



Medical SSMID Commission Meeting Minutes

August 9, 2017

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Gordon Epping, Michelle Jensen, Mary Meisterling, Karen Smith, Julie Sterling, Mike Sundall, Julianne Thomas

Absent: Tim Charles, Richard Cooley, Kathy McCauley, Ted Townsend

Guests: Mike Easley, Kris Gulick, Robin Kash, Pr. Steve Knudson, Aaron McCreight, Julie Stow

Staff: Sherokee Eder, Phil Wasta

Welcome & Call to Order

Jensen welcomed everyone and called the meeting to order at 7:59 a.m. Commission Members, Economic Alliance Staff, and guests introduced themselves.

Discussion- Brainstorm events to attract to Cedar Rapids

McCreight provided a brief history of GO Cedar Rapids, and it's rebranding. While partnering with the Economic Alliance, GO Cedar Rapids works toward attracting people to the community. McCreight expressed he felt GO Cedar Rapids and the MedQuarter would benefit from collaborating.

It was explained that Stow's position at GO Cedar Rapids is the Director of Meetings & Conventions. Stow would like to connect to meeting planners, commissions, and boards in the area. In doing so, Stow would have the opportunity to gain more community partners in the attraction of events and people to Cedar Rapids. Stow is always looking for possible space to hold events. Commission Members were encouraged to share any unique space they could think of. Stow explained her third goal to accomplish was to provide ambassador training to those employees who are the welcoming faces to medical travelers. Sundall shared that at least 2,200 people go through his facility each day. Sundall will reach out to Stow to get more information. Thomas added that the MedQuarter brochure has really helped with simple coffee or lunch requests.

Sundall mentioned that PCI held an art show event earlier in the year and scheduled it on a Saturday that also had a Downtown Farmers' Market. Sundall explained the show had 32 different local artists, with 400 people in attendance. The goal is to eventually make this a premiere event in the MedQuarter. Sundall suggested working with GO Cedar Rapids on this.

Pr. Knudson expressed it would be nice to have something prepared for when people ask what to do with their down time. Commission Members entered discussion in regards to the Bike Share Program. Sundall and Meisterling expressed interest in getting the ball rolling. Sundall would be willing to be a partner in the program, and offered a space in the new PCI parking ramp being built. McCreight felt getting the program started wasn't a matter of funding, but rather maintenance. Gulick noted that third party vendors typically do maintenance with these types of programs. An RFP was sent out by the City, which requested acquiring used bikes, however, all of the responses were for new systems.

Consent Agenda

Epping made note that there should be \$25,000 on the MedQuarter, Inc. balance sheet for the earnest money placed for the potential property purchase.

Thomas moved approval of the consent agenda with Albert seconding. The consent agenda was unanimously approved.

Discussion/Action – Determine style of monument signs to be placed at key intersections

Wasta went over the history of the monument signs, pointing out the locations on the map in the agenda packet. When it was realized that the SSMID itself could not actually own property, the Commission did not like the idea of the City holding the property. It was at that point when the Commission set out to create MedQuarter, Inc. (2.0). Wasta explained that within the new Signage & Wayfinding Plan that is being proposed there are boundary markers which could be considered in lieu of the monument signs. Two images were displayed as examples. Wasta asked the Commission which of the signs they preferred? Meisterling asked who would pay for the electricity for the larger LED sign? Wasta clarified that had not yet been clarified. Sterling made note of a banner directing to Downtown outside of her building. Wasta informed Sterling that he was aware and had contacted someone about it. Thomas asked Sterling which sign she preferred. Sterling said if the signs are meant to be an entry way to the District, that she liked the larger monument signs. Shive-Hattery has provided an estimate on the cost of the signs. Sundall expressed that buyers should be aware of what they're spending and to keep an open mind for other options. Meisterling said a decision about who is paying for electricity will have to be made.

Epping motioned for a vote with Sundall seconding. A vote was cast to select the original monument sign design. All were in favor.

Committee Updates

Branding & Marketing Update on Speak Up Series

Thomas noted that First Lutheran Church would be hosting the three Speak Up Series events. The landing page is located at the bottom of the flier. Wasta brought a few example fliers for Commission Members. Thomas noted that for this event CMEs will not be available due to the honorarium provided for the speaker. Meisterling suggested a complimentary event on ethical perspectives, adding that Karl Cassell would be a good person to help. Wasta said that Kathy Good does a monthly mailing and that she will use the flier as a stuffer. Thomas asked to distribute the brochures anywhere Commission Members can. Meisterling and Thomas asked Easley to relay the satisfaction of the brochures to Elizabeth Boenish.

Smith reminded Thomas that they needed to address the small group discussion with Dr. Miller on October 5th. Thomas thanked Smith for the reminder. The Small group discussion has 30 seats, and is open to any Commission Member particularly passionate about the discussion. If anyone has interest, please let Thomas know.

Economic Development Update on potential property acquisition

Wasta noted that the property owner's counter offered the first offer, and that the counter offer was accepted. The counter offer was \$5,000 higher than the first. The first environmental study will take place August 10th, which will determine if the property acquisition will move forward.

Finance & Operations Update

Epping noted that he would be looking for a total bond capacity in order to make a recommendation to the Commission. Epping would like to see specifics on what the bond is able to be spent on, in writing. Sundall asked how much the bond would be for? Epping indicated approximately \$4M. Wasta added in order to move forward with the budget, the Commission needs to know what current spending will be cut from the budget.

Standards Update on Master Parkway Improvement Plan

Albert reported that two businesses were awarded façade improvement grants. Grey's Pub will receive \$3,600 and The History Center will be awarded \$10,000. Wasta and Albert met with the City in regards to the Parkway Improvement Plan. Economic Development is exploring funding options, with the hope to have a solid plan by December. Thomas noted that she has approved 12 banners to be placed in the District to promote the Speak Up Series events.

Sundall noted that there were other ways to approach the two hospitals for additional contributions. Commission Members discussed tax dollars and development. Meisterling said that would be an Economic Development discussion. Sundall asked if properties would need to be purchased through MedQuarter, Inc. in order to be worked with. Wasta said that he believed that they would. Sundall added it never hurts to ask someone to finance or donate to a project.

Executive Director's Report

Wasta noted the Report was on pages 19 & 20. The Signage & Wayfinding initiative and working with the Faith & Medicine Task Force on the Speak Up Series events are his main focus at this point.

Other Business

Wasta distributed the Economic Alliance's new Regional Indicator Scorecard. The score card is a compilation of federal, state, and local statistics and demographics showing how the areas compare. This provides a great tool for people in Economic Development and helps clarify what this area's strengths are. Wasta will distribute the next steps in the City's two-way conversions. Traffic pattern changes will be coming up. Sundall noted that construction of PCI's new parking structure on 3rd Avenue between 10th & 12th Streets will start in either November or December. Sundall will be talking to the main contractor and bank later in the afternoon and posed the idea of asking the companies involved in the project whether they would be willing to contribute to specific projects within the MedQuarter, such as the monument signs for example. Commission Members expressed they did not have an issue with Sundall asking for donations. Wasta distributed Maker Nurse fliers, provided by Sharon Guthrie of Mount Mercy University. Commission Members discussed convening a working group to get the Bike Share Program moving. Thomas and Meisterling have already been working on this initiative and will continue to follow it. Sundall added his new building would have another café/coffee shop in it. Gulick indicated that the mess behind the PCI building on Second Avenue is being worked on by the City. Wasta shared that Coe College's strategic plan titled "A Bolder Coe" specifically refers to their adjacency to the MedQuarter as an advantage. Wasta would like to see how the MedQuarter can partner with Coe in the future. Wasta reminded Commission Members that he would be out on vacation until August 17th.

Adjourn

There being no further business, Albert moved the meeting adjourn with Sterling seconding. All were in favor and the meeting was adjourned at 9:21 a.m.