CITY OF GRAND RAPIDS
WESTSIDE CORRIDOR IMPROVEMENT DISTRICT AUTHORITY
Meeting Minutes – January 6, 2017
Pavilion Coffee House 1056 Bridge Street NW

Members Present: Johnny Brann Jr. (Chair), Lisa Haynes (Secretary), Andrew Sisson, Com. David Shaffer, Pete Brand, Tim Brom, Walt Gutowski Jr.
Members Absent: Michael Lomanson (Vice Chair), Dan Grinwis
Others Present: Susan McKey, Nick Nortier, Kara Wood, Jessica Wood, Kaela Milbury (recording secretary)
Copies To: Eric DeLong, Kara Wood, Scott Buhrer, Jana Wallace

1.) Call to Order
Johnny Brann Jr. (Chair) called the meeting to order at 9:04 AM

2.) Public Comment on Agenda Items
No public comment was made.

3.) Review and Approval of December 2, 2016 Meeting Minutes

Tim Brom motioned to approve the December 2, 2016 meeting minutes, Andrew Sisson supported the motion. The motion passed unanimously.

4.) Election of Officers Committee
Last year, the CID felt that the group had good momentum and that there was no reason to change the officers.

Walt Gutowski Jr. motioned to keep the officers as-is, Com. David Shaffer supported. The motion passed unanimously.

5.) Review of Board Rule Amendments
Jessica Wood presented this agenda item. Essentially, the board rules are to be standardized among all CIDs.

The City Commission adopted an ethics and conflict of interest policy, which is noted as the largest change and something that CID members must review. Board members must disclose all potential conflicts and return the signed paperwork to Kara Wood. In the case of a conflict of interest, the Chair of the board must ask the affected person to leave the room during the discussion.

West Side CID board members felt that the previous language (the board Chair may ask the affected person to leave the room during the discussion) is preferable.
Removal from the board is another change noted. This policy refers mostly to extended leaves of absence, but does not prevent board members from having their own discussions with members regarding attendance.

Jessica Wood notes that many of these changes refer to the Open Meetings Act. A physical presence is required at meetings to count toward a quorum. Public signage and open doors are required in accordance with the Open Meetings Act.

There will no longer be a required regular meeting location.

Commissioner David Shaffer took a moment to remind board members to RSVP absences to Kara, but he feels that attendance can otherwise be assumed. The board agreed with this plan.

Amendments to rules and policies must be approved by the City Commission before they are considered effective. These changes have not yet been finalized, but they will be presented to the City Commission for a vote. Jessica recommends all board members with a strong opinion attend the City Commission meeting to supply input. Kara will send a notice to all the CIDs when this item is finalized on a City Commission agenda.

**Com. David Shaffer motioned to approve the tentative board rule amendments with a change in language specifying that board Chairs may ask those with a conflict of interest to leave the room (rather than shall). Walt Gutowski supported the motion. The motion passed unanimously.**

6.) **Review of City Commission Policy 100-06**  
This policy (referring to Conflict of Interest) was discussed under the previous agenda item.

7.) **Business Improvement District Discussion**  
This discussion was brought up at the previous meeting.

Johnny Brann Jr. (Chair) asked the board about projects they’d like to consider, some of which may be conducted with a CID only, others of which require a BID.

Com. David Shaffer raised a concern about the process of passing a BID tax, fearing that if the vote falls in favor of a BID by a small amount (say 51%) this will not be perceived as a community-friendly venture. He feels it may be preferable to rally money and support from stakeholders for a specific project. This effort would serve as a trial to build support for a BID. The strongest drawback is those who are unresponsive or say no to the effort. Walt Gutowski supported this idea. Com. Shaffer feels that we may see better results if we go about things this way, with some businesses willing to contribute more money to projects they feel are most important.
Andrew Sisson felt that surveying businesses to gain an understanding of the projects they’d like to see would be especially helpful to creating support for a BID. Andrew also felt that data would be needed to demonstrate the efforts of the BID, which may help to garner additional support.

Johnny Brann Jr. (Chair) asked about the board’s ability to change the tax levied upon businesses. Kara stated that each renewal is subject to the same procedure and must be approved. There are protections in place to ensure that the benefit and financial commitment balance.

Kara notes that BID funds may be spent on maintenance, which is a clear distinction from CID funds. The original idea was that a BID would follow within 5 years of the CID. It was also noted that a BID does not need to be district-wide, and can represent a portion of the district. The city has set aside $5,000 to aid in the pursuit of a BID.

It was decided that the BID conversation is best placed with a committee. It can be given to an existing committee or a new committee can be developed. Pete Brand, Com. David Shaffer, Johnny Brann Jr., and Walt Gutowski Jr. expressed interest in participating in the BID development discussion at a committee-level. The discussion will be brought back to the larger board.

8.) **Report- Organization Committee**
Johnny Brann Jr (Chair) reported that there are no updates from the Organization Committee.

9.) **Report- Marketing Committee**
The marketing committee minutes were not available. The update will be postponed until the next meeting.

10.) **Report- Design Committee**
Lisa gave the update for the Design Committee. An update on the Fulton Street mural was given. The CID was asked to cover $25 for a plaque to describe the mural. This is a previously approved expense which can be invoiced.

The Shade Shop mural was also discussed. Andrew stated that the group can utilize UICA’s slideroom to recruit artists, for a minimal cost which has not yet been identified. Artists are free to bid on projects that they are interested in. Susan McKey from the Shade Shop was in attendance to describe the intent of the Shade Shop mural. She wonders what parameters are needed for the project and what funds are available from the community. Susan has already identified an artist, Nick Nortier, who was also present at the meeting. Nick has done the mural at Two Scotts, one on Division, and one under Gillette Bridge.

Lisa asked if the design and cost estimate was available. Susan reported that it is still in development and will hopefully be available next week.
The Design Committee, which meets the second Tuesday of the month at Bitter End Coffee at 8:00, would be a great place to hold this discussion. Lisa invited Susan and Nick to attend the coming meeting on January 10.

Kara will check with Suzanne and discuss any requirements from a mural design perspective.

11.) Other Business
Kara noted that there is an updated membership roster. CID members are asked to review the roster and make sure their information is correct. Lisa’s membership was renewed through 2020.

Comm. David Shaffer asked about cost estimates for the “Welcome To” signs, which were previously discussed. Lisa said that they checked with the city and there were restrictions noted. Further clarification is needed.

12.) Public Comment
No public comment was received.

13.) Adjournment
Johnny Brann Jr. adjourned the meeting at 10:18 AM.

Minutes submitted by Kaela S. Milbury