

Events Committee Meeting  
52 Auburn Ave. NE  
Start: 8:00pm  
End: 9:15pm

Present: Kate Robinson, Gloria Cangelosi, Arielle Leipham Ellis

**Agenda / Open Items:**

1. 2020 Events

- Recap of recent events:
  - i. Mayfair collab:
    - 1. Winterfest was great and well organized
    - 2. Mayfair would like to do a similar event every season; we're open to this if they'd move the event around the neighborhood (i.e. partner for spring tree planting with FGRP in front of Living Stones, etc)
- Spring Event(s):
  - i. Annual Meeting (Pancake Breakfast Saturday, April 18th / Mayfair Church)
    - 1. Proposed Agenda to include: 90 minute agenda with time for arrival and cleanup (start & end times TBD)
      - a. Registration (name tags, dues payments)
      - b. Self-serve breakfast
      - c. Table conversation starters
      - d. Program (while people are eating)
        - i. Year to Come (Events update)
        - ii. Ken Freestone (Residential Energy Advisor) and / or [Michigan Saves](#) (TBD)
        - iii. Community Policing Update(?)
        - iv. Charity (Board recommendations)
  - ii. Friends of GR Parks Tree Planting (May 9)
    - 1. Arielle applied for Friends of GR Parks mini grant that awards up to 25 trees.
    - 2. Proposed site is Lyon between Auburn and Lowell.
    - 3. Waiting on FoGRP to approve and get more information.
- Summer Event(s):
  - i. Summer Picnic (Sunday August 9th / Livingstones):
    - 1. looking to secure an Event Chair
    - 2. Details TBD
  - ii. Dumpster Day (June 6th/ Abney (Proposed):
    - 1. Scheduling in relation to Garage Sale and Salvation Army pickups
    - 2. Needs volunteers

- iii. Urban Roots Community Dinner: Proposing new event to activate garden space, beyond those that garden there
      - 1. Hoping to partner with Garden Committee to collaborate with UR to replicate the event they host at their Madison Square site
      - 2. Include education component re: compost and diverting food waste
- 2. Reduce Waste Goals for existing events:
  - o Adding budget for compost pickup and serviceware
  - o Will be determining other ways to reduce waste (ie encourage neighbors to bring reusable containers, e tc)
- 3. Promotion for events
  - o With more events / dates planned in advance, Events intends to collaborate with PR committee to plan ahead for consistent digital and print promotions
  - o Next steps TBD
- 4. Platform to engage neighbors:
  - o Event Chair: Pillar events should have an official Chairperson
    - i. Rotating neighbor, does not have to be a board or committee member.
    - ii. Position this as an opportunity to involve more neighbors and give them exposure to the board / events organizing, with support.
  - o Mini Grants: Program to encourage neighbors to self-organize events. Interested in seeding more micro events that are focused on specific areas or topics of shared interest.
    - i. Criteria and application process TBD
    - ii. Budget needs consideration. (\$50+/- per. How many?)
    - iii. Look into grants for diverse revenue.
  - o Focus on Block Party support:
    - i. Planning with Captains: Arielle to attend Block Captain meetings to walk through portions of Block Party Kit to help encourage more events
    - ii. Gloria willing to support 3 blocks in with hands on support in planning their events.
    - iii. Encourage self-managed block-level facebook groups
    - iv. Plan to encourage board members to attend block parties--get a schedule of block parties.
- 5. Budgets items:
  - o Recurring event costs
    - i. Food + Beverage (if provided) \$\$TBD
    - ii. Compost / Waste hauling (if applicable) \$\$TBD
    - iii. Foodservice ware (Kate may be able to secure donation / discount) \$\$TBD
    - iv. Childcare (if applicable) \$60
  - o Pillar Event Budgets (reflects scale of event)
    - i. Spring Meeting: \$300
    - ii. Summer Picnic: \$500 (Applying for Uptown Grant)
    - iii. Fall Forum + Meeting: \$150-300 (Depending on format)

**To Dos:**

- Get quote on commercial composting pickup for events (Kate)
- Come back with ideas for Mini Grant application criteria / requirements (All)
- Confirm Dumpster Day with Abney (Arielle)
- Look up past event costs (Arielle)
- Contact locations to confirm events (Arielle)
- Call Salvation Army contact (Arielle)
- Reach out to Home Energy speakers (Kate)
- Game night needs adding to website calendar (Gloria confirm dates, Arielle to post)

**For Discussion:**

Things that were not addressed / future consideration:

- Second Garage Sale: August 15th?
- Cross Promoting City events (should we post relevant events on our calendar?)
- Cross Promoting fellow neighborhood events
- Partnering with E. Fulton Biz Association
- Partnering with Uptown
- 2020 Grand Rapids Neighborhood Summit is Saturday, March 7, 2020 from 8 am to 4

**Commented [1]:** +mcange9397@aol.com  
+arielle.leipham@gmail.com something I meant to mention  
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