for regional draw
 - Already doing:
 - Movies in the Park
 - Ideas:
 - Urban recreation classes: camera clubs, fishing, kayaking, archery, story hours, drum circles, etc.
 - Trail signage
 - Greening bridges
 - Partner with parks department for canoe river tours
 - Recognize and tell the story of the history of river and invite diverse voices to have ownership in the process
 - Picnic tables along river with pop up cafes
 - Create a “standing wave” to bring surfing to downtown
 - Trails and signage
 - Riverwalk
 - Expand access – days/months
 - Boardwalk – cafes, pop up food stands, ice cream/snow cones, etc.
- Expand youth programming
 - Already doing:
 - Jr. Ambassador Program
 - Ideas:
 - Touch a truck event
 - Kidical mass event
 - Teenagers? Teens & tweens
 - “Kinder music” events
 - Kids cooking program
 - Healthy kids programming
 - Consider teen nights at high schools for engagement and fun activities
 - Kid-driven pop up businesses
 - Skate/skateboard lessons
 - Play spaces within green spaces downtown (games, swings, picnic tables)
- Expand marketing efforts to promote downtown living

- Already doing:
 - Downtown Resident Network Events
 - Tuesday's on the Town
- Ideas:
 - Incentive for affordable housing development
 - Tell stories of folk who live downtown, profiles
 - Educate people so they feel it applies to them or that it is even an option
 - the marketing makes it feel like you can't afford it
 - Share city events calendar
 - DGRI newsletter
 - DASH marketing
 - Promo video of downtown living
- Promote zero waste infrastructure and services downtown
 - Already doing:
 - Part of events management program
 - Ideas:
 - Marketing with city services
 - SORT station, promotion and pending (tri-bin collections in public realm)
 - Murals on garage trucks to promote recycle and composting; contact Carrie at Barfly to learn more about reducing waste
- Employ a targeted marketing strategy to attract anchor retail
 - Already doing:
 - Ideas:
 - More major company HQ downtown
 - I'd love to see an upscale thrifting boutique on division; the demographic really responds to it well whether you are a starving artist or well off – all people thrift
 - I think we could find a way to get really good eatery or coffee shop on division that stays – it would help bring more retail
- Design and program public spaces to accommodate winter themed activities, events, games, etc.
 - Already doing:
 - SnowDays
 - Light Up Downtown
 - Movies Not in the Park
 - Rosa Parks Circle ice skating
 - Holiday décor

- Holiday lights in business windows
- Ideas:
 - Pop up performers
 - Winter fitness classes
 - Snow shoe demonstrations
 - Human bowling
 - Ice games
 - Human curling
 - Warming huts
 - Heartside ice rink
 - Professional skating performances
 - Winter food truck promotions
 - Perk programming grants
- Create a more welcoming and inclusive downtown
 - Already doing:
 - Women + City Building event
 - Events training criteria
 - Black history month promotions
 - Ideas:
 - Buy ads or market with urban radio stations, publication, or other media outlets
 - Host diverse programming more often so the community doesn't have to wait for the Hispanic Festival for Spanish food or celebration
 - Collaborate with existing welcome centers to highlight diverse experiences; ex: photos, videos, people of color at GoSite
 - Senior citizen focused programming
 - PRIDE week promotion
 - Hispanic heritage month promotion
 - Teen programming
 - Cultural event grants
 - Wheelchair accessibility
 - Volunteer program
 - Expand ride the rapid for free programs, like we do for MITP
 - Welcome center or visitor info center – not GoSite but permanent welcome center location
 - Need to target/increase event advertising in the suburbs to overcome negative perceptions
 - Incorporate media partner representatives into Alliances
 - Hosting of diverse festivals during summer

- People of color want to participate in more than food, flags, and festivals; create more opportunity to be part of the civic engagement; talk about relevant topics
- Enhance public parks and open spaces with design, programming, etc.
 - Already doing:
 - City Seat
 - Public games
 - More murals and public artwork
 - Relax at Rosa
 - Free outdoor fitness classes
 - Ideas:
 - Skate park is a must, murals of course
 - Play parklets (skateboarding, swings, etc.)
 - Public space activation grant program
 - Mediation/mindfulness training
 - Downtown lighting
 - Street games: basketball, hockey, soccer
 - Movable play equipment
 - Pop up dog park
 - Domino and chess playground
 - Kick boxing, Kanga, hip hop, karate, jazzercise
 - Dance lessons: hip hop, salsa, swing, line, ballroom
 - Greening bridges and alleyways
 - Food truck programming at Calder
 - Outdoor fitness equipment
- Designate street “typologies” to guide investment decisions and policies

8. DGRI Staff Update –

Van Driel said the DDA approved the use of an LED screen through Live Nation at Movies in the Park this year. Van Driel explained that because DGRI will no longer be using the blow up screen movies can play earlier, making it possible to show two (2) movies per night. Van Driel continued, the first movie can be kid friendly and the second film can be a bit more adult focused. Van Driel said vendor agreements are currently out for Movies in the Park, Relax at Rosa, and the Rollin’ Out Food Truck event; if members know anyone interested, please contact her directly to fill out a form.

9. AFV Members Update –

Cynthia Hagedorn announced the live mannequin event on March 25th – Downtown Live. Hagedorn explained the event will be broken down into three (3) segments: downtown selfie spots

in various locations, downtown mannequins in retail storefronts, and live music throughout downtown. Hagedorn said the entire event is free; Hagedorn is looking for any interested retailers to host mannequins or vacant storefronts for selfie spots. Pegman asked how members can help promote the event. Hagedorn said getting organizations to participate and host a mannequin is key, and sharing marketing and promotion within their network via social media. Van Driel will send out all media information for this event to the group. Roehm said LaughFest starts three (3) weeks from tomorrow, March 9th-19th. Roehm said LaughFest central will open on Monday, adding the full event schedule is online and tickets are on sale now. Roehm said a new component this year includes LaughFest working with DGRI on diversity and mobility issues, concentrating efforts on how to get around downtown.

10. Public Comment –
None
11. Next Meeting-
March 15, 2017
12. Adjournment-
Moeller adjourned at 12:28pm

Minutes taken by:
Jennifer Kovalcik
Administrative Assistant
Downtown Grand Rapids Inc.