



Medical SSMID Commission Meeting Minutes

February 6, 2013

8:00 a.m.

Tallgrass Business Resources

Present

John Albert	Tim Charles	Richard Cooley	Michelle Jensen
Mary Meisterling	Melanie O'Donnell Olson	Julie Sterling	Julianne Thomas
Ted Townsend	Phil Wasta	Marcie Watson	

Absent

Mike Sundall

Steering Committee / Guests

Gordon Epping Chris Gulick Pat Shey Eric Dalton (on behalf of Mike Sundall)

Staff

Sarika Bhakta Jody Bowers Doug Neumann

Welcome & Introductions

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

Meisterling moved approval of December meeting minutes. Charles seconded, and the Commission unanimously approved.

Administrative Progress Report

The Administrative Progress Report was included in the Commission agenda packet. The Report includes activity since the previous meeting.

Review Financials

Neumann reviewed the year-end financials, highlighting the total revenues, the budgeted revenues and the general ledger. Half the budgeted revenues are in to date, and the rest are expected in the next couple months.

Commission members requested a list of the taxable properties and who has paid to date. Neumann will make the request for this list to the City.

Approval/Review of Payables

Neumann reviewed the included invoice from Informatics for the 25% down payment due on the MedQuarter web site. Committee members confirmed that the invoice is as expected and payment was approved at the time the contract was approved.

Committee Updates

Master Development Plan (MDP)

Albert recognized the committee members who were integral in the process of choosing the firm for the Master Development Plan. He then reviewed the process the committee took to come to their final recommendations, including defining the vision and goals for the project, the initial question and answer process, district tours, evaluating and scoring the proposals submitted by 11 firms in response to the RFP and then narrowing the list of candidates down to the top 4. Albert noted that, interestingly, the top four firms were all under \$300,000.

The Committee then conducted face-to-face interviews with those candidates and ultimately came up with their top two candidates. Albert shared with the Commission the Committee's first choice of The Lakota Group out of Chicago, IL and their second choice of Cunningham Group Architecture, Inc. out of Minneapolis, MN. He then explained the reasoning behind their ranking.

Candidate Firms	Likes	Dislikes
Cooper Carry	Partnered with experienced local sub-consultant, good overall grasp and plan to accomplish the project goals, balanced plan, high-touch approach (hands on), good understanding of holistic approach, very grand/high-level plan, spent a lot of time in the district	Lack of adaptability, no formal presentation prepared, one presenter unprepared and lacked confidence, committee questioned their ability to make vision into a reality
SWA	strong engagement skills, good stakeholder strategies, partnered with local firm Anderson-Bogert	Excessively focused on covenants and rules during urban design portion, no added value for additional \$30k cost
Cunningham Group Architecture, Inc.	Talent from Iowa on team, had completed other projects throughout the state, partnered with local firm Anderson-Bogert, inside out approach, urban/medical balance, excellent understanding of project goals, phased goals, broke down items into achievable goals, strong consultant	Very dry communication, heavier on urban planning
The Lakota group	Strong consultant who is originally from CR, good chemistry with team, excellent proposal and presentation, hands-on master development plan, annual benchmarks, has completed two districts (Springfield and Chicago), excellent urban-medical balance, one-year follow up, discussed all aspects of the prospect of healing	Did not include a timeline in original proposal, lack of local partner, stronger on financing than economics, unnecessary medical facility planner on the team

Albert reported that once the Committee came to their initial decision, they then questioned The Lakota Group about the details seen as negatives. The Lakota Group answered all concerns clearly and appropriately from cues the firm picked up in the meeting, and they will also reach out to a local partner. This new information did not change the Committee's first or second place recommendations.

The Committee moved that The Lakota Group be selected as the firm for the Master Development Plan and that the Committee will proceed with the negotiation process. O'Donnell Olson seconded, and the Commission unanimously approved.

When asked about the incorporation of the spiritual aspect, Dr. Thomas shared that the spiritual element was discussed with each firm interviewed and they all understood the need to incorporate spiritual healing as well. When asked if the Committee would be checking references, Albert answered that is part of their next steps.

With no further discussion, the Commission approved unanimously. Neumann shared with the Commission that the contract will need a legal review once the contract is executed, as was done with the web site contract.

Branding/Marketing

Dr. Thomas provided the Commission an update on the progress with Informatics and the MedQuarter web site. They are planning their project kick-off meeting with Informatics soon and are working to get the web site up and running ASAP as that will be key communication tool to be utilized during the MDP process as well.

District Services Plan

Cooley explained that the District Services Committee met again to further break down the division of services, focusing only on what the Medical SSMID is asking of the City as key priorities. Also, Cooley expects that these negotiations will be on-going due to the MDP work. He shared again that the district has thorough security with the combination of electronic as well as patrol coverage. The Committee's recommendation is to not pursue any supplemental security at this time. Commission consensus was to accept the Committee's position on security. Wasta suggested a quarterly or bi-annual meeting of the heads of security in the district to continue and encourage open communication moving forward.

Hospitals Voluntary SSMID Contributions

Townsend set the stage for the discussion on the hospitals' voluntary contributions to the Cedar Rapids Medical S.S.M.I.D. He explained the situation with St. Luke's current 2012 assessments versus the original 2011 assessments used in the Memorandum of Agreement with the City, resulting in a difference of just under \$300,000 per year.

Townsend then laid out the three options for moving forward:

1. SSMID agrees to exclude hospital buildings proper (included in new 2012 assessments) and hospitals voluntarily pay full rate on all other properties as originally agreed.
2. Hospitals pay only originally anticipated amounts regardless of assessment, SSMID tax remains at current level.
3. Hospitals pay originally anticipated amount in year one, SSMID includes all properties assessments and reduces property rates for all property owners to point hospitals pay originally intended amounts (results in significantly lower total dollars to SSMID).

Charles shared that he is still working to pin point the numbers for the original assessments, but that Mercy is in essentially the same position at St. Luke's.

Discussion ensued about the positives and negatives of all three options. Albert moved that they accept option one as the accepted course of action, to allow the hospitals to pay their budgeted amount, while keeping the other businesses in the district at the approved taxable rate. After some discussion, O'Donnell-Olson seconded, and the Commission unanimously approved.

Automobile Row Historic District

Townsend explained the events leading up to the designation of the new Automobile Row Historic District. As part of the agreement to demolish the First Street Parking Ramp, the City agreed to do a study identifying other possible historical designations. The results of this study identified the Automobile Row Historical District. Townsend noted that half of this proposed historical district falls within the Medical SSMID. The petition is being filed on February 8th, which means that we are 25 days into the 75-day comment period. Townsend

noted that, unlike with the petition to form the Medical SSMID, silence is taken as assent. Townsend encouraged the Commission to take a position on this issue.

After considerable discussion about the properties within this proposed district, the reasoning behind the petition and appropriate actions for the Commission to take, Dr. Thomas moved that the Commission draft and submit a letter of opposition. Wasta seconded, and the Commission unanimously approved.

Councilman Shey offered to investigate this issue further. Townsend and Economic Alliance staff will draft an informational letter to building owners in the potential district.

Principles for Conflict of Interest

Neumann reported on his discussion with the City Attorney regarding the conflict of interest issue. The City Attorney stands by the conflict of interest information that was included in the packet Commission members received upon joining and recommended that the Commission invite Judith Whetstine, Chair of the Ethics Board, to speak on the issue at a future meeting. Consensus was to plan for the March meeting if it works with her schedule.

A Commission member raised a question about the line in the Conflict of Interest information seeming to reference companies who have a contract with the City not being eligible to sit on the Commission. Council members who were present confirmed that it pertains to businesses with service contracts with the City, not anyone who has a contract of any kind.

Economic Alliance Professional Services

Due to lack of time, this issue was tabled until March. Epping, Albert and Jensen will meet with Economic Alliance staff to discuss the issue and provide a report and recommendation at the next meeting.

District Investment Requests

Townsend provided a brief explanation of the district investment requests that he has received. This issue has been deferred until March.

Non-Profit Inventory to Determine Voluntary Contributions

This issue was also deferred until the March Commission meeting.

Other Business

Cooley requested a copy of the letter in opposition to the Auto Row Historical District being sent.

Adjourn

The meeting adjourned at 9:35 a.m.

Respectfully Submitted by Jody Bowers