Members Present: Jaye Van Lenten (Chair), Lenn Beardsley (Vice Chair), Teri Kelley (Secretary), Rosalyn Bliss, Dr. Lynn Happel, Stephanie Johnson

Members Absent: Betti Allen, Jason Spaulding

City Staff Present: Kara Wood

Others Present: Jen Asselin, Baird Hawkins, Rick Powell, Heather VanDyke-Titus, Joana Hively, Jessa Dutton, Mark Lewis, Rachel Lee

Legal Counsel: N/A

Copies To: Eric DeLong, Scott Buhrer

1. **Call to Order**

   The meeting was called to order at 8:36am

2. **Review and Approval of September 4, 2013 Meeting Minutes**

   Rosalynn Bliss made a motion to approve the meeting minutes recorded for September 4, 2013, as presented. Lenn Beardsley seconded the motion. The motion was approved unanimously.

3. **FY2014 Budget to Date and FY2014-FY2018 Workplan**

   Kara Wood reviewed the Workplan and Budget for FY2014 which includes both the CID and the BID revenues and expenditures. She called attention to the BID special assessment revenue which has decreased by $1,942.50 due to the fact that Grand Rapids Public Schools will not be paying the assessment. The BID – Audit and Annual Report expense line item was decreased to reflect this change as well.

   Jaye Van Lenten asked if there was any update to the receipts thus far from the special assessment. Ms. Wood said that she did not have that information at this time. Ms. Van Lenten also asked about the discussion of allowing those not
assessed to contribute to the BID. Mark Lewis stated that there has not been any communication about those not assessed contributing to the district. It can happen in the future with the internal communication through Constant Contact, but so far, there has not been any formal decision about that yet. Ms. Van Lenten commented that she would like the BID to not lose that opportunity.

Ms. Wood said that she can get a report of the receipts so far, although the full assessment amount is available to the BID Board because uncollected assessments will go into collections. Ms. Van Lenten stated that she would just like to know the percentage collected in a timely fashion to show support of the BID and its plans.

4. **Expenditure Request – Uptown Marketing for Holiday Shop Hop**

Mark Lewis directed attention to the letter from the Uptown Marketing Committee in the agenda packet. In the last few years, late fall, Uptown Marketing would send out letters to each of the four business associations to request a contribution. In previous years, this has ranged from $1,000 per district to $1,250 per district giving Uptown Marketing about $4,000 to spend for Holiday Shop Hop and other activities throughout the year. Because there is a BID in place this year, Uptown Marketing is requesting this funding come from the BID, which is consistent with the Marketing and Development Plan. This request is for $4,000. The plan is as Uptown Marketing gets further along in their annual planning, they will come back to the BID Board to request additional funding. This $4,000 request is just to the Marketing Committee by for the Holiday Shop Hop event.

Jaye Van Lenten emphasized that in approving this request, it allows each business association to have $1,000 more annually to spend on their own projects. Each association should be aware that this responsibility has now transferred to the BID. Mark Lewis said that he had been to the most recent East Fulton and Eastown business association meetings and talked about this and he will make sure Wealthy Street and East Hills know this as well.

Lenn Beardsley added that Uptown Marketing used to ask each individual business to contribute $25 for Holiday Shop Hop advertising. Uptown Marketing will no longer be asking for this contribution either, but will be paying for all advertising from the BID money and from larger sponsors. Mr. Beardsley stated that this is another way individual businesses will see the immediate impact of the BID.
Kara Wood commented that to be clear, approving this request would reduce the BID – Marketing and Branding line item in the workplan from $19,900, the annual allotted amount, to $15,900.

Lynn Happel made a motion to approve the funding request from Uptown Marketing for $4,000. Teri Kelley seconded the motion. The motion was approved unanimously.

5. **Discussion Item – Corridor Manager Support**

Kara Wood said that this discussion item is a follow up to the Plan that was adopted in June of 2013. In the Plan, there is an agreement to contract Corridor Manager support for the activities listed in the Plan, however the BID does not have a contract in place as of yet. Ms. Wood recommended that the Organization Committee meet on this subject and bring a plan for Corridor Manager support to the Uptown BID for consideration.

Jaye Van Lenten stated that she, Baird Hawkins is on the Organization Committee. Kara Woods added the Business District Presidents, per the organization chart on the following page. Mark Lewis also commented that Lenn Beardsley is on the Organization Committee following last month’s BID Board meeting.

Kara Wood clarified that they would like a recommendation from the Organization Committee before the next BID Board meeting.

Mark Lewis added that the Downtown Improvement District has an agreement that was used back from their formation in 2001. He suggested using that document as a starting point for this contract.

Jaye Van Lenten said that she and Baird Hawkins would connect on a date for the Organization Committee meeting.

6. **Uptown Committee Member List**

Mark Lewis directed attention to the organization chart and committee member chart in the agenda packet. Last month, Ms. Van Lenten made a call for each BID Board member to join a committee. Those members, along with CID members and other from the community, are represented here in the chart under the appropriate heading. Uptown is formalizing the committee work now that the BID is in place, and there are still spots for other volunteers on these committees.
For each committee meeting, there is a formal meeting notice and meeting minutes taken so that each committee can report back to the BID Board.

Mr. Lewis mentioned that the CID has been operating under the Main Streets Four Point Approach since their inception in 2009, but the BID members have never gone through any Main Streets training. It may be a good thing to have the BID Board go through some of the details of the Four Point Approach at a future meeting, perhaps with the CID so they can have a refresher course.

Jaye Van Lenten asked who could provide that training. Mr. Lewis said that it may be possible to bring someone in from Michigan Main Streets, but if not, Jessa Dutton and he could provide that training with the materials from this year’s Main Streets Conference.

Mr. Lewis asked if this would be helpful to everyone and many agreed it would be.

Jaye Van Lenten asked about term dates for BID Board members. Mark Lewis said that there are two members on the BID Board who are appointed through the end of calendar year 2013. Those members will be renewed automatically, if they choose to be, for another 4 year term. Those members will receive a letter in the mail from the Mayor asking if they would like to continue their service. The letter just needs to be signed and returned to continue service. Ms. Van Lenten commented that if anyone was thinking of not returning, now would be the time to let the BID Board know.

7. Design Committee Update

Jessa Dutton stated that the Design Committee is actively meeting and is looking at possible options for a trash pick-up and area wide maintenance schedule. The Committee would come before the CID with a funding request for hard infrastructure pieces, like trash cans, and would come before the BID with a funding request for the maintenance piece. The Committee is currently working on getting written quotes so that these requests can be formalized in the Agenda Packets. Neighborhood Ventures is looking at the Maintenance piece and has engaged two companies, Tazzia Lawn Care, who works in Eastown currently, and ABM, who works in Downtown.

Lenn Beardsley asked how the location of the trash cans will be decided. He noted that on the stretch of Wealthy Street near his business, there aren’t as many convenience stores and may not have as much trash as some other spots within the district.
Mark Lewis stated that the district mapped out the existing trash cans and the Design Committee will put together a map of where they would like to see the new trash cans go. The maps would then be presented to the CID and the BID, but also the individual business associations for input. Because the cans will be permanently bolted to the sidewalk, the Design Committee along with the CID and BID want to get it right the first time.

Rosalynn Bliss added that she could take a list of dead or dying trees, and empty tree wells, to the City so that we can fill those in as well. She also commented that the new light posts that the City ordered to replace the 16 foot posts are not the same and that the company does not make that same model anymore. Ms. Bliss also could bring to the City a list of burned out lampposts to get fixed. She added that the City will be implementing a system where each light post has GIS attached and can send a signal when the bulb is burned out, so the City won’t have to rely on citizen reporting.

Jaye Van Lenten asked if Rosalynn Bliss would be working with the Parks Department or Friends of Grand Rapids Parks to replace street trees. Ms. Bliss said she would be working with Tyler and Lee on it. Ms. Van Lenten said that Eastown is looking to get some tree trimming done and wondered who the best person to contact would be. Ms. Bliss said that for tree trimming, it would be Lee at Friends of Grand Rapids Parks, but the City should be contacted for replacing trees. Ms. Bliss added that Lee (FGRP) and Tyler (City) work well together, and the City Parks Department continues to be overwhelmed with the dying ash trees.

Lenn Beardsley commented that he spoke to someone from the City who was trimming a tree and was not particularly knowledgeable about what branches to cut. Ms. Bliss said that with Tyler working in that department now, there has been an increase in expertise. She stated that there are now a number of people who are trained in tree maintenance. Ms. Bliss stated that it could also be Consumers Energy hacking at the trees, as they have been known to do that.

Lynn Happel commented that the Design Committee decided to let the individual districts put up their own Holiday decorations this year since we are so close to the season. The Design Committee would look at seasonal decorations next year. Rosalynn Bliss asked if each district had seasonal decorations. Some districts do, and some leave it up to the individual store owner. Ms. Happel added that is something that would need to be inventoried by the Design Committee. Feedback would have to be gathered from the business districts to see what they would want and how uniform the decorations should be.
8. **Marketing Committee Update**

Jessa Dutton said that the request brought forward today to the BID Board was a topic of discussion in the last meeting. As previously stated, the Uptown Marketing Committee will not be requesting a suggested $25 participation fee for Holiday Shop Hop this year as money will now be coming from the BID. Kelly LeCoy, Uptown Marketing Chair, and Ms. Dutton are continuing dialogue about a branding strategy with Reagan Marketing. The goal is to have much of it done by the end of this calendar year and then tweak it during the slower months of January and February.

Jessa Dutton said that Meet & Greet dates for 2014 have been decided. Thursday, March 27, tentatively at Reagan Marketing, and August 28, at Wealthy at Charles.

Ms. Dutton added that with Holiday Shop Hop around the corner, the Marketing Committee will be discussing new sandwich boards and new printed signs on the boards at the next Marketing meeting.

Ms. Dutton also showed the BID Board the On-the-Town advertisement section which features Uptown. It was distributed during ArtPrize and is the most printed edition of On-the-Town each year. Uptown Marketing took out an ad space and 17 individual businesses are in the section as well. Because we have a good relationship with On-the-Town, they have been giving Uptown discounted rates for these sections.

Ms. Dutton added that Uptown Marketing is going ahead with a marketing idea brainstorming session sometime in January or February. Many people come to members of the Marketing Committee or anyone else involved in Uptown with ideas for events or marketing strategies, but it is typically after the Marketing Committee has already set their budget and event schedule for the year. This annual Brainstorming Session would give people one location and time to share their creative ideas with the Marketing Committee. Then, during normal Marketing Meeting, those ideas could be discussed.

Ms. Dutton added that the date for Shop Hop is December 5, from 4 to 10pm.

9. **Other Business**

Mark Lewis stated that there are updated board rules to pass out to board members. These are the official, adopted rules.
10. **Public Comment**

Rachel Lee introduced herself as the new Executive Director of the East Hills Council of Neighbors. EHCN is holding a public space strategy meeting at ICCF on October 21st at 6:30pm at ICCF. EHCN received a grant from the Dyer Ives Foundation for this planning process. They are looking at a complete streets model. Putting pedestrians first is a main goal. One complaint from businesses is bicycles on the sidewalks, so they will look at how to make the street safer for bikes so they do not have to be on the sidewalk. There is potential in the future that this plan could be adopted as an Area Specific Plan.

11. **The Meeting was Adjourned at 9:11am**

*As submitted by Mark C. Lewis (jld)*