



## **Medical SSMID Commission Meeting Minutes**

**April 13, 2015**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

**Present:** John Albert, Tim Charles, Richard Cooley, Gordon Epping, Michelle Jensen, Mary Meisterling, Julie Sterling, Mike Sundall, Julianne Thomas, Ted Townsend

**Absent:** Karen Smith, Kathy McCauley

**Guests:** Sandi Fowler, Tim Goody, Richard Pankey, Kris Gulick, Mike Easley

**Economic Alliance Staff:** Sherokee Eder, Phil Wasta

### **Welcome & Call to Order:**

The meeting was called to order at 7:59 a.m.

### **Consent Agenda:**

Epping inquired about a negative balance on the agenda. Wasta agreed to look into the numbers and get back to him.

Meisterling made a motion to approve the agenda. Albert seconded this motion. The agenda was unanimously approved.

### **Commission training on how to conform to open meeting requirements, transparency laws, and spending authority**

Fowler introduced herself. Fowler mentioned the issue of a recent Supreme Court ruling and noted that the City Attorney will be drafting a document for board and commission members that reviews the ruling. She further commented that the ruling addresses agency, a concept that is new and essentially means commission members may not give their vote to others to negotiate or vote on their behalf.

The open meetings law provides that the public must be made aware of meetings held when the commission meets. There are several things that can constitute a meeting, sometimes with a fine line. When e-mailing, if a commission member hits reply all, since everyone would be included it could be used with such frequency to be considered a meeting. Reply-all is something members need to be aware of, so it is discouraged to discuss issues over email.

Fowler informed commission members that she would be serving as a staff liaison. Posting meetings would be the responsibility of Wasta or Fowler. Fowler reminded the commission that open meeting laws are for the benefit of the public, which is why there are tentative agendas to share with the public what will be discussed. There is an emergency clause, but it must be followed carefully. Also, closed meetings should only be held after following the advice of counsel.

Meisterling inquired about rules that apply to posting meeting minutes. Fowler clarified that there are no laws stating meeting minutes have to be published. Fowler, however, did suggest posting the minutes on the city website.

Fowler stressed to the commission that these open meetings need to be accessible to the public. It is very important to ensure the meetings don't appear to be unwelcoming to the public.

Charles asked if performance evaluations would be considered open records. Fowler informed the commission that documents such as those typically are not, but always ask for advice when responding to an atypical open records request. Emails are a commonly requested item. Fowler mentioned litigation holds and the requirement to save evidence for potential legal action. Charles asked about who would pay for the retrieval of documents requested. Fowler clarified the city pays for the research required for records requests. Any form of communication that is retrievable is included.

Charles asked Fowler to go over any areas she had not already covered. Fowler wanted to make sure the commission knew not to speak on behalf of the board unless explicitly given permission. She reminded them it is important to be able to separate personal opinion.

Fowler also reviewed the basics of the Iowa Gift Law. Both a gift and a restricted donor are defined by Iowa law and apply to members of the commission and their immediate families. Albert requested something in writing about this law because it would be useful for new members.

If someone wants to discuss something not listed on the agenda, Fowler advised putting it on the next agenda and discussing it at the next meeting.

Sundall moved to take the executive session off the minutes at the meeting. Charles seconded this motion.

#### **Discussion- Review action steps from March 9<sup>th</sup>**

Wasta proposed a new 2016 Action Strategy (Page 7) that would blend together the five year strategy that was revised last August with the action items from the March 9<sup>th</sup> Retreat (Page 6). This would be adding "development of a productive/structural approach to economic development; upgrade the website to better engage visitors, developers and business members; and to become active, engaged participants in innovation". These are broad worded additions to items already approved.

Wasta handed out content from the flip chart notes captured at the Retreat as provided by our facilitator, Heather Akers.

#### **Action- Appoint members of Economic Development Committee**

Charles asked for individuals who would want to be on the new committee. People who had previously expressed interest included Karen Smith, Julie Thomas, Richard Pankey, Mike Sundall, Ted Townsend, Kathy McCauley, Gordon Epping, Mary Meisterling and Tim Charles. There was discussion related to the number of Commission members who should be on the committee as well as those who could best represent different perspectives. Mary Meisterling clarified that her involvement on the Committee would be contingent upon her decreasing her involvement on the Operations Committee as she cannot do both. It was decided that the Economic Development Committee will include: Tim Charles, Ted Townsend, Mike Sundall, Julie Thomas, and Mary Meisterling. Richard Pankey will participate as a non-Commission member.

**Action- Recommendation for website/social media initiative**

Thomas passed out copies of the revised proposal from Amperage.

Thomas stated that due to the fact that the proposal is over \$5,000. the Branding & Marketing Committee will be required, to pursue an RFP through the City. The committee has been provided a copy of a RFP that the City used to re-do their website in 2014 as a template. The next meeting will dip more into that. This is the first website redesign since the MedQuarter website was created. Thomas also suggested looking at the Illinois Medical District website for content ideas.

Charles proposed to authorize the Branding & Marketing Committee to develop the RFP to be brought back to the Commission for final approval before being let for bid. Sundall suggested the idea of the MedQuarter website becoming an extension of the city website.

Epping moved to approve Charles' motion. Meisterling seconded the motion and the motion was unanimously approved.

**Action- Approval of revised MedQuarter Façade Improvement Program**

Albert made the recommendation to make a light expansion of interpretation to have a small portion include landscaping. The stipulation would be that it can't be more than 10% of the total award. Commission portion would be 25% and the city's portion would be 25%. The MedQ and City would be assisting people in improving property. Albert specifically asked for approval to add the recommendation to the Façade Improvement Program. Wasta clarified that this change would not increase the Medical SSMID's financial commitment in any way.

Epping moved to approve the motion. Sterling seconded the motion and the motion was unanimously approved.

**Action- Approval for standards committee to spearhead designated district improvements**

Albert recommended that Operations would implement and execute selected district improvements and that the design process would be the responsibility of the Standards Committee.

Charles motioned to approve the recommendation. Thomas seconded the motion and the motion was unanimously approved.

**Committee Updates**

- a. **Branding & Marketing:** Thomas highlighted the MedQ had seven businesses that received 2016 KCRG "A list" awards.
- b. **Operations:** Meisterling said they're looking into adding on to existing City wayfinding signs or to create new signs to signify the MedQ District and that locations have been identified.
- c. **Standards:** Albert reminded the commission members of the discussion details in the packet.

**Executive Directors Report**

- Wasta informed the Commission that the Creative Corridor Regional Vision Strategy's Regional Assessment portion of the initiative has been completed. He will send out a copy of the 62 page report to the Commission by e-mail this week. The next step is the Creative Corridor Economic Analysis which the Steering Committee will work on at the next meeting on April 27<sup>th</sup>.
- Wasta mentioned that he is pleased with the mentions that the MedQuarter is receiving organically in the press and other sources. He passed around some examples that highlight the fact that the District is increasingly being referred to by name which helps establish a place in people's minds of our geographic location.
- Copies of Wasta's Activities Reports for the past two months were distributed.

**Other Business**

Charles thanked Thomas for bringing the Wiggins ruling to the Commission's attention. Charles gave a brief summary of what was talked about during the meeting.

**Adjourned**

The meeting was adjourned at 9:31 a.m.