



## **Medical SSMID Commission Meeting Minutes**

**August 10, 2016**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

**Present:** John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Mary Meisterling, Julie Thomas, Ted Townsend

**Absent:** Richard Cooley, Kathy McCauley, Karen Smith, Julie Sterling, Mike Sundall

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

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

Charles welcomed everyone and called the meeting to order at 7:58 a.m.

### **Consent Agenda:**

Epping noted that funds for district improvement on the financials have yet to be determined. Also, in response to an inquiry by Charles, Epping requested a listing of anticipated FY'17 expenditures from Wasta which totals approximately \$200,000. without any allowance for the anticipated parkway improvements or the monument signs. Townsend clarified that this does not include the running monthly expenses for the Executive Director, EA support, etc. Epping confirmed this is the case.

Meisterling moved for approval of the consent agenda with Townsend seconding. The consent agenda was unanimously approved.

### **Action- Commission appointment of Executive Director Review Committee:**

Wasta researched alternate ways that the performance review could be conducted. It has been decided by the Chairs that a Review Committee of five or less will be tasked with conducting the performance review and then report back to the Commission. The Commission entrusted Charles to appoint the Review Committee, and work with/include Doug Neumann at the Economic Alliance in the process.

### **Committee Updates:**

Thomas reported that the Branding & Marketing Committee met on 8/4 to review the eight Website Redesign RFP responses that were received by the City. Three of the firms were immediately rejected due to price. A fourth was rejected for submitting an incomplete response. Four others were reviewed thoroughly. Amperage was evaluated to be the best package with a base cost of \$16,430. A copy of Amperage's Response to Scope of Services was provided to the Commission. The Branding & Marketing Committee felt this team was experienced enough. Thomas noted they have a robust digital program, and look at things with a larger picture in mind. Amperage has agreed to conduct at least 25 interviews with businesses. They plan to use a WordPress platform to make future changes smooth. The RFP has been approved, but the final cost of the engagement will be determined after the Branding & Marketing meets with Amperage to discuss additional services that may be added to the scope. The final amount and scope will be brought to the Commission for action at the September meeting.

The Branding & Marketing Committee met again on 8/9 to brainstorm ideas for a MedQuarter Health & Well-being signature event. The general consensus was that the event would gear toward children and families. Thomas discussed the idea of a bingo card to give people incentives to travel different places in the MedQuarter. Townsend noted that getting people familiar with services in the area would take time and that the event should be more focused on fun than education. He would like to see the committee come back with more of a plan so that solid feedback could be provided. Meisterling noted she felt the bingo idea would work well. Charles said that he would like a specific event activity recommendation at the next meeting.

Charles reported that the Economic Development Committee has not met since the last Commission meeting. In the meantime, Charles has requested that Wasta research similar districts in other communities to learn what is being done elsewhere and to learn lessons that have already been learned. Also, an inventory of available office space and property in the MedQuarter will be compiled. This will help with economic development activity in the future. There is a database called 'LOIS' that is used by economic development professionals. McCarville shared that the Economic Alliance uses the LOIS database and could assist the MedQuarter with this. Charles noted that massing of properties will be necessary. Also, the Committee will be meeting with Jim Hoffman on 8/16. Townsend shared that Hoffman was involved with the 2001 Development Corporation which helped create the Downtown District and took an active role in property acquisition and redevelopment. Hoffman will share the lessons learned. Commission members discussed reaching out to other districts and bringing ideas back. Thomas mentioned an article about economic development efforts in St. Louis that she will share which might be useful. Wasta referenced the handout that Eric Engelmann provided at the June meeting noting how many pieces of the puzzle the MedQuarter already has.

Epping reported that the Operations Committee has not met since the last Commission meeting. He asked Wasta to speak about the sign toppers and temporary wayfinding signage initiatives. Wasta indicated that the first RFB for the sign toppers had no respondents, so the City broke the bid into three parts: hardware, signage, and installation. Eight responses for the signs were received and the low bid from Newman Signs in North Dakota was awarded. The signs will be produced in 30-45 days from date of order. In the meantime an RFB will go out for the installation. If all goes well the sign toppers should be up by the end of November. Wasta also reported that the temporary wayfinding signage is not moving forward as quickly as hoped. Matt Myers wasn't sure who was going to come up with the designs, so time passed. The MedQuarter will cover the cost for the replacement signs. Meisterling asked how long the signs could go up for. Wasta indicated the signs would replace the old ones entirely. Townsend asked about a timeline, indicating if it was close enough to the time permanent signs would be up, temporary signs wouldn't make sense. Charles proposed that if there wasn't a definitive answer on this by the next meeting, the Commission should consider pursuing making their own signs and suggested that Wasta contact Shive-Hattery to determine feasibility of this. Wasta said he would look into this. Thomas voiced she felt we should follow-up with the City to get faster results.

Albert reported that the Façade Improvement Committee met on 8/2 to review the request submitted by Zio Johnno's. This was a post-construction request. The Committee worked through criteria for whether or not this should be considered for award. In the end the Committee approved a \$10,000. (\$5,000. Medical SSMID / \$5,000. City) award based on the criteria listed in the report. Also, the Standards Committee is working on an RFP for the next meeting for a master plan of district parkway improvements. Townsend expressed his appreciation for the Committee's attention to detail and thoroughness in considering the Zio Johnno's request.

**Executive Director's report:**

Wasta reported that an RFP will be going out this week for the Comprehensive Wayfinding & Signage consulting services. The RFP has a set timeline for all work with planned installation of permanent signs in summer of 2017. More information will be available by the end of September once responses are received.

Wasta informed the Commission that the Creative Corridor Regional Vision Rising initiative has moved in a different direction with the Tri-Chairs ending the contract with Market Street. The Steering Committee will meet on August 19<sup>th</sup> at which time Wasta will learn of the changes. Wasta shared that one Commission member inquired as to how much of the budgeted amount has been paid to Market Street? He does not know, but will get an answer on 8/19. It is Wasta's understanding that Market Street's contract provided performance point payments, so the entire amount should not have been paid.

Wasta informed the Commission that the EDA i6 grant application submitted in conjunction with NewBoCo will be awarded by November 1<sup>st</sup> and will be effective until November 2019. The commitment the MedQuarter had for this was the use of space and professional support in the form of mentoring, internships, etc.

Wasta reported to the Commission that he was approached by Alliant Credit Union to offer their services and membership people who live and work in the MedQuarter. Townsend voiced that he felt this was going to get into political issues with other banks, especially since Alliant Credit Union is not within Medical SSMID District's boundaries and is not offering a service that is beneficial to patients. Wasta mentioned they wanted to build a relationship with the MedQuarter, but maybe they should try a different avenue. There was general discussion about the Commission's desire/need to create an operations manual in which the Medical SSMID's stance on issues such as this and the Zio Johnno's award, and the Commission's rationale behind their decisions, could be documented and available for future reference since Commission members will change over time. Charles asked Wasta to begin compiling items for this purpose.

Wasta reported that he met with Troy Miller, of Iowa BIG, who mentioned he is seeking to establish a relationship with businesses within the MedQuarter to provide opportunities for his high school students to come in and do projects with organizations. Meisterling suggested that Iowa BIG be engaged in assisting with planning for the MedQuarter's signature event. It would allow them to be creative and would also help the event. Wasta will work on having Troy Miller come speak at the next meeting in September.

Wasta reported that he has been meeting with Michelle Cole to discuss some sort of partnership for the Especially for You Race since the event starts in the MedQuarter. It was felt that giving away MedQuarter cookies at the end of the race in NewBo last year was not worth the investment. There was general discussion about how sponsorships can be handled by the respective organizations within the MedQuarter, but since the Especially for You Race is a fundraiser, sponsorships come at a cost. Wasta will work on finalizing this opportunity. The event is on October 9<sup>th</sup>.

Wasta reported that he is still working with the City on how the MedQuarter can be involved in the Healthiest State Walk scheduled for October 5<sup>th</sup>.

Wasta reported that a new restaurant called “Fusion” is going into the former Daniel Arthur’s location on 3<sup>rd</sup> Avenue. Wasta will contact them to welcome them to the MedQuarter and get them on the website, etc.

Commission and Committee rosters from last month’s meeting were distributed to members who were absent.

**Other business:**

Meisterling mentioned that she would like to start the conversation about a bike-share program in the MedQuarter. She felt it would be a good idea to start something up in the spring. Wasta noted that he has met with the City about this because they have been researching how to implement a bike-share program with Brandon Whyte with the Metropolitan Planning Organization. Wasta has a follow-up meeting scheduled for next week, so will report back on this next month.

Charles asked the Commission whether they had heard anything about implementation of a health care magnet school at McKinley Middle School? Meisterling noted that the school district is waiting for a federal grant before pursuing any more magnet schools. She suggested that Trace Pickering be invited to meet with the Commission to discuss the program and McKinley Middle School. Meisterling and Wasta will coordinate.

Epping moved for adjournment with Townsend seconding.

The meeting was adjourned at 9:25 a.m.