

AGENDA



DOWNTOWN NEIGHBOR NETWORK

Advisory

Members:

Amy Skentzos • Christopher Billmeier • Daniel Drent • Drew Terwee • Eddie Tadlock • Jane Reynolds • Kathy Steindler • Kelli Jo Peltier • Latesha Lipscomb • Laurie Craft • Mark Tangen • Michael Dorney • Myric Harris • Rose Martinez White • Wilma Banks •

March 5, 2020

11:30pm- 1:00pm

29 Pearl Street, Downtown Grand Rapids Inc.

- | | | |
|-----|---|------------------|
| 1. | Call to order/ introductions | Kelli Jo Peltier |
| 2. | Approval of minutes | Kelli Jo Peltier |
| 3. | Portland Loo Update | Melvin Eledge |
| 4. | Public Space Activation Update | Kim VanDriel |
| 5. | Canal Park | Mark Miller |
| 6. | DNN Engagement <ul style="list-style-type: none">• Grand Rapids Neighborhood Summit 3/7• MSU Extension Citizen Planner Course April/May 2020 | Annamarie Buller |
| 7. | Goal 2 Alliance Funding Updates <ul style="list-style-type: none">• Mental Health First Aid• Heartside Gleaning Initiative• Heartside Historic Walking Tours• Pekich Park Gardening• YMCA Veggie Van- paused until summer | Annamarie Buller |
| 8. | 6 th Annual Mix, Mingle and Share with your Downtown Neighbors, May 13, 2020 | Annamarie Buller |
| 9. | FY 2020 budget review and 2021 budget priority planning | Kelli Jo Peltier |
| 10. | Goal 2 Alliance and DNN Advisory group budget meeting on April 2, 2020 | Annamarie Buller |
| 11. | Advisory member discussion | |
| 12. | Public comment | |
| 13. | Adjournment | |

The DNN exists to foster a community of downtown neighbors that are connected, informed and empowered to improve downtown living.





Downtown Neighbor Network February 6, 2020

1. Call to order:
Ms. Buller called the meeting to order at 11:41 am
2. Members Present: Amy Skentzos, Kellie Jo Peltier, Christopher Billmeier, Daniel Drent, Drew Terwee, Latesha Lipscomb, Rose Martinez White, and Wilma Banks.

Members Absent: Eddie Tadlock, Jane Reynolds, Kathy Steindler, Laurie Craft, Mark Tangen, Michael Dorney, and Myric Harris.

Others Present: Annamarie Buller, Melvin Eledge, Marion Bonneaux and Mandy McDaniel (DGRI Staff)
3. Introductions:
The group was asked which intersection Downtown Grand Rapids is the worst for them to cross and why. Ms. Peltier stated Campau and Monroe is the worst for her because of the new crosswalk. Ms. Lipscomb stated Division and Cherry because there is so much action, including panhandling, loitering, and traffic. Mr. Drent stated there are a few bad intersections in the heart side neighborhood but Wealthy and Division is the worst and he was almost hit twice last week. Mr. Terwee stated Monroe Center and Ionia because many people travel the wrong way down the road or turn the wrong way down the road. He also mentioned after a big event the streetlight light at that intersection switches to blinking yellow, causing nonstop traffic making it difficult to cross. Ms. Peltier agreed by mentioning she too had the same issue last week and how difficult it was for her to cross the street. Ms. Skentzos stated Monroe and Division is the worst because vehicles turn right on red and you have to be sure to make eye contact with the drivers. Mr. Billmeier stated Library and Division because of the construction and many vehicles don't realize you are not allowed to turn left on Division. Ms. Banks stated it is difficult for her to walk across the street at Cherry and Division because there are so many people congregating there. Ms. Martinez stated that she agreed with Ms. Peltier, that the Monroe and Campau is a scary intersection to cross. She also mentioned near River House, there are people who don't even use the crosswalk. Mr. Billmeier stated when he is in that same

area, he is nervous he is going to get rear-ended because of pedestrians not using the crosswalk and stopping traffic.

4. Approval of Minutes: January 2020
Latesha Lipscomb, supported by Daniel Drew, motioned to approve January 05, 2020 Meeting Minutes as presented. None opposed. Motion passed.

5. Downtown Wayfinding Program RFP
Mr. Eledge introduced himself as the Operations Manager at Downtown Grand Inc. He is responsible for maintenance and upkeep of Downtown and mostly works with the Downtown Improvement District (DID). Mr. Eledge gave the board members a quick overview regarding the Downtown Wayfinding Request for Proposal (RFP). He stated that the current wayfinding system (green and blue signs on black bases with old names and inaccurate direction) is 20 years old and needs improvement. We are looking for a better-quality public interface to be more helpful to visitors. The RFP is a way to update the system and continuously maintain it without the significant processes and costs. Unfortunately, the wayfinding system is not easy to replace and will be expensive. As an example, the cost to remove one sign is \$500.

The 4 goals to accomplish through the RFP are to remove the existing wayfinding signs, evaluate the overall placement, design a comprehensive system that includes the Skywalk and make sure the wayfinding systems are connected. We really want to recommend a 21st wayfinding pilot in an area like the Van Andel Plaza. The location and timing are ideal since it will undergo construction soon. Launching an interactive wayfinding system there as a pilot would be a good way to receive feedback and see if and how people interact with it.

Many of the members suggested and would like to see a better wayfinding system for the skywalk such as informing residents of access points and implementing signage throughout the skywalk to help navigate to the nearby facilities and businesses. Mr. Eledge stated that the goal is to better inform people of the skywalk and the connections that it makes. Once it is decided who will be responsible to manage the project, then they will begin to investigate those details. They would like to begin forming the committee in one to three months.

Ms. Peltier stated that the Skywalk connects all the way to the Van Andel Arena, which is a great secret to know, then you don't have to travel through the crowds and congested traffic.

Ms. Buller encouraged members, if they were interested in being a part of that committee, to let her know. She stated that they will need Downtown representation and hoping some residents will sit in on the committee.

6. DNN Engagement

Ms. Buller stated that the DNN Leadership Course: Action Planning for Community Change held on 1/25 went very well. The class consisted of panel members from the city and had 3 different working groups to discuss their current projects. The projects that were proposed and worked on included Pedestrian Safety, Be Counted Be Heard, and Creston Native Plant Initiative. The class revolved around creating plans for resident projects. The groups received advice and information for the best way to work on their project.

Pedestrian Safety group learned about the City of Grand Rapids Campaign 'Heads Up GR'. The city recently became a Vision Zero City, we need to learn more about this international program. Mobile GR also has all crash data and could provide us with more context to how serious the issue is at specific issues Downtown.

Other suggested areas of improvements this summer include crosswalks at Ottawa and Fulton, Monroe and Campau, Devos Place, and Ottawa by the Courthouse. Staff will follow up with Josh Naramore of Mobile GR to find out more about these proposed improvements.

Ms. Buller stated that she will be looking at more data regarding where crashes are taking place, and if injuries or deaths have incurred. She will also compare other Vision Zero Cities and the best practices to make an impact. There is already a crosswalk dedication in this next year's budget which may be a good opportunity to kick-off a Downtown campaign and work on solutions together. Josh Naramore, Director of Mobile GR and Parking Services, has really advocated for a policy change downtown of no turn on red. More research and data is needed to begin crafting a downtown pedestrian safety plan and campaign.

Ms. Buller stated that we need to start by looking at the few intersections that are causing the greatest challenges. It is also about the education campaign as well. It is helpful that there is already a campaign established but we will have to make sure we receive funding for any marketing materials and the educational piece of the program.

Ms. Martinez stated that it's reassuring hearing other individuals have the same concerns that we do and some of those issues are already being addressed.

Mr. Drent stated it was a great opportunity to start thinking about a project that people are passionate about. It was also a positive way to receive feedback from several departments in the City.

Ms. Buller stated it was a great training and we will probably hold another class later in the year. Everyone was ambitious and maybe next time we can work on a more focused

project. Many groups realized that their project was compromised of smaller projects and plan to start small for a bigger impact.

Ms. Buller mentioned the MSU Planner Course and the information that was emailed to everyone. Members of the City staff, DGRI, and other local organizations will be participating. She asked if anyone from this group was interested in participating. The course begins April 13th from 6-9 pm recurring every Monday for 6 weeks. Upon completion you will receive a certificate. Ms. Lipscomb asked if childcare was provided and Ms. Buller answered that she will look into that option.

Ms. Buller encouraged members to check out World of Winter by February 17th. This next week's events include the Prismatica, Human Hungry Hungry Hippos, Snowga, Black History walking tour, and Valent Ice tours. For more information, visit www.worldofwintergr.com.

7. DNN Survey Results

Ms. Buller summarized the 2019 Downtown Resident Survey results. In total, there were 290 responses, and 12.59 minutes was the average time to complete 33 questions. The majority of those who participated in the survey have lived in the Downtown area 2 or less years and 86.55% are white or Caucasian. Residents have major concerns regarding the homelessness in the Downtown area. They would like to see improvements on parking, rent/housing expenses, and crime and safety. In addition, residents would like to see more pharmacies, grocery, and retail stores. Over 50% of the residents have never experienced the DASH. 72.67% get around town by driving. 75% of residents believe the greatest or positive aspect to living Downtown are the events. 57% do not know about the Downtown Neighbor Network. Ms. Buller mentioned there were a lot of comments that will not be shared for time sake purposes but if you would like to review the results to let her know.

Ms. Peltier commented, that the Goal 1 Alliance may be interested in these results especially those pertaining to the river. Ms. Buller agreed and would like to arrange a shorter presentation of the survey that is geared toward the different alliances. Ms. Martinez stated her appreciation of Grand Rapids being more diverse than surrounding cities. Moving back to Grand Rapids was a positive decision for her and her family.

Ms. Buller emphasized that we should continue to focus on welcoming people and informing them about Downtown Grand Rapids. We should also work on including more businesses and activities for minorities.

8. Advisory Member Discussion

None.

9. Next meeting March 5, 2019 11:30 - 1:00 pm
Ms. Buller stated we plan to discuss the budget and how to move forward on the remaining projects for the year.
10. Public Comment
None.
11. Adjournment
Ms. Buller adjourned the meeting at 1:32 pm.

Minutes taken by:
Mandy McDaniel
Administrative Assistant
Downtown Grand Rapids Inc.



Construction 2021
design summer 2020

CANAL PARK

EXISTING CONDITIONS



EXERCISE STATION +
BACKLESS FGP BENCH

2 CAROUSEL TABLES
(1 ACCESSIBLE)

INFO KIOSK + 2
3-SEAT BENCHES

3 CAROUSEL TABLES
(2 ACCESSIBLE)

2, 3-SEAT BENCHES



EXERCISE STATION

INFO KIOSK + 2
3-SEAT BENCHES



2, 4-SEAT TABLES

2, 4-SEAT BENCHES

EXERCISE STATION +
BACKLESS FGP BENCH

2 BENCHES AT
PLAYGROUND

2, 4-SEAT BENCHES

GUARD RAIL +
SLOPED LAWN

EX. LITTER RECEPTACLE

EX. BIKE RACK



could change out to meet the river guidelines - currently black to stainless steel.



LANDSCAPE FORMS - POE
(METALLIC SILVER)



ROOM & BOARD MOVEABLE ROCKING CHAIRS
W/MARKETING CAMPAIGN



LANDSCAPE FORMS - FGP
BACKED BENCH



LANDSCAPE FORMS - ROUND TABLE W/ (2) 21 CHAIRS
(OPTIONAL PEAK ALUMINUM UMBRELLA)

CANAL PARK

PREFERRED OPTION





Citizen Planner Program Kent County

A Land Use Training and Certificate Course for
Community Land Use Decision-Makers

Citizen Planner Kent County

Begins Monday,
April 13, 2020
6:00—9:00 PM

Classes held April 13, 20, 27,
May 4, 11, 18

MSU Extension, Kent County
775 Ball Ave., NE
Grand Rapids, MI 49503

Citizen Planner is a time-tested educational program proven to be comprehensive without being overwhelming. The program is delivered locally to provide a convenient way for busy community leaders to obtain the latest technical knowledge and the proficiency they need to perform their duties more effectively and responsibly.



Citizen Planner Classroom Sessions

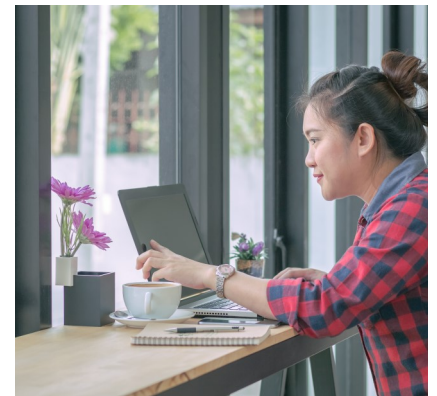
Citizen Planner instructors include MSU Faculty, MSU Extension educators, planners and attorneys. The classroom program consists of six sessions:

- **Understanding the Planning and Zoning Context** – Learn the legal sources and limitations of planning and zoning authority, and explore your understanding of ethical decision-making.
- **Planning for the Future of Your Community** – Recognize the function and importance of a master plan, know the process for developing one and its relationship to zoning.
- **Implementing the Plan with Zoning** – Discover the importance of zoning, learn how zoning is administered and gain confidence in your zoning reviews, including site plans.
- **Making Zoning Decisions** – Learn how to adopt and amend a zoning ordinance, understand the role of the zoning board of appeals and obtain skills in basic property development methods.
- **Using Innovative Planning and Zoning** – Strategize with placemaking and design-based solutions for local and regional success in the New Economy.
- **Successfully Fulfilling Your Role** – Strengthen your ethical decision-making skills, apply standards to your decision-making and know when to ask for help. Also Available: Citizen Planner Online



Contact

cplanner@msu.edu.
Visit <http://citizenplanner.msu.edu>.



Citizen Planner Program – Kent County



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Classes: April 13, 20, 27, May 4, 11, 18, 2020

Understanding the Planning and Zoning Context

Monday, April 13, 2020
6 p.m. – 9 p.m.

Planning for the Future or Your Community

Monday, April 20, 2020
6 p.m. – 9 p.m.

Implementing the Plan with Zoning

Monday, April 27, 2020
6 p.m. – 9 p.m.

Making Zoning Decisions

Monday, May 4, 2020
6 p.m. – 9 p.m.

Using Innovative Planning and Zoning

Monday, May 11, 2020
6 p.m. – 9 p.m.

Successfully Fulfilling Your Role

Monday, May 18, 2020
6 p.m. – 9 p.m.

Course Location

MSU Extension, Kent County
775 Ball Ave, NE
Grand Rapids, MI 49503

Local Contact

Mary Reilly
reillym8@msu.edu
231-889-4277

Course Fee

The course fee is \$295 per participant for the complete core program. Group discounts are available for four or more. The fee covers registration, course materials and refreshments. Participants that complete all seven sessions will receive a certificate of completion.

How to Register

Online registration is available at <https://events.anr.msu.edu/CPKent20>. Payment can be made by credit card, or check with an invoice generated at checkout. Group registration is also available online. The registration deadline is one week prior to the first class, April 6, 2020.

Cancellations after **April 6, 2020** will be charged a \$45 late cancellation fee.

Grants/Scholarships

A grant program, Risk Reduction Grant Program (RRGP), may be available from your community's liability insurance provider. Michigan Township Participating Plan offers to its municipal members one per community, which covers the complete registration cost for participation in the Michigan Citizen Planner Program. For more information, please visit us on the web at www.theparplan.com. For member governments of the Michigan Municipal Risk Management Authority (MMRMA), contact **Cara Kowal** at 800-243-1324 for more information regarding grants for education and training through the Risk Avoidance Program (RAP). For municipalities obtaining insurance through Nickel & Saph, Inc. Insurance Agency contact **Stephen R. Saph, Jr.** at 586-463-4573 or stephenjr@nickelsaph.com. Contact your local community liability risk insurance carrier to see if similar grants or scholarships are available.

Persons with Disabilities

Persons with disabilities may request accommodations by calling Mary Reilly two weeks prior to the event to ensure sufficient time to make arrangements. Requests made less than two weeks prior to the event will be met if possible.





Mental Health First Aid Training in Heartside 2020 Proposal

Mental Health First Aid equips the public to help persons with mental illness by recognizing signs and symptoms along with the resources to connect them to appropriate care. Lead by certified instructors from the West Michigan Mental Health Foundation, this educational program is offered internationally. Course participants learn about:

- Risk factors and warning signs of mental health concerns
- Information on depression, anxiety, trauma, psychosis and substance use
- Available evidence-based professional, peer and self-help resources

Success in 2019

In our first course hosted in 2019, we had 27 participants complete the course and “graduate.” The make-up of the class was unique and included residents, staff from local agencies, business owners, community police officers, DGRI Staff, and even a City Commissioner! When surveyed, 100% of 2019 participants rated the effectiveness of the speakers/presenters at today’s event as *Very* or *Extremely Effective*. In addition, 100% of 2019 participants *Agree* or *Strongly Agree* that they:

- *would attend a similar event in the future*
- *were satisfied with the event*
- *were able to participate in the conversation*
- *Staff were helpful*
- *Resident voices were essential*



2020 Training

- Seating is limited to 30 people with registration required. Participants are required to commit to and sign up for BOTH days of training as it is an 8 hour training.
- A two part training session. Doors at 8:00am, session from 8:30am-12pm.
- Coffee & light breakfast will be available.
- The training includes professional printed materials and take away.

Sponsorship: \$2,000

Mental Health Foundation (\$1,500)

Printing of Materials and Supplies: \$103

Manuals: \$665.00

2 Instructors: \$732.00

Event Costs (\$500)

Light Breakfast and Coffee: \$500

Lunch for “graduation” day: \$360

Donated by Dwelling Place

Community Training Space: \$200

2 Staff + 1 Volunteer: \$350

Printing & Mailing Costs: \$40 (Donated)

Learn More:

Stigma is the number one reason people with a mental illness do not seek treatment. Often times, if they acknowledge they need help, they're not sure what their options are. Mental Health First Aid equips the public to help persons with mental illness by recognizing signs and symptoms along with the resources to connect them to appropriate care.

Mental Health First Aid is the help provided to a person developing a mental health problem or experiencing a crisis until professional treatment is received or the crisis resolves. Mental Health First Aid is a highly interactive 8-hour program taught to small groups. The Mental Health First Aid course is appropriate for anyone who wants to learn how to help an individual, youth or adults, who may be experiencing a mental health crisis or concern.

Course participants will learn about:

- Risk factors and warning signs of mental health concerns
- Information on depression, anxiety, trauma, psychosis and substance use
- Available evidence-based professional, peer, and self-help resources

The course will teach a 5-step action plan encompassing the skills, resources, and knowledge to assess the situation, implement appropriate interventions, and to help the individual in crisis connect with appropriate professional care. Also identify appropriate professional, social, and self-help resources available to help an individual with a mental health issue.

Mental Health First Aid does not teach people to be therapists, rather it teaches people how to assist someone who may be in the early stages of developing a mental health problem or in a mental health crisis.



Heartside Gleaning Proposal to Increase Access to Fresh Fruits and Vegetables in Downtown Grand Rapids

Heartside Gleaning's mission is to empower the Heartside community and surrounding neighborhoods to become healthier through increased access to healthy foods and nutrition education.

What we do

In the past 5 years we collected and redistributed almost 130,000 pounds of fresh, healthy, local food to underserved communities in Grand Rapids, mostly in the downtown Heartside and Westside neighborhoods.

Every Saturday from June - October a group of 6-12 volunteers travels to the Fulton Street Farmers Market (FSFM) and collects unsold produce donated by the farmers at the end of the market day. In 2019, thanks in large part to DGRI's support, we had our most successful year ever, distributing over **24,000 pounds** of produce in Grand Rapids. We were able to increase our Good Food Box distribution and hope to double the number of recipients to 50 households this year.

After collection the produce is distributed in the following manner:

1. On Division Avenue South to anyone who comes to our distribution location (in 2019 we moved this to Pekich Park).
2. In Heartside, to God's Kitchen and Degage Ministries for use in their meal programs and to the food pantries at Spectrum Health Community Medicine Clinic.
3. To partner food pantries, including, The Other Way Ministries, and United Church Outreach Ministry.
4. In Good Food Boxes to Downtown residents with decreased mobility.

Focus Areas

We strive to continue our marketing outreach to downtown residents about the easy access to free, fresh produce as well as reach and distribute it to those with limited transportation and/or mobility. Last year, with your help, we made inroads and more people are aware of Heartside Gleaning and where they can access fresh produce. However, we still need to expand our outreach to more people, improve our education outreach to enhance produce usage and simply make access easier for more people.

We plan to achieve this through a robust street outreach and increased distribution agencies outlined below.

Good Food Box Proposal

Good Food Boxes of fresh produce will be packed and delivered to residents with increased barriers to fresh food access in five Downtown buildings, 4 Dwelling Place buildings and Ransom Towers.

- Deliver Good Food Boxes every other week to 50 housing units (individuals or families) July 11 – October 17 for 15 weeks, i.e. each of 50 family units will receive a total of 7 boxes over 15 weeks on alternating weeks
- Information on the size of the family unit and the food preferences will be collected to provide food that will be eaten and not wasted
- Individual boxes or bags of fresh produce will be delivered to the housing unit in which the resident resides

Resources Needed

- Two dedicated Food Box volunteers every week for 15 weeks*
- Reusable Bags/Boxes to pack the produce in (100 – set of 2 for ea. household)
- Internal volunteers in the buildings to deliver the bags
- Marketing materials
- Cookbooks for each Box (50)

Street Distribution Proposal

The Saturday distribution will continue at Pekich Park as a central, easily accessible distribution location and to activate Pekich Park in a positive manner. We are working to introduce educational platforms into the distribution through taste tests and planned interactions with food recipients.

Resources Needed

- Dedicated repeat weekly volunteers for 20 weeks*
- Ambassador presence in Pekich Park for 1.5 hours during the Saturday distribution
- Shade tents provided by the ambassadors

*Volunteer incentives of \$10 gift cards to Bridge Street Market for every week of volunteering with a \$10 bonus for every 5th time will be provided.

Fresh Food Awareness Campaign Proposal

- We will use flyers to promote weekly distribution location information to all low-income housing units in Heartside. Flyers and community presentations will be utilized to promote Good Food Boxes in targeted housing units.

- We will distribute Heartside Gleaning logo shopping bags throughout Downtown Grand Rapids, at Neighborhood Association meetings and other local events.
- We will have a presence at DGRI sponsored events and other tabling events in Downtown to promote awareness of Heartside Gleaning and its free Saturday fresh food distribution.

Budget Proposal

Materials for Marketing and Tabling Events	\$250.00
Purchase and brand 100 Boxes for weekly Good Food Box Distribution	\$870.00
Incentives for 2 trained, dedicated Good Food Box volunteers every week for 15 weeks	\$360.00
Incentives for 7 dedicated repeat weekly volunteers for 20 weeks (Maximum)	\$1,200.00
50 Heartside Gleaning Cookbooks	\$250.00
Volunteer celebration event	\$150.00
	<u>\$3,080.00</u>



GOOD FOOD - CULTIVATING COMMUNITY

FREE FRESH PRODUCE

HEARTSIDE GLEANNING

IS BACK FOR THE SUMMER!

Every Saturday from June 13 - October 17

2:30 - 3:30 p.m.

Pekich Park

Corner of Cherry St. and S. Division Ave.

Check out <http://www.heartsidegleaning.org/> for more info.

HEARTSIDE GLEANING

Heartside Gleaning has designed the Good Food Box program for individuals that face additional barriers in accessing fresh food.



Our Good Food Boxes of hand selected, high-quality, fresh produce are delivered to recipients every other week at no cost.

For additional information email info@heartsidegleaning.org

FREE FRESH PRODUCE DELIVERY



Heartside Historic Walking Tours Summer 2020 Proposal

Heartside Historic Walking Tours will help to promote the history of one of Downtown Grand Rapids' most intact historic neighborhoods, engaging downtown employees, residents and community members. A FREE six week series of 45 minute walks through the Heartside Neighborhood of Grand Rapids. Participants will enjoy a unique tour each week, traversing the sidewalks while focusing on a theme, narrated by Caroline Cook.

Caroline Cook has created over 40 themed tours. Intriguing content, presented on the go. Caroline believes that the best way to experience Grand Rapids is by moving at street level, accompanied by a savvy guide who can share history, trivia and fun facts about the people and places you encounter along the way. What an incredible combination of exercise, entertainment, and education.

As noted in the Heartside Quality of Life Report, **"Sharing more positive stories, both internally and externally, has to be treated as a community priority in order to change perceptions, engage neighbors, and build stability in the neighborhood."** Stories are the foundation of narrative. Just as we recognized this significance during the Quality of Life process, we intend to continue educating individuals of an authentic, holistic narrative of Heartside.

Heartside Walking Wednesday Tour Series:

- The walks will depart from a central Heartside location at noon, beginning May 27 through August 5, 2020.
- No registration is necessary.
- The majority of the walks will stay in the Heartside Neighborhood, although some of them will extend north of Fulton into the Downtown neighborhood.
- Walkers who complete all six events, will be rewarded with a \$25 gift card to Studio Park/Celebration Cinema. We are aiming for 25 participants.

Commented [1]: Studio Park Cinema Courtyard

Commented [2]: May 27
June 10
June 24
July 8
July 22
August 5

Sponsorship \$1,500.00

Budget Breakdown:

- Tour Guide (Caroline Cook) \$500
- Promotions \$375
- Gift cards for participants \$625

Commented [3]: \$50 per tour/hour
\$200 fee for assisting in the development of the scripts

Dwelling Place Promotions:

- Facebook Event invitations and monthly posts
- Instagram monthly posts
- Coverage and invitations included in Dwelling Place newsletter
- Online Article
- Additional digital coverage: Eventbrite, ExperienceGR and Meet-upGR groups



Activation of Pekich Park Summer 2020 Proposal

Returning for a second summer, Dwelling Place's activation of Pekich Park will feature a series of positive neighborhood focused activities. A response to requests by neighbors and business owners, the events will explore community gardening, increase access to fresh food, and bring neighbors together while activating the park with positive creative gatherings.

During 2019 events, community partners were invited to distribute information or set up an information table. Events were highly visible with an A-frame sign, tents, tables, and music. Event goers were invited to enjoy refreshments, participate in community arts activities or take home wildflower seeds to plant in their own spaces. We plan to continue the experience of open and accessible engagement into 2020.



2020 Activation events will include:

- Weekly community gardening hours hosted by Dwelling Place in Pekich Park. A minimum of one staff and one intern will garden alongside residents and volunteers Wednesdays from 10am-12pm between May and September.
- Special Monthly events will include:
 - April - CleanSweep - Aquinas Students help with spring clean up, adding new soil and planting two new fruit trees.
 - June - Gardening Kick off Party, snacks and hospitality for neighbors.
 - July - Community Arts event to create garden specific art to be installed in the park.
 - August - Tour of Hidden Downtown Gardens - Tours depart from Pekich Park, and the park will be activated with art activities and a hospitality tent during the tour.
 - September - Pekich Park Garden Party, snacks and hospitality for neighbors, games and prizes.

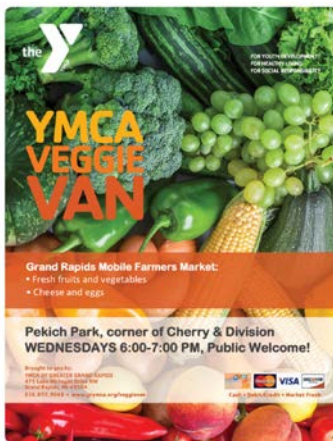
Events will benefit and engage neighbors already relaxing in the park, while welcoming visitors to the park. The garden tour was handicap accessible, but there is a one story grade change along the tour route. Participants are informed to be prepared to walk or roll roughly one mile round trip.

Sponsorship \$2,000

- Supply costs: Additional soil, 2 fruit trees, vegetables, herbs, garden implements, art supplies (\$2,000)
- Staff Support: Dwelling Place Staff and AmeriCorps (Minimum of \$1,500 - Donated)

Positive 2019 Outcomes:

- A number of neighbors, residents, and visitors have participated in community gardening activities – exact numbers are hard to track as community members often jump in to help, without formally "signing in". Notably, several park regulars have started sweeping cigarette butts during gardening hours and have continued clean up between gardening activities.
- Social media posts about the garden activities on the neighborhood Facebook page garnered positive responses from nearby building owners.
- Downtown Ambassadors installed new cigarette containers.
- 2019 park improvements include new soil, new perennial & seasonal annual plants, cigarette receptacles, and handpainted park signage.
- Fewer rats from initial visit in 2018.
- Response to park activities were positive.
- A local news outlet featured a Heartside Resident and staff member talking about the park events and garden activities!





Tour of Hidden Gardens

• First Fridays | August 2, 5:30 & 7:00, 2019 •

Downtown Neighbor Network Project and Budget Plan FY20

Staffing

[illegible]

Communications & Marketing

						Implementation Timeline												
Line Item Name	GR Forward Goal	Lead	Support	BUDGET	Spending Timing	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
DNN talking points/ Elevator speech/ Motto	2	Staff	DNN	Staff time	May													
DNN Promotional pieces (Newsletter, Palm Card, DNN Poster, Photography, Website welcome materials, buttons, volunteer t-shirts)	2	Staff	DNN	\$7,000.00	July	Ongoing												
DNN Table cloth and tent, palm card	2	Staff	DNN	\$1,125.00	July													
				\$7,000.00														

Events

						Implementation Timeline											
Line Item Name	GR Forward Goal	Lead	Support	BUDGET	Spending Timing	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Property Management Quarterly updates	2	Staff	DNN	\$1,000.00	October												
Real Estate bi-annual updates	2	Staff	DNN	\$300.00													
DNN Advisory lunch expenses	2	Staff	DNN	\$2,400.00	ongoing	Ongoing											
DNN Mix, Mingle and Share Signature event	2	Staff	DNN	\$6,000.00	May												
DNN Holiday Party Signature event	2	Staff	DNN	\$6,000.00	November												
Quarterly Focus Group/ Town Hall events	2	DNN	Staff	\$1,000.00	August/September												
DNN Previews and soft openings	2	Staff	DNN	\$2,500.00													
Engagement events (tabling at MOM, other events)	2	DNN	Staff	Staff time		Ongoing											
DNN Rummage Sale (test at Westside Streetfair)	2	Staff	DNN	\$500.00	September												
Belonging dinner with Project 1	2	Staff	DNN	\$500.00	na												
				\$20,200.00													

Advocacy

						Implementation Timeline											
Line Item Name	GR Forward Goal	Lead	Support	BUDGET	Spending Timing	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Downtown Resident Survey 2020 (Cover direct mail, limited door knocking, create report)	2	Staff	DNN	\$6,000.00	Fall/Winter- prior to Census 2020												
Support of Near Neighborhood Associations (National Night Out, Clean Up Events, Annual Membership)	2	Staff	DNN	\$5,000.00	Summer 2019/2020												
Downtown Resident Leadership Course (\$500 per person)	2	Staff	DNN	\$10,000.00	Nov/ Jan/ April												
				\$21,000.00													
Total				\$116,150.00													