



**Medical SSMID Commission Meeting Minutes  
August 14, 2013  
8:00 a.m. – 8:30 a.m.  
Cedar Rapids Metro Economic Alliance**

**Present**

John Albert	Tim Charles	Richard Cooley	Michelle Jensen
Kathy McCauley	Mary Meisterling	Julie Sterling	Mike Sundall
Julianne Thomas	Ted Townsend	Marcie Watson	

**Absent**

Phil Wasta

**Steering Committee /Guests**

Mike Easley	Gordon Epping	Sarah Gephart	Daniel Grove
Kris Gulick	Angie Kuhn	Annie Obrecht	Richard Pankey
Gary Vance	Jason Willis		

**Economic Alliance Staff**

Sarika Bhakta	Doug Neumann	Nicole Reck
---------------	--------------	-------------

**Welcome & Introductions**

Townsend called the meeting to order at 8:00 a.m.

**Consent Agenda**

Kuhn moved approval of the Consent Agenda, seconded by McCauley, the Commission unanimously approved.

**Committee Updates, Next Steps and Timeline**

**Branding/Marketing**

Dr. Thomas noted the medical community directory and business community directory in the agenda packet as information that has been given to Informatics for the website. The other two pieces of the website are MedQ information and planning your visit, both of which are going to require web copy writing. Informatics has given an aggressive timeline with a go live date at the end of September.

**District Services**

Cooley mentioned that PCI added security and the security map will be updated soon. It was also noted that it would be beneficial to speak with Lt. Daily for an update on the safety of the area. Discussion ensued about taking a look at the services that the Medical SSMID absolutely thinks are needed in order to work toward putting an MOA in place in an effort to get services in place with the City. Charles moved, seconded by Thomas, to support the Proposal for City Services and Neumann moving forward with the agreement with the City; the motion unanimously carried. It was clarified that the City will trade services but will not offer additional services. Additionally, the City is paying for electrical street lights and attached outlets in the district as a basic service. Brick maintenance is the responsibility of the district

not the City similar to the Downtown SSMID as they are responsible for brick maintenance in the downtown district. Neumann said he believes everything from Attachment A is consistent with the Downtown SSMID and NewBo agreements with the City as well. It was discussed that the brick maintenance concern leads to legal responsibility if someone is injured. Neumann spoke about the Downtown SSMID and the advantage to being a sector of the City noting there have not been legal issues historically. Once an agreement is in place, the issue becomes whether the Economic Alliance have the resources in place to take action on the Medical SSMID's items. Neumann explained the Economic Alliance will provide a proposal to the Medical SSMID and the commission can decide if they work through the Economic Alliance or a private contractor.

#### **Update on Auto Row Historic District Matter**

Albert gave an overview on the recent events noting that February is when the Medical SSMID became aware that the proposed historical district nomination was being pursued which originated from FEMA as a trade for the 1<sup>st</sup> Street parkade demolition in order to fully utilize FEMA funding. FEMA held an informal meeting on March 7, where attendees learned in early April that the proposed Auto Row Historic District nomination would be abandoned and replaced by the Kirkwood Historic Preservation Curriculum Plan. On July 21, the CBJ reported that five of the property owners were not notified of the March meeting with FEMA and the Save CR Heritage group went and talked to the respective property owners and that they were still interested in pursuing the historical district. Albert and Easley attended a meeting last Thursday and FEMA explained they were pursuing the Kirkwood Preservation Program and the process was well underway. Albert indicated that it does not seem likely that the proposed Auto Row will become a historical district noting it may not qualify as the process was started and stopped, however property owners may still pursue a smaller segment if desired.

#### **Adjourn**

The meeting adjourned at 8:28 a.m. Master Development Plan Steering Committee meeting with The Lakota Group followed.

Respectfully Submitted by Nicole Reck