

# Virtual Meeting Instruction

DOWNTOWN NEIGHBOR NETWORK ADVISORY



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 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](mailto:mmcdaniel@downtowngr.org).  
Thank you!

Best,  
Mandy



Mandy McDaniel  
Administrative Assistant  
Downtown Grand Rapids Inc.

29 Pearl NW, Suite 1  
Grand Rapids, MI 49503  
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# AGENDA



## DOWNTOWN NEIGHBOR NETWORK

### Advisory

#### Members:

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

November 5, 2020

11:30pm- 12:30pm

#### Micorosft Teams

- |    |                                      |                  |
|----|--------------------------------------|------------------|
| 1. | Call to order/ introductions         | Kelli Jo Peltier |
| 2. | Approval of minutes                  | Kelli Jo Peltier |
| 3. | DNN Updates                          |                  |
|    | • Homeless Outreach updates          | Annamarie Buller |
|    | • DNN Advisory Recruitment           | Kelli Jo Peltier |
|    | • DNN Website                        | Annamarie Buller |
|    | • Safer Streets Brainstorming        | Annamarie Buller |
|    | o DNN Book Club                      |                  |
|    | o Review Agenda for Action           |                  |
| 4. | Public comment                       |                  |
| 5. | Happy Hour tonight 4:30pm- cancelled |                  |
| 6. | Next meeting on December 3, 2020     |                  |
| 7. | Adjournment                          |                  |

#### December Agenda Items:

- o Honor DNN Committee members leaving/ Happy Holidays!
- o Homeless Outreach Team
- o DNN Advisory new additions elected
- o Downtown Wayfinding

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





## Downtown Neighbor Network Advisory

October 1, 2020

1. Call to order: Ms. Buller called the meeting to order at 11:33 am.
2. DNN Members Present: Christopher Billmeier, Daniel Drent, Eddie Tadlock, Jane Reynolds, Wilma Banks, Michael Dorney, Mark Tangen, Kathy Steindler, Kellie Jo Peltier, Laurie Craft, Rose Martinez White, and Latesha Lipscomb.

DNN Members Absent: Drew Terwee and Myric Harris.

Others Present: Arianna Skentzos, Annamarie Buller, Marion Bonneaux, Melvin Eledge, and Mandy McDaniel (DGRI Staff).

3. Approval of DNN Advisory Minutes – September 2020  
*Kathy Steindler, supported by Daniel Drent, motioned to approve September 03, 2020 Meeting Minutes. None opposed. Motion passed.*
4. HOT Update:  
Ms. Buller stated the City and DGRI are meeting regularly with the city's homelessness Work Group. The city hired Tammy Britton as the Homeless Outreach Coordinator and is charged with collaborating with the police, fire, housing, and mental health organizations throughout the community. A contract was approved by the City Commission with Network 180 to hire a social worker and substance abuse counselor. They have begun meeting with businesses and neighborhood associations to provide updates and problem solving around the homeless population. Unless it is an urgent matter, it is suggested to email [GRHot@grcity.us](mailto:GRHot@grcity.us) for complaints/concerns.
5. Draft DNN Application and Recruitment Process  
Ms. Peltier stated we are hoping to get the DNN Application and Recruitment Process approved with any necessary changes, so the application will be live this month to begin our recruitment process. A presentation was shared with the group to review the

recruitment process. Ms. Buller stated she has not received any suggested changes since last month's meeting but would like to know if members would like the staff/chair to recruit members or have the advisory decide.

Ms. Peltier recommends herself and staff review applications, then present potential members that meet the requirements to the group. Ms. Steindler stated she did not want to give the perception that this is an exclusive group or closed group. Ms. Craft suggested a nominating committee to work with staff. Ms. Buller stated she would be willing to take a volunteer or two to review the applications in November. Daniel Drent, Keli Jo Peltier, and Eddie Tadlock volunteered to serve on the committee.

a. Consider volunteering for Vice Chair Role, election in December

Ms. Peltier stated we are looking for someone to fill the vice chair role. In addition, a recruitment process was created stating the terms are for two years, up to two terms. Included in the presentation were responsibilities for the vice chair role. If there are any recommendations contact M. Buller or Ms. Peltier.

Ms. Craft stated it may not be a conversation for today, but should we consider terms? She worries that many people may step down at the same time, leaving a shortage of institutional history. The nominating committee will discuss terms when reviewing applicants in November.

b. Consider staying on the DNN Advisory for 2021 or last meeting this December.

Ms. Peltier stated please let us know by November for recruitment purposes.

c. Advisory member changes (Drew Terwee, Amy Skentzos)

Ms. Buller stated Ms. Banks, Mr. Dorney, Mr. Terwee, Ms. Reynolds, and Ms. Amy Skentzos will have their last meeting in December of 2020. For future members we need to target all demographics and those from major downtown properties. Including a Monroe North resident, student resident, and residents from various properties such as 234 Market and Studio Park.

If you know of anyone who may be interested in joining the advisory, here is the link to the 10-question application. <https://www.surveymonkey.com/r/8YMTFVY>

6. DNN Website RFQ

Ms. Buller stated last month a Request for Qualifications (RFQ) was released, in return 12 firms answered the call. We are hoping to select a firm in October. We have two

phases of our website project, which will be launched just after the new year and a more robust site by spring 2021. We would like to form a committee to help steer the web design process. Rose Martinez-White, Kelli Jo Peltier, Daniel Drent, Eddie Tadlock, and Chris Billmeier volunteered.

7. Safer Streets Update

Ms. Buller stated we have spoken about pedestrian safety and making our streets safer for years. Ms. Buller gave a brief background as to why the DNN Advisory cares about this topic. Pedestrian Safety and Downtown Marketing were the key issues the DNN prioritized this year. We need to set an Agenda for Action around safer downtown streets which will help us prioritize our energy on the projects residents most want to see happen, such as Michigan and Bridge crosswalks. Ms. Buller gave some examples of what the advisory group could work on, which includes Enhanced Pedestrian campaign, an art installation to educate the public, consider no turn on red policy, road diets, etc. Members were asked what their top priorities are for the year ahead.

Ms. Peltier stated her neighbors are upset about the motorcycles. The City will be releasing drones to get a better idea of the motorcycle activity. Mr. Dorney stated the worst streets to cross are Fulton, Monroe (by the Bob) and Michigan. Ms. Peltier and Mr. Drent agreed they like the idea of the no turn on red policy. Mr. Drent suggested educating drivers as a primary focus. He recommends more campaigning as well since there is little to no advertising. Another suggestion is to check with the SOS to ask what questions are asked pertaining to pedestrian safety and right away. Ms. Craft recommends policy change, signage ordinance, road diets, and implementing a safety messages on crosswalks. Ms. Martinez-White recommends no turn on red campaign, distracted drivers, and worst streets.

Mr. Tadlock stated the city needs to upgrade current infrastructure that enhances safe streets (paint crosswalks, enhance street lighting, etc.). Currently the city is 9 months behind in taking care of the basics. There are over 2 dozen cross walks downtown that need painting and potholes filled. He has reported them all to 311 over the summer and nothing has improved.

8. Happy Hour at Uccello's 4:30 pm

Ms. Buller stated we will reschedule the Happy hour because of the wet, rainy weather.

9. Member Discussion

Mr. Tadlock asked for an update on the summary of all the street audits that were completed over the summer. Mr. Eledge stated he will send an email update.

Ms. Buller stated the Division united event is tomorrow at the corner of Logan and Division, which is an event focused on pedestrian safety, public access, and walkability. Ms. Buller will email members with more information.

10. Public Comment

None

11. Next Meeting Dates: November 05, 2020 11:30 pm

12. Adjournment

Ms. Buller adjourned the meeting at 12:46 pm.

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

**DNN Advisory applicants:** DNN application will close at noon on November 5.

1. Arianna Skentzos, McKay Tower
2. Celeste McDonald, Riverhouse
3. Hal Froot, Plaza Tower
4. Jim Talen, Waters Tower Condos/ Heritage Hill
5. Jonathan Shotwell, 38 Commerce
6. Neil Sly, 820 Monroe/ Monroe North/ Belknap Lookout
7. Scott Scholten, 600 Monroe/ Monroe North/ Belknap Lookout
8. Tika McCoy, The Boardwalk/ Monroe North/ Belknap Lookout

DNN Advisory Renewing for 2021:

- Daniel Drent, Herkimer Apartments
- Eddie Tadlock, Fitzgerald
- Kathy Steindler, City View Condominiums, 60 Monroe Center
- Kelli Jo Peltier, Plaza Towers
- Latesha Lipscomb, Division Avenue Park Place
- Laurie Craft, Riverhouse
- Mark Tagen, The Lofts
- Myric Harris, Waters Building Apartments
- Christopher Billmeier, Fitzgerald
- Rose Martinez-White, Union Square

Also applied but disqualified:

Kristin Kopec, Boardwalk (can't make meetings unless meeting time changes)

Doreen Timmer (not currently living Downtown, former Fergeson Resident)

# **DOWNTOWN NEIGHBOR NETWORK**

Website Design and Development Proposal

*well*



## EXECUTIVE SUMMARY

There are few studios in town that have the experience of organizing and engaging neighbors like Well Design Studio. Our team has partners who have sat on neighborhood associations for a decade, and we recognize the beauty and power of bringing neighbors together to chart a vision for their piece of the larger community. However, we also understand that many of our neighborhoods fail to utilize technology to support their organizations and objectives. We are excited to potentially partner with the Downtown Neighbor Network to build a tool that allows Downtown residents to organize, socialize, and simply learn more about the place they call home.

In reviewing the specifications for this website, it is clear that this website build is relatively straightforward in functionality. Any firm that submits a proposal will likely be able to achieve those functionality goals. However, we are excited to help make this tool more than functional, but also beautiful, immersive, and inclusive. We know our downtown is diverse, so the user experience must reflect that diversity not only through photography and video, but also in the language, the accessibility, the searchability, and the intuitiveness of the site itself.

We believe our experience of working with neighbors, our award-winning designers, and our diverse team, will enable us to create an experience for the neighbors you are hoping to attract, retain and engage. Thank you for the opportunity to submit this proposal, and we look forward to the possibility of helping our neighbors on this project.

Josh Leffingwell and Tyler Doornbos  
Partners, Well Design Studio



# Business Organization

## *Well Design Studio*

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Josh Leffingwell, LLC

D.B.A. Well Design Studio

Well Design Studio is a Michigan

S-Corporation.

E.I.N.: 47-2945233

605 Livingston Ave. NE

Grand Rapids, MI 49503

[www.welldesignstudio.com](http://www.welldesignstudio.com)

616-901-6283

### AWARDS

Gold ADDY - 2018

Integrated Consumer Campaign

Silver ADDY - 2016

2016 - Integrated Advertising

2018 - Integrated Brand Identity

APA, MI - 2015

Planning Excellence Award for  
Grassroots Initiative

Well Design Studio is a community-centered design studio with a focus on serving the needs of nonprofits and municipalities. Started in 2015, the studio uses an interdisciplinary approach to creating award-winning designs with a diverse team of graphic and interactive designers, developers, copywriters and marketing strategists with fluency in Spanish and Bosnian. The studio's approach is to provide high-quality design and communications by truly understanding your constituents and helping to elevate their voice and ensure your brand walks alongside them.

Founded by partners Josh Leffingwell and Tyler Doornbos and lead designer Amar Džomba, Well has been active in the West Michigan community, serving in appointed and board positions for nearly a decade.

Well has been able to create this connection with clients including Kids Food Basket, Outdoor Discovery Center, Grand Rapids Public Schools, Holland Public Schools, Kellogg Foundation, Roosevelt Park Neighborhood Association, Downtown Wayland, City of Holland and many others.

### PROJECT LEAD

Josh Leffingwell

616-901-6283

[josh@welldesignstudio.com](mailto:josh@welldesignstudio.com)

### ACCOUNTS PAYABLE

Josh Leffingwell

616-901-6283

[josh@welldesignstudio.com](mailto:josh@welldesignstudio.com)

# THE OPPORTUNITY

Downtown is more than just a collection of businesses and business districts -- it's also home to thousands of residents. Some of those residents consider themselves Heartsiders, Westsiders, Northsiders, Downtown Dwellers, but a goal of the Downtown Neighbor Network is to bring these diverse residents together to learn about the area, hear about events, to advocate for change, and to facilitate the communications of neighbors and DGRI.

This is more than a brochure for residents, it's a communications hub for those who live or want to live in downtown.

# THE SOLUTIONS

## BRING NEIGHBORS TOGETHER

We see the idea of bringing neighbors together as two-fold; firstly, we need to help folks find the site so that they can be a part of this network; and secondly, we need to bring this diverse group of people together through events, organizing and ongoing communication.

Helping neighbors or potential neighbors to find the site happens both through SEO, where we will use best-in-class tools for pushing your SEO efforts forward and tracking those efforts, but also tools that help your organization organize. Through integrations with your email systems, your Facebook, and your other communications tools, we can help you promote this site. We see the website as a communications hub, and because of that we will use the website to help support all of your other outreach efforts, whether that is through getting more emails from neighbors or getting more residents to join your Facebook group.

## GET NEIGHBORS EXCITED ABOUT BEING NEIGHBORS

While the Downtown Neighbor Network already has a fun logo, we will work with our award-winning designers to help build the brand through the website. If we think of your brand as how people think of your organization, we need to build your website to match how you want to be thought of.

We will accomplish this through interviews with your residents and staff to understand their vision for the network. These interviews will help us to build the website so that the style, functionality, and the overall tone of the website matches and enhances the brand of the network.

## BUILD TOOLS THAT HELP NEIGHBORS

While the look and feel of the site is important, it can be easy to get caught up in branding and forget the real key is understanding how people want to use it. Through our initial interviews with residents and staff, we'll define use cases and build tools that residents are actually interested in using.

From the RFQ, it is clear that there are some predefined key functions that are necessary for this project.

**E V E N T S** — We will make it easy for your users to both find events on the website and register for events through Eventbrite and Facebook.

**BUILD THE CONTACT LIST AND INCREASE COMMUNICATION** — The site will integrate with both Mailchimp and the contact database used by DGRI. The site will have a focus on aggregating contacts, both phone numbers and emails. We can gather them both through event registration and by acquiring emails when new users join the network.

**NETWORKING AND SOCIAL TOOLS** — We believe the best place for resident engagement around various topics remains your DNN Facebook Group. Unfortunately, because the DNN Facebook Group is private, we will not be able to bring the engagement happening on the Facebook Group to the website. Rather, we'll be forced to link people to the group page. While it's not ideal, it is a common and workable solution. We would encourage you to add the Facebook Group links to the top-level navigation on the site and to create a landing page that shows neighbors the benefits of joining and using the group.

**ANALYTICS** — The website will include Google Analytics. This is a free and powerful tool that can help you understand not only the number of page views, but also interactions, how people are using the site, how they found the site, and much more.

## **TWO USERS TYPES - INTERNAL AND EXTERNAL**

Your site will have two types of users - internal and external. While many firms focus solely on developing a website that is easy to use for external users — those visiting the site — they often forget to develop a site that is easy to use for internal users, the ones managing and keeping the site up to date. Because our team works almost exclusively with non-profits, we understand the need to build a tool that both internal users and well as external users find friendly and easy to use. A site that is lovely but can't be managed easily by your team will fall into disrepair and disuse quickly.

**EXTERNAL** — Your users are going to have a variety of needs: learning about events, getting tips for living downtown, advocating for changes or improvements, engaging with other neighbors and more. With these distinct needs, your external users need to be able to navigate the site simply to find what they are looking for, as well as being introduced to useful tools and content that they didn't even know they needed. We will work with residents and staff in discovery to understand all of the distinct users to develop an information architecture that will organize your content and engage users while allowing for user discovery of new tools and features.

**INTERNAL** — We recognize that your team is not stacked with web developers, so we know that the site's updates will need to be done internally and with ease. We will build your site using Wordpress, the world's most-used content management system, and will use a page building tool with templates to make building new profiles and pages quick and easy. We will also offer training sessions and documentation for staff to ensure you all feel confident in using the site moving forward.

## **A UNIFIED AND ACCESIBLE TOOL FOR ALL NEIGHBORS**

Building a tool that is meant to build a sense of community meanshas building specifically for that community. Our process is focused on creating with intention, specifically in ensuring that all users can employ this website equitably. To that end, we will plan on including the following in our build:

**ACCESSIBILITY** — Well will build the site so that it is easy for people of varying ability. This means we will test for ability to use screen readers, We will use alt-tags on photography, and ensure contrast is high for users with visual impairments.

**LANGUAGE CONSIDERATIONS** — Downtown is diverse, and this website should acknowledge the predominant languages spoken by its residents. We will write all of your static pages in both English and Spanish, utilizing our bilingual copywriting team, and build in language tools to translate dynamic page content.



## Project Staffing & Partner Overview

### PROJECT LEAD



**JOSH LEFFINGWELL**  
PARTNER

Josh Leffingwell is a Partner who has previously served as Communications Director of the West Michigan Environmental Action Council.

Before Well, Josh ran a digital marketing studio with clients including Biggby Coffee and the University of Notre Dame.

Josh has certifications in Grant Writing from the Grantsmanship Center, Facilitation Design Certification from the AIGA, and training in

Human-Centered Design from Kendall College of Art and Design. He is serving on Grand Rapids Mayor Rosalynn Bliss' Millennial Advisory Board, and he has served as Co-Chair of the East Hills Council of Neighbors, member of the National Equity Project's REAL Center Cohort, and Vice Chair of the Vital Streets Oversight Commission.



**TYLER DOORNBOS**  
PARTNER &  
COPYWRITER

Tyler is a Partner, Interactive expert, and copywriter with over a decade in the industry, but his focus is truly on helping clients create solutions, wherever they are found. With an entrepreneurial mindset, Tyler challenges the Well Design team to judge everything they do on whether it solves the problem for the client.

He has experience in creating these solutions for clients in numerous sectors and has spent time working in the web departments of Grand Valley State University and Meijer, where he learned first-hand what large organizations need to

make their systems work. Tyler donates his time by coaching and assisting aspiring entrepreneurs of color through SpringGR, as well as coaching youth soccer through the Grand Rapids Parks and Recreation Department.

Tyler helps Well clients as a copywriter, developer, and strategist for our web, email and advertising departments.

### CREATIVE DIRECTOR



**AMAR DŽOMBA**  
PARTNER &  
LEAD DESIGNER

Amar Džomba is a Partner and Designer with skills in video, motion graphics, publication design, user interface design and branding. As a refugee from Bosnia, Amar's experience in the United States has helped shape his goals and set him on a community-oriented design path. Amar's award-winning work has built the profiles of organizations such as the GR Champs Soccer League, the DisArt festival, West Michigan Environmental

Council, Whole Foods, and the DAL School Milk Project in Sudan.

For Well, he focuses on graphic design and helping clients tell their stories.

## Project Staffing



**JOE NAGELKIRK**  
DEVELOPER



**RAUL ALVAREZ**  
STRATEGIST



**SAM CORNWELL**  
DESIGNER



**AMANDA TOALA**  
COPYWRITER



**DANI KERLEY**  
DESIGNER



**COLLEEN BRUCE**  
DESIGNER



**ALEX ZURIATIS**  
DEVELOPER

## DIVERSITY STATEMENT

Well was started with the mission of helping organizations achieve their goals through design and communications. In West Michigan, that means working for predominantly white organizational leaders who are serving mainly black and latinx constituents. While this is unfortunate, we realized that if we want to communicate with these constituencies, we need to have a diverse team and diverse partnerships, as well as a team that is well versed in equity issues. As a small studio, growing diversity in our team is a slow process. However, we continue to find ways to integrate diversity into our design process.

Josh Leffingwell, founder, and partner at Well, was part of the first REAL Center Cohort in West Michigan put on by the National Equity Project, and was a part of that program for three years. He also participated in racial equity training from Erick Foster at Progress Strategies while at the West Michigan Environmental Action Council.

While we do not like throwing around numbers to showcase our diversity, our team includes individuals with backgrounds including Mexican Americans, Bosnian refugee, non-binary, and Panamanian. While their experience is more than where they or their families are from or how they identify, we are excited to hire people with diverse perspectives because it makes us better at what we do. The more diverse experiences we have on our team, the better suited we are to solve problems for our clients and the community.

The most significant part of our diversity comes through our partnerships. We understand that just because we have a latina on our team, we do not necessarily understand the latina experience. Nor should all latin@s trust someone with a similar skin tone or language. When our clients need research, we develop partnerships with organizations that have the confidence of the community they serve. Through our research, we have developed a process called Community-Centered Design that helps us understand the needs of constituents by partnering with community organizations and paying them to be a part of our research process. The constituents feel more confident in the process, the organizations can better integrate with their community, and we can get better research through this process. This is a process that we believe is unique to our team and was first used to help Challenge Scholars learn from families.

Lastly, as a communications team, we understand the importance of language in design. We also appreciate the respect that is gained through truly speaking the language of your constituents. That is why our studio is not interested in translation. Amanda, our copywriter, is a native Spanish language copywriter who write copy explicitly for Spanish speaking audiences, she also can write copy in Mandarin. While we have only done this in Spanish, we plan to expand this to Bosnian soon.

## BUDGET AND TIMELINE

PHASE	DELIVERABLES	EST. TIMELINE	EST. COST
WEBSITE PLANNING	DISCOVERY, INFORMATION ARCHITECTURE	2 WEEKS	\$3,750
WEBSITE DESIGN AND CONTENT DEVELOPMENT	AN INTERACTIVE PROTOTYPE OF THE SITE DESIGN AND BI-LINGUAL CONTENT DEVELOPMENT	4 WEEKS	\$7,500
WEBSITE DEVELOPMENT	COMPLETE WEBSITE DEVELOPMENT WITH ACCESSIBILITY FOCUS	3 WEEKS	\$5,000
<b>TOTAL</b>		<b>9 WEEKS</b>	<b>\$16,250</b>

FULL PROJECT COMPLETION BY FEBRUARY 1, 2021.

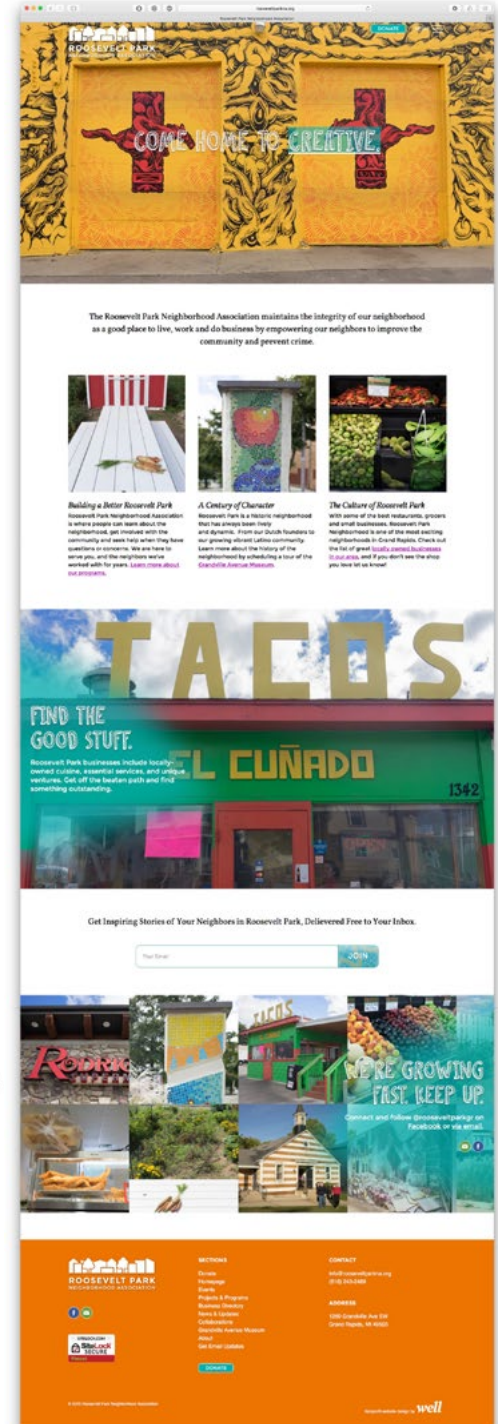
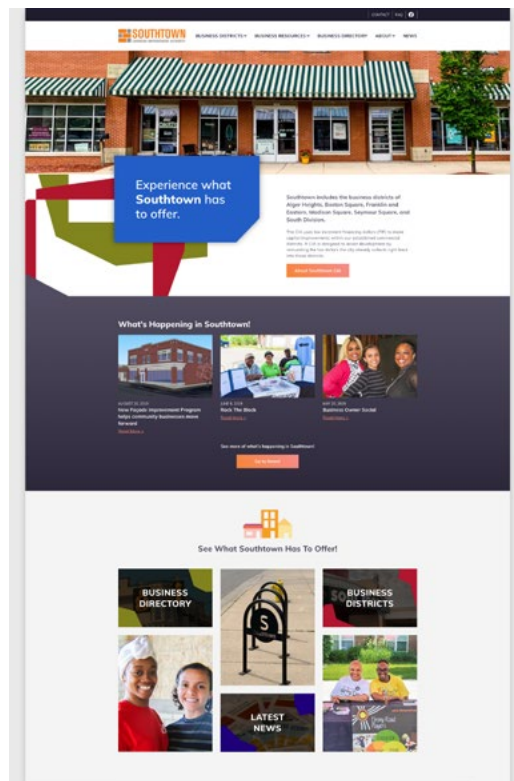


# WELL LOVES DESIGNING FOR OUR CITY'S NEIGHBORHOODS!

## SOUTHTOWN CIA

## ROOSEVELT PARK

### EAST HILLS



THESE ARE JUST A FEW OF OUR NEIGHBORHOOD BASED PROJECTS...  
JUST ASK FOR MORE EXAMPLES OF OUR WORK!