

Medical SSMID Commission Meeting Minutes

August 10, 2022, 8:00 a.m. – 9:30 a.m., PCI Medical Pavilion 1

Present: Tim Charles, Gordon Epping, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Michelle Niermann, Okpara Rice

Absent: Eric Dalton, Lisa Gleason, Russ Nieland, Julie Sterling, Michelle Stramel

Guests: John Albert – Citywide Cleaners, Sandi Fowler – City of Cedar Rapids, Nathan Van Genderen – Mercy Medical Center

Staff: Jessica Komisar, Jesse Thoeming, Phil Wasta, Caleb Woods

Welcome & Call to Order

Rice called the meeting to order at 8:04 a.m.

Recognition of Tim Charles and Jon Albert

As they roll off, Rice thanked Albert and Charles for their leadership on the SSMID and being a part of getting it to where it is now. Wasta said it took a lot of effort and volunteer hours getting 80% property owner signatures for the SSMID to be submitted to the City Council and to be formalized and Albert and Charles were a big part of that.

Consent Agenda

Epping moved to approve the May minutes, May, June and July financials and Quarterly Investment Reports with Jensen seconding. The motion was unanimously approved.

SSMID Appointments

Van Genderen, CFO at Mercy Medical Center, has been in the community for eight years and is looking forward to being more involved by being a part of the SSMID. Van Genderen will be taking Charles's seat. Charles moved to approve with McGrane-Hop seconding. The motion was unanimously approved.

Wasta said Gleason has recently taken a new job outside the MedQuarter therefore can no longer serve on the Commission, effective August 31. One candidate that is interested in serving is Dr. Eric Griggs with Chiropractic Health Care Associates. Griggs and his wife purchased the practice in 2019 and he has been engaged and communicative in terms of the MedQ. He will come to the September meeting, where he will be officially nominated.

FY'23-26 Budgets

Wasta said the FY'23-26 SSMID and MedQ budgets have changed in only one, but significant, way since last presented in May. The Parkway Improvement line item has been adjusted to plan for inflation increases and the impacts is has on construction costs.

Changes below:

- FY' 2023 – combined \$55k, nothing major will be billed to us in this FY, carry over from last year's 3rd Ave pedestrian crosswalk allowance
- FY' 2024 – combined \$325k (originally was \$250k), will be for 10th Street from 1st to A Ave, heavy City project but partial MedQ, will create negative net income but spending out of accumulated cash
- FY' 2025 – combined \$200k (originally was \$112k), for A Ave from 7th to 10th Street parkway improvements including decorative pavers, improve street lights, draws further out of accumulated cash
- FY' 2026 – combined \$300k (originally was \$250k) – for 10th Street/8th Ave roundabout

Epping moved to approve FY' 2023 budget with Niermann seconding. The motion was unanimously approved.

Epping moved to approve FY' 2024-2026 preliminary budgets with McGrane-Hop seconding. The motion was unanimously approved.

September Strategic Planning Meeting

Wasta attended the Downtown SSMID strategic planning meeting in June which was facilitated by Julie Kraft who works on contract at the Economic Alliance and has a consulting business. She did a great job at keeping the group on task and will be facilitating the Medical SSMID strategic meeting in September. The three-hour September meeting will include some commission meeting items in the beginning including introductions, consent agenda and then the Commission will launch into the strategic planning process with Kraft's guidance including big picture questions and a SWOT analysis. This meeting is not intended to focus on a ten-year plan, but the next 2-3 years. Albert suggested researching what other medical districts are doing as a way to bring inspiration. Wasta said he would be happy to look into that. Wasta said at his last meeting with the City, the biggest item that comes up that we could be doing

more of is infill housing, which we don't have a lot of power in compared to Downtown and Czech Village NewBo districts, however we are strong in other infill developments such as the Mercy Heart Center and St. Luke's internal expansion.

District Marketing

MedQ Perks Program Update:

- 922 sign-ups since July 11 launch – significantly more than original hope of success
- 15 participating businesses
- 135 program redemptions
- The Nurse's Station and Via Sofia's seeing higher number of redemptions
- Have captured participants e-mail and phone number, easy to communicate to them when new businesses are added

Executive Director Report and Updates

Child Care Center

Wasta said we are further along now than we have ever been in terms of an operator, developer and property owner partnership. Right now, it's in the property owner's hands if we can get a big enough parcel to fit a building, playground, parking lot and customer access egress parking – totaling about a half an acre or more. Hoping to know more soon.

2022 Planters

All 32 planters are doing well and have received various compliments. The self-watering pot feature has proven to be efficient as the regular Downtown planters are being watered daily when the temperatures are high and the MedQuarter planters are being refilled about weekly. Wasta said it is budgeted to expand the program from 32 planters to 40-45.

3rd Ave Pedestrian Crosswalk

The crosswalk is up and usable, only waiting on a missing part for the light on the flasher. PCI is appreciative for the safe passage for its employees.

A Ave Mural

The marketing and branding committee has discussed doing a dedication ceremony late September or October and creating and selling t-shirts with the Choose Kindness graphic for purchase. Wasta has been contacted by St. Luke's about potentially using the image as a hospital approved uniform. The mural has been receiving a lot of positive attention and media coverage.

2023 10th Street from 1st Ave to A Ave

Right now this section is not ADA compliant and will be receiving new lighting, trees, pavers and underground wiring. This will be a partnership with the City.

2024 A Avenue from 7th to 10th St NE

Wasta received a call from the City asking if the MedQ would be interested in joining forces for this Paving For Progress project. The majority of the project would be City funded, but some parkway improvements could be included.

2024-25 8th Ave/10th St/Mt. Vernon Rd. Roundabout

Wasta reviewed updated renderings of the roundabout and aesthetic details. This project will be done across the 2024-2025 construction seasons.

Other Business

An idea was brought to the Branding and Marketing committee of having the MedQuarter be a catalyst for resources/host families to open homes for free to medical students for about four weeks. This would be in hopes of making their time in Cedar Rapids a positive experience and as a workforce attraction effort. Other resources that are available aren't necessarily furnished and ready to go and available for a month at a time. Van Genderen said he would be interested in learning more about what responsibilities the host families would have in terms of finances, transportation, etc. Jensen also wants to learn more about how many students are in need. Wasta will follow-up.

Thoeming talked about the upcoming "It's Go Time" event on October 26 which will feature husband and wife duo James and Deb Fallows who wrote "Our Towns", which turned into a HBO documentary. The Fallows will be in Cedar Rapids for about one week in October to learn more about our community and resiliency and the Downtown SSMID is one of the sponsors of the October 26 Q&A style event which will be held at the Library with guest panelists and the Fallows. Thoeming proposed a \$5k sponsorship ask of the Medical SSMID which would go towards event costs such as gift cards for attendees and other logistics for the Fallows stay. Wasta said there are funds under the Unspecified SSIMD line which is untapped that could be used for this ask and be recognized as sponsors for this event. Wasta will work with Thoeming to formalize the benefits and the ask for the September meeting.

Adjourn

Epping moved to adjourn with Jensen seconding. The meeting was adjourned at 9:38 a.m.