

# GRAND RIVER NETWORK

## Board Meeting Notes

November 30, 2022, 10:00 – 11:30 AM (Virtual)

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1. Call to Order – Chair Harris called the meeting to order at 3:07 PM

### Attendance

Members Present: Brian Harris, Kayem Dunn, Mark Washington, Bo Torres, Linda MacDonald, Traci Montgomery, Rick Winn, Chris Muller, Al Vanderberg

Members Absent: Megan Rydecki, Ron Yob, Sam Moore, Tom Welch

Others Present: Andy Guy, Rob Alcantar (Brand Robear), Marissa Ferrari (Springboard Communications)

2. Approve August 29, 2022 Meeting Minutes

*Motion: Dunn, supported by Muller, moved approval of the August 29, 2022 meeting minutes as presented. Motion carried unanimously.*

3. Confirm Record of September 15, 2022 Electronic Vote

*Motion: Winn, supported by Dunn, to confirm the results of the September 15, 2022 electronic vote affirming the appointment of two additional members to the Greenway Project Technical Advisory Committee. Motion carried unanimously.*

4. Finance Committee Charter & Chair

Guy overviewed the Finance Committee Charter included in the meeting packet. He thanked Kathy Blaha and members of the Governance Committee and the Development Committee for their support in developing the Charter.

He stated today's requested Board action is to adopt the Charter and appoint Linda MacDonald to the position of Committee Chair. If approved, staff will work with MacDonald to begin organizing the organization's basic finance matters (bank account, etc) and get the oversight committee started up.

Dunn noted the proposed Charter and Chair candidate come with the Governance Committee's recommendation.

*Motion: Dunn, supported by Winn, to adopt the Finance Committee charter and appoint Linda MacDonald to serve as Chair. Motion carried unanimously.*

5. Foundational Messaging & Organizational Name

Guy introduced Rob Alcantar and Marissa Ferrari, who for the past several months have worked with the Communications/Engagement Committee to develop Grand River Inc's brand identity.

Alcantar and Ferrari overviewed proposed Foundational Messaging, which is meant to convey – in accessible language – the organization's value proposition, key priorities, etc.

The language was developed through several points of engagement – a review of all past river organizing documents, individual conversations with local community members, two workshops, etc. The language also builds off the organization's work around mission, vision, values and intended impact statements.

The Foundational Messaging also informs the creative process of naming the organization.

Alcantar/Ferrari introduced the proposed name for the organization: the Grand River Network.

Torres thanked Alcantar/Ferrari for their work and stated the proposed Foundational Messaging and Organizational Naming idea comes with the recommendation of the Communications and Engagement Committee.

He stated he especially likes the word "Network" as it speaks to both the social/human network – individual, groups, etc – and the physical/environmental network – parks, trails, etc – that Grand River Inc aspires to build.

Manager Washington expressed support for the language and name. He inquired if Grand River Inc would need to refile all incorporating documents, or could it simply file a 'Doing Business As' to operate under the name 'Grand River Network.'

Guy stated he suspects a DBA would be sufficient but staff intends to work with Legal to appropriately adopt and use the moniker. Harris stated the process is pretty straightforward.

Administrator Vanderberg expressed support for the proposed name and said he believes it will resonate countywide.

Winn expressed support for the proposed name.

MacDonald expressed support and particularly likes the word "Network." She observed it can be both a noun and a verb and implies action. She inquired if staff had secured ownership of the name.

Guy stated staff is waiting for the outcome of today's meeting.

Vanderberg encouraged staff to register a trademark and move quickly to secure variant domains online.

*Motion: Winn, supported by Dunn, to adopt "Grand River Network" as the public-facing name of the organization. Motion carried unanimously.*

6. Staff Report

Guy provided a series of brief updates on select effort underway:

- Equity Framework. After several months of outreach and conversation, the project Advisory Committee has begun drafting the report and recommendations. Staff expects to have a final draft in January. The Board can expect a robust project update at the January/February meeting.
- Greenway Committee. The Committee had a productive kickoff meeting on October 26 and is scheduled to meet again December 7, when they'll discuss project potential investment criteria and start reviewing potential greenway projects. Staff aims to deliver an initial round of funding recommendations for Board consideration in Q1 2023.
- Kent County Funding. The County Board of Commissioners evaluated numerous projects for American Rescue Plan funding. The Board will vote Dec. 1 on a recommended funding package that includes significant funding (perhaps as much as \$10M) for Greenway capital projects. Guy thanked Vanderberg for his leadership of the process and recommended projects.
- Staff Capacity. Nearly 100 people responded to the Greenway Program Manager job posting. Staff conducted some degree of interviews with a dozen+ people and has shortlisted several candidates. The goal is to identify a preferred candidate, extend an offer and finalize the hire in December.

7. Board Member Discussion

Muller expressed appreciation for the naming process and encouraged staff, as they begin to think on and develop marketing materials, to consider creating visual assets that help communicate to the general public all that's going on along the river corridor, and who all is involved.

8. Adjournment

Harris adjourned the meeting at 11:28