

Medical SSMID Commission Meeting Minutes

April 2, 2014

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Tim Charles, Richard Cooley, Michelle Jensen, Kathy McCauley, Mary Meisterling, Julie Sterling, Mike Sundall, Julianne Thomas, Ted Townsend, Phil Wasta, and Marcie Watson

Absent:

Guests: Gordon Epping, Kris Gulick (Cedar Rapids City Council), Richard Pankey, Pay Shey (Cedar Rapids City Council)

Economic Alliance Staff: Sarika Bhakta, Doug Neumann, and Nicole Reck

Welcome & Introductions

Townsend called the meeting to order at 7:58 a.m.

Consent Agenda

Meisterling moved approval of the Consent Agenda, seconded by Thomas, the Commission unanimously approved.

Committee Updates, Next Steps, and Timeline

Branding/Marketing

Dr. Thomas reported that district logo decals, which were approved at the March meeting, have arrived and that commission members can take them after the meeting. She plans to distribute them to District partners and add them to the partner portal as well. The façade building signage mockup from Lakota included in the packet was discussed. There is space on the banner for District partners to put their respective logos. The plan is to receive quotes from at least three businesses and then encourage District partners to utilize them. City Zoning requires banner permits renewed annually; They will forward synopsis to Neumann. Conversation on the proposed design lead to the following suggestions: add 'Welcome to the;' and sharpen up faded background Q to match the red used throughout. The MedQuarter email signature which was included in the packet as well will be forwarded to commission members and will be added to the portal. Dr. Thomas reported District website analytics are tracking mainly administrative use at this point. It was also noted that District partners can be using their respective websites to direct traffic to the District website.

District Services

Cooley noted the banner pole diagram in the packet requesting feedback on the banner map to finalize the phases in order for the City to release the RFP and receive bids. The banners are approximately \$300 per pole including the fixture. There is also likelihood that banners on 1st Avenue will need to be coordinated through the DOT as they are on a State Highway. Neumann explained that the Downtown SSMID has rules for their banner program which is centrally administered by the Economic Alliance; he will forward to the marketing committee. The Commission agreed that phase I for the bid process should be the following as indicated on the draft banner map: the green and blue dots as well as 2nd Avenue from Turner Mansion to PCI.

Master Development Plan

Albert explained that since the last meeting, he reassembled the original Master Development Plan (MDP) Steering Committee to vet the District's priorities, which merged the budget projection that Sundall and Neumann had put together with and priorities/initiatives of the master development plan. Albert reviewed the budget projections spreadsheet noting some are hard numbers such as MDP

development and website development while others were projected based on Lakota's suggestions in the MDP. There are still Commission decisions to be made regarding priorities.

While discussing priorities, the need to jump on the City's Paving for Progress initiative was mentioned in order to correspond with their construction schedule already in place.

The Commission accepted the report for the financial projections as a useful document to move into budgeting and an implementation plan. The consensus is that the Commission is ready to present Lakota's final version of the MDP to the City Council and other City officials once a final draft date is determined.

Meisterling moved to accept the Lakota Group's final Master Development Plan to include the minor edits after the last public open house. Sundall seconded and the Commission unanimously approved.

The Commission discussed the addition of an Implementation Committee as the need shifts from a Planning Committee to move the MDP forward. It also discussed the potential of a Finance Committee, but Townsend suggested that an operations committee would have more value, to include finance discussions but wider issues as well. Potential formation of an operations committee will be discussed again at a future meeting.

Commission Appointment & Leadership

Bhakta reviewed the three Commissioners whose first terms end in June; all three have agreed to serve a second term. The chair and vice-chair two year terms are also ending in June. Discussion surrounded Commission leadership going forward as continuity is important; the group consensus was to have representation from both a medical entity and a non-medical entity in the leadership structure. The Commission will table leadership appointments until the May meeting.

MedQuarter Budget Forecast

This item was delayed because the budget forecast was melded into the MDP Steering Committee update. Neumann and Sundall will revise the draft budget and bring it back to the Commission next month for budget approval.

Temporary Gateway Signage

Sundall reported it will cost approximately \$6,000 to get nice temporary gateway signage. He'll likely have more information at the May meeting.

Blue Zone Funding Support

Charles reported the Blue Zone initiative is in the phase to create its own support infrastructure and they are approaching businesses, government entities, etc. for donations for the next three years. Charles asked whether funding the Blue Zone is a priority for the District. It was pointed out that the Medical District would be first entity of its kind designated as a Blue Zone. The Commission is open to a presentation and the consensus is that it is important to identify positive health initiatives.

City's Comprehensive Historic Preservation Plan Task Force

Bhakta reported the City is seeking a MedQuarter representative to sit on their Historic Preservation Plan Task Force starting immediately until February 2015. Cooley will represent commission. Bhakta will advise the City of Cooley's interest. She also mentioned that the Downtown SSMID will have two representatives on the Task Force as well.

Other Business

There was no additional business.

Adjourn

The meeting adjourned at 9:38 a.m.